



# WASHOE COUNTY

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## STAFF REPORT

**BOARD MEETING DATE: June 11, 2019**

**DATE:** May 10, 2019

**TO:** Board of County Commissioners

**FROM:** Chad Giesinger, Planning Manager, Planning and Building Division,  
Community Services Department, 328-3626,  
[cgiesinger@washoecounty.us](mailto:cgiesinger@washoecounty.us)

**THROUGH:** Mojra Hauenstein, Arch., Planner, Division Director, Planning &  
Building Division, Community Services Dept., 328-3619,  
[mhauenstein@washoecounty.us](mailto:mhauenstein@washoecounty.us)

**SUBJECT:** Public hearing: Approve an Outdoor Festival business license application (pursuant to Washoe County Code Chapter 25 and related provisions) and associated license conditions submitted by Bryce Leon on behalf of the Reno-Tahoe Open Foundation for the Barracuda Championship 2019 golf tournament, scheduled to be held from July 22 through July 28, 2019 at the Montreux Golf and Country Club. The event is proposed to be held at the Montreux Golf and Country Club, Reno (APNs 148-010-25, 55, 56, and 59; 148-061-65; 148-100-02; 148-140-11; and, 148-222-22). Tournament parking within the Montreux Golf and Country Club is at the Montreux Golf and Country Club clubhouse, 18077 Bordeaux Drive (APN 148-010-59), and on Lausanne Drive (APNs 148-050-02; 148-082-16, 17, and 18; and, 148-092-12). Off-site public parking will be located at Galena High School, 3600 Butch Cassidy Drive (APN 144-010-01); and, at South Reno United Methodist Church, 200 DeSpain Lane (APN 049-440-18). Off-site tournament volunteer parking will be located at the Summit Mall (APN 142-390-06 & 142-330-08).

Event set-up is proposed from June 17, 2019 to July 21, 2019 from 6 a.m. to 8 p.m. daily. The golf tournament will occur from July 22, 2019 to July 28, 2019 from 5 a.m. to 8 p.m. daily. Event take-down and dismantle is proposed to occur from July 29, 2019 to August 9, 2019 from 6:30 a.m. to 8 p.m. daily. Event organizers estimate that between 35,000 and 40,000 participants and spectators will take part in the event for the week. The approximate maximum attendance on any one day of the tournament is 6,500 people. If approved, authorize set-up for the tournament to commence on June 17, 2019 and further authorize the Director of the Planning & Building Division, Community Services Department to issue the license when all pre-event conditions have been met. (Commission District 2.)

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**AGENDA ITEM # \_\_\_\_\_**

## **SUMMARY**

Consider the Outdoor Festival business license application for the Barracuda Championship 2019 golf tournament. Based on the testimony and evidence presented at the hearing, to include the report of reviewing agencies, the Board may approve the issuance of the business license with conditions, or deny the business license application.

Washoe County Strategic Objective supported by this item: Proactive Economic Development and Diversification

## **PREVIOUS ACTION**

The Washoe County Board of Commissioners (Board) approved Outdoor Festival business license applications for the Reno-Tahoe Open Foundation on the following dates:

<u>Outdoor Festival Event</u>	<u>Date Approved</u>
Reno-Tahoe Open 1999 Golf Tournament	July 12, 1999
Reno-Tahoe Open 2000 Golf Tournament	August 8, 2000
Reno-Tahoe Open 2001 Golf Tournament	July 24, 2001
Reno-Tahoe Open 2002 Golf Tournament	May 28, 2002
Reno-Tahoe Open 2003 Golf Tournament	May 13, 2003
Reno-Tahoe Open 2004 Golf Tournament	June 22, 2004
Reno-Tahoe Open 2005 Golf Tournament	July 12, 2005
Reno-Tahoe Open 2006 Golf Tournament	July 11, 2006
Reno-Tahoe Open 2007 Golf Tournament – Legends at Sparks Marina	June 12, 2007
Reno-Tahoe Open 2008 Golf Tournament – Legends at Sparks Marina	June 10, 2008
Reno-Tahoe Open 2009 Golf Tournament	June 23, 2009
Reno-Tahoe Open 2010 Golf Tournament	May 25, 2010
Reno-Tahoe Open 2011 Golf Tournament	June 28, 2011
Reno-Tahoe Open 2012 Golf Tournament	June 26, 2012
Reno-Tahoe Open 2013 Golf Tournament	June 11, 2013
Reno-Tahoe Open 2014 Golf Tournament	June 17, 2014
Barracuda Championship 2015 Golf Tournament	June 23, 2015
Barracuda Championship 2016 Golf Tournament	April 26, 2016
Barracuda Championship 2017 Golf Tournament	May 23, 2017
Barracuda Championship 2017 Golf Tournament	May 22, 2018

## **BACKGROUND**

### **GENERAL TOURNAMENT BACKGROUND**

The Barracuda Championship 2019 golf tournament is an official PGA Tour-sanctioned event to be held at Montreux Golf and Country Club from July 22 (Monday) through July 28 (Sunday), 2019. The Barracuda Championship 2019 golf tournament will involve professional PGA Tour golfers competing in a 72-hole Modified Stableford formatted event on Montreux's 7,472 yard Jack Nicklaus championship course. The total tournament purse is \$3.5 million. This event is the 21<sup>st</sup> year for the tournament and will be televised nationally and internationally on The Golf Channel for 18 hours to 224

countries, reaching over 88 million households. The applicant is the Reno-Tahoe Open Foundation, a 501(c)3 non-profit corporation, with board members from the local area. The Reno-Tahoe Open Foundation is handling event management.

The event organizers are forecasting approximately 132 PGA Tour players, and 35,000 to 40,000 customers and spectators throughout the seven days of the tournament. The approximate maximum attendance on any one day of the tournament is 6,500 people. Tournament staff will be on-site each day during the tournament from 5:00 a.m. to 8:00 p.m. The main hours for public attendance are estimated to be 8:00 - 11:00 a.m. (arrival time) and 3:00 - 6:00 p.m. (departure time). The tournament competition should be over by 6:00 p.m., Sunday, July 28, 2019.

Event set-up is proposed to begin on June 17, 2019, with event staff on-site from 6:00 a.m. until 8:00 p.m. each day until the tournament begins. Event takedown and dismantle is proposed to start on July 29, 2019 and end on August 9, 2019. Event staff will be on-site for takedown/dismantle each day from 6:30 a.m. until 8:00 p.m.

There will be four office trailers temporarily located on-site for tournament management. The four on-site trailers will provide offices for, Tournament Headquarters, Tournament Operations, PGA TOUR staff and Admissions/Will Call (all trailers will be provided by Quick Space and ModSpace). Tournament staff will place 20 temporary tents ranging in size from 20 feet by 20 feet to 40 feet by 60 feet, one set of bleachers, and 20 raised platforms around the golf course. The locations for the temporary trailers, tents, skyboxes, bleachers and raised platforms are illustrated on maps accompanying the application (Attachment D). The applicant will be required to obtain any required permits from the Building Program.

Public parking is proposed at the Galena High School parking lot, which has the capacity to hold 600 vehicles. Overflow public parking is proposed for the parking lot at the South Reno United Methodist Church, which has the capacity to hold 200 vehicles. Volunteer parking is proposed at the Summit Mall on a portion of the parking lot with a capacity to hold 400 vehicles (a letter of agreement will be supplied). Volunteers will be encouraged to carpool with fellow volunteers as part of the organizer's "green" effort, which may reduce the number of vehicles. A newly formed Parking Committee will monitor this lot and make necessary adjustments with signage and the shuttle vendor. Preferred tournament parking for players, caddies, members, sponsors, reserved tournament parking, and vendors is proposed at two areas within the Montreux Golf and Country Club. The first area (Lot A) is at the clubhouse parking lot. The second area (Lot B) is on Lausanne Road, a 2 mile loop road off Bordeaux Drive.

Summary information from the applicant and from reviewing agencies is included in Attachment C to this staff report; the Outdoor Festival Business License application is provided as Attachment D.

#### **OUTDOOR FESTIVAL BUSINESS LICENSE**

Outdoor Festival business licenses are granted under the provisions of Washoe County Code (WCC) Chapter 25 (Business License Ordinance). An Outdoor Festival Business License is granted by the Board after a public hearing. This event qualifies as an outdoor

festival because more than 1,000 people (participants and spectators) will attend the event during a single day [WCC Section 25.265(1)] and the event is being held on private lands in the unincorporated County (WCC Section 25.269). Applications are accepted by Washoe County Business License staff and reviewed for completeness before setting the required public hearing date [WCC Section 25.277(1)] and distributing the application for comment. The applicant waived the 30-day public hearing date requirement, as set forth in State Law and within WCC Section 25.277(1), to allow staff adequate time to complete a comprehensive review of the application (see the *Waiver and Consent* included as part of the application in Attachment D).

Copies of the application were provided to the County Clerk and the following reviewing agencies: Community Services [Planning & Building Division (Building Program, Business License and Code Enforcement), and Engineering & Capital Projects Division (Traffic)], Health District (Air Quality, Environmental and Medical/Health), Risk Management, Sheriff's Office, and the Truckee Meadows Fire Protection District [WCC Section 25.273(3)]. Comments received from reviewing agencies are summarized in Attachment C. Notice of the public hearing was provided to the applicant and affected property owners in accordance with the provisions of WCC Section 25.277(2). Staff will provide a copy of the notice and a list of persons notified if requested.

WCC Section 25.305 requires a performance security from any Outdoor Festival business license applicant. The performance security instrument (i.e., surety bond, letter of credit, certificate of deposit, cash bond or other similar instrument) is to be approved by the District Attorney's Office and the amount is to be determined by business license staff. The amount of the performance security is to cover costs of fulfilling specified conditions of license approval including, without limitation, removing debris, trash, and/or other waste from the tournament sites. The applicant has demonstrated exceptional tournament clean up, both on the tournament site and at off-site parking areas, for the previous 20 licensed Outdoor Festival events. Additionally, the applicant has provided a written statement as part of the application (Attachment D, Ecology) guaranteeing the cleanup and restoration of all tournament sites to pre-event status. Therefore, staff does not recommend the imposition of a performance security to ensure clean-up of the off-site parking areas and the on-site tournaments areas. Staff proposes a pre-event condition to waive the required performance security and a post-event condition to require total clean-up of all tournament sites.

The license conditions contained in this staff report as Attachment B are for consideration by the Board when reviewing the license application. During the public hearing on the application, the Board should base any decisions on the testimony of witnesses, evidence presented at the public hearing, and this staff report. The Board must either approve the issuance of an Outdoor Festival business license with conditions or deny the application [WCC Section 25.277(3)]. The appropriate grounds for denial of the application are outlined in WCC Section 25.281, which staff can provide if needed. Although the Board may continue a decision on the application to its next regularly scheduled meeting, staff recommends that the County Commission decide on the license during the June 11<sup>th</sup> public hearing, if at all feasible, to allow the applicant sufficient time to meet any and all imposed pre-event conditions prior to the proposed event set-up start date of June 17<sup>th</sup>.

Should the Board approve the Outdoor Festival business license application with associated license conditions (Attachment B), staff recommends that the applicant provide Washoe County Business License with proof of compliance for each applicable pre-event condition by July 11, 2019. This time frame should provide sufficient time for the applicant to comply with all pre-event conditions (prior to the event set-up completion date of July 21, 2019) and to issue the license prior to the tournament start date (July 28, 2019). The proposed Board motion includes authorization for event set-up to begin on June 17, 2019.

Washoe County business license staff will issue the Outdoor Festival business license, under the signature of the Planning & Building Division Director, only after determination that all pre-event conditions have been met and that all applicable fees have been paid (WCC Section 25.283).

### **FISCAL IMPACT**

The applicant provided the required non-refundable \$1,000 application fee [WCC section 25.273(1)(a)] upon submission of the application on March 29, 2019. The daily business license fee [WCC section 25.273(b)] total is \$2,450 (7 days at \$350 per day) and the applicant must pay these fees prior to issuance of the business license. The total of the application fee and the daily business license fee is \$3,450 and the fees are deposited to the County's General Fund Permits & Licenses cost center and revenue account (105402-421101). The applicant anticipates a significant positive economic impact for the region based on visitors patronizing local hotels, restaurants, local businesses, entertainment, gaming and nightlife.

### **RECOMMENDATION**

It is recommended that the Board approve the Outdoor Festival business license application with the license conditions included at Attachment B for the Barracuda Championship 2019 golf tournament and further authorize the Director of the Planning & Building Division, Community Services Department, to issue the license when all pre-event conditions have been met.

### **POSSIBLE MOTION**

Should the Board agree with staff's recommendation, a possible motion would be:

“Move to approve an Outdoor Festival business license application for the Barracuda Championship 2019 golf tournament substantially in the form attached to the staff report with the license conditions included as part of the staff report for this item and to further authorize the Director of the Planning & Building Division, Community Services Department, to issue the license when all pre-event conditions have been met.”

- Attachments:
- A. Outdoor Festival business license
  - B. Outdoor Festival business license conditions for the Barracuda Championship 2019 golf tournament
  - C. Summary from the application and summary of agency comments

D. Barracuda Championship 2019 golf tournament Outdoor Festival  
business license application

cc: Reno-Tahoe Open Foundation, Attn: Bryce Leon, Operations Manager, One East  
First Street, Suite 1600, Reno, NV 89501  
([bryce@barracudachampionship.com](mailto:bryce@barracudachampionship.com))