

COUNTY OF NEVADA
STATE OF CALIFORNIA
BOARD OF SUPERVISORS



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Julie Patterson Hunter, Clerk of the Board

NEVADA COUNTY BOARD OF SUPERVISORS
Board Agenda Memo

MEETING DATE: August 13, 2019
TO: Board of Supervisors
FROM: **Julie Patterson Hunter**
SUBJECT: Presentation by the Donner Summit Association on economic development activities in Soda Springs

RECOMMENDATION: Accept the Presentation.

FUNDING: N/A

BACKGROUND:

In October 2016, the Board of Supervisors adopted the Soda Springs Area Plan via Resolution 16-519 with the purpose to serve as a comprehensive land use and zoning plan for the Donner Summit region that embodies the expressed goals of the local community. Chapter Three: Economic Development of the Soda Springs Area Plan identifies nine policy goals that include “improve[ing] the visitor experience by creating community gateways, establishing signage to identify the community [to] promote and enhance Soda Springs’ role as a sustainable year-round tourist destination.” Soda Springs is uniquely positioned between both Placer County and Nevada County. In an effort to promote economic development in the area, staff from both Placer County and Nevada County have been working with the Donner Summit Association (DSA). The DSA applied and received several grants from Placer County’s Tourism Master Plan Grant Program. Funded projects have included the construction of a Welcome Monument, Phase I Visitor’s Center Feasibility Study, development of a master plan for Donner Summit recreating and public use, and building and road renovation work at the Pacific Crest Trail junction on Donner Summit.

In January of 2019, Nevada County provided a 10% match grant of \$3,295 to Placer County’s Grant of \$29,629 for the Visitor’s Center Feasibility Study that reviewed and provided input on several potential visitor center locations. DSA contracted with Sierra Business Council (SBC) to conduct the feasibility study that identified the Flashing Light Building as the top location. Subsequently, DSA applied for a second Grant from Placer County to begin Phase II of the Visitor’s Center Project to develop designs and obtain permits for the renovation of the Flashing Light Building for \$115,000. Nevada County CEO has agreed to provide a second 10% match of \$11,500 with the condition of an agreement with the property owner and the development of an operational and maintenance plan and budget. Before fully executing its agreement with the counties for Phase II of the Visitor’s Center Project, DSA is considering amending its feasibility study to evaluate an additional property on Donner Summit Road. Once the update to the feasibility study is finalized, Phase II of the Visitor’s Center Project will commence. Additionally,

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both Nevada County and Placer County have requested that a full business operational and maintenance plan be incorporated into the second phase of the project. Nevada County staff has identified a tentative amount of up to \$500,000 from the Economic Development Infrastructure Assignment for a Soda Spring's economic development project in FY 2020/21. Moving forward, staff will be providing the Board with an update on the project, along with other economic development activities, at the Board's annual workshop in January.

The DSA has requested to provide an update presentation to the Board of Supervisors on the various work they are doing to promote and support economic development on Donner Summit because of the Soda Springs Area Plan.

Item Initiated by: Jeffrey Thorsby, Senior Management Analyst

Approved by: Julie Patterson Hunter

Submittal Date: 7/26/2019

Revision Date: 8/5/2019