



Corporate & Public Finance, LLC

## Legends at Sparks Marina

### Client:

RED Development  
1997-present

### Project Highlights:

- Assisted state senators and bond counsel on draft legislation
- Consulted with the client and the city to create a public/private partnership
- Worked with the client, city, underwriter and bond counsel to structure the financing
- Assisted with negotiations of the development agreement and finance plan



The City of Sparks, Nevada, is a community located three miles east of Reno with a population of over 80,000 residents. Together with Reno, the metropolitan area has a population base of approximately 400,000 residents. Tourism is a major portion of the local economy, and in order to compete with Las Vegas, both Sparks and Reno continue to develop destinations to attract tourism.

In December 1997, Sparks adopted the *Marina Area Plan* covering approximately 353 acres surrounding the Sparks Park Marina. The plan was adopted to aid in the development of the land, which was previously a rock quarry. The focus of the plan is to enhance recreation, attract tourism, and advance housing and employment opportunities in the area. Current development in the plan area includes apartments and single family homes. The *Marina Area Plan* has designated 120 of the 353 acres as a Tourist Commercial District.

Modeled after the Kansas Star Bond legislation, the State of Nevada passed Star Bond legislation. IRR C&P assisted in an advisory capacity on the legislation. The Governor signed the legislation on June 17, 2005, and the Sparks City Council approved a development agreement with RED Development for the Marina District.

The Legends at Sparks Marina is a 144 acre site located northeast of the Reno Airport at the northeast corner of Sparks Boulevard and Interstate 80 within the boundaries of the *Marina Area Plan*. RED Development is developing a 1.9 million square foot destination, entertainment, retail center that will include a 600,000 SF casino hotel, Scheel's All-Sport, a multi-screen theater, an upscale bowling alley / martini bar, a 600,000 SF upscale lifestyle shopping center, a proposed 7,500 seat arena in addition to national retailers such as Target, Lowes, JC Penney and Best Buy.

The Legends at Sparks Marina is anticipated to draw approximately 800,000 new visitors to the area yearly.

Financing a large entertainment district and baseball stadium is a complicated process that requires cooperation between public and private entities. IRR Corporate & Public Finance (IRR) was retained by RED Development to serve as the financial consultant to assist with the creation of a public/private partnership to facilitate the development. IRR has worked with RED, the City of Sparks, the State of Nevada, underwriters and bond counsel to structure the financing. In addition to over \$250 million of private investment, the project is planned to include approximately \$155 million of STAR Bonds, \$22 million of Special Assessment District Bonds, and \$9 million of TIF Bonds.





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The project was approved by the Nevada Commission on Tourism on December 11, 2006 and by Governor Guinn on December 21, 2006. The first stores opened in fall 2008 and the balance of Phase 1 opened in spring 2009.

**Client Reference:**

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