



MEMORANDUM
COUNTY OF PLACER
Office of Economic Development

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DATE: February 6, 2007
TO: Honorable Board of Supervisors
FROM: David C. Snyder, Director
SUBJECT: Reno-Tahoe Winter Games Coalition (RTWGC)

ACTION REQUESTED

Presentation by the Placer County Office of Economic Development providing an informational update regarding the Reno-Tahoe Winter Games Coalition (RTWGC) and their efforts to explore bringing the 2018 Winter Olympic Games to the Reno-Tahoe region. Your Board's continued support of RTWGC's efforts is requested.

BACKGROUND

In 1955 the founder and chairman of the Squaw Valley Ski Corporation, Alexander C. Cushing, went to Europe to convince the International Olympic Committee (IOC) that Squaw Valley USA could host the 1960 Winter Olympics. Cushing's message to the IOC was simple, "the Olympics belonged to the world. Not just one continent." It was his great vision and tenacity that completely changed the face of Squaw Valley and North Lake Tahoe. In 2002, the RTWGC was created to pursue another Winter Olympic bid. RTWGC Chief Executive Officer Jim Vanden Heuvel and his Board of Directors have adopted a Strategic Plan and created several committees and project teams, each with specific responsibilities. Nevada Lieutenant Governor Brian Krolicki chairs the Board of Directors. Assemblyman Ted Gaines has been a staunch supporter of the RTWGC and continues to serve on the Bi-State Government Affairs Committee, chaired by former Senator Tim Leslie.

The short-term focus of the RTWGC is to develop Legacy programs to enhance the ultimate Olympic bid process. This includes establishing "Community Olympic Development Programs" (CODP), expanding regional events and building Olympic training facilities to develop elite athletes and a critical connection with the United States Olympic Committee (USOC). Currently, the RTWGC has an application before the USOC Athletic Department for designation.

Today, environmental protection and natural resource preservation are compatible with the Olympic Games. Along with Supervisor Bruce Kranz, Mr. Allen Biaggi, Director of the Nevada Department of Conservation & Natural Resources, sits on the Tahoe Regional Planning Agency, and believes the games could actually showcase successful efforts to protect water, land and air resources.

FISCAL IMPACT

While there is no immediate impact to the County's General Fund, research has indicated that approximately 220,000 people visited Salt Lake City during the 2002 Winter Olympics, spending an estimated \$350 million. Total financial impact in the region during the Olympics was estimated to be \$4.8 billion. Potential sales tax revenue generated for Placer County during the 2018 Winter Games is impossible to project at this juncture, but staff estimates it would be substantial.

