

Douglas County Board of County Commissioners

AGENDA ACTION SHEET

Title: For presentation only. Presentation on the Preliminary Event Center Opportunity Cost Study prepared for the Tahoe Douglas Visitors Authority. (Carl Ribauda, Strategic Marketing Group)

Recommended Motion: Presentation only.

Financial Impact: None

Prepared by: Natalie Wood, Admin. Services Manager

Meeting Date: May 16, 2019 **Time Required:** 15 minute presentation (approximate).

Agenda: Administrative

Background Information: The Tahoe Douglas Visitors Authority (TDVA) had an economic opportunity cost analysis prepared to identify tourism and gaming trends during the past 20 years to quantify the potential fiscal impacts in the event the South Tahoe Event Center is not constructed compared to the fiscal impacts if the South Tahoe Event Center is constructed. The analysis is intended to quantify the “opportunity cost” of not building the Event Center in terms of lost revenue.

Carl Ribauda of Strategic Marketing Group will present the preliminary study results to the Board of Commissioners. The final study is expected to be complete later this month and will be presented to the TDVA. The Chairman requested the preliminary study results be presented to the Board of Commissioners in advance of the TDVA meeting.

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