

From: [Chris Proctor](#)
To: [Tahoe Regional Planning Agency and the Marlette Lake Water System](#)
Subject: TDVA Support Letter
Date: Thursday, March 7, 2024 3:59:36 PM
Attachments: [TDVA Letter of Support-03.07.2024.pdf](#)

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Hello,

I have attached a letter of support for the TDVA.

Chris

Chris Proctor, MPT, MBA, FACHE

Director of Community Benefit and Business Development

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March 7, 2024

**Members, 2023-24 Nevada Legislature's Committee for the Review and Oversight
of the Tahoe Regional Planning Agency and the Marlette Lake Water System**

Senator Skip Daly, Chair
Assemblywoman Shannon Bilbray-Axelrod, Vice Chair
Senator Robin Titus
Senator Melanie Scheible
Assemblyman Rich DeLong
Assemblywoman Angie Taylor

cc: Ms. Alysa Keller, Senior Principal Policy Analyst

Dear Chairman Daly and Members:

I am writing to you as the Director of Community Benefit and Business Development for Barton Health. Barton Health has over 1000 employees and physicians working at numerous locations throughout portions of the South Shore of Lake Tahoe, California as well as in the Carson Valley, Nevada. As such you can imagine our interest in ensuring that the community continues to improve its amenities for residents and visitors alike. This is inherently important to us when we seek to attract new physicians and team members. We are currently expanding facilities to include a new medical campus being built in the immediate vicinity of the new Tahoe Blue Event Center. Hence, we have been more than casual observers of the building and completion of the Tahoe Blue Event Center (TBEC) and are avid supporters of the project.

As a business neighbor and a community citizen I would like to take this time to applaud the former and current members of the committee for their creation of the Tahoe Douglas Visitors Authority (TDVA) in 1997 and the ongoing support of the entity. The TDVA's existence led to the development of the plans, bond approval, construction, and opening of the TBEC. As a hospital we are dependent upon a stable local population which relies upon steady visitor rates that in turn generate year-round employment for residents. The TBEC is projected to contribute to a leveling of the South Shore's seasonality by attracting conferences and entertainment events in shoulder seasons, and, during the week such as the Go West Conference held this past week. To date, the TBEC has already generated over 8,000 incremental room nights, with a first year forecast of over 12,000 room nights, most of which are in the shoulder season.



I am personally very enthusiastic about the Tahoe Knight Monster ECHL hockey team. Not only will this inspire future generations of young athletes, but each ticket purchased contributes \$4 to a local micro-transit system that is rapidly growing in popularity and contributing to the reduction of VMT.

I am appreciative of the committee's interest in learning more about the Tahoe region and would be pleased to provide any further insights and a tour of our new campus at your request.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Proctor". The signature is fluid and cursive, with a large initial "C" and a stylized "P".

Chris Proctor, MPT, MBA, FACHE
Director of Community Benefit and Business Development