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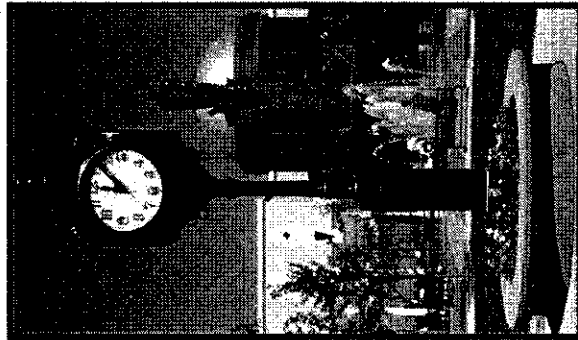
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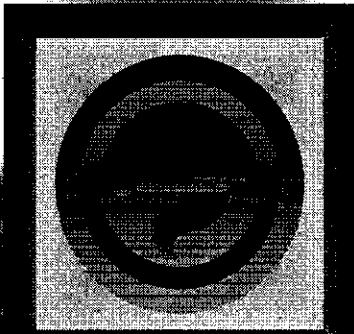
CITY OF SPARKS ROOM TAX BILL

AB205



WE CAN MEET THE CHALLENGE OF A NEW CENTURY

Shaun Carey
Sparks City Manager



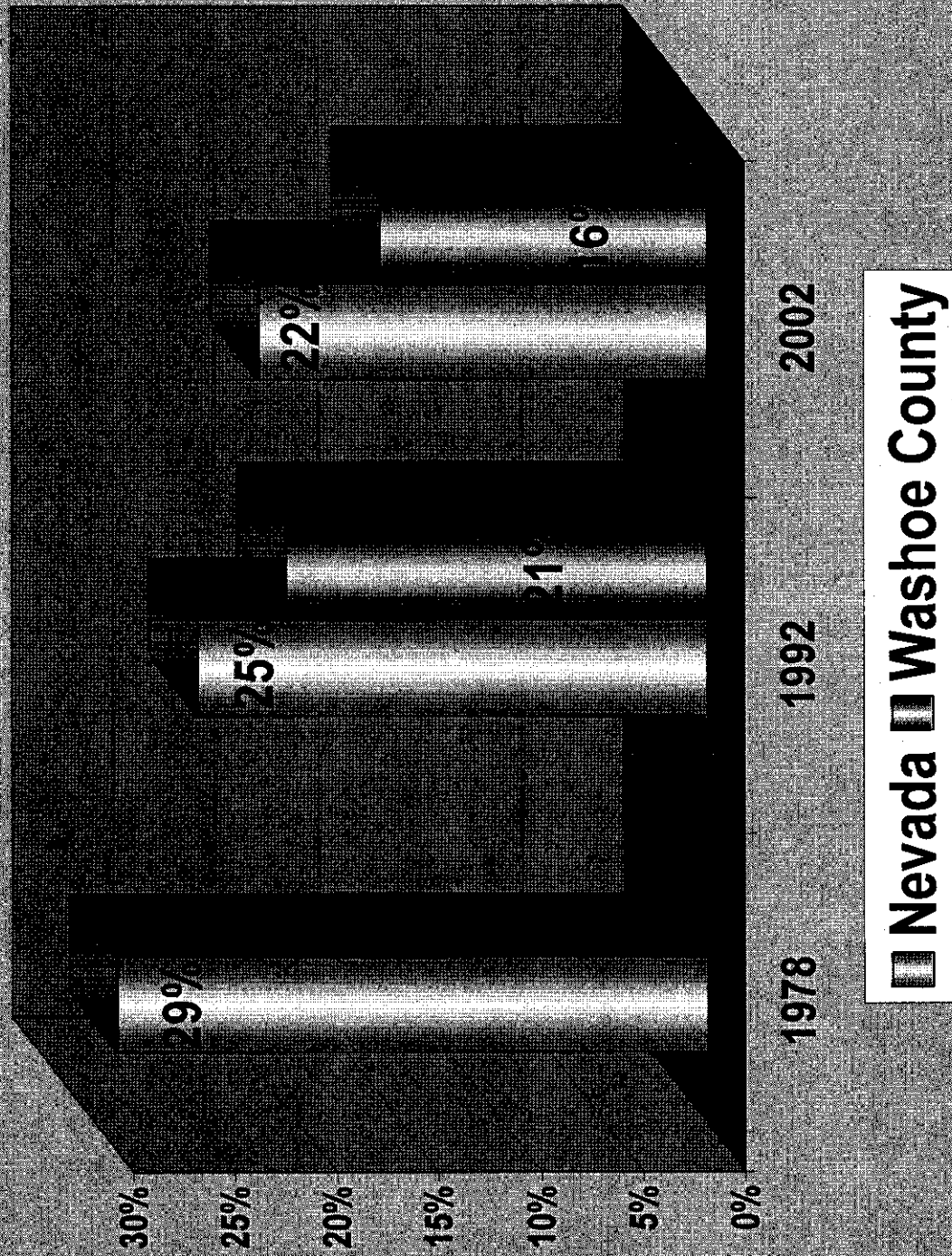
DEFINING THE CHALLENGE THAT LIES AHEAD

- Visitor Counts are Declining
 - 2002 = 4.9 Million visitors vs. 5.2 Million in 2001
- Reno/Sparks and Tahoe have fallen behind Las Vegas over last 15 years
 - Gaming revenues down
 - Hotel occupancy down or flat
- Face severe challenges from gaming proliferation
 - Indian gaming in Northern California
 - Most serious competition still to come

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Gaming Employment



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IMPLEMENTING A GAME PLAN TO ENSURE REGIONAL SUCCESS

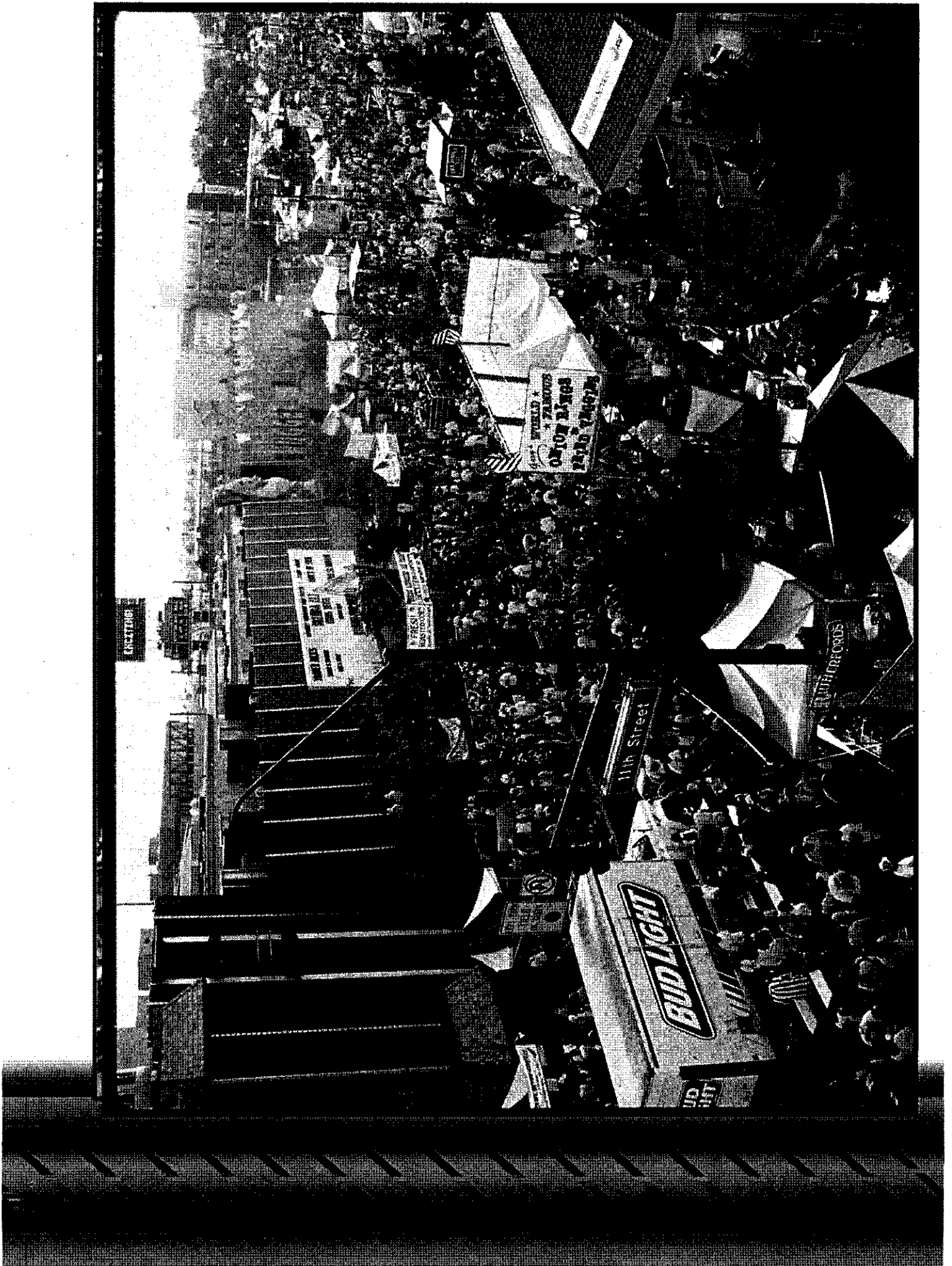
- The RSCVA game plan can ensure that Northern Nevada meets this challenge
- Build upon our diverse geographic center creating America's adventure place
- Add new venues for convention and visitor experiences
- Provide a unique and dynamic casino visitor environment by adding Retail & Entertainment venues that build our visitor count
- Expand the value to the visitor by complementing resort-casino experience with other offerings, particularly an new dynamic retail and Entertainment Complex that will add a new must see attraction

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- **One such project that fulfills the game plan for Northern Nevada is...**

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URBAN LAND INSTITUTE

PANEL REPORT

- Victorian Square represents classic Redevelopment opportunity to serve new markets and add visitor experiences in Northern Nevada
- Health of both Reno and Sparks downtown centers is vital to the region's economy
- Recommended RSCVA consider funding specific facility that will enhance both tourism and hospitality industry
 - RSCVA has already made a significant commitment to facilities in Reno - Some level of parity, without increasing competition, is warranted

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ULI PANEL REPORT

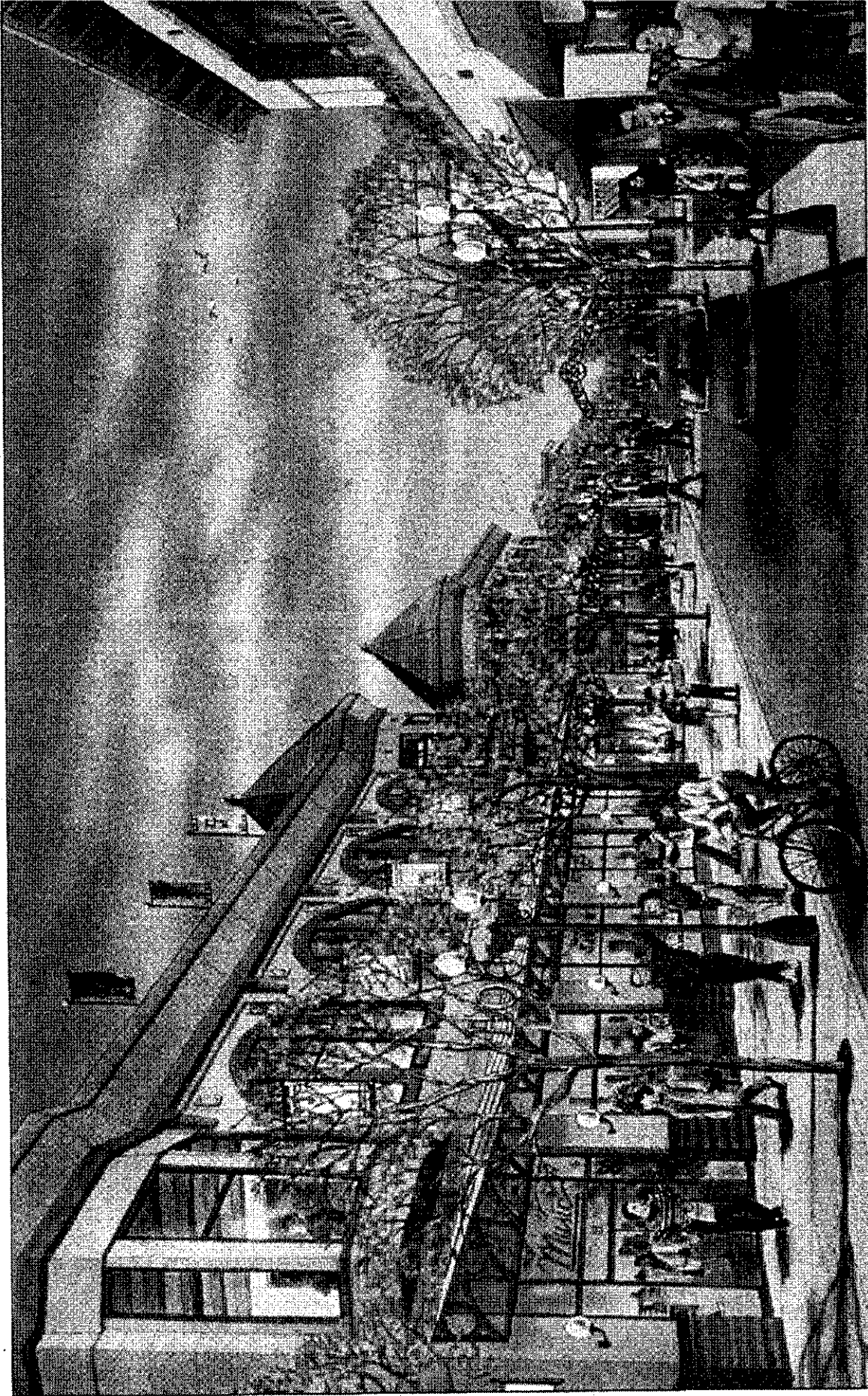
- Victorian Square has potential to become a vibrant spot for dining, entertainment, shopping & recreation
- Victorian Square is ideally located to conveniently serve the entire trade area
- Recommended using a town center strategy to develop Victorian Square
- Make Victorian Square the “Living Room” for our region.

OUR GOALS FOR VICTORIAN SQUARE

- **Mixed-use “main street” type development**
 - **Retail, Dining, Entertainment & residential**
- **High level of year-around and around-the-clock uses**
- **Distinctive, attractive architecture and urban design**
- **A place to visit again and again to experience new adventures**

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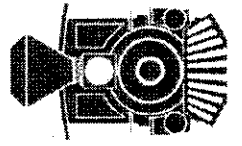
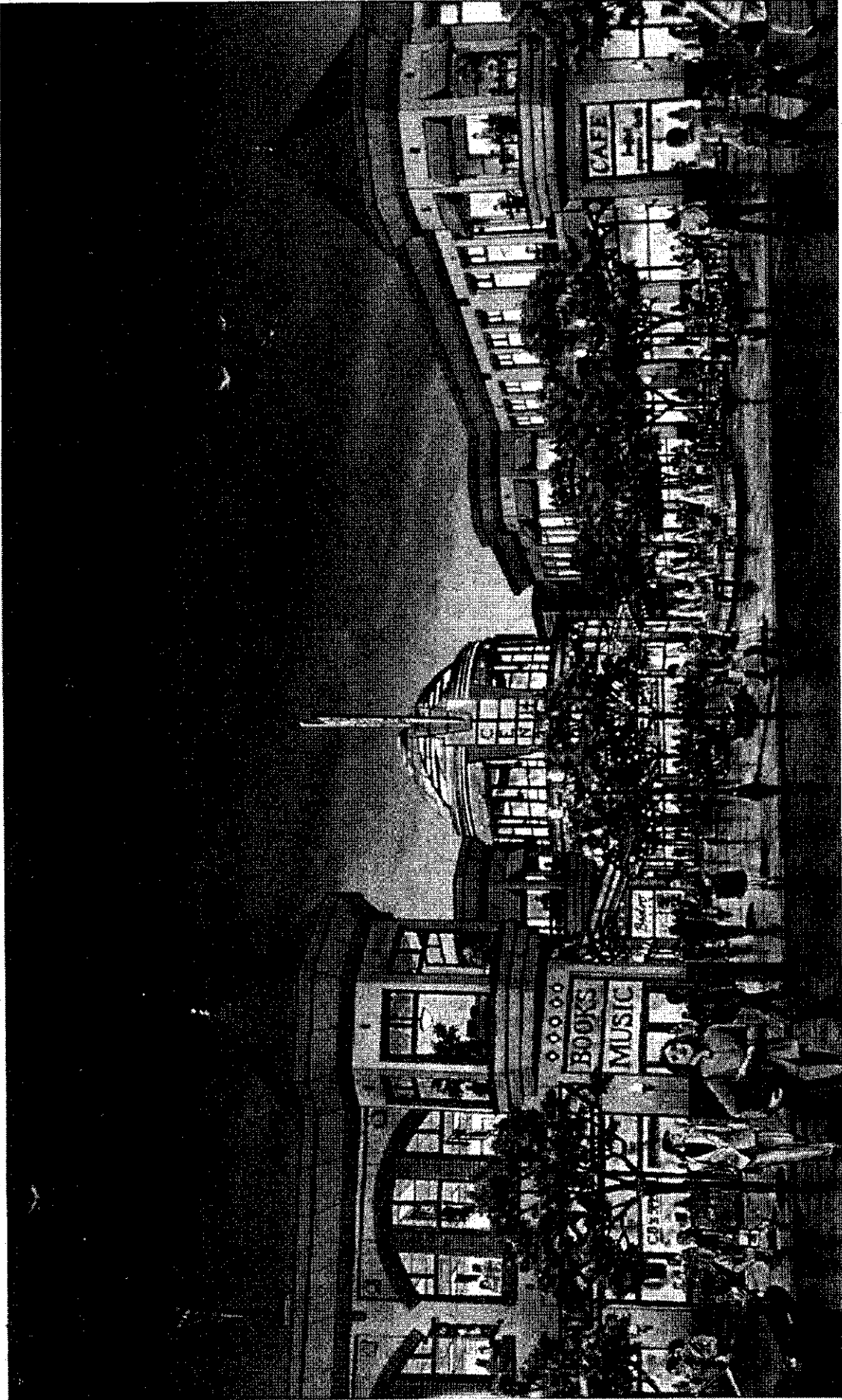
PERSPECTIVE VIEW ALONG "C" STREET PROMENADE

Victorian Square

The
City of
San Diego

OUR GOALS FOR VICTORIAN SQUARE

- Additional development will complement the connection between the Nugget, special events, and the existing town center
- Strong draw for visitors to new venues and experiences not found in Northern Nevada today. This is not a shopping center, but a venue of new tourist attractions providing a boost to Sparks and regional economies.
- Catalyst for further investment in surrounding commercial and residential areas



PERSPECTIVE VIEW OF CINEMA PLAZA

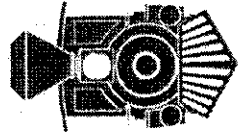
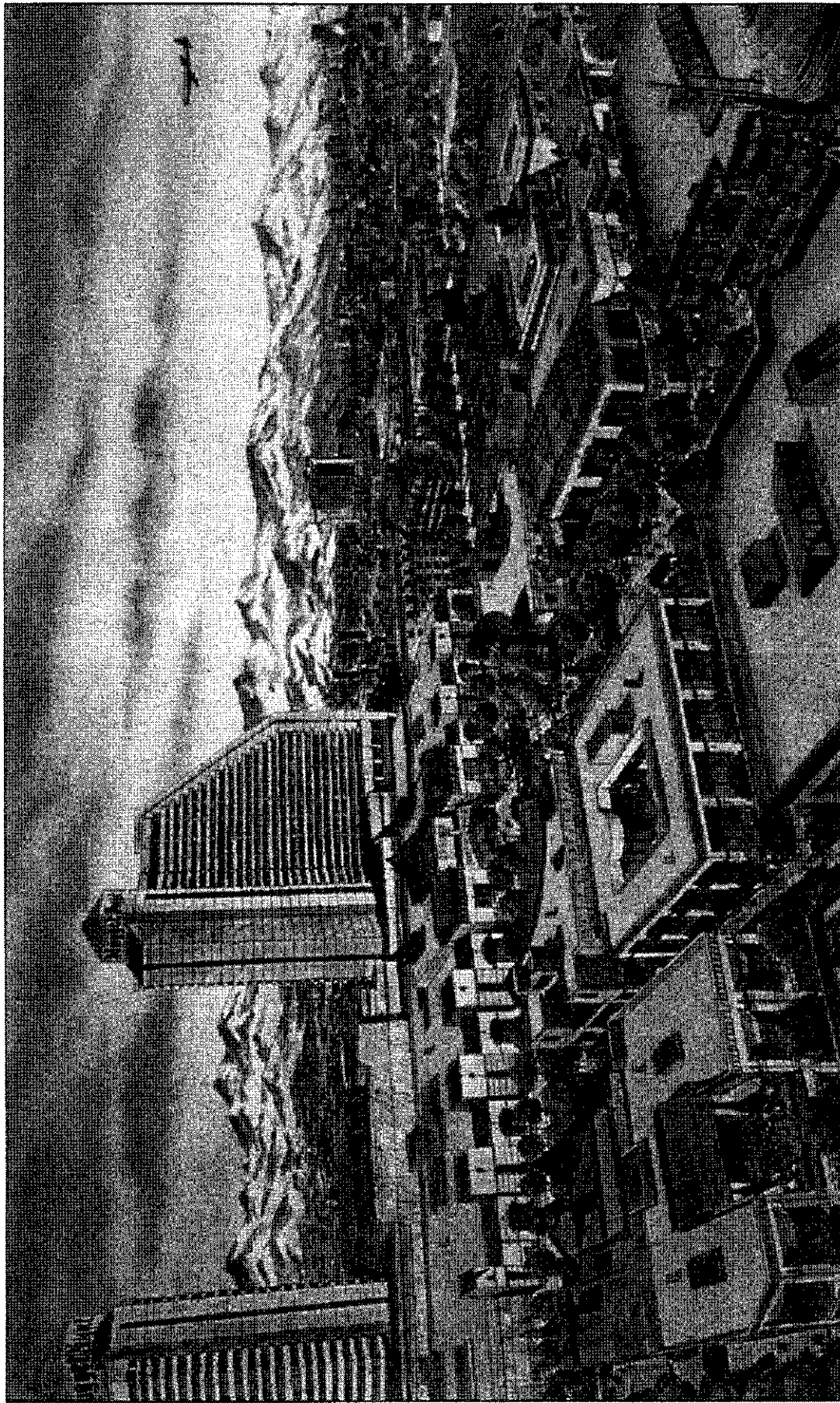
Victorian Square

Sparks • Nevada

The
City of
Sparks

OUTCOMES

- **Build a unique development to reinforce community's pride in Victorian Square**
- **Build a lively Town Center that provides an experience greater than the sum of its parts**
- **Build a place people want to visit repeatedly**
- **Build a third "Scoring Option" for RSCVA marketing in the Reno/Tahoe as America's adventure place.**

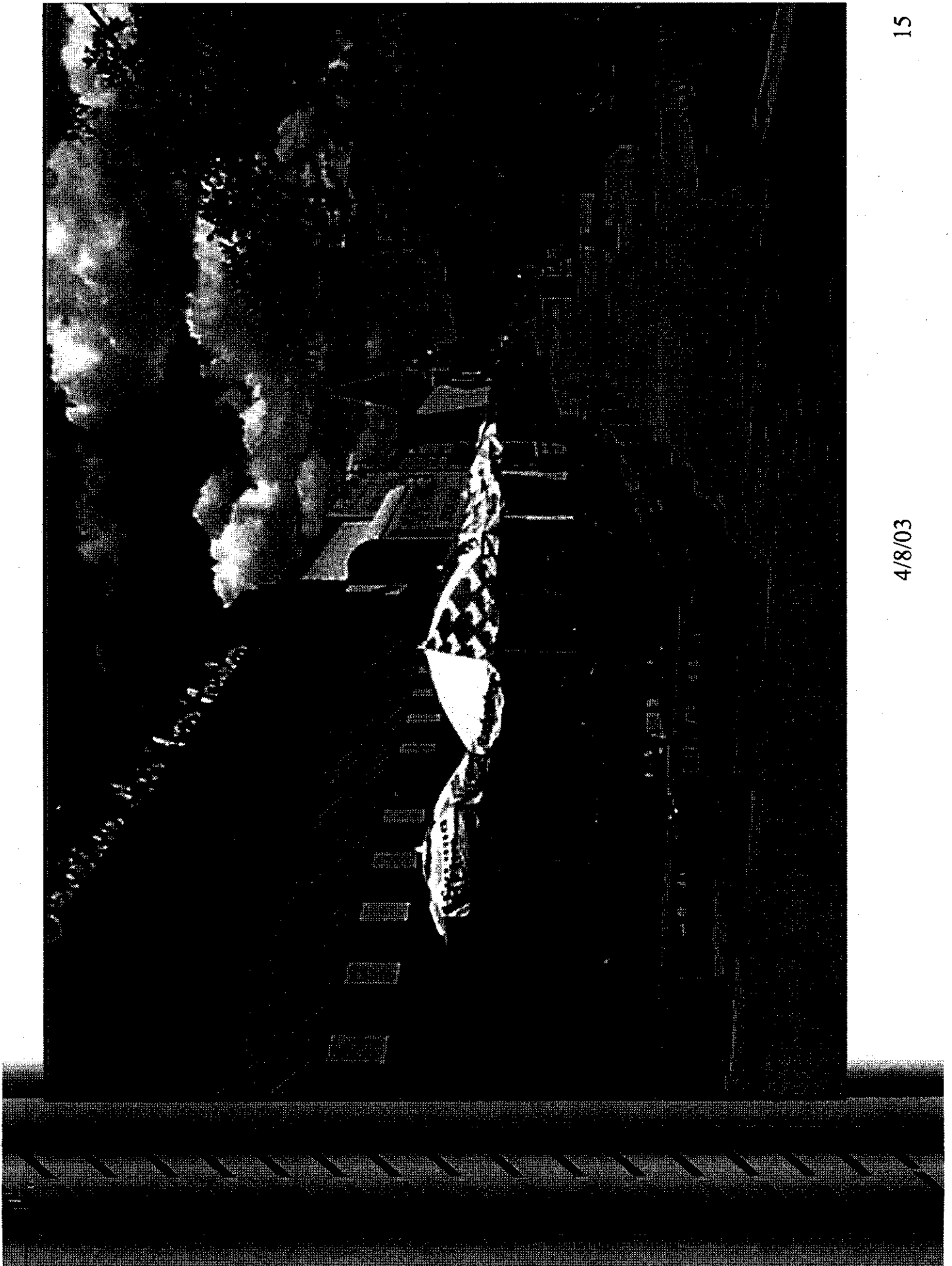


AERIAL PERSPECTIVE VIEW
MASTER PLAN AT BUILDOUT

Victorian Square

Sparks • Nevada

The
City of
Sparks



REQUESTED ACTION

- **Strong coalition of City Business Leaders requested that the City pursue a Room Tax Increase of 2.5% for lodging in the City of Sparks so Victorian Square can move forward**
- **Additional public funding is needed to make the downtown investment competitive and attract private investment.**
- **We are asking you to join us in making Victorian Square part of the future of Northern Nevada.**