

Dear TRPA Board Members,

My name is Lisa Deleon and I am the VP of Sales for Destination Tahoe part of TM destinations corp.

I am a local resident who has been a small business owner and has spent the last 22 years in the incentive, convention and meeting industry.

Below are the key points highlighting why my company and I support the event center.

The events center provides our community an opportunity to increase off season and mid week bookings for conferences and trade shows that generate money into many different areas of the local economy. Conventions and meetings don't just bring revenue to the casinos. Money goes to local activity and tour providers, to restaurants, bars, small businesses and retail outlets.

The event center will provide additional hours to the service and hospitality professionals in our town. I spent years working two jobs in restaurants in South Lake Tahoe and in October my daycare would cost more than I would make in a shift and my hours were cut substantially.

So any opportunity to provide a more consistent income stream to our local workforce has to be viewed as a positive.

Groups do not travel over Holiday times and try to avoid taking employees away from their families during summer months when kids are out of school. Peak corporate travel is Sept-early Dec and March- May.

The casinos all have ballroom or meeting space but they do not have enough of it to accommodate large programs with a general session, tradeshow element, breakout meetings, and meal functions. They also do not have any outdoor event space.

While Tahoe has always offered recreation experiences for incentive programs this will now put South Lake on the map as a viable

destination for large meetings, trade shows and conferences rather than a gaming destination. We continuously lose potential group business to other tier 3 destinations like Monterey and Providence RI because we do not have something large enough like an events center.

Yes a venue this size provides what tradeshow and conventions are looking for.

While set up for a 6000 person entertainment event is significantly different from what a banquet dinner for 1800. The square footage is almost the same for the 2 and that is before adding in a stage or AV. None of the casinos can accommodate general sessions for over 1200 people or banquet function for more than 700.

Ski Industry trade shows, outdoor and recreation retailer shows would all be drawn to South Lake Tahoe if we had a venue with enough square footage to accommodate them. 20,000 SQ feet for 100 booths.

Groups mean more business with less vehicles. This is a huge plus for this project. We operate an average of 100-130 programs a year. 3-5 of those groups would drive here. Our groups fly into Reno and arrange charter buses for transport or for our technology group in Silicon Valley we pick them up in chartered vehicles and bring them here.

Our target markets are areas like Texas, Atlanta, Chicago where airlift is required they are not driving in.

So any opportunity to provide a more consistent income stream to our local workforce accompanied by limited vehicle trips has to be viewed as a positive.

Kind regards,

Lisa Deleon, DMCP
VP of Sales
Destination Tahoe Meetings & Events



March 23, 2020

Dear TRPA Board Members,

I support the proposed Event Center.

The Event Center will deliver important community benefits to Stateline / Lake Tahoe including employment, transit, and environmental benefits.

TGFT Productions, LLC / Bike the West has been producing 3 successful Bicycling Special Events for the past 28 years starting and finishing in Stateline Lake Tahoe, NV. These events over the past 28 years, has proven to bring over 100,000 cyclists to ride around Lake Tahoe and another 2.5 family members / friends to join them with lodging, dining, shopping and other recreational revenue generation opportunities... These special events continue to provide wide economic benefits to Stateline and the south shore of Lake Tahoe when gaming revenues have been declining.

Special Events is the future for our Lake Tahoe community and with limited facilities to stage outdoor and indoor environmental conscience events, such as bicycling, running, triathlon as well as many other sports events from ping pong to pickle ball, etc., an Event Center will position our community in a more competitive position to provide facilities for additional sports and recreational activities as well as entertainment events.

The economic vitality of our Stateline / Lake Tahoe community depends on expanding more sports and recreational related events and opportunities. An Event Center to host such activities is the solution.

I support the pursuit of the multi-use Event Center, as this has the potential to accelerate transformation from a gaming-based economy to a contemporary and sustainable sports, recreation and entertainment based economy.

I urge you to support the proposed Event Center.

Sincerely,

Curtis N. Fong

Curtis Fong
Event Director
TGFT Productions, LLC / Bike the West

Dear TRPA Board Members:

I wanted to write to enthusiastically support the proposed Event Center. Any community must adapt to changing economic and social forces and Lake Tahoe is no different. This project will:

- Open new jobs for a variety of skill sets.
- Provide job stability during the shoulder seasons for a number of South Shore businesses.
- Allow South Shore to be able to compete with other destinations for meetings and convention business.
- Increase occupancy during shoulder seasons and mid-week.
- Increase business at restaurants and retail shops during shoulder seasons and mid-week.
- Position Lake Tahoe as a World Class Tourist Destination and top places to live

Our community is whole heartedly behind this project and I thank you for the opportunity to express my support.

Sincerely,

Robin DeSota
Owner, Investment Adviser Representative
Accredited Investment Fiduciary®



The Retirement Plan Specialists



FT 401 Ranking September 2017

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Please contact me if at any time you'd like a copy of the Palisade Investments' LLC Form ADV Part 2, solicitation disclosure document or privacy policy. This shall be construed as an offer of all three.

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To the TRPA Governing Board,

The Event Center is a much-needed project, perhaps even more in light of what's happening around the globe and here in our community.

Beyond all the economic benefits that have been mentioned previously, the Event Center will bring transportation improvements to the South Shore. The proposed free micro-transit service will benefit both locals and visitors and reduce VMT in the Tahoe Basin.

We know that our community needs free and frequent transit. We also know from looking at other mountain communities that transit, even when it's free and frequent, doesn't work without both a carrot and a stick. Paid parking is the stick to the micro-transit's carrot. As long as there is free parking, it will be very difficult to reduce reliance on the private cars. Both the stick and the carrot – paid parking and free transit – need to be implemented at the same time.

This isn't just theoretical mumbo-jumbo. We know this concept works. In Squaw Valley last winter, its Downtowner had over 80,000 rides over just a few months. Squaw went from having 40 parked out days to just 7, even though last year was a record snow year and the mountain saw a 15% increase in visitation.

This is a significant opportunity to make micro-transit a viable alternative to private vehicles. That, combined with the fact that TRPA needs a solution yesterday to meeting its VMT threshold standard, makes this a no-brainer way to break out of the status quo lockdown that's paralyzed this community for way too long.

I urge you to approve the Event Center project.

Sincerely,

Jenn Gleckman
530.545.2667
jengleckman.com

To TRPA Board,

Thank you for your bravery in holding your meeting on March 25, 2020. Given the circumstances in the world, it would have been easy to postpone your meeting, but given the importance of the agenda it is great that it is still happening.

I am in support of the new Event Center for many reasons, with the primary points set forth below:

1. Provides jobs to seasonal employees during times when its slower and is harder to get work.
2. Helps seasonal businesses retain our best employees.
3. Provides our community high quality sports and performing arts – making this a better place to live and therefore attracting the best talent to our community.
4. The reputation of South Lake and Stateline as a “guest service” destination will improve as local businesses will be able to keep high quality staff year round.
5. This is an opportunity to improve the parking and transportation experience in the Casino/Village core.
6. Projects like this will be even more important as the world rebounds from the coronavirus. Communities that have courage to move forward early will be at an advantage when this rebound occurs, hopefully very soon.

On personal level, I have been in the ski industry my entire life, and have lived in several resort communities, such as Jackson Hole, WY, and Sandpoint, ID. These communities supported the arts, and Jackson Hole has an Event Center. The memories I have of going to high quality events and meetings will stay with me forever. Our Event Center will have a similar impact for generations to come.

Please vote in favor of moving forward with the Event Center!

Sincerely,

Tom Fortune

Tom Fortune
Vice President and General Manager
Heavenly Mountain Resort

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This email is being sent in support of the Event Center which will be a topic of approval at the TRPA Board Meeting on March 25th. Edgewood Companies strongly supports the Event Center and has agreed to donate approximately five acres of valuable land in the Casino Core to facilitate the construction of the Events Center. All business operators in Tahoe South experience declines in occupancy and business volumes in the spring and fall, as well as mid-week during the winter. It is during these slow periods that the Event Center can help level out the shoulder seasons which will increase the full time job opportunities for our local residents and stabilize business operations throughout the year which avoids drastic swings in staffing and recruitment. It will also lessen the dependence on a few months in the summer, which creates a more stable and sustainable business community. We are in the midst of a terrible virus crisis right now and if the current business closure continues throughout the summer period, many local businesses will not recover. The Event Center would help offset business impacts to our traditionally high seasonal summer volumes by creating business opportunities in our current low volume shoulder seasons.

In addition to building a stronger more reliant business community, the Event Center will reduce sediment loading to the Stateline Stormwater Association's regional system by replacing an asphalt parking lot with infrastructure that will result in less sediment into the lake which ultimately improves lake quality.

In addition to creating more full-time local jobs with better benefits and improving the current environmental impact to the Lake, the Event Center will also be a catalyst for the creation of much needed transportation improvements which will lessen the dependence on the private automobile. The free micro-transit system that is proposed as part of the Event Center development will bring much needed public transportation improvements to Tahoe South which will reduce Vehicle Miles Travelled, improve employee commuting opportunities and create a better experience for both our tourist's and local's.

In summary, we are supporting a project that creates jobs, improves the environment and facilitates major transportation benefits to local's and tourist's and ask for the Board's support in approving this much needed project.

Best Regards,
John

John McLaughlin
President & CEO
Edgewood Companies
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Four-Star Rated by Forbes Travel Guide in 2020 | Hotel of the Year, USA & Canada, by Preferred Hotels & Resorts in 2019 | Voted #1 Resort Hotel in the U.S. by readers of Travel + Leisure in 2018 | [Click here](#) to view our live webcam



Hi Paul-

I'd like to submit my electronic notice in favor of the proposed Tahoe South Event Center. As a full-time permanent resident of Douglas County, I am confident this facility will be a great addition to the Stateline area, and all of Douglas County.

From my review of the project plans, I have been pleased with the amount of sediment and erosion control measures that have been thought through. It will be nice to see the large parking lot at Mont Bleu be transformed into a world-class facility and not such an eyesore. I am also very hopeful this event center will help bring the dreaded shoulder season impacts to an end so our local businesses can thrive all year long.

Thanks for your consideration, I truly hope this project gets approved and is able to move forward this year!

Have a great week and be safe out there Paul.

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Josh Merkow, PMP
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"Building Relationships Through Skill and Integrity"

To whom it may concern,

As a person employed the tourism industry in Stateline NV, who lives and works in the South Lake Tahoe area I want to comment that I am strongly in favor of the Event Center. Gaming revenues in our area are declining and we need to adapt to the current economy. The TDVA has gone above and beyond to do testing and diligently strive to work with all authorities to ensure low negative environmental impact. We shouldn't stand in the way of progress and cling to the past, times are changing and we need to embrace positive change!

Katharine McComb

Hi there

I am a tahoe local (Barton baby) and support the event center!

Leon Abravanel
Founder & CEO of Tahoe Event Company

P | 530.208.9886

W | tahoetrainingcamps.com

W | mymentalplaybook.com

From: Kyle Swanson <kswanny1989@gmail.com>
Sent: Monday, March 23, 2020 6:52 PM
To: Paul Nielsen <pnielsen@trpa.org>
Subject: Event Center

To All,

Just wanted to express my support for the Event Center being proposed at Stateline. I could think of no better place to build a World Class Event Center than Lake Tahoe. Having grown up in Tahoe and then coming back to pursue my career as a physician, it is these types of projects that I envisioned to bring more culture to our area as well as a sense of pride. So please do not let this opportunity pass.

Thank you

Kyle E. Swanson, MD
Orthopedic Surgeon
Tahoe Orthopedics and Sports Medicine

Sent from my iPhone

From: todd@planmygetaway.com <todd@planmygetaway.com>

Sent: Monday, March 23, 2020 5:31 PM

To: Paul Nielsen <pnielsen@trpa.org>

Subject: Event center Support Email

Good Afternoon.

As a business owner, resident, father of three and concerned citizen. I simply want to go on record in support of the proposed Event center. I believe everyone can agree that redevelopment in CA has been good for the economy and Environment. This project is a transformative project please do all you can to support and Approve this project



Todd Poth

Publisher

Getaway Reno/Tahoe

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From: Brad Belhouse <BBELHOUSE@lvrio.harrahs.com>
Sent: Tuesday, March 24, 2020 9:17 AM
To: Paul Nielsen <pnielsen@trpa.org>
Subject: Message of support for Event Center project

Dear TRPA Board Members:

I am writing to express my support for the South Tahoe Event Center project.

As Regional President with Caesars Entertainment over Northern Nevada, I can speak first-hand to the decline in visitation and employment that has occurred at Harrah's and Harveys Lake Tahoe over the past 2 decades. With the proliferation of casino gaming in California and other key feeder markets, we simply no longer attract the same number of casino visitors as we once did.

However, I believe South Lake Tahoe has enormous potential as a tourist destination and, with the right investments and an evolved positioning, can diversify its visitor base to help replace the loss of casino guests and inject economic vibrancy into the community. In my view, the Event Center will be a key catalyst toward realizing this vision - it provides us the potential to drive significant visitation from group / meeting travelers, experience seekers such as those traveling for a concert, and recreational visitors. And, importantly, it will be utilized throughout the year, giving us the ability to have visitation drivers during seasonally slow months which will be a source of employment stability for many of our workers in the community.

It is because of this belief in South Lake Tahoe's potential that Caesars announced investments totaling \$40 million at our Lake Tahoe properties. As part of this, we recently opened a Gordon Ramsay Hell's Kitchen restaurant which has so far exceeded our expectations and driven a significant number of new visitors to the market - this is just a small indication of the potential that exists from bringing new and compelling hospitality attractions to the market. We are also renovating our entire Lake Tower at Harveys, which we believe will provide us the ability to attract new group, independent FIT, and recreational family travelers, which will help further diversify our customer base.

In sum, I believe the Event Center is a critical project to the future of South Lake Tahoe and one that will drive significant benefits to our community.

Sincerely,

Brad Belhouse



Brad Belhouse | *Regional President, Northern Nevada and Laughlin*

☎ 775-586-6766

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