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FISCAL IMPACT OF
2013 SANTA CRAWL VISITORS
ON THE CITY OF RENO

MAY 28, 2014



Methodology

- Local government revenue generated by Santa Crawl primary visitors
- Lodging, food and drink, and shopping
- Sales and lodging tax revenue
- City of Reno, Washoe County, Washoe County School District, State of Nevada, RSCVA, and other entities

Sales Tax Revenue

- Taxable sales generated by:
 - ✓ Primary visitor expenditures for food & beverage and shopping
 - ✓ Expenditures by employees supported by primary visitors

<u>Impact Type</u>	<u>Total Taxable Sales</u>	<u>Total Sales Tax Revenue</u>
Employment Impacts-Visitors	\$ 624,518	\$ 4,286
Visitor Expenditures	<u>1,632,781</u>	<u>11,205</u>
Total	\$ 2,257,299	\$ 15,491

Lodging Tax Revenue

- Lodging/room revenue generated by:
 - ✓ Primary visitor expenditures for commercial lodging

<u>Impact Type</u>	<u>Estimated Room Revenue</u>	<u>Bowling Stadium Revenue</u>	<u>Events Center Revenue</u>	<u>Railroad Revenue</u>	<u>Parks & Recreation Revenue</u>
Visitor Expenditures	\$ 690,265	\$ 6,903	\$ 10,354	\$ 6,903	\$ 6,903

Other Tax Revenue

- Revenues from other sources are difficult to quantify:
 - ✓ Gaming tax revenue
 - ✓ Gas tax revenue
 - ✓ Cigarette tax revenue (part of C-tax)
 - ✓ Liquor tax revenue (part of C-tax)
 - ✓ Business license/liquor license fee revenue
 - ✓ Fines/citations revenues

Total Impact

➤ Quantifiable revenue impact:

	Sales Tax Revenue	Room Tax Revenue	Total Revenue
City of Reno	\$ 15,491	\$ 31,062	\$ 46,553

➤ City-related expenditures:

- ✓ Direct and indirect costs of \$40,500
- ✓ Includes police, fire, equipment rental, street, and other services