



Activities and Priorities in the Lake Tahoe Basin

Carol Chaplin - President & CEO

Credit: Lake Tahoe Visitors Authority





What Is TDVA

The Tahoe Douglas Visitors Authority, a Nevada public agency, was created by the Nevada Legislature in June 1997, granting a portion of the occupancy-tax revenues for:

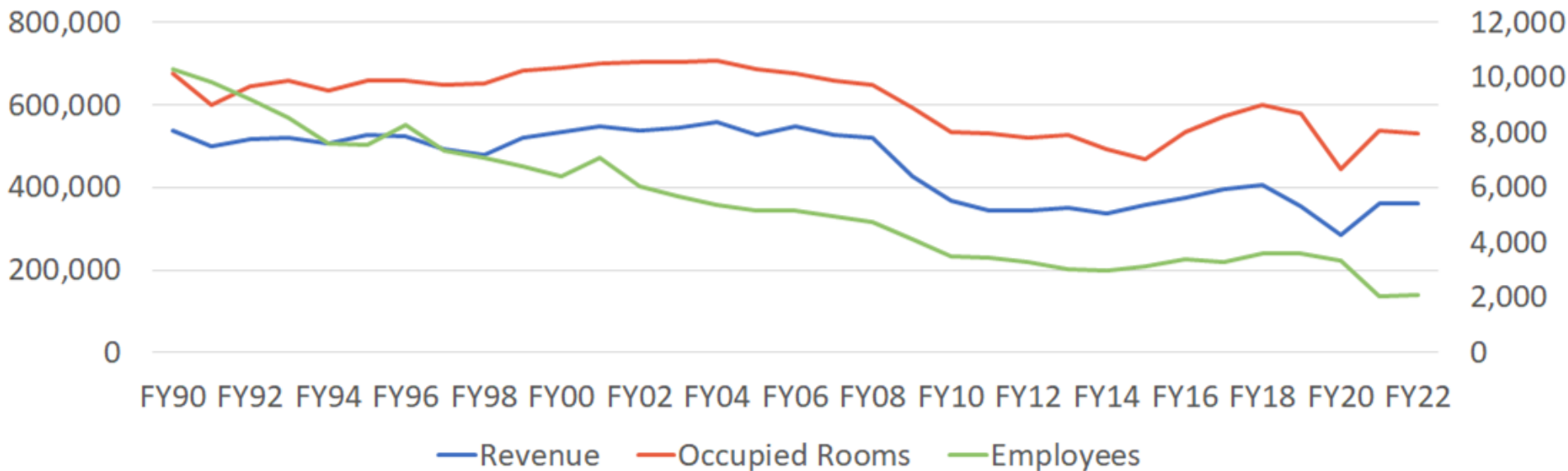
- Advertising, publicizing and promoting tourism and recreation in the Township
- Planning, construction and operation of a multi-use events and convention center in the Township



TAHOE DOUGLAS
VISITORS AUTHORITY

Decline in Gaming

Douglas County South Shore Casinos



Source: Nevada Gaming Control Board, Annual Gaming Abstract, 2022



Relationship with Lake Tahoe Visitors Authority

- In 2004 the LTVA assumed administrative and marketing responsibilities for the TDVA, enabling both organizations to provide unified messaging for the bi-state destination
- This structure allows a higher portion of funding to go directly into marketing by creating operating efficiencies
- TDVA and the South Lake Tahoe Tourism Improvement District (SLTTID) have an MOU that recognizes LTVA as the marketing entity for the South Shore region, which includes all of the Tahoe Township and our California partners



Support Highlights

- American Century Championship - 2023 attendance 77,000, **over 14 billion impressions, a publicity value of \$252 million**
- Lights on the Lake July 4 Fireworks - US Top 10
- Operation Sierra Storm Meteorologist Conference
- Harveys Outdoor Concert Series - up to 18/season, approx 8,000/event
- Heavenly Holidays
- RASC (Regional Air Service Corporation) - RNO Air Service Development and Retention

TDVA Events



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- Annual Lake Link contribution forecast = \$600,000
- Annual \$50,000-\$250,000 local grant funding from ACC
- Annual \$100,000+ contribution to non-profits assisting with TBEC concessions
- Community event discount pricing first year of operations
- 300 part time jobs
- 10-20 local vendor sourcing

Community Benefit



Credit: Lake Tahoe Visitors Authority



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The purpose of the Event Center is to provide a publicly owned, year-round indoor multi-use assembly, event and entertainment venue.

- 5000-person maximum capacity
- Broadens the season base
- Reinvent the Resort Core
- Promote year-round economic vitality
- Year-round conventions, trade shows, specials events, and entertainment
- Improve environmental quality
- Only venue of its kind in a US alpine resort

History



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TAHOE DOUGLAS
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Event Center Revenue Streams

Pledged Revenue Streams

Property tax increment
from Douglas County
Redevelopment Area
No. 2

Lodging and License
Fee (LFF) levied by
TDVA

\$5 a night room tax
levied by LTVA



TRPA Permit Conditions

- No net increase in trips and vehicle miles travelled annually and during peak summer days
- Provide a combination of fixed route, flexible route and on-demand transit service free to the user – Lake Link Micro Transit 2024 Forecast = 250,000 ridership
- Paid parking at Casino partner properties to encourage transit
- Baseline and Effectiveness Monitoring
- Stakeholder Coordination Meetings
- Attendee and employee surveys
- Attendee mandatory \$4.00 fee for transit and monitoring
- 2500 attendee cap June 15 – Labor Day
- Limit of 130 events and 220 event days annually



Event Center Success

- 74 events, 124 event days from September 1, 2023 – June 30, 2024
- FY24 projected attendance: 88,000. Projected Lake Link revenue: \$350,000
- Through concessions, \$65,000 raised by non-profits and \$100,000 projected by year-end
- Regional and state youth sports, hosted local youth ice hockey tournament, cheer fundraiser & competitions, basketball, volleyball, & boxing/MMA events.
- Pending confirmation – Pre-Season DI College Basketball Tournament
- Sold-out events featuring Pitbull, Billy Strings & Adam Sandler during shoulder season.
- Hosted National Association of State Park Directors, Nevada Hospital Association, & Business Council of Douglas County Critical Issues Conference, Go West International Tour/Travel Industry
- Upcoming: Nevada Recreation & Park Society Conference, Nevada League of Cities, & Travel Nevada Rural Roundup, Republican National Convention
- ECHL Tenant Hockey Team – 36 Home Games, 2000 attendees/game