

TAHOE DOUGLAS
VISITORS AUTHORITY

**TAHOE
SOUTH
EVENTS CENTER**

Environmentally beneficial redevelopment



TAHOE DOUGLAS VISITORS AUTHORITY

ABOUT TDVA

1997: TDVA Act (NRS 496)

- To promote tourism within the Tahoe Township
- To design, plan, and operate a convention center

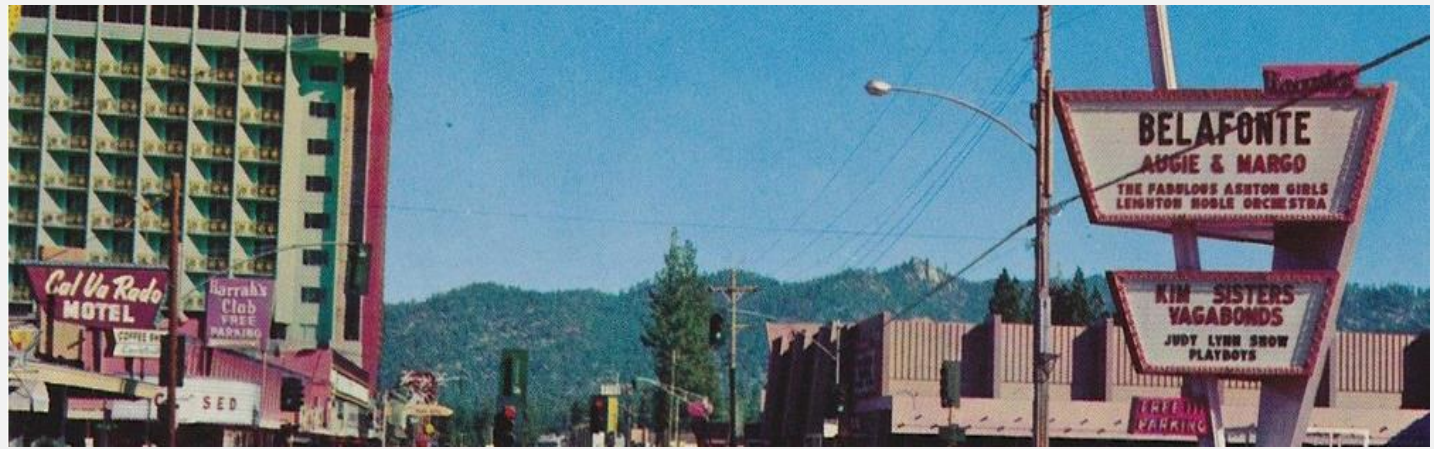
2019: TDVA Act amended

- TDVA authorized to plan, construct and operate a multi-use events center (AB 98)
- \$5 per night surcharge on room nights within the Tahoe Township (SB 461)
- TDVA authorized to issue municipal bonds to fund the planning, construction and operations of the events center (SB 461)



SOUTH SHORE: THEN

The golden era of Tahoe gaming



IS TAHOE DYING?

Sep 18, 2014 | By: [Sam Morse](#) | Follow | 1 | 0

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SOUTH SHORE: NOW

Economic decline and blight

Lake Tahoe casinos see drastic gaming win decline in August

Business | October 1, 2015



EXISTING CONDITIONS

Two different Stateline landscapes



Nevada



California

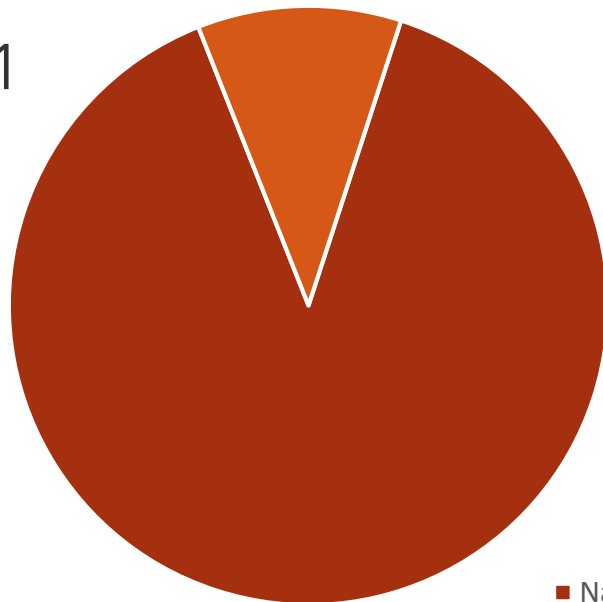
IMPACT OF NATIVE AMERICAN GAMING

Between 2000 and 2018, gross gaming revenues on the South Shore have declined from approximately \$350m per year to \$200M per year

Market shares by gaming revenue

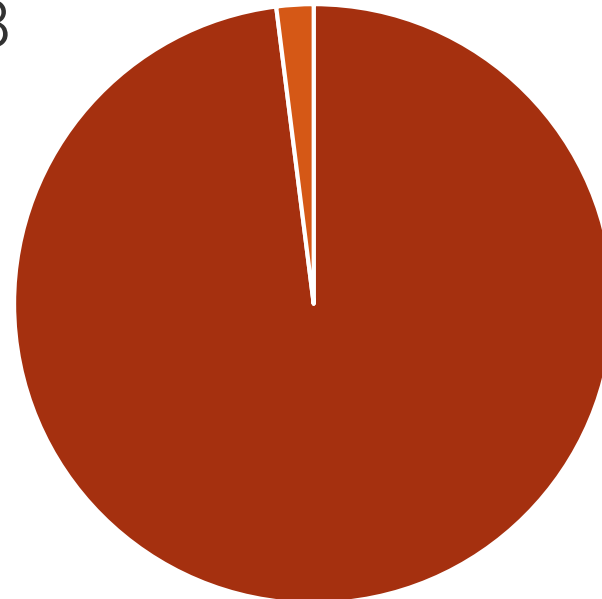
CA/ Northern NV Native American and Stateline casinos

2001



■ Native American (89%)
■ Stateline casino (11%)

2018

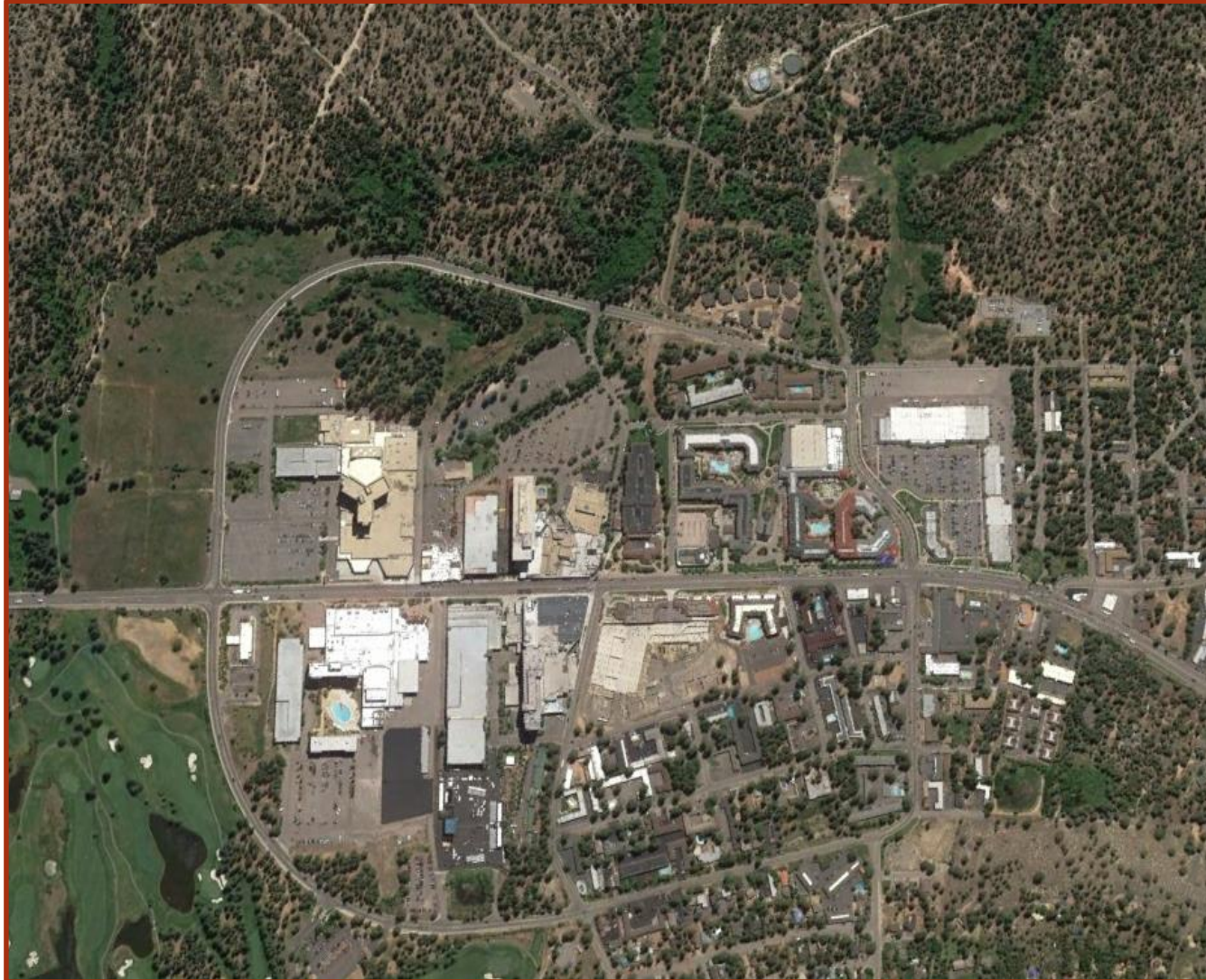



■ Native American (98%)
■ Stateline casino (2%)



CASE STUDY

The Harrah's/Harvey's outdoor summer concert series (12-15 nights per year) attracts world class performers and drives retail, food, and beverage sales



\$142M 2000  **\$84M** 2018

ASSESSED VALUE

- 40% decrease in property values since 2000
- Loss of more than \$1.1M in annual tax revenue to Douglas County since 2000



10,000
2000

↘

3,000
2019

JOBS

7,000 jobs lost in the casino core
between 2000 and 2019



CALIFORNIA'S SOLUTION

Redevelopment on the California side has transformed the community, revitalized the economy, and significantly improved the built environment



Community



Environment



Experience







WILDWOOD BASINS: BEFORE



WILDWOOD BASINS: AFTER



WILDWOOD BASINS: AFTER



HIGHWAY 50 LINEAR PARK - BEFORE



HIGHWAY 50 LINEAR PARK - AFTER



HIGHWAY 50 LINEAR PARK - AFTER

REDEVELOPMENT AREA NO. 2

- In 2016, Douglas County determined that the economic decline within the Casino Core constituted economic blight
- Redevelopment Area No. 2 formed in accordance with NRS 279
- Multi-use events center identified as the catalyst to reverse economic decline



HISTORY

A project two decades in the making

- 1997** TDVA Act passed, authorizing TDVA to plan, construct, and operate a convention center
- 2008** 4,000 seat convention center (Project 3) approved in California
- 2011** South Shore Vision Plan adopted (includes the Events Center)
- 2012** Regional Plan Update, South Shore Area Plan (includes Events Center in core)
- 2015** Douglas County Board of County Commissioners ("BOCC") initiates blight study
- 2016** Douglas County BOCC finds core blighted and forms RDA2, identifying Events Center as catalyst to reverse deteriorating physical conditions and economic decline
- 2017** Douglas County BOCC passes one percent (1%) increase in lodging license fee to enable TDVA to fund Events Center planning and approvals
- 2019** Nevada Legislature amends TDVA Act to impose \$5/room night surcharge, expand definition to Events Center, and authorize TDVA to issue municipal bonds to fund Events Center

EXISTING CONDITION

TAHOE SOUTH EVENTS CENTER



PROPOSED CONDITION



**TAHOE
SOUTH
EVENTS CENTER**

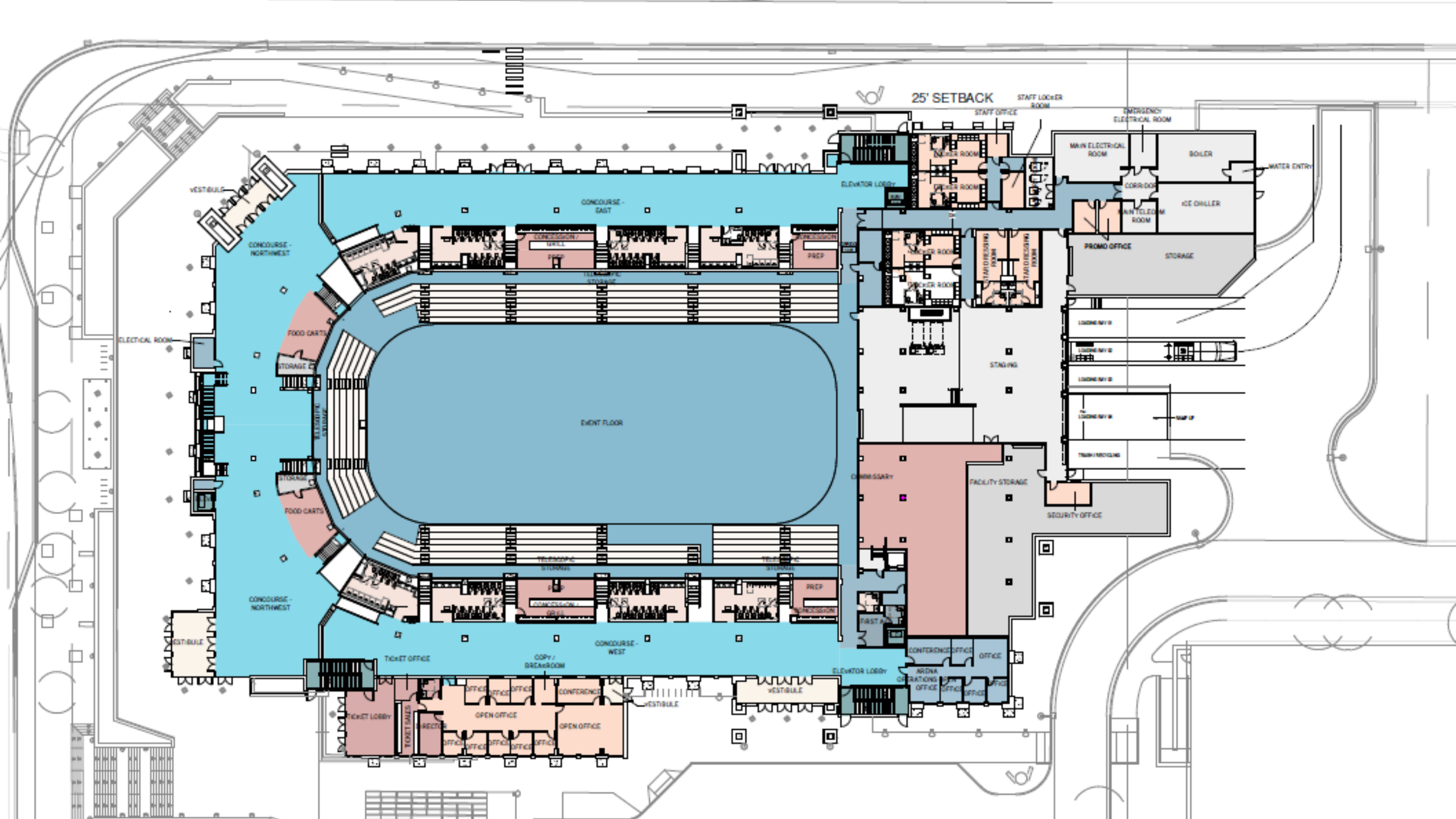


EVENT CENTER



EVENT CENTER

EVENT CENTER
MARCH 27
APRIL 17
APRIL 30
MAY 20
MAY 31



25' SETBACK

STAFF LOCKER ROOM

EMERGENCY ELECTRICAL ROOM

WATER ENTRY

CONCOURSE - EAST

VESTIBULE

CONCOURSE - NORTHWEST

ELEVATOR LOBBY

STAFF OFFICE

MAIN ELECTRICAL ROOM

BOILER

CORRIDOR

ICE CHILLER

MAIN TELECOM ROOM

CONCOURSE - WEST

TELEPHONIC STORAGE

TELEPHONIC STORAGE

TELEPHONIC STORAGE

TELEPHONIC STORAGE

TELEPHONIC STORAGE

TELEPHONIC STORAGE

TELEPHONIC STORAGE

TELEPHONIC STORAGE

TELEPHONIC STORAGE

TELEPHONIC STORAGE

PROMO OFFICE

STORAGE

MAIN FLOOR

STAGING

ELECTRICAL ROOM

FOOD CARTS

STORAGE

FOOD CARTS

STORAGE

CONCOURSE - NORTHWEST

VESTIBULE

COMMISSARY

FACILITY STORAGE

SECURITY OFFICE

TICKET OFFICE

COPY / BREAKROOM

CONCOURSE - WEST

TICKET LOBBY

TICKET SALES

RECEIPT

OPEN OFFICE

OPEN OFFICE

CONFERENCE

OFFICE

OFFICE

OFFICE

OFFICE

OFFICE

ELEVATOR LOBBY

CONFERENCE OFFICE

OFFICE

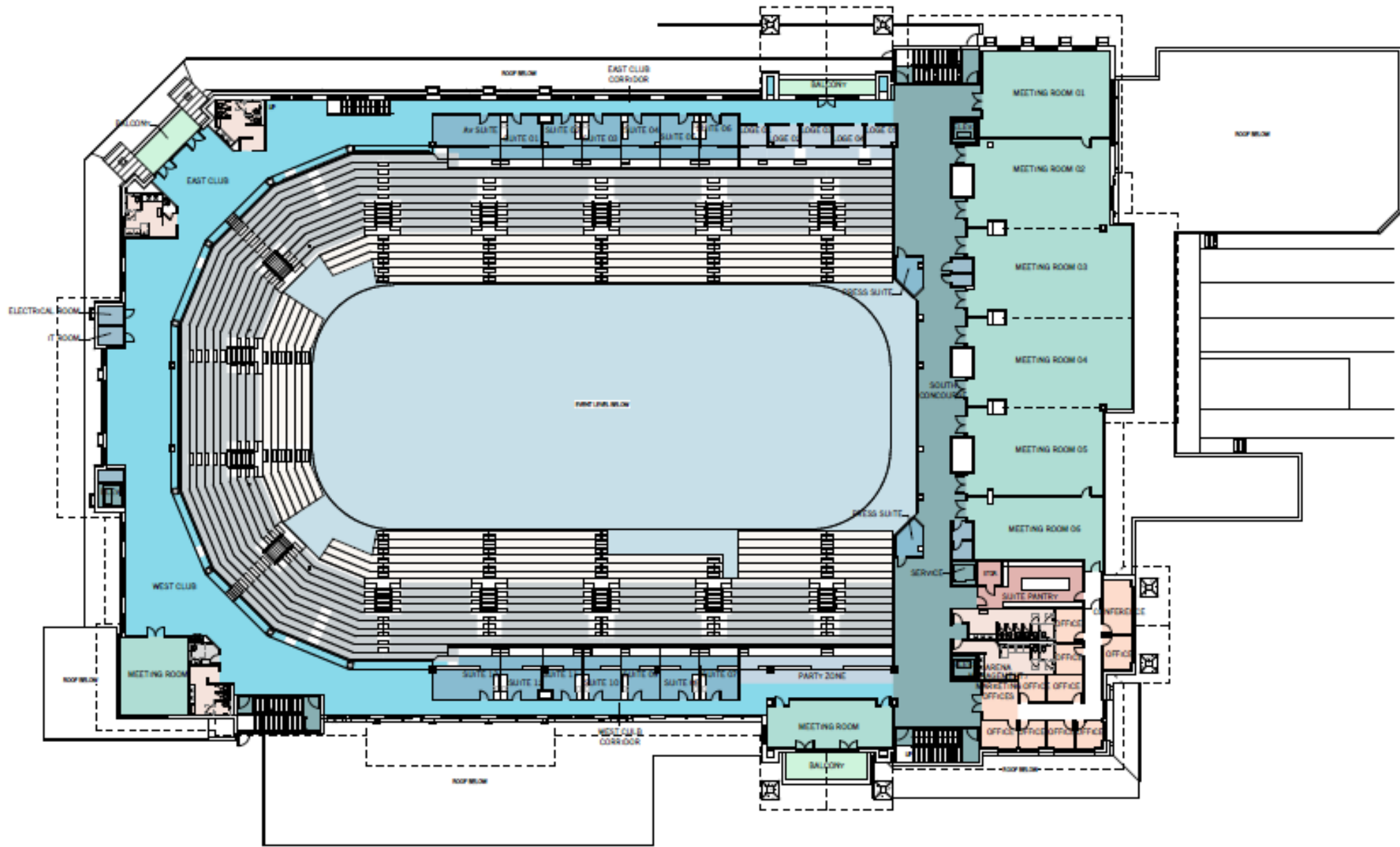
AREA OPERATIONS

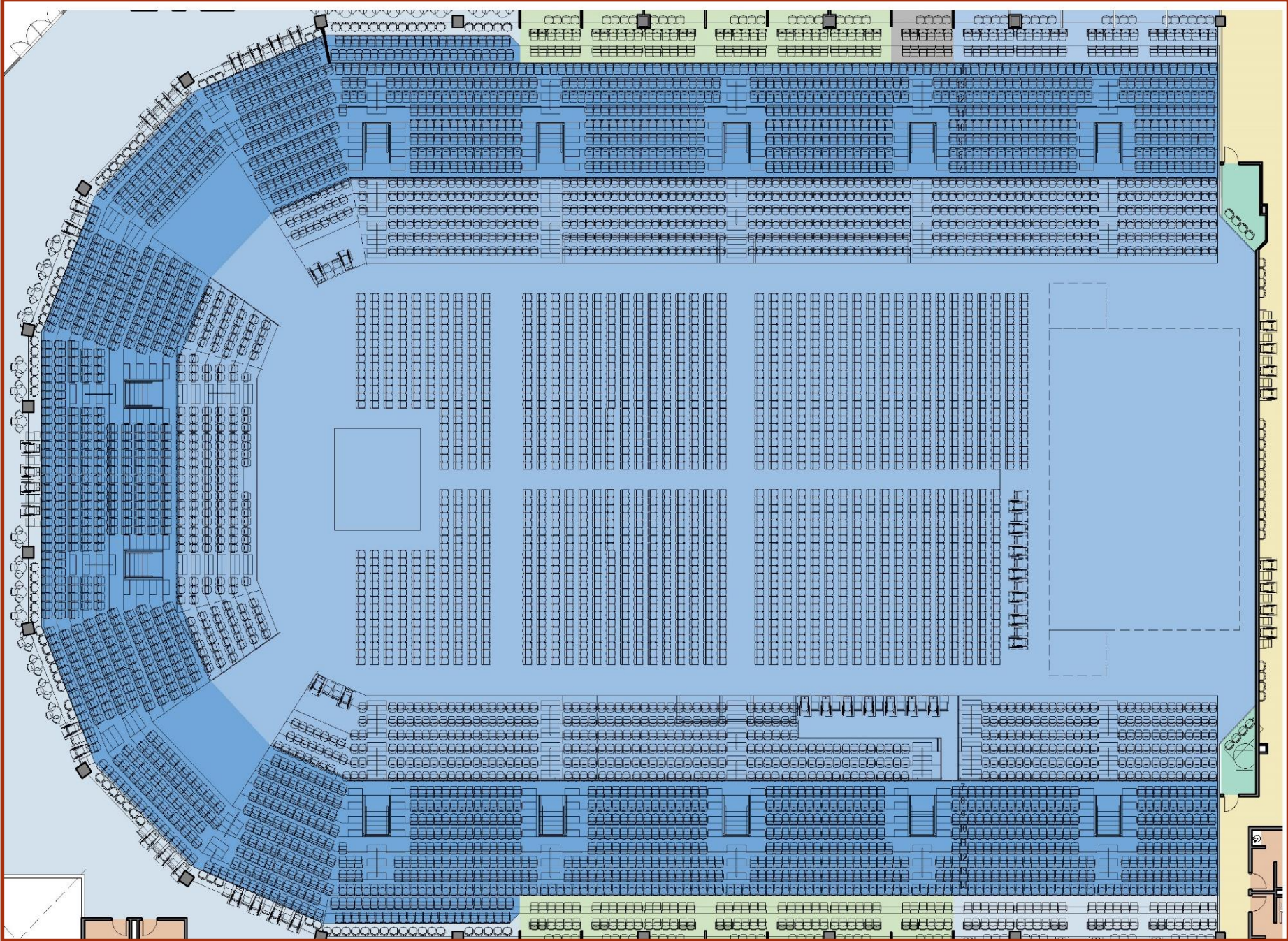
OFFICE

OFFICE

OFFICE

6





ENTERTAINMENT TAHOE STYLE

Flexible space for
year-round music and
performing arts



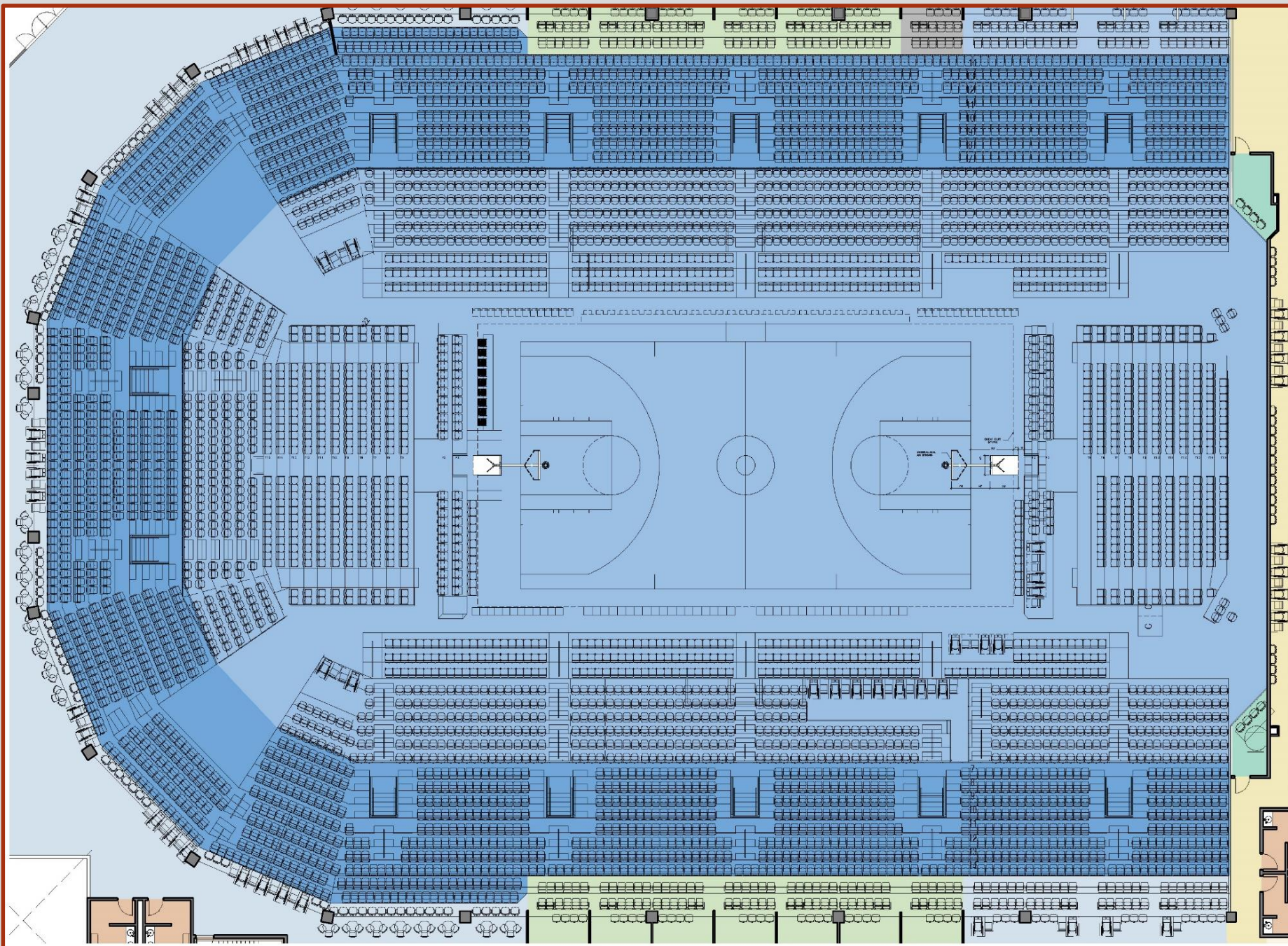
Concerts



Music festivals



Performing arts



WORLD CLASS SPORTS

4,200 seat center designed for exhibition and tournament games and events.



Ice hockey, figure skating



Cross fit competitions, weightlifting, yoga



Indoor football, soccer, lacrosse, basketball

CONVENTIONS TRADE SHOWS

Flexible space for trade shows and conventions



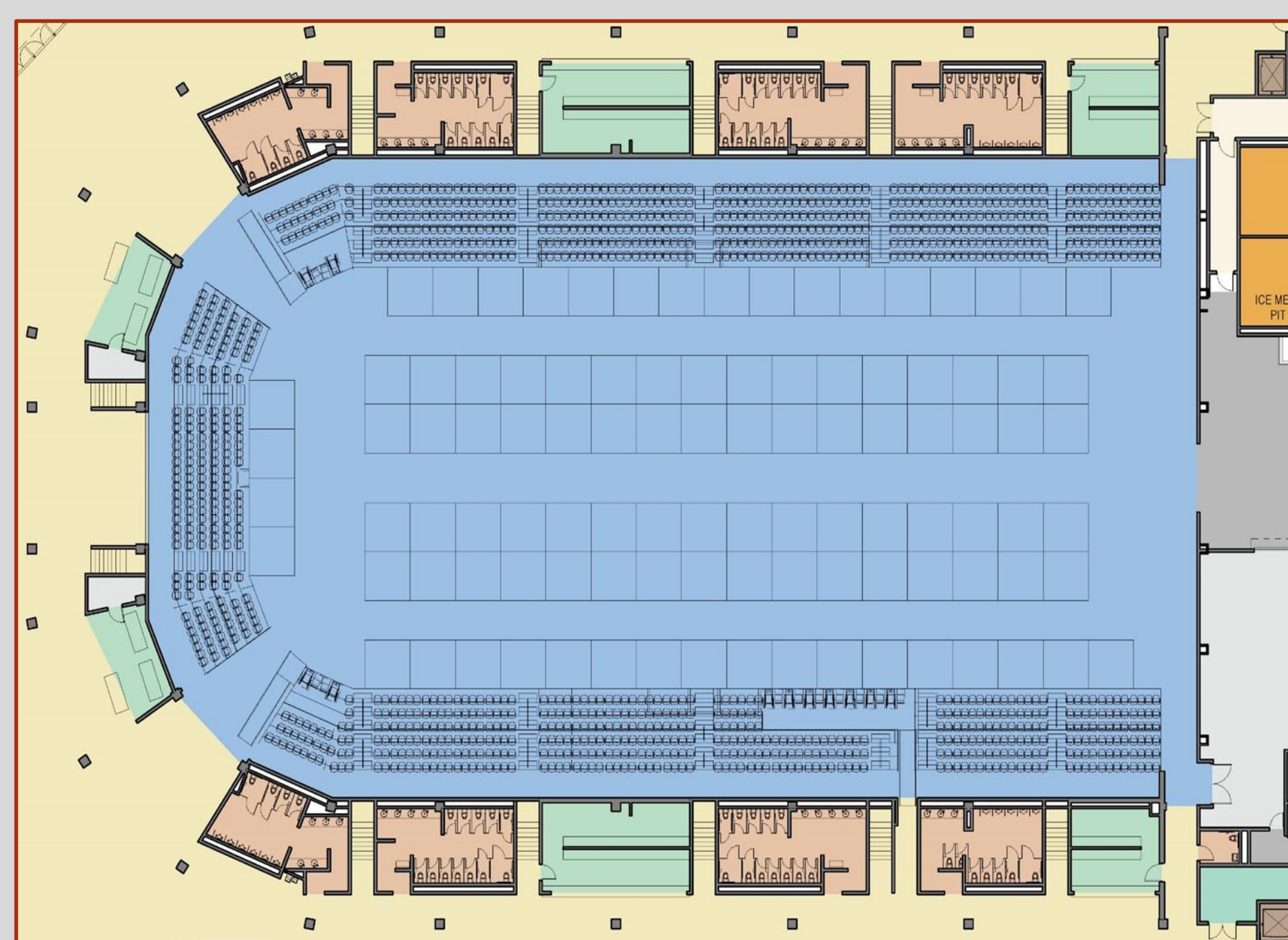
Science and technology conventions



Industry trade shows



Corporate events and retreats



TAHOE SOUTH EVENTS CENTER: BY THE NUMBERS

Year-round performing arts, trade shows, conventions, special events and entertainment



\$30-60M

Estimated annual positive economic impact



\$1M

Estimated annual revenue to Douglas County



130

Estimated events per year



200-400

Estimated new local jobs



800

Estimated temporary construction jobs



\$10M

Estimated private sector land contribution

ENVIRONMENTAL BENEFITS



Transportation

- › Frequent, free and fun seasonal microtransit shuttle service
- › Parking management plan focused on disincentivizing reliance on cars
- › Improved transit infrastructure and wayfinding



Water quality

- › Reduction in impervious land coverage
- › Reduction in fine sediment loading



Scenic improvements

- › Significant progress made towards threshold attainment of roadway segment



Air quality

- › Significant reduction in vehicle miles traveled ("VMT")
- › Significant reduction in greenhouse gas emissions



Environmentally beneficial redevelopment



TRANSPORTATION DELIVERABLES

Combining incentives and disincentives to create a catalyst for transformative transportation improvements



Operating limitations

Deed restricted limited occupancy during high visitation months



Incentive: Free, frequent and fun seasonal microtransit shuttle service

- › Seasonal summer shuttles in the tourist core connect to local public transit and recreation sites/causes
- › Reinvigorates SSTMA and generates private sector contributions to transit



Incentive: Micromobility Hub located at the gateway to Stateline

- › Turnout for public busses and microtransit shuttles
- › Shared mobility device corral and bike racks
- › Adaptive wayfinding signage
- › Uber/Lyft pickup & dropoff location (prevents circling and congestion)



Disincentive: Paid parking with dynamic pricing

- › Significant reductions to VMT and congestion
- › Disincentivizes reliance on private car
- › Increase to parking capacity for local patrons
- › Pricing can respond to demand and seasonality



CASE STUDY

Squaw Valley Mountaineer Pilot

- Operated from Dec. 1 to April 30
- 81,367 riders
- Replaced approximately 20,000 vehicle trips
- Significant improvements to parking (only 6 parked out days at Squaw Valley in 2018/19 vs. 40 parked out days in 2017/18, despite a 15% increase in skier visitation)

COMPARE: PROJECT 3 VS. EVENTS CENTER

Upping the ante for transportation and transit improvements

	PROJECT 3 (APPROVED)	TAHOE SOUTH EVENTS CENTER
CONVENTION CENTER FLOOR AREA	100,000	138,000
OPERATING LIMITATIONS	None	Limited occupancy (2500) during peak summer season
TRANSPORTATION	Submit a Coordinated transportation Systems participation plan to TRPA	<ul style="list-style-type: none"> ○ Seasonal free, frequent and fun microtransit service ○ Micromobility hub
PARKING	Submit a parking management plan to TRPA	<ul style="list-style-type: none"> ○ Removal of 60,000 feet of surface parking ○ Mandatory paid parking in tourist core with dynamic pricing

YEAR-ROUND OPPORTUNITIES

Creating a more stable and less seasonal South Shore economy

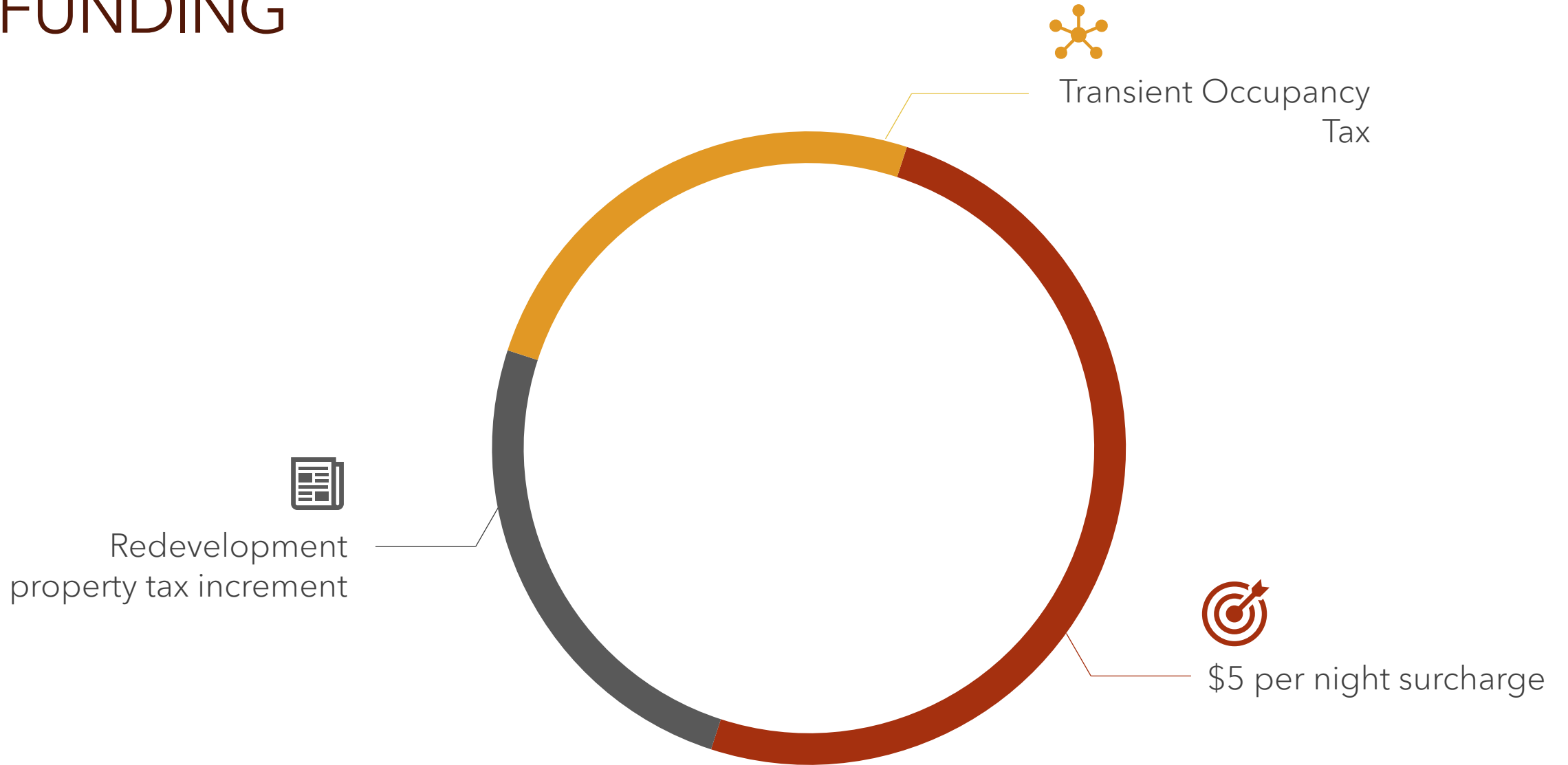
Current hotel occupancy rates

	NEVADA	CALIFORNIA
SHOULDER SEASONS (Oct., Nov., Apr., May)	56.2%	26%
SUMMER (July, August)	88%	55%



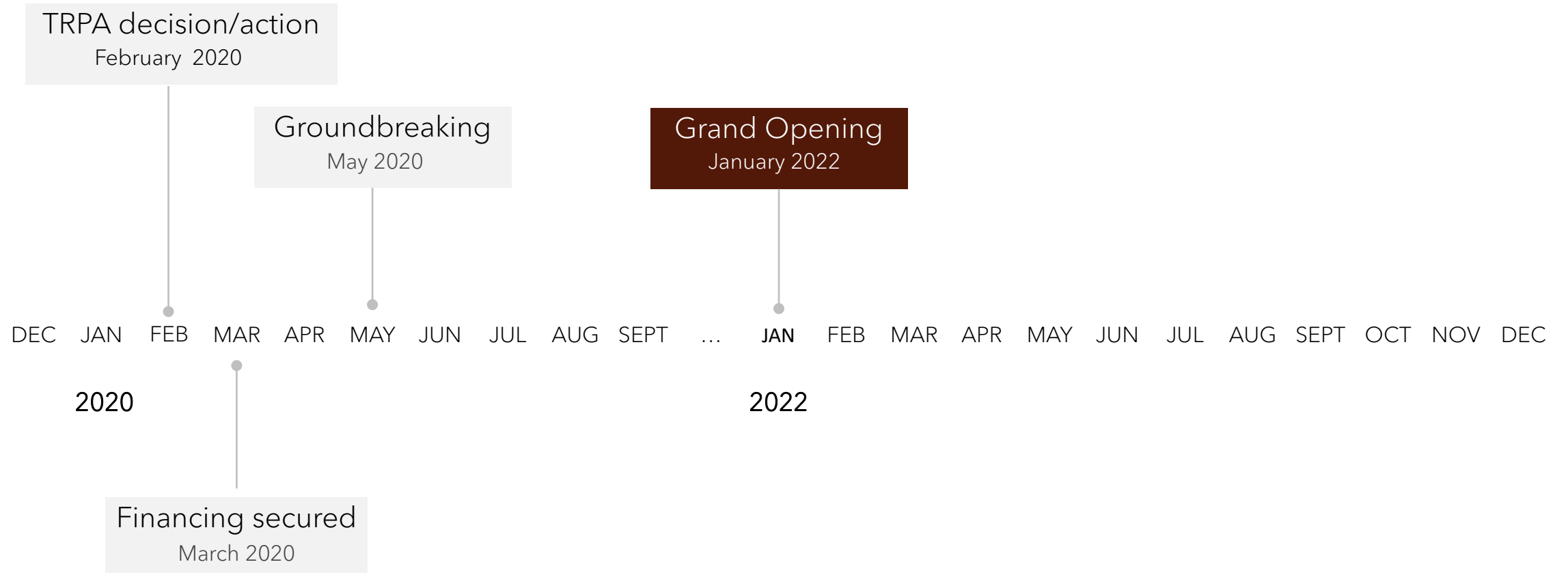
Environmentally beneficial redevelopment

FUNDING



TIMELINE

Two-year action plan



Environmentally beneficial redevelopment



HARVEYS
LAKE TAVERN

BAR & GRILL

<   >



HARD ROCK HOTEL

Hard Rock
HOTEL

HOTEL REGISTRATION >
PARKING >

<🚲🚶>



YIELD ON GREEN

MONTBLEU HIGHWAY 50

MONTBLEU

Hard Rock

HOTEL'S BELLES

CREATING A NEW GATEWAY TO STATELINE

Nevada's Main Street Management Plan Anchor



Tahoe South Event Center

- Project application submitted in November 2017
- Project meets Code requirements regarding permissible use, land coverage, height, etc
- Primary issues are centered around potential impacts which are being evaluated in an Environmental Assessment (EA)

Environmental Assessment

- The EA will assess whether the project may proceed without preparation of a full Environmental Impact Statement if all potential impact can be determined to not be significant
- The EA analyses impacts to all environmental threshold areas and identifies impacts to traffic, groundwater interception and scenic quality as the primary issues

Groundwater Interception

- A 25-foot deep excavation is required at the south end of the building
- Groundwater will be intercepted during construction and over the long term
- Dewatering will occur off-site during construction and on-site over the life of the building
- All intercepted groundwater will be infiltrated back into the groundwater table to ensure it does not leave the site as surface flow throughout the life of the project

Scenic Quality

- Project evaluated and simulated from numerous viewpoints
- EA is evaluating impacts to viewshed, including blockage of ridgelines and building bulk, architecture, landscaping and building materials
- Improvement in appearance of man-made features, and corresponding threshold rating expected to result from project

Traffic Impacts

- In order to proceed with an EA traffic impacts must be mitigated to a less than significant level
- Event center will result in an increase of daily vehicle trips ends (DVTE) and vehicle miles travelled (VMT)
- To reduce trips a mix of event center capacity limitations, paid parking requirements and microtransit services are being considered to achieve a net reduction in DVTE and VMT

Traffic Analysis Peer Review

To validate the assumptions in the traffic analysis regarding the effects of paid parking and micro transit TRPA staff retained a transportation consulting firm to conduct a peer review of the traffic analysis.

Potential Conditions of Approval

- To address seating capacity limitations a condition of approval would require the permittee to record a TRPA approved deed restriction limiting venue capacity in perpetuity
- To ensure traffic reductions are achieved over the long term require the applicant to submit permanent parking agreements that are consistent with the Main Street Parking Management Plan
- Require on-going coordination with MMP transit circulator effort to satisfy conditions of approval for the Highway 50 project

Potential Conditions of Approval

- Require post project traffic monitoring and adaptive management to ensure traffic reduction performance measures are achieved
- Require integration with the development of the Main Street Management Plan transit and parking management efforts

Project Schedule

January 2020

Governing Board public hearing on draft Environmental Assessment (EA) to solicit public comment on environmental document. The draft EA will be released prior to GB meeting for members and public to review

February 2020

Governing Board public hearing to consider action (approve/deny/continue) on EA and project

Questions