

S. Tahoe agrees to 3-year deal for SnowGlobe

By Kathryn Reed

The number of people who spoke Tuesday before the South Lake Tahoe City Council voted to enter a three-year agreement with the promoter could indicate the apparent acceptance of SnowGlobe.

No one from the public spoke at the March 4 meeting. A once contentious event now doesn't seem to matter to people.



SnowGlobe will be returning to South Lake Tahoe for the next three years.

Photo/Lesia Witkowsky

The city agreed to Chad Donnelly's request to contribute more money. In cash will be a \$25,000 sponsorship. Still to be worked out is what that cash will buy. For instance, the \$50,000 Lake Tahoe Visitors Authority contributed for the 2013 music festival went toward marketing.

Another \$25,000 will be contributed by the city in in-kind costs, covering South Tahoe Refuse's bill and Tahoe Transportation District's costs. However, the council expressed interest in working with entities so the city

doesn't have to absorb the entire expense.

SnowGlobe actually saves the fire and police departments in terms of overtime. In past years a substantial amount of resources has been allocated to the revelry at Stateline. The advent of SnowGlobe has almost rendered that spontaneous gathering irrelevant. The city anticipates a cost savings of \$5,000 by not paying overtime for employees.

That means the actual cost to the city to bring SnowGlobe to town for the last three days of December is closer to \$45,000.

The vote was 4-1, with Mayor Hal Cole in the minority. He was against the \$25,000 in cash.

However, cities paying promoters to bring in an event is the norm these days. And it was said Tuesday that what South Lake Tahoe is paying is rather cheap.

Donnelly, who attended the meeting, said he has had offers to go elsewhere with SnowGlobe, but wants to make it work in South Lake Tahoe.

The plan is to use the field at Lake Tahoe Community College for the next three years. The college board still needs to approve this.

It's likely after the contract is up the field will need to be replaced at a cost of \$500,000. At that time a new location for SnowGlobe will probably have to be secured.

The city's belief is the \$6 million the event brings into the community is a significant return on investment.

--

In other action:

- The plaza area being built as part of the Harrison Avenue project is going to be called Champions Plaza in honor of area

Olympians. Details are being worked out.