



# Historic Virginia & Truckee Trail Local Economic Proof Model

## *What Could This Mean for Northern Nevada?*

The Historic Virginia & Truckee Trail has the potential to become more than a recreation amenity. Based on comparable trail systems and conservative economic assumptions, the corridor could serve as a regional economic development engine, supporting tourism, local businesses, workforce attraction, and quality of life across Northern Nevada.

## 1. How This Model Works

This model estimates the potential economic impact of the Historic Virginia & Truckee Trail using conservative, research-backed assumptions. The estimates are based on annual trail usage, average spending per visitor, and how that spending would likely be distributed across participating communities.

- Number of annual trail users
- Average spending per visitor
- Distribution of spending across the region

## 2. Key Assumptions

To maintain credibility, the model uses conservative assumptions based on national trail studies, tourism data, and comparable regional trail systems.

- Low Scenario: 50,000 annual users
- Moderate Scenario: 100,000 annual users
- High Scenario: 250,000 annual users
- Conservative blended average spending per visitor: \$35

## 3. Core Economic Output

Even under conservative projections, the Historic Virginia & Truckee Trail could generate significant annual economic activity across the region.

- Low Scenario: \$1.75 million annually
- Moderate Scenario: \$3.5 million annually
- High Scenario: \$8.75 million annually

## 4. Regional Distribution of Economic Impact



One of the strongest aspects of the Historic Virginia & Truckee Trail is that its economic benefits are distributed across multiple communities rather than concentrated in a single location.

- Carson City: approximately 30%
- Reno/Sparks: approximately 25%
- Carson Valley (Minden/Gardnerville): approximately 20%
- Virginia City / Storey County: approximately 15%
- Lyon County and surrounding areas: approximately 10%

## 5. What This Spending Supports

Trail-related visitor spending supports a wide range of local businesses and services throughout the corridor.

- Coffee shops and restaurants
- Hotels and short-term rentals
- Bike shops and outdoor retailers
- Gas stations and convenience stops
- Museums and attractions
- Local retail businesses

## 6. Job Impact

Tourism multipliers suggest that approximately one local job is supported for every \$100,000 in visitor spending. Under the moderate scenario, the trail could support an estimated 35 local jobs annually.

## 7. Tax Revenue Impact

Using an estimated combined local and state tax rate of approximately 8%, the moderate scenario could generate roughly \$280,000 in tax revenue annually.

## 8. Secondary Economic Effects

Beyond direct spending, connected trail systems often generate broader economic and community benefits that compound over time.

- Longer visitor stays across multiple communities
- New business opportunities such as bike rentals, guided tours, and shuttle services
- Potential increases in nearby property values
- Enhanced quality of life and workforce attraction

## 9. What Makes HVTT Different



Unlike many trail systems that primarily serve a single community, the Historic Virginia & Truckee Trail connects multiple counties, historic destinations, and existing tourism assets.

- Connects five counties
- Links existing tourism destinations
- Integrates with regional trail systems
- Combines recreation with historic storytelling

## 10. Strategic Takeaway

The Historic Virginia & Truckee Trail represents more than a recreation project. It has the potential to serve as regional infrastructure that supports tourism, economic development, transportation connectivity, and long-term community vitality across Northern Nevada.

### Projected Annual Visitor Spending

Scenario	Projected Annual Economic Activity
Low Scenario	\$1.75 million
Moderate Scenario	\$3.5 million
High Scenario	\$8.75 million



## Economic & Tourism Impact Research – Citations

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**Summary Statement:** Research consistently demonstrates that connected trail systems generate measurable economic benefits through visitor spending, job creation, increased business activity, and enhanced tourism. The Historic Virginia & Truckee Trail is uniquely positioned to amplify those benefits across multiple Northern Nevada communities.