

## The Legends at Sparks Marina

**CLIENT:**  
City of Sparks

**LOCATION:**  
Sparks, Nevada



**SERVICE AREAS:**  
Market Analysis  
Public-Private Partnership  
Financial Analysis

Real Estate Research Consultants (RERC) was retained by the City of Sparks, Nevada to estimate the taxable sales generated by the proposed Legends at Sparks Marina, a 1,300,000 Square Feet retail project in the Reno area anchored by Scheels All Sports, Target and a casino hotel. These taxable sales represent the primary revenue stream available to secure \$83,290,000 in publicly issued debt associated with this project. The bonds were successfully issued and sold in July 2008. The bond proceeds will help provide necessary infrastructure improvements to the area. RERC provided the estimates of market demand for the proposed retail and entertainment project. This development is another major entertainment project implemented by RED Development, the owners of The Legends at Village West in Kansas City, KS. RERC has been involved with both. RERC was recently retained again by the City of Sparks to update our report and projections for the next bond issue, which should occur by 1<sup>st</sup> quarter 2009.

The tax exempt bond proceeds help provide necessary infrastructure improvements to the project area. The debt will be made available through Sales Tax Anticipation Revenue (STAR) bonds, effectively a sales tax increment concept now found in many states.

As with Village West, RERC was retained to validate the project's key operating assumptions, evaluate the project's context, and to project sales tax revenues used to retire debt.

In 2006, RERC staff was asked to testify before the Nevada Tourism Commission regarding the project's role in generating future tax receipts in the region. As of December, 2006, the Commission determined the project satisfied the necessary legal requirements and final procedures are being completed to issue the first phase of debt.

### Other Related or Similar Projects and Studies

- The Highlands, Wheeling, WV
- The Legends at Village West, Kansas City, KS
- Museum Plaza, Louisville, KY