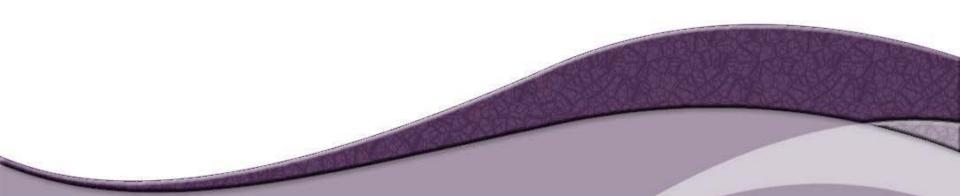


FISCAL IMPACT OF 2013 SANTA CRAWL VISITORS ON THE CITY OF RENO

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

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



Lodging Tax Revenue

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

	Estimated	Bo	wling	E	Events			Pa	rks &
	Room	Sta	adium	C	Center	Ra	ilroad	Rec	reation
Impact Type	Revenue	Re	<u>venue</u>	Re	<u>evenue</u>	<u>Re</u>	<u>ve nue</u>	Re	<u>ve nue</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:

	Sa	les Tax	Ro	om Tax	Total		
	R	Revenue		evenue	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

