

Review and possible acceptance of the advice and recommendations provided in Resolution No. 5 from the Sparks Tourism Facility and Revitalization Steering Committee regarding the expenditure of \$800,000 in Lodging Tax proceeds for the Victorian Square Infrastructure Improvement Project, Section 4.



Background

2003 - Assembly Bill 205

- Imposed a 2.5% on the gross receipts from the rental of transient lodging in the City of Sparks (“Lodging Tax”).
- City Council must obtain the “advice and recommendations” of the Sparks Tourism Facility and Revitalization Steering Committee to expend proceeds.

Background

Committee's current membership:

- Charlene Bybee, Sparks City Council, Chair
- Mark Sterbens, General Manager, Nugget Casino Resort, Vice Chair
- Ed Lawson, Mayor, City of Sparks
- Jennifer Cunningham, Executive Director of Marketing, RSCVA
- Shannon Keel, General Manager, Grand Sierra Resort

Background

The Committee required to develop a master plan that identifies:

- Proposed project in Victorian Square, or that would provide a direct benefit to Victorian Square, and would promote tourism in Washoe County.
- Project financing methods.

Infrastructure Improvement Project – Section 4

Infrastructure Improvement Project was included in the Committee's 2016 Victorian Square Master Plan for use of Lodging Tax proceeds.

Engineer's Estimate - \$792,380 so seeking approval of a not-to-exceed amount of \$800,000.



Capacity to Fund Section 4 Project

Lodging Tax fund had an unaudited ending fund balance at the end of fiscal year 2020 (June 30, 2020) of \$4,838,018.

The City's current commitments for use of Lodging Tax proceeds total approximately \$944,000.

Lodging Tax fund has capacity for allocation of \$800,000 for Section 4.

Significance of this Agenda Item

City Council acceptance of Resolution No. 5 enables City to use Lodging Tax proceeds for Section 4 project.

Staff will seek award of a construction contract later this year.

Staff Recommendation & Alternative

Staff recommends that the City Council consider and accept the advice and recommendations from the Sparks Tourism Facility and Revitalization Steering Committee as provided for in Resolution No. 5.

The Council's alternatives:

1. The City Council can accept Resolution No. 5.
2. The City Council can reject Resolution No. 5.
3. The City Council can ask the Committee to reconsider or revise their recommendations.

Proposed Motion

I move to accept the advice and recommendations provided in Resolution No. 5 from the Sparks Tourism Facility and Revitalization Steering Committee regarding the expenditure of \$800,000 in Lodging Tax proceeds for the Victorian Square Infrastructure Improvement Project, Section 4.