

From: Brandy Travers <BTravers@vailresorts.com>

Sent: Tuesday, March 24, 2020 10:14 AM

To: Paul Nielsen <pnielsen@trpa.org>

Subject: Event Center Letter of Support

Dear TRPA Board Members:

Below are my reasons to support the event center:

1. The proposed event center will make Lake Tahoe more appealing to visitors and convention schedulers.
2. The opportunity to host meetings and conventions especially during slow times will help our community thrive.
3. Host music events during shoulder season, mid-week and winter months when live music has been minimally available
4. Provide year-round employment. Many of our local businesses are seasonal. This will provide the opportunity for families to settle here and build their families.
5. Increase occupancy in lodging during and increase retail and restaurant business during shoulders seasons and mid-week.
6. Deliver improvements to our rapid transit system.
7. Reduce dirt from the MontBleu parking lot flowing into the lake thus continuing to keep the lakes clarity a top priority.
8. Turn an unappealing part of our town into a walk friendly area with vegetation and seating making it much more attractive.
9. More tax dollars for government improvements for all of Douglas County.
10. The event center will not only benefit the lake, we are one county, there are no lines between the lake and the valley. What is good is good for all.

Regards,

Brandy Thomson

Community Member

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From: Mike Bradford <mikeb@lakesideinn.com>
Sent: Tuesday, March 24, 2020 11:14 AM
To: Paul Nielsen <pnielsen@trpa.org>
Cc: Carol Chaplin <carol@ltva.org>; Lew Feldman <Lew@FMTTahoe.com>
Subject: Governing Board Comments 5/25/20

Morning Paul:

Here is the statement I would appreciate being given to the Governing Board. Thank you.

Dear Governing Board Members:

I strongly support the event center approval for the benefit of the environment and economy of the South Shore.

From an environmental perspective the event center will drive benefits through encouraging: environmentally sound redevelopment by making potential projects more financially feasible; visual and scenic enhancements to the center of our community; and, parking and public transportation systems to become the foundation for further development of these necessary systems in our area.

The economic benefits in terms of rewards from local and regional tourism activities are immense. The facility will enjoy local patronage as well as a smoothing seasonal tourism visitation bringing additional revenue to our economy. Moreover, the multipliers of these incremental revenues will broadly stimulate our local economy. As previously mentioned, this economic leverage will trigger environmentally beneficial redevelopment projects in perpetuity.

I think it is critical to understand that if we miss this opportunity there is not another transformational project on the horizon. If we seek substantive parking and transportation solutions this is the only trolley coming. Please make sure the event center project happens for the good of our environment and economy. There is not a second opportunity for a project offering these broad benefits. Please seize this fleeting possibility. As Wayne Gretzky said: "You miss 100% of the shots you don't take".

Respectfully,

Mike Bradford
President
South Tahoe Alliance of Resorts
CEO
Lakeside Inn

Mike

From: gingerm@charter.net <gingerm@charter.net>

Sent: Tuesday, March 24, 2020 11:19 AM

To: Paul Nielsen <pnielsen@trpa.org>

Subject: Event Center

Dear TRPA Board Members:

I have lived at Lake Tahoe for almost 50 years and I support the Event Center because it would do so much good and is the one thing that is missing in our community in order for it to prosper:

I support the Event Center for the following reasons:

- It will open new jobs for a variety of skill sets.
- It will provide job stability during the shoulder seasons for a number of South Shore businesses.
- The South Shore will be able to compete with other destinations for meetings and convention business.
- It will increase occupancy during shoulder seasons and mid-week.
- It will increase business at restaurants and retail shops during shoulder seasons and mid-week.

The entire project will make our town so much more appealing to visitors and locals. I've spent much time in other resort towns and those with walk corridors and transit shuttle buses (think Vail, Breck) are the best. I'm a CPA and of course the economic health of our community is foremost in my evaluation of this project. In my opinion it will increase visitors and make all seasons more profitable for local businesses while providing jobs for more residents.

Thank you,

Ginger Mitchell, CPA
gingerm@charter.net
775 588-2426

From: Ted Moorhead <ted@tahoesports.com>
Sent: Tuesday, March 24, 2020 11:22 AM
To: Paul Nielsen <pnielsen@trpa.org>
Subject: Support for South Lake Tahoe Event Center

Dear TRPA Board Members:

I support the event center because of all the good it will do for our community. Not only will it provide stable, year-round employment for local people it will make it possible for some of our residents to have just one job and be better able to participate within our community. Locals will enjoy the added cultural and social events as well.

The event center will help hotel occupancy and increase restaurant and retail business during the slower shoulder season and midweek with meetings, conventions, music and other events. It will also help all of these businesses in the peak seasons by offering visitors other options of things to do and hopefully lengthen their visits to our city. The events it could bring would also interest people who might otherwise not get a chance to see our dynamic area and town and open up completely new demographics to the beauty of Lake Tahoe. The entire project will make our community so much more appealing to visitors and locals alike.

Finally, getting Lake Tahoe on a higher stage of exposure will make it easier for everyone to see its unique beauty and no doubt help in our conservation efforts in the future. I think this will be a great addition to South Lake Tahoe and I strongly support the event center.

Thank you,

--

Ted Moorhead
Tahoe Sports
Ski Run Boat Company
tahoesports.com
ted@tahoesports.com
skirunboatcompanylaketahoe@gmail.com
530-544-0200

Ted Moorhead
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From: Heidi Hill Drum <heidi@tahoeprosperty.org>
Sent: Tuesday, March 24, 2020 12:34 PM
To: Paul Nielsen <pnielsen@trpa.org>
Cc: Marja Ambler <mambler@trpa.org>
Subject: Tahoe Douglas Event Center

Dear TRPA Board Members:

The Tahoe Prosperity Center supports the event center because it will provide stable, year-round employment for local residents and should make it possible for some residents to have one job instead of two in order to make ends meet. As we've seen this month with Covid-19, our economy is much too dependent on Tourism. Too many have lost their jobs and income in this unexpected crisis, highlighting the need for more stable jobs. The event center also ensures that we have a positive economic impact in non-visitation times of the year like spring and fall.

The event center project will make our community more appealing to visitors and locals. Removing the parking lot area will reduce the amount of fine sediment flowing into the lake. Transit in our community would be extended, too. Walking areas, new landscaping, roundabouts and the environmental improvements ensure this project is good for the economy, environment and community.

Please support the development of the event center as soon as possible - now more than ever we need this economic boost in our region.

Thank you,

Heidi Hill Drum, CEO Tahoe Prosperity Center



Heidi Hill Drum

CEO | Tahoe Prosperity Center

phone: [\(775\) 298-0265](tel:7752980265)

mobile: [\(530\) 545-9095](tel:5305459095)

website: tahoeprosperty.org

email: heidi@tahoeprosperty.org



A horizontal banner with a white background and a thin black border. On the left, there is a small graphic showing a blue bell curve (representing a normal distribution) and a yellow bell curve (representing a skewed distribution), with text labels: "Number of sick people if we don't take steps to slow the spread" and "Number of sick people if we take steps to slow the spread". To the right of the graphic, the text "COVID-19 and Tahoe's Economy: Resource Guide" is displayed in a bold, dark grey font. Further right, there is a yellow rectangular button with the text "CLICK HERE" in white, uppercase letters.

From: Bindel, Jerry <jbindel@forestsuites.com>
Sent: Tuesday, March 24, 2020 12:20 PM
To: Paul Nielsen <pnielsen@trpa.org>
Subject: Tahoe South Event Center

To the TRPA Governing Board,

The Forest Suites Resort at Heavenly Village ownership group, management and staff **strongly** supports the Tahoe South Event Center approval. This Event Center will revitalize our economy, further develop pedestrian-friendly areas near the primary bed-base and be a catalyst for a larger transit system. With our current situation and dearth of business, now more than ever do we need to plan for the future with this Event Center!

We encourage the TRPA board to approve the event center project. It will provide jobs, shoulder season business and transit. The event center project will spur beneficial redevelopment at Stateline, as the Heavenly Village did on the California side of our destination. There are many benefits our community will get will get with the Event Center including much needed transit, economic vitality and jobs. The Environmental Assessment is the most accurate, peer-reviewed dataset at our disposal and discloses significant environmental gain. A no vote on this project impedes the opportunity to boost economic vitality and mobility throughout our community. The TDVA has agreed to very stringent and costly conditions and its casino resort partners are participating with paid parking to help make transit a success once and for all.

Again, we need this event center now more than ever. The approval will allow us to be competitive in the meetings market and flatten out our shoulder seasons with group business. We will also have a community gathering place that offers entertainment and sporting events, which will lead to employment and a robust economy. As part of the project, we also receive transit which will eventually lead to a community-wide program that is free and frequent. The projections of VMT reduction of almost 8500 trips on a peak summer day as a result of this project is more significant than any other project that TRPA has ever considered. TRPA's long time goal has been to reduce the dependency on the private automobile. The project proponents have worked diligently with TRPA staff and key stakeholders to address important concerns raised such as VMT generation and reduction.

This project will serve as a timely catalyst for introducing free transit to the South Shore market. It will mark a pivotal milestone as the South Shore continues its transition from an economy in which gaming traditionally dominated to one based on entertainment and outdoor recreation. The Event Center will create new opportunities for off-peak season employment and new year-round employment, particularly for the most vulnerable seasonal members of our current workforce, who are suffering now more than ever.

Sincerely,

JERRY BINDEL
GENERAL MANAGER
530.543.6532 · Cell: 530.545.1157 · jbindel@forestsuites.com
1 Lake Parkway, South Lake Tahoe, CA 96150

WWW.FORESTSUITES.COM



A SIGNATURE PROPERTY OF BENCHMARK RESORTS & HOTELS

March 24th, 2020

Dear TRPA Board Members:

I support the Event Center for the following reasons:

- It will open new jobs for a variety of skill sets.
- It will provide job stability during the shoulder seasons for a number of South Shore businesses.
- The South Shore will be able to compete with other destinations for meetings and convention business.
- It will increase occupancy during shoulder seasons and mid-week.
- It will increase business at restaurants and retail shops during shoulder seasons and mid-week.

Thank you for the opportunity to express my support.

Sincerely,

Danell Wilson-Perlman
Managing Member
Reno Tahoe Limousine, Reno

Good afternoon Governing Board Members,

I completely support the Event Center approval for the benefit of Tahoe South.

In these uncertain times, we more than ever need to keep an eye toward the recovery and sustainability of our community. The vast uncertainty the current environment will have on the lasting impacts to travel demand that we continue to actively pursue a long-term plan to diversify our economy. The ability to continue with project planning and construction will be a beacon of hope and progress for our residents and business community alike.

My biggest concern is if this project does not get approved, what is the next big idea? This project has been over a decade in the making. I certainly do not believe our community, it's residents, and our environment can afford another decade before we are able to execute an equally beneficial project.

I ask that you approve the Event Center and thank you for your leadership.

Respectfully,

Stacy

Stacy L. Noyes
President
Lakeside Inn and Casino - Lake Tahoe

Direct: 775.586.7774
Mobile: 775.790.4696

From: Christine Durkin <cdurkin1@gmail.com>
Sent: Tuesday, March 24, 2020 10:04 AM
To: Paul Nielsen <pnielsen@trpa.org>
Subject: Please Approve the New Event Center

Dear TRPA Board Members:

Please do the right thing and approve the Event Center. This is a critical piece of growth for our community. There are numerous reasons why I believe this must be done for Tahoe.

Here are some of my top reasons why I believe this has to pass!

- 1) It will make Tahoe more appealing to visitors
- 2) It will bring in meetings and conventions, particularly during the shoulder season where it is much needed
- 3) Bring in music events that will increase occupancy and help restaurants & retail
- 4) Provide much needed year round employment
- 5) Bring in more tax dollars for improvements

Obviously, this is a very trying time for our Community and others across the country. Please do the right thing and approve this Center to bring more business & much needed jobs & dollars.

Regards,

Christine

Dear TRPA Board Members:

I support the Event Center for the following reasons:

- **It will open new jobs for a variety of skill sets.**
- **It will provide job stability during the shoulder seasons for a number of South Shore businesses.**
- **The South Shore will be able to compete with other destinations for meetings and convention business.**
- **It will increase occupancy during shoulder seasons and mid-week.**
- **It will increase business at restaurants and retail shops during shoulder seasons and mid-week.**

Thank you for the opportunity to express my support.

Sincerely,

--

Todd H Simon

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From: Bonnie Zahm <bonnie@philipzahm.com>
Sent: Tuesday, March 24, 2020 1:03 PM
To: Paul Nielsen <pnielsen@trpa.org>
Subject: TRPA EVENT CENTER

Hello TRPA Board Members:

I am writing to ask for your support of the Event Center. Below are just some of my reasons...

Increasing occupancy during slow seasons and mid-week

Increasing business at restaurants and retail shops during slow seasons

Providing job stability during the slow seasons for South Shore businesses.

Opening of new jobs with a variety of skill sets.

Being able to compete with other destinations for meetings and convention business.

.

Thank you all and have a wonderful day!

Sincerely,

Bonnie Zahm

--

Bonnie Zahm
Consigliere

www.philipzahm.com

P: [831-662-3533](tel:831-662-3533)

F: [831-662-3591](tel:831-662-3591)

E: bonnie@philipzahm.com



From: Rachid Dahnoun <rachid@rachidphoto.com>
Sent: Tuesday, March 24, 2020 1:15 PM
To: Paul Nielsen <pnielsen@trpa.org>
Subject: Event Center Support Letter

Greetings TRPA Board Members,

As a 20 year resident and business owner in South Lake Tahoe I want to express my support for the event center. I support the event center for a number of reasons.

It will get South Lake Tahoe up to speed with other mountain towns across the globe and make our destination more appealing to visitors.

The shoulder season is always a hard time for full time residents who are seasonal employees. The event center will provide the opportunity for not only more full time positions in South Lake Tahoe but also increase the hotel, retail and restaurant business in the slow seasons. This will, in turn, allow businesses to keep their employees on the clock during late spring and late fall. South Lake Tahoe is much more expensive to live in than it was 20 years ago and our workers deserve the ability to make a good living in our beautiful community, year round.

Additionally, the event center will generate more tax dollars for improvements around town.

When visitors from across the globe are making their choice on which mountain town to visit and spend their money, the event center will be a welcome addition that will continue to solidify South Lake Tahoe as a world-class destination.

Sincerely,

RACHID DAHNOUN
PHOTOGRAPHER | DIRECTOR
530.314.9724
www.rachidphoto.com



From: Jan Vandermade <jan@visitcarsonvalley.org>

Sent: Tuesday, March 24, 2020 1:16 PM

To: Paul Nielsen <pnielsen@trpa.org>

Subject: Tahoe Event Center Support

Greetings TRPA Board Members:

On behalf of the many tourism businesses located in Carson Valley, and as important decisions or steps must be made in the days ahead, I'd just like to extend a brief note to extend our full support for the Tahoe Event Center.

Appreciating the opportunity to speak up in person at prior TRPA meetings (which should be on record representing the Carson Valley Visitors Authority), we simply want to continue to echo our full belief this project is a sound solution to multiple needs within our community. In concert with the TRPA's mission, this project will most notably help improve lake quality and benefit the resident population.

The event center will do a lot of good for our entire area . . . the valley included. A rising tide floats all boats. It will provide stable, year-round employment for the local workforce and ideally will make it possible for some residents to have a sole employer (vs multiple part-time roles). The event center will foster hotel occupancy as well as increase restaurant and retail economic impacts regionally by increasing shoulder season and mid-week meetings, conventions, music and other event demand. Not all visitors choose Tahoe. Some enjoy the pace and accessibility of Carson Valley (in close proximity to Tahoe).

A long term vision has been set forth between private and public sector collaboration and applied resources for an improved community. Tahoe Beach Club, Edgewood and Heavenly Village are 3 fine examples of public/private collaboration. The entire project will make our destination so much more appealing to visitors and locals alike. The identified blight condition needs to be considered. We support the belief that this project will improve lake quality through multiple measures being recognized in the careful planning mitigations. And, discussions to improve the rapid transit system in our Tahoe community make sense to get people out of their cars and more reliant on options that will better serve the lake and the destination.

We trust you recognize these same benefits and will keep the greater vision moving forward by extending your support for the event center (at the TRPA meeting tomorrow - March 25, 2020). I'll also look forward to joining the session online. Thank you for your careful consideration.

Jan

JAN VANDERMADE
Executive Director
VisitCarsonValley.org

1477 US Highway 395 North, Ste C, Gardnerville, NV 89410

775.782.8145





Steve Sisolak | Governor
Kate Marshall | Lieutenant Governor
Brenda Scolari | Director

CARSON CITY OFFICE
401 North Carson Street
Carson City, NV 89701

SOUTHERN NEVADA OFFICE
4000 S. Eastern Ave., Ste. 240
Las Vegas, NV 89119

Dear TRPA Board Members:

I'm writing to express Travel Nevada's full support of the events center, not only for the sound reasons listed below, but because now more than ever, destinations must make a long-term investment in their economic future with competitive tourism products and services.

1. Make our destination more appealing to visitors.
2. Drive our opportunity to host meetings and conventions especially during slow times.
3. Host music events during shoulder season and mid-week.
4. Provide year-round employment.
5. Increase occupancy in lodging during shoulders seasons and mid-week.
6. Increase retail and restaurant business during shoulder season and mid-week.
7. Deliver improvements to our rapid transit system.
8. Reduce dirt from the MontBleu parking lot flowing into the lake.
9. Turn an unappealing part of our town into a walk friendly area with vegetation and seating making it much more attractive.
10. More tax dollars for government improvements.

Sincerely,

Brenda Scolari, Director
Nevada Department of Tourism and Cultural Affairs

Tahoe Regional Planning Agency
Re: Tahoe Douglas Visitor's Authority Tahoe South Event Center, TRPA File# ERSP2017-1212,
March 25, 2020 meeting

Statement for Inclusion in the Public Record

My name is Kirk Walder and I am a full-time resident of Zephyr Cove, Nevada. The comments that follow are my personal views.

I strongly support approval by TRPA of the Event Center. Starting construction of this facility is in the best interest of the greater Tahoe community and the plans proposed by the Tahoe Douglas Visitor's Authority meet the requirements of TRPA.

Planning for the future and balancing the needs of the Tahoe area should be your top priority. It is the job of government leaders to have the vision to see thru current conditions and show leadership in making decisions for the benefit of this region.

Our workers and businesses are now in the midst of a crisis. Everyone hopes the health issues will soon abate, but recovery will likely be uncertain and uneven. Building the Event Center is one action that will help in many ways. First, construction of this magnitude will employ many workers at a time when unemployment may be surging. And the businesses that serve those workers, such as food service and transportation, will certainly benefit. Many of these are small businesses who might be forced to shut down without the potential of new customers.

As visionary leaders, I hope everyone on the TRPA will recognize that the world and our region are likely to change in many ways. Working at home will increase and business travel will decline. The impact on vehicle traffic in our region is likely to be significant. Please think forwardly and not make decisions based on past behavior and data.

The Event Center has the potential to improve employment in the region in an important way. By concentrating activity during the shoulder season and weekdays, it will increase wages for individuals who currently struggle at certain times. Providing those workers a better economic future will benefit this area greatly.

TRPA should always look at issues from a regional perspective, but I would ask those from California and non-Douglas County areas of Nevada to respect the support of the Event Center by Douglas County elected officials. This project has been consistently supported over many years by the Douglas County Board of County Commissioners.

I applaud your efforts to move forward on this matter in these challenging times. I look forward to joining your meeting remotely and hope to forward additional comments as I review your discussion.

The March 18, 2020 Staff Report has numerous sections that raise questions or concerns. I hope these will be carefully evaluated as this project moves forward.

On page 6, concerning parking, the report states:

4) No "in and out" privileges for day users using the parking lots. Overnight visitors will be allowed "in and out" privileges.

Assuming this includes the parking lots at the casinos, I believe this would severely handicap the restaurants and shops at those facilities.

On page 7, concerning transit, the report states:

- 1) Continuous daily service year-round in a service area between the Round Hill, NV area on the north and the Bijou Center, CA area on the west, including a one-way loop around Pioneer Trail, Ski Run Boulevard and US 50 (See Appendix A of Permit Attachment A for transit service area).

Demand for this service would seem limited from the Round Hill, NV area and would add significant costs in transportation time and miles traveled. Given the availability of parking near Kingsbury and RT 50, perhaps begin transit at that location.

- 3) Fixed route will run between Montbleu and Round Hill Pines Beach Resort.

This would increase transit cost with questionable benefits. Is the Event Center transit designed to transport people to Round Hill Pines Beach Resort? Should service also then go to Nevada Beach? Zephyr Cove? Each of these already has paid parking.

On page 8, the report states:

- 8) To generate additional funding for transit enhancements, the applicant will require that the operator of the Event Center include a surcharge of \$4.00 for each participant contracted or ticket issued for every Event Center event. At least 75 percent of the surcharge shall be dedicated to transit enhancements above and beyond the transit operations required by the Adaptive Management Plan (Attachment A). The funds collected may be used to further reduce the VMT generated by the Events Center. The applicant may use up to 25 percent of the surcharge for post project monitoring.

A surcharge of \$4 not only could reduce the success of larger events, but would unfairly penalize those smaller groups using the Event Center. Is it desirable to charge a \$4 per person fee for a civic group of 50 that holds a 2 hour meeting? The purpose of the Event Center should be to encourage its use, not propose costs for community functions.

Chris Lang
Gardnerville, NV 89460

March 24 2020

Dear TRPA Board Members:

I support the event center because it would do so much good for our community. It will provide stable, year-round employment for local people and maybe even make it possible for some residents to have just to one job. The event center will also help hotel occupancy and increase restaurant and retail business because of shoulder season and mid-week meetings, conventions, music and other events. The entire project will make our town so much more appealing to visitors and locals. A walk corridor with lots of plants and seating would be wonderful. I think removing parking lot area will reduce the amount of dirt and debris flowing into the lake and I'm sure rapid transit in our community would be extended, too.

Thank you

Sincerely

Chris Lang

Chris Lang