



P.O. Box 837
Reno, NV 89504 USA
t: 775.827.7600
VisitRenoTahoe.com

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
REGULAR MEETING OF THE BOARD OF DIRECTORS**

**Thursday, August 24, 2017
9:00 A.M.**

**Reno-Sparks Convention and Visitors Authority
4001 S. Virginia Street, Board Room
Reno, Nevada**

BOARD OF DIRECTORS:

Commissioner Bob Lucey, Chairman

Mr. Nat Carasali
Mr. John Farahi
Councilman Ed Lawson, Vice Chairman
Mr. Rick Murdock

Mayor Hillary Schieve
Mr. Bill Wood
Mr. Vick Wowo
Mr. John Vineyard

THIS MEETING IS IN COMPLIANCE WITH THE NEVADA OPEN MEETING LAW AND HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

Reno Sparks Convention & Visitors Authority (RSCVA) offices at 4001 S. Virginia St, Suite G, Reno, NV
Reno City Hall
Sparks City Hall
National Bowling Stadium
Reno-Sparks Convention Center
Washoe County Administration Bldg.
Washoe County Courthouse

RSCVA Website: www.visitrenotahoe.com/about-us/public-meetings
Online at <https://notice.nv.gov/>

Items on the agenda are for possible action by the Board of Directors, unless stated otherwise. Items will not necessarily be considered in the order listed. The Board may combine two or more agenda items for consideration, may remove an item from the agenda or may delay discussion relating to an item on the agenda at any time.

Support materials are made available when they are provided to the Board, or if provided during the meeting, support materials will be made available at the meeting at the same time as they are made available to the Board. Support materials are also available at the RSCVA administrative offices and at the scheduled meeting. The designated contact to obtain support materials is Tawnie Black, 4001 South Virginia Street, Suite G, Reno, NV (775) 827-7618.

AGENDA

A. OPENING CEREMONIES

Call to Order
Pledge of Allegiance
Roll Call

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period, or on "action" items immediately before board discussion of such "action" items. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the RSCVA clerk at the meeting. No action may be taken on a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken. Public comments may not be accepted after the Chairman closes any period for public comment.

C. APPROVAL OF THE AGENDA

For Possible Action.

D. APPROVAL OF MINUTES OF JULY 27, 2017 BOARD OF DIRECTORS MEETING & JULY 28, 2017 SPECIAL BOARD OF DIRECTORS MEETING

For Possible Action.

E. FACILITIES UPDATE

E1. Update on Wildcreek High School Project

Overview of Wildcreek history and a presentation by Washoe County School District updating the Board on the status of the Wildcreek High School project.

This is an information item. Not an action item.

E2. Facilities Committee Update and Recommendation on the Reno-Sparks Livestock Events Center (RSLEC) Capital Expenditure

The Facilities Committee will deliver an update and recommendation to the Board regarding RSCVA Facilities and capital improvements to the Reno-Livestock Events Center. The Facilities Committee recommends (i) reaffirming completion of the capital projects/improvements at the RSLEC identified in the 2017/2018 fiscal year budget (approximately \$450,000.00); (ii) utilizing remaining fiscal year 2016/2017 tourism surcharge funds allocated for capital repairs/improvements to the RSLEC to repair the roof in the main arena (approximately \$500,000.00), repair the HVAC units in the main area (approximately \$500,000.00) and pave one-half (1/2) of the North parking lot (approximately \$625,000.00); and (iii) the \$625,000 remainder to possibly replace certain lights at the RSLEC or to reconstruct the RSLEC offices in a joint effort with the State of Nevada and Reno Rodeo Association. The Board will consider the recommendations of the Facility Committee and may adopt, reject and/or advise all or any portion of the recommendations.

For discussion and possible action.

E3. Update on the National Bowling Stadium and Reno Events Center

Robert Chisel, Finance Director will provide the Board an update on the construction/improvement projects currently underway or to be commenced at the National Bowling Stadium and the Reno Events Center.

This is an information item. Not an action item.

F. FINANCE

F1. Fiscal Year 2017-2018 Tourism Surcharge Report

The Finance Department will deliver a report to the Board on the Fiscal Year 2017/2018 surcharge fund balance and future projection.

This is an information item. Not an action item.

F2. Review of Fiscal Year 2016-2017 Transient Lodging Tax Audit Results

The Finance Department will present to the Board of Directors a report on the fiscal year 2016/2017 transient lodging tax audit results. The Finance Department is requesting acceptance of the report, and direction from the Board to provide the City of Reno, City of Sparks and Washoe County with the annual summary of its transient lodging tax audit results.

For discussion and possible action.

F3. RSCVA June 2017 Report of Operations and Transient Lodging Statistics

The Finance Department is requesting the BOD review and approve the quarterly reports regarding operations and transient lodging statistics.

For discussion and possible action.

G. PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION

G1. Review and Evaluation of President/CEO's First Six Months

Phil DeLone, President/CEO of the RSCVA, will present an update on his accomplishment of the goals set by the Board of Directors for his first six months as President/CEO. The Board may, in its sole discretion, award a bonus to the President/CEO based on the satisfaction of the six month goals in an amount as may be determined in the Board's discretion.

For discussion and possible action.

G2. Phil DeLone, President/CEO Goals & Objectives for FY 2017-2018

Phil DeLone, President/CEO of the RSCVA will present his goals and objectives for FY 2017-2018 to the Board for Board consideration, discussion, possible approval and/or revision.

For discussion and possible action.

G3. Reno-Sparks Convention and Visitors Authority Staff Update

RSCVA President/CEO Phil DeLone and staff will deliver updates on Executive Office, Marketing, Sales, Facilities and Finance, including the Corporate Scorecard.

This is an information item. Not an action item.

H. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

I. COMMENTS FROM THE FLOOR BY THE PUBLIC

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J. ADJOURNMENT

For Possible Action.

Persons are invited to submit written remarks for all matters, both on and off the agenda. Written remarks presented for inclusion in the Board of Directors' minutes must be flat, unfolded, on paper of standard quality, and 8 ½ by 11 inches in size. Written remarks shall not exceed five (5) pages in length. The RSCVA will not accept for filing any submission that does not comply with this rule. On a case-by-case basis, the Board of Directors may permit the filing of noncomplying written remarks, documents, and related exhibits pursuant to NRS 241.035(1)(e). Board of Directors' meeting rooms are accessible to persons with disabilities. If special arrangements are required, please contact Tawnie Black at 775-827-7618.

For information or questions regarding this agenda please contact:
The RSCVA Executive Office
P.O. Box 837, Reno, NV 89504
775-827-7618



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t: 775.827.7600
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**Reno-Sparks Convention & Visitors Authority
Board of Directors Meeting Minutes
July 27, 2017**

The Board of Directors of the Reno-Sparks Convention & Visitors Authority held a Board meeting at 9:00 a.m., July 27, 2017 at the Reno-Sparks Convention and Visitors Authority, 4001 S. Virginia Street, Reno, NV.

A. OPENING CEREMONIES

Call to Order

The Chairman Bob Lucey called the meeting to order at 9:03 a.m.

Pledge of Allegiance led by Mayor Hillary Schieve

Board Members Present:

Nat Carasali
John Farahi
Councilman Ed Lawson
Chairman Bob Lucey
Rick Murdock
John Vineyard
Bill Wood

Board Members Absent:

John Vineyard

RSCVA Executive Staff Present:

Phil DeLone, President/Chief Executive Officer
Robert Chisel, Director of Finance
Jennifer Cunningham, Executive Vice President
Art Jimenez, Executive Director of Tourism Sales
Ben Kennedy, Legal Counsel
Mike Larragueta, Vice President of Sales
Molly Rezac, Legal Counsel

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Gayle Miller – Resident of Sparks spoke in opposition to school at Wildcreek.
Jeff Church – Runs a website RenoTaxRevolt.com. Opposed to AB375, the flood tax.
John Hesse – Resident of Sparks spoke on behalf of Save Wildcreek Project.
Darlene Hesse – Resident of Sparks spoke on behalf of Save Wildcreek Project.
Wesley Griffin – Resident of Sparks spoke on behalf of Save Wildcreek Project.
Liz Griffin – Resident of Sparks spoke on behalf of Save Wildcreek Project.
Kim Tracy – Grew up in Susanville spoke in opposition to losing green space at Wildcreek.
Darla A. Lee – Questioned transparency of the planning of project at Wildcreek.
George Lee – Concerned about the loss of affordable public golf courses.
Diane Antoitssff – Concerned about flooding in Wildcreek and cost of overflow to Teglia Park.

C. APPROVAL OF THE AGENDA

MOTION: Mayor Hillary Schieve made a motion to approve the agenda with the removal of Item F2 to be heard at a different time. Seconded by Mr. Rick Murdock. **Motion carried unanimously.**

D. APPROVAL OF MINUTES OF JUNE 15, 2017 SPECIAL BOARD OF DIRECTORS MEETING AND JUNE 22, 2017 REGULAR BOARD OF DIRECTORS MEETING

MOTION: Mr. Nat Carasali made a motion to approve the Minutes of the June 15, 2017 Special Board of Directors' meeting and the Minutes of the June 22, 2017 Regular Board of Directors' Meeting. Seconded by Mr. Rick Murdock. **Motion carried unanimously.**

E. PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION

E1. Appointment of Board Member Pursuant to NRS 244A.601 Section 1(d)(2) Representing General Business

Mr. Ben Kennedy, Legal Counsel, identified the four individuals presented in the letter from Tray Abney on behalf of the Reno+Sparks Chamber of Commerce nominated for appointment to the RSCVA Board of Directors. The appointment is for a two-year term effective immediately. The seat is currently held by Mr. Mike Hix and the four nominees are: Mr. Mike Hix, Ms. Lisa Jansen, Ms. Ann Silver, and Mr. Vick Wowo. Per NRS Section 244A.601, the selection is made by the three elected officials.

Chairman Bob Lucey offered an opportunity to the candidates present at the meeting to give a brief summation to the Board why they applied for the position. He explained the importance of the Board to the community and that this position would represent General Business.

Mr. Mike Hix thanked the Board Members for the opportunity to serve this last year saying he took it very seriously and he worked hard to build a consensus on the Board, voting in consensus with the group. When approached by the Chamber over a year ago, it was expressed to him they wanted to fill the vacant position with a banker who brought a financial background after having lost a banker on the Board for a number of years. With over 35 years experience as a banker in this community helping businesses work through prosperity and recessions, he felt he continued to be the best candidate for the position. His father was in the gaming industry all of his life and he is a graduate of Nevada wherein he pursued a banking school and did his thesis in lending to the gaming industry.

Ms. Lisa Jansen said her journey was interesting. Unbeknownst to her, she was nominated for the Chamber of Commerce two years ago, and accepted the position. Her career started in gaming at the Nugget, and in her spare time volunteers for the 39 North Downtown. She is very involved in supporting both the Sparks and Reno community. When she was called to ask if she would like to be a nominee for the Board, she readily agreed and was honored to be nominated.

Mr. Vick Wowo introduced himself as the Senior Sales Manager of Whitney Peak Hotel. He was approached about a year ago, to ask if he had any interest on serving on the Board, but was in support of appointing Mr. Mike Hix at that time with his financial background. However, the direction of the RSCVA, this Board, and the organization is very fresh and new. He brings to the table his background as the President of Young Professionals Network which attracts and retains young professional talent to the community and region. In addition, he feels the RSCVA needs a different dynamic and different voice from a different generation not only because of his ethnicity but along with his experience in the community.

Board discussion ensued. Mr. John Farahi felt all candidates were very qualified. The issue he felt was term length. With a term of two years' maximum and two years per term, it takes time for a person to understand the function of the organization, its goals and objectives. He expressed Mr. Mike Hix has done a fabulous job and is that caliber of person. Mayor Hillary Schieve thanked the Chamber for doing a good job of coming back with a very thoughtful selection of candidates. She thanked Mr. Hix for doing a good job. Her recommendation, however, was Mr. Vick Wowo. She appreciated his fresh perspective. Chairman Bob Lucey also said he appreciated Mr. Hix' phenomenal service over the last year on the Board, but also agreed that the Board is going in an exciting new direction and his choice would be for Mr. Wowo. Councilman Ed Lawson said he predicted this would happen when the Board changed and there are now 6 hoteliers on the Board, and while this has nothing to do with Mr. Wowo, he is worried the Board may lose its perspective without the insight of banker and would like to see Mr. Hix serve another term.

MOTION: Mayor Hillary Schieve made a motion to appoint Mr. Vick Wowo, Senior Sales Manager of Whitney Peak Hotel, to the RSCVA Board of Directors to represent General Business per NRS 244A.601 Section 1(d)(2) as nominated by the Reno+Sparks Chamber of Commerce. Seconded by Chairman Bob Lucey. **Motion carried for Mr. Vick Wowo with two in favor, one opposed being Councilman Ed Lawson.**

E2. Discussion Regarding Process for Selection of RSCVA Board Members Pursuant to NRS 244A.601

Mr. Ben Kennedy, Legal Counsel, explained this is in furtherance of the RSCVA's procedure for seating Board Members. NRS 244A.601 identifies the four organizations that nominate individuals for membership on the RSCVA Board. Statute provides that those four nominating organizations provide a list of nominees to the RSCVA Board. Historically, at times, the nominating organizations would provide one nominee and the elected officials have been willing to sort of waive the multiple nominee requirement and have given the single individual an up or down vote. There has been some concern among the elected officials that going forward the RSCVA should be requiring the nominating organizations to provide a list of nominees rather than single candidates. This agenda item is to get Board input to allow the elected officials to take a position to make clear to the nominating organizations how nominations will be handled on a going forward basis. Again, because the elected officials are the ones that ultimately select the individual, if they want to put an official policy in place to require lists of nominees going forward from all the nominating organization, this has been put on the agenda to allow the Board to give some input and allow the elected officials to decide how they want to handle this going forward.

Chairman Bob Lucey stated that after growing concern as to the nomination process, he asked this be put on the agenda. This is the Board of the RSCVA and the members that serve on the Board have a very important duty to uphold and that is representing convention, visitors, and tourism in this region, and promoting economic development. The NRS clearly states that a list must be provided. This is not to single out anyone or any one entity. Some entities are challenged with their membership with respect to who they can nominate and have presented just one candidate in the past. Chairman Lucey suggested they provide a letter stating "We are unable to provide you with a list. We have only one candidate that qualifies based on our membership."

Councilman Ed Lawson agreed with Mayor Hillary Schieve's comment saying that this does provide transparency not having just one candidate. However, he disagreed with nominating organizations providing just a letter if they only had a single name. Councilman Lawson said every organization has more than one member, therefore, there should be no problem finding more than one name to submit. He asked that if there is a policy put in place, the Board not accept a letter in lieu of a single-name nomination.

Mr. Nat Carasali suggested that if the Board is moving in the direction of multiple candidates for the RSCVA, that someone come to a Nevada Resort Association (NRA) meeting and explain the RSCVA's position and why. The NRA has had a formula for years that has worked very well entering one candidate. Chairman Bob Lucey said he would contact Ms. Virginia Valentine with the NRA to make arrangements to attend the next NRA meeting. Mr. Rick Murdock added he agreed with Mr. Carasali that the NRA system of rotation has worked very well.

Mr. Bill Wood questioned if this was simply a change in the selection process or if it would also affect the areas where people are selected from. In other words, would North Lake Tahoe still be represented by one candidate. Chairman Bob Lucey said everything would remain the same as outlined in the NRS. This is just an adherence to the existing NRS code already outlined. This is process only.

MOTION: Mayor Hillary Schieve made a motion to adopt the process of selection of RSCVA Board Members pursuant to NRS 244A.601. Seconded by Councilman Ed Lawson. **Motion carried unanimously.**

E3. Renewal of Capitol Partners Consulting Agreement

Chairman Bob Lucey said this is an item in the Capitol Partners agreement the RSCVA Board signed last year for their representation of the Board during the legislative session. Capitol Partners worked diligently to prepare for this last Session and it just concluded. This would extend their contract in the interim to assist

staff with any legislative laws that came out during Session and help integrate those laws into the RSCVA's daily business.

Councilman Ed Lawson suggested since the RSCVA currently does not have a Legislative Platform, that could be something Capitol Partners work on with the RSCVA to develop prior to the next Session. Chairman Lucey agreed that should be part of the extension of the contract. Mr. Nat Carasali asked three questions:

1-What is the scope of work we want Capitol Partners to perform during this interim time?

2-What are the legislative issues we are hoping to address between now and the next legislative Session?

3-Ask Capitol Partners to share their priorities for the RSCVA's legislative issues they plan on addressing. Otherwise, he asked if there was a need for a lobbying firm during the interim years.

Mayor Hillary Schieve commented it would be an advantage to have more of a strategic plan as it gets closer to Session. She added that requiring any lobbying firm who is retained to be at some of the RSCVA meetings to understand the magnitude of what the RSCVA faces in Session is a good idea. She suggested bringing them in on a contract basis, and focus the RSCVA money now into marketing. Mr. Nat Carasali agreed that hiring an issue-specific lobbyist on a contract basis would sufficiently cover the RSCVA. Councilman Ed Lawson said his concern was that time has a way of slipping by quickly and he felt having a Legislative Platform in place was important. He added that the RSCVA is talking about liquidation of assets and moving those around and that is going to require political support. In addition, the RSCVA needs to start lobbying senators and assembly people to help us in the Governor's office. That takes extreme vetting. He wants a policy in place so that no legislative liaison makes decisions without a Board policy in place. Mr. Rick Murdock suggested the Chair put together a legislative committee stating the timing of this renewal may be premature and the RSCVA should bank the money. Mayor Schieve agreed the RSCVA should be definitive in its message and what it wants to accomplish. Mr. Bill Wood added that this could be an item for discussion at the Board Retreat because he agreed with Councilman Lawson that time does sneak up on you and before you know it there will be another legislative session. Mr. Nat Carasali recommended that the RSCVA possibly go back on the market to bid for new lobbyists.

Mr. Ben Kennedy clarified that lobbying services are a professional service under NRS that does not necessarily have to be bid. The Board can do as they want. The Board can decide if they want legislative representation. In the past, an RFQ has been done and firms were invited to present their qualifications, but it is not required. Mr. Rick Murdock suggested that in the spirit of transparency a bid process would be good.

The issue was tabled by Chairman Bob Lucey to be brought back at the Board Retreat next month for further discussion. It will be determined if the RSCVA wishes to continue with Capitol Partners or if it desires to go out to RFQ. Staff will be asked to bring back a proposal from Capitol Partners with what they see the political issues are, what some of the legislative issue would be going forward, and how Capitol Partners plans to overcome those challenges.

This is information item only.

E4. Reno-Sparks Convention and Visitors Authority Staff

PRESIDENT/CEO UPDATE

Mr. Phil DeLone introduced the new Director of Finance, Mr. Robert Chisel. Mr. Chisel most recently served as Director of Finance and Administration for the City of Reno managing a budget in excess of \$250 million.

As promised, three (3) new distinct newsletters published and written by the RSCVA have been sent to three separate market segments. One addresses the Convention, the second is to the Wholesale Travel and Leisure Market, and the third goes to Stakeholders in the community reporting on actions and items from the RSCVA Board Meetings. Embedded in each newsletter is clever videos including cooking lessons developed by Chef Karl from Levy (Reno-Sparks Convention Center's chef).

The recent round tables with each of the Board Members in preparation for the Board Retreat have been very enlightening with respect to financial and operational policies. The RSCVA is drafting those for consideration by the Board. OnStrategy is also preparing an agenda for the Board Retreat.

The Benevolent and Protective Order of Elks just left Reno last week. They had more than 7,000 in attendance and are now considering rebooking for 2023. In a few weeks, the American Legion will be here for a citywide convention of 8,000 delegates at the Convention Center.

MARKETING

Ms. Jennifer Cunningham showed video clips of the summer campaign along with billboards. It reached 2.4 million people with 1 million clicks and one video received almost 1,000 comments and 9,000 shares. Feedback has been phenomenal with one wholesaler, a Global Branding and Design Manager, sending a note saying, "Fantastic advertisement. Perfect image. Impacting text and eye-catching." Yesterday, with the "Biggest Little City FAM", the RSCVA showed off some of its creative and talked to wholesalers and tour operators. One of the strongest advocates was the RSCVA's newest Board Member, Vick Wowo.

The marketing team has pulled together a task force for the National Bowling Stadium (NBS) and the Kingpin Club. It would entail a proforma opening the Kingpin Club Thursday through Sunday nights.

SALES

Mr. Mike Larragueta: He introduced Ms. Hillary Burton, the new Executive Director of Sales for the Western Region. She has over 20 years of experience in the hospitality industry and will be based out of the Sacramento area.

The Biggest Little City FAM will have its conclusion tonight with a closing dinner and reception as mentioned by Ms. Cunningham. In the last 3 days, the 25 domestic and international wholesale clients have raved about the destination, the capital improvements, the ad campaign and overall message.

Next week, 6 clients representing 2 from the airline industry, 2 from tourism, and 2 from group and convention are participating in the Barracuda Championship Pro-Am.

The week of August 11-16th, a team from the RSCVA will travel to the American Society of Association Executives (ASAE) in Toronto. The exciting new RSCVA 20x20 tradeshow booth and destination model will be at this very important event.

The following week, several RSCVA team members will be attending the Connect Annual Tradeshow in New Orleans along with several hotel partners from the destination.

May 2017 was very successful for Convention Sales. Total room production was 24,471 room nights. Of that number, 9,400 were sourced and contracted to the entire hotel community. Those groups represented two from the sports segment and one from corporate. An additional 21 groups representing 14,884 room nights were sourced and contracted to individual properties. Those groups represented businesses from: environmental, financial, fraternal, sports, government, corporate, franchise, cultural, and consumer.

The Score Card is very positive in the majority of categories. The team finished at 85.4% room night to goal for the month of May. The Convention Sales Team is pacing at 85% to goal with 215,794 contracted room night against a goal of 253,063.

Mr. Art Jimenez, Executive Director of Tourism Sales: He expressed how busy it has been in his first 90 days at the RSCVA.

Sales Missions - To date eight sales mission for Fiscal Year 2018 have been planned and 4 of those are RSCVA produced. They will occur in key feeder markets aligned with the marketing campaigns in Seattle, Portland, the Los Angeles basin, San Francisco Bay Area, and Boise, Idaho. In addition, 4 sales missions are being conducted with Travel Nevada in Southern California, Canada, Mexico, and the United Kingdom.

Monthly Tourism Production Report - This report tracks 7 distribution channels. Currently the RSCVA has 8 reporting properties, but has increased that to 12 reporting properties to provide greater visibility into leisure sales distribution programs. This allows for better data-driven decisions. Another addition is Travel-Click. Travel-Click reports GDS room nights in the city. That now has increased reporting from 18 properties to 24. GDS represents approximately 120,000 room nights to the destination at a higher ADR for the destination.

Mail Pound is also new. It is a travel electronic distribution platform that increases the destination awareness of travel agents. A survey of 55,000 travel agents has gone out to learn their travel characteristics, niche markets, and to date 1,025 agents have completed the survey which is very successful. Mail Pound allows agents to post with one click B to C collateral through their entire travel agent social media channel and their email databases.

International - After attending 2 international trade shows, one in Cancun, and IPW in DC, and doing one-on-one interviews with area hotel directors of sales and respective DMOs, the RSCVA is not where it needs to be for in-market international representation. The RSCVA is going after the China market. It is a very important market currently at 49,000 seats per week into Las Vegas, Seattle, the Bay Area, and Southern California. To get China-ready, however, there is some heavy-lifting to be done including getting our product on the shelf, tour operators in line, set up we-chat pay, and China-Union pay.

Leisure Sales & Marketing - The Tourism Department has developed some protocols to secure additional marketing exposure with all the RSCVA tour operators, OTAs and wholesalers. Those rules of engagement will secure at a minimum one-to-one matching funds and marketing campaigns to help implement more stringent room-night reporting.

Mr. John Farahi said he would like the RSCVA Staff to do a presentation about the marketing efforts including fundamental things such as what the plans are, how we plan to measure it (by third party), what the areas of opportunity are, and what kind of resources are going behind it. Mr. Vick Wowo concurred with Mr. Farahi saying he would like to look at the analytics behind the marketing efforts to see where we are benefiting with the new visitors, where they are coming from, where are we pushing the new brand, are we going into more airports, are we going into shopping markets, and where we are delivering this material.

Ms. Jennifer Cunningham made a comment about measurement. In addition to what OnStrategy is going to be bringing to the Board Retreat, there was pre-research done in the markets the RSCVA is going into and in October those markets will be assessed with a post-analysis study. Chairman Bob Lucey requested that the marketing team do a presentation showing what has been done over the last 12 months.

FINANCE

Mr. Robert Chisel, Director of Finance, stated that June 2017 was up 14.7% in taxable revenue at \$35,443,000 over the \$30,892,000 from last year in June. That brings the year-to-date total to \$347 million, up from \$317 million over prior fiscal year, which is a 9.6% increase. The ADR is up 8.5% for June over last year and for the whole fiscal year it is averaging 7.2% up year-to-year. Overall, the revenues and numbers are increasing. Mr. Nat Carasali asked if that was cash ADR or just ADR. Mr. Chisel stated it was cash.

This is information item only.

E5. 2016 Visitor Origination and Analysis Presentation

Mr. Howard Olsen, OnStrategy, working with his team and RSCVA staff, along with the participating hoteliers, presented what is approximately 80% of the inventory for the Visitor Origination Study. What is represented is over 60% of the inventory for 2016 or 2.4 million occupied hotel rooms.

Chairman Lucey asked how specific the data is getting with respect to basic demographics like income, age, and interests in each DMA. Mr. Olsen said it is purely zip code to maintain the proprietary information for the hotels. However, the zip codes can be matched to hard data in an aggregation based on census data.

Mr. Vick Wowo questioned how AirBNBs affected the market and if it impacted the international drop. Mr. Phil DeLone responded that AirBNBs are tracked along with others through room tax collections, because they do pay those, and an update could be provided.

Mr. Howard Olsen will be providing not only an overall community-wide report, but individual confidential hotel reports with what is considered an "Effectiveness Number". This reflects the hotel's effectiveness of selling inventory based on its availability and resources, not just that they have more rooms to sell. In other words, if one hotel has twice as many rooms as another hotel, it would not be an equal comparison. An Effectiveness Number shows how well a hotel is doing based upon what it is doing to bring people out to a particular MSA. The complete report will be out next week.

This is information item only.

F. SALES AND MARKETING

F1. Request to Increase Financial Support of Reno Tahoe Regional Air Service Committee (RASC)

Chairman Bob Lucey indicated this was an item brought back from a previous meeting that Vice-Chairman Ed Lawson had discussed about not limiting the RSCVA's ability to increase and adequately support RASC going forward and all the benefits. Mayor Hillary Schieve suggested that a presentation from a member of RASC would be helpful so the Board understands the magnitude of how they work in conjunction with each other. Ms. Jennifer Cunningham said that Mr. Andy Wirth just stepped down as Chair of RASC, but perhaps just after the first of the year, when Mr. Stephen Ascuaga is familiar with the workings of the role, he can report to the Board.

MOTION: Mr. John Farahi made a motion to increase the RSCVA's annual financial support of Reno Tahoe Regional Air Service Committee (RASC) to \$250,000. Seconded by Mr. Nat Carasali. **Motion carried by majority. Abstention by Mr. Vick Wowo.**

G. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

- Mr. Nat Carasali would like to have a group come together of all the entities involved in the RSLEC, including the State Department of Agriculture, the Reno Rodeo, the RSCVA, the NRA, and any Legislators. The RSCVA could take the lead and decide on the direction it wants to go with the RSLEC prior to the next legislative session to avoid continued subsidizing, capital maintenance, etc.
- Councilman Ed Lawson mentioned again the need for a Legislative Platform.
- Chairman Bob Lucey reminded the Board of the upcoming Facilities Committee Meeting, a subcommittee of the Board. Those committee members are: Councilman Ed Lawson, Mr. John Vineyard, Mr. Rick Murdock and Chairman Bob Lucey.

H. COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no public comments.

I. ADJOURNMENT

Meeting adjourned at 11:30 a.m.

Reno-Sparks Convention & Visitors Authority Board of Directors Meeting Minutes July 28, 2017

The Board of Directors of the Reno-Sparks Convention & Visitors Authority held a Board meeting at 9:00 a.m., July 28, 2017 at the Reno-Sparks Convention and Visitors Authority, 4001 S. Virginia Street, Reno, NV, Executive Conference Room.

A. OPENING CEREMONIES

Call to Order

The Chairman Bob Lucey called the meeting to order at 9:01 a.m.

Pledge of Allegiance led by Mayor Hillary Schieve

Board Members Present:

John Farahi (via teleconference)
Councilman Ed Lawson (via teleconference)
Chairman Bob Lucey
Rick Murdock (via teleconference)
John Vineyard (via teleconference)
Bill Wood (via teleconference)
Vick Wowo (via teleconference)

Board Members Absent:

Nat Carasali

RSCVA Executive Staff Present:

Phil DeLone, President/Chief Executive Officer
Robert Chisel, Director of Finance
Jennifer Cunningham, Executive Vice President
Ben Kennedy, Legal Counsel
Mike Larragueta, Vice President of Sales

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

There was no public comment.

C. APPROVAL OF THE AGENDA

MOTION: Mr. Vick Wowo made a motion to approve the Agenda. Seconded by Mayor Hillary Schieve.
Motion carried unanimously.

D. PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION

D1. Review, Discussion and Possible Action to Allow Continued Pursuit by Staff to Host Interbike Convention & Exposition by Emerald Expositions

Phil DeLone opened by saying Emerald Expositions expressed to the RSCVA that Reno made the short list of cities for its Interbike Conventions & Expositions. If the RSCVA were to secure Interbike, it would bring \$21 million in economic impact per year to the community. Interbike indicated they would give the RSCVA an initial booking of five (5) consecutive years beginning in September 2018. Each booking will represent 21,456 room nights. The initial five-year run will be 107,280 room night's total. They have requested for consideration, that the RSCVA provide up to \$1,350,000 in cash and in-kind services such as complimentary use of the Reno-Sparks Convention Center, Wi-Fi, and so on. The

money will be used to market the destination and the convention to their global audience of attendees. Mr. DeLone requested from the Board a motion to continue negotiations with Interbike, and offer a cash and in-kind sponsorship estimated at up to \$1.35 million annually. Approval was also requested for a one-time payment of \$500,000 for Interbike marketing.

Discussion ensued to clarify that it was an annual amount and both Mr. John Vineyard and Mr. Vick Wowo restated their motion as follows:

MOTION: Mr. John Vineyard made a motion to approve the RSVCA's continued negotiations with Interbike and offer a cash and in-kind sponsorship estimated at \$1.29 million annually, not to exceed \$1.35 million annually, plus the \$500,000 one-time only payment. Seconded by Mr. Vick Wowo.
Motion carried unanimously.

E. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

There were no Board Member comments.

F. COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no public comments.

G. ADJOURNMENT

Meeting adjourned at 9:07 a.m.



**UPDATE ON
WILDCREEK
HIGH SCHOOL PROJECT**

Presentation by
Washoe County School District



To: RSCVA Board
From: Phil DeLone, President/CEO
Date: August 17, 2017
Subject: Background information regarding Wildcreek Golf Course

Please find for review a summary of the current position and proposed direction for the Wildcreek Golf Course.

Attached, please find the below documents herein:

- A Wildcreek Fact Sheet
- A Roadmap of Major Milestones
- Letter of Intent
- 10-Year Profit and Loss Statement
- Deed of Sale
- February 17, 2016 Finance Committee Summary
- Fiscal 2016-2017 Annual Forecast and Capital Budget

Wildcreek: Fact Sheet

CURRENT STANDING

Financial Position	<ul style="list-style-type: none">• Land purchased in 1974 for \$979,706.50 for land and water (\$4,500 per acre)• Approximately \$1.4M balance owed pursuant to that certain Agreement for the Sale and Use of Treated Effluent by and among the RSCVA, Washoe County and the City of Sparks pursuant to which the City of Sparks provides Wildcreek with treated effluent water, paid at \$300K/annually.• ~\$250k annual operating loss.• No capital investment over the last several years, assets all fully depreciated.
Ownership	<ul style="list-style-type: none">• Title to land in the name of “County of Washoe, State of Nevada, acting through its Reno-Sparks Convention Authority.”• Pursuant to NRS 244A.624 any sale of the Wildcreek property by the Reno-Sparks Convention & Visitors Authority requires Washoe County Board approval.
Land and Zoning	<ul style="list-style-type: none">• 212.22 acres• The property on which Wildcreek is presently located has a master plan designation of “Public Facility” and a “Public Facility” zoning designation. Any uses outside of those allowed for a Public Facility would require a Master Plan Amendment and zoning change.
Water Rights	<ul style="list-style-type: none">• 448.8 AF Truckee River water rights currently titled in the name of the City of Sparks pursuant to the terms of the Agreement for the Sale and Use of Treated Effluent. The RSCVA/County hold the reversionary interest in such water rights upon the expiration/termination of the Agreement• 506 AF Wells Creek.
Effluent Contract	<p>RSCVA contracts with City of Sparks to provide effluent water.</p> <ul style="list-style-type: none">• 25-year termed contract (1997-2022)• RSCVA transferred ~449 acre feet for Truckee River water rights to City of Sparks to be transferred back after expiration/termination of the Agreement For the Sale and Use of Treated Effluent.• RSCVA pays \$300k annually to City of Sparks for 500 acre feet of effluent water.
Market Value	<p>LAND: WCSD is in the process of obtaining an appraisal of the land</p> <p>WATER RIGHTS: The Truckee 448.8 AF is valued at ≈\$2.7 M, 506 AF Wells Creek only aesthetic value.</p>

PRIOR RSCVA ACTION

Prior Action	<p>Feb 2016: RSCVA Board of Directors considered pursuing the sale of Wildcreek for either development or continued golf operations. After consideration, the Board determined that it was willing to cooperate in an effort to keep Wildcreek a golf course, but made clear that it was not willing to continue owning/operating the golf course.</p> <p>Feb 2016: Informal discussions at the staff level with local governments were had regarding local governments assuming ownership/operation of Wildcreek. No interest was expressed by the local governments.</p>
---------------------	--

June 2017: Letter of Intent executed by the RSCVA with Washoe County, City of Reno, City of Sparks and Washoe County School District to explore the Wildcreek High School project.

POTENTIAL PATH FORWARD

Active Alternative: Community Project to include a new High School

The Washoe County School District is pursuing the option of locating a high school on the property currently holding the Wildcreek Golf Course.

- **Land Required by Washoe County School District:** Approximately 75 Acres.
- **Water Rights: It is anticipated that the** Washoe County School District will need approximately 10 acre feet of potable water and 70 acre feet of reclaimed water.

Washoe County and the Washoe County School District have presented the idea to utilize the remaining site for community projects.

- **Land:** Approximately 137 Acres.
- **Water Rights:** TBD the project

Considerations:

Any alternatives to the Washoe County School District Project will (other than continued ownership/operation by the RSCVA) need to address these considerations:

- Satisfaction of the remaining obligations under the Agreement For the Sale and Use of Treated Effluent
- Process, timing and expectations related to cessation of golf operations
- Rezoning application and any approvals needed from City of Sparks and other governmental agencies
- Approval from Washoe County Commission required prior to the sale or lease of Wildcreek by the RSCVA pursuant to NRS 244A.624

MAJOR MILESTONES

	July-Dec '17	Jan-June '18	July-Dec '18	Jan-June '19
Board Actions	<ul style="list-style-type: none"> Washoe County / RSCVA property ownership research and legal findings WCSD to present due diligence report and contingent offer Washoe County BCC and RSCVA joint meeting for consideration and to possible action on preliminary appraisal. 	<ul style="list-style-type: none"> Review the Washoe County regional park plan for consideration and possible action RSCVA continued operation of Wildcreek Golf Course 		
High School Development	<ul style="list-style-type: none"> Washoe County School District Educational Programming / Specifications for school Washoe County School District prelim engineering / due diligence (traffic study, prelim appraisal, etc.) 	<ul style="list-style-type: none"> Washoe County School District High School schematic design Washoe County School District parcel creation 	<ul style="list-style-type: none"> Washoe County School District final appraisal and acquisition of HS property City of Sparks project review process Washoe County School District final design – break ground before 2019 	<ul style="list-style-type: none"> Washoe County School District full high school site and building construction through 2021
Community Project Development		<ul style="list-style-type: none"> Washoe County engineering due diligence on remainder Washoe County to develop regional park plan for remainder of parcel (less school site) 	<ul style="list-style-type: none"> Washoe County transition implementation Final regional park plan 	

LETTER OF INTENT BY AND BETWEEN THE WASHOE COUNTY SCHOOL DISTRICT, WASHOE COUNTY, THE CITY OF SPARKS, THE CITY OF RENO, AND THE RENO-SPARKS CONVENTION AND VISITORS AUTHORITY TO COOPERATE IN THE DEVELOPMENT OF A NEW HIGH SCHOOL IN SPARKS, NEVADA AND REPURPOSE PROCTER R. HUG HIGH SCHOOL IN RENO, NEVADA

WHEREAS, the citizens of Washoe County passed WC-1 to fund capital improvement projects for the Washoe County School District (WCSD) in order to relieve overcrowding and address capital repair needs;

WHEREAS, the WCSD desires to construct a high school in the Wildcreek area of Sparks, Nevada to address overcrowding and growth needs for the WCSD;

WHEREAS, a high school in the Wildcreek area would allow the current Procter R. Hug High School location to be modified into a Career & Technical Academy;

WHEREAS, both proposed high school projects would provide solutions for overcrowding, repair needs, and more opportunities for students to achieve career goals and succeed;

WHEREAS, Washoe County, the City of Sparks, the City of Reno, and the Reno-Sparks Convention and Visitors Authority (RSCVA) all benefit from a highly educated, skilled work force created by the public education system;

WHEREAS, Washoe County, the City of Sparks, the City of Reno, and the RSCVA support WCSD's plans to address overcrowding and repair needs;

WHEREAS, Washoe County, the City of Sparks, the City of Reno, and the RSCVA specifically want to redevelop a portion of the Wildcreek Golf Course in the City of Sparks to permit WCSD to build a high school;

WHEREAS, Washoe County owns the Wildcreek Golf Course and desires the highest and best use for the property;

WHEREAS, the RSCVA, which operates the Wildcreek Golf Course, has determined that the highest and best use for Wildcreek Golf Course is a new public high school and other community benefit projects;

WHEREAS, Washoe County also believes that the highest and best use for Wildcreek Golf Course is a new public high school and other community benefit projects;

WHEREAS, the City of Sparks also believes that the highest and best use for Wildcreek Golf Course is a new public high school and other community benefit projects;

WHEREAS, the City of Reno also believes that the highest and best use for Wildcreek Golf Course is a new public high school and other community benefit projects;


WHEREAS, WCSD, Washoe County, the City of Sparks, the City of Reno, and the RSCVA believe that a new public high school at the Wildcreek Golf course and the repurposing of the existing Procter R. Hug High School into a Career & Technical Academy is in the best interests of all citizens in Washoe County, the City of Sparks, and the City of Reno,

NOW THEREFORE, all public entities hereby enter into this Letter of Intent to agree to cooperate in the planning, development, and construction of a new high school located at Wildcreek Golf Course and the repurposing of the existing Procter R. Hug High School into a Career & Technical Academy.

**BOARD OF COMMISSIONERS
WASHOE COUNTY, NEVADA**

BY: 
CHAIRMAN

ATTEST:

BY: 
WASHOE COUNTY CLERK

APPROVED AS TO FORM AND CONTENT:

BY: 
ASSISTANT DISTRICT ATTORNEY


**BOARD OF DIRECTORS
RENO-SPARK CONVENTION AND VISITORS
AUTHORITY**

BY: 
CHAIRMAN

APPROVED AS TO FORM AND CONTENT:

BY: 
ATTORNEY

**BOARD OF TRUSTEES
WASHOE COUNTY SCHOOL DISTRICT**

BY: 
CHAIRMAN

ATTEST:

APPROVED AS TO FORM AND CONTENT:

BY: 
BOARD SERVICES COORDINATOR


BY: 
CHIEF LEGAL COUNSEL

CITY COUNCIL OF RENO, NEVADA

BY: 
MAYOR


ATTEST:

APPROVED AS TO FORM AND CONTENT:

BY: 
RENO CITY CLERK

BY: 
DEPUTY CITY ATTORNEY

CITY COUNCIL OF SPARKS, NEVADA

BY: 
MAYOR

ATTEST:

APPROVED AS TO FORM AND CONTENT:

BY: 
SPARKS CITY CLERK

BY: 
DEPUTY CITY ATTORNEY





Wildcreek Golf Course

Fiscal 2016-2018 Annual Forecast and Capital Budget

Account Description	Actual										Projected		Budget FY 17-18		
	FY 05-06	FY 06-07	FY 07-08	FY 08-09	FY 09-10	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16	FY 16-17			
Revenues															
Green Fees 9 Hole	273,931	309,771	274,078	278,229	267,028	235,973	251,879	228,896	219,413	213,548	203,300	205,793	213,500		
Green Fees 18 Hole	680,912	719,494	669,409	604,834	568,751	531,830	595,015	575,270	547,407	521,771	514,607	497,865	513,000		
Memberships	146,355	147,453	188,482	171,125	183,845	174,338	190,051	197,964	192,261	211,650	167,491	184,838	188,500		
Pro Shop	181,511	191,856	203,020	175,977	170,264	210,100	265,946	275,637	283,476	257,116	244,948	187,722	229,000		
Miscellaneous & Lessons	28,121	32,344	27,057	24,697	24,557	25,877	26,681	33,069	20,099	9,329	12,988	11,796	15,100		
Food & Beverage	340,512	356,819	327,281	315,335	322,843	317,199	356,150	351,146	322,133	300,032	298,296	280,988	292,700		
Cart Rental	349,290	346,611	326,030	336,289	310,179	294,780	317,485	299,799	267,849	274,987	239,769	216,707	231,000		
Driving Range	86,504	85,778	76,148	81,611	96,081	92,140	105,382	94,921	95,268	92,683	96,599	86,422	89,500		
Total Revenues	2,088,136	2,190,126	2,091,505	1,988,097	1,943,548	1,882,237	2,108,589	2,056,702	1,947,906	1,881,126	1,777,998	1,672,031	1,772,300		
Expenses															
Payroll & Related	1,025,085	1,049,651	1,108,361	1,035,281	992,111	978,346	1,069,639	1,070,437	1,050,044	1,032,417	1,036,495	1,029,898	1,015,078		
Supplies & Services	945,281	980,497	1,032,488	951,786	923,913	977,350	993,962	991,536	1,010,814	1,005,220	941,751	951,885	970,601		
Travel & Entertainment	3,200	3,293	4,885	1,198	620	250	1,122	2,238	980	1,124	7	1,310	2,200		
Promotion & Advertising	9,498	10,812	10,962	12,742	17,993	21,875	28,750	24,206	25,293	29,300	21,445	26,559	28,400		
Depreciation	165,642	171,849	169,639	187,464	202,466	183,182	133,392	-	-	-	-	-	-		
Total Expenses	2,152,116	2,216,102	2,326,315	2,188,471	2,137,103	2,161,003	2,226,865	2,088,417	2,087,131	2,068,061	1,999,698	2,009,652	2,016,279		
Departmental Profit (Loss)	(63,980)	(25,976)	(234,810)	(200,374)	(193,555)	(278,766)	(118,276)	(31,715)	(139,225)	(186,935)	(221,700)	(337,621)	(243,979)		
Margin Percentage	-3.1%	-1.2%	-11.2%	-10.1%	-10.0%	-14.8%	-5.6%	-1.5%	-7.1%	-9.9%	-12.5%	-20.2%	-13.8%		
Statistics															
9 Hole Executive	24,524	26,697	23,750	24,436	23,703	21,136	22,840	21,044	19,763	19,783	18,448	16,542	19,134		
18 Hole Championship	31,219	35,799	34,380	34,944	33,328	32,392	36,058	32,965	21,424	21,097	20,238	20,160	20,610		
Annual Passes	-	-	-	-	-	-	-	-	10,275	9,997	7,986	7,800	7,800		
Total Rounds	55,743	62,496	58,130	59,380	57,031	53,528	58,898	54,009	51,462	50,877	46,672	44,502	47,544		
Total Revenue Per Round	\$37.46	\$35.04	\$35.98	\$33.48	\$34.08	\$35.16	\$35.80	\$38.08	\$37.85	\$36.97	\$38.10	\$37.57	\$37.28		
Profit (Loss) Per Round	(\$1.15)	(\$0.42)	(\$4.04)	(\$3.37)	(\$3.39)	(\$5.21)	(\$2.01)	(\$0.59)	(\$2.71)	(\$3.67)	(\$4.75)	(\$7.59)	(\$5.13)		
Cash Flow	101,662	145,873	(65,171)	(12,910)	8,911	(95,584)	15,116	(31,715)	(139,225)	(186,935)	(221,700)	(337,621)	(243,979)		
Less: Capital	269,487	278,680	180,327	200,000	132,466	131,818	149,857	301,450	-	-	-	-	-		
Net	(167,825)	(132,807)	(245,498)	(212,910)	(123,555)	(227,402)	(134,741)	(333,165)	(139,225)	(186,935)	(221,700)	(337,621)	(243,979)		

RAY O'BRIEN

Executive Vice President and Manager

March 10, 1975

Mr. Bill Harrison
Reno-Sparks Convention Authority
P. O. Box 837
Reno, Nevada 89504

Re: Escrow No. 29441-2

Dear Mr. Harrison:

In connection with the above-captioned, enclosed herewith please find the following:

1. Our Receipt No.9414 dated February 10,1975 for \$170,621.30.
2. Original promissory note for \$165,956.50 dated October 4, 1974 executed by the Reno-Sparks Convention Authority in favor of Joseph Conforte and Sally Conforte, marked ' cancelled '.
3. Original deed of trust securing the above note, Document #343188, Washoe County, Nevada, records, marked ' cancelled '.

The Deed of Reconveyance will be returned to you direct after recordation by the Washoe County Recorder in due course.

We trust you will find the above in order, and thank you for this opportunity of serving you.

Very truly yours,



JOSEPHINE LEVERETT
Escrow Secretary

Encls:

BRANCH OFFICE:

INCLINE VILLAGE PLAZA
P. O. DRAWER AF PHONE (702) 831-0179
INCLINE VILLAGE, NEVADA 89450

ESCROW NO. 29441-2

DATE 2-10 1975

RECEIVED FROM Reno-Sparks Convention
Authority DOLLARS \$ 170,621.30

Check # 144 \$ 170,621.30

ESCROW NAMES (Please print)

Bank # _____

Comparte - County
Payment in full of
note & d/t

Check # _____

Bank # _____

Check # _____

Bank # _____

Cash _____ \$ _____

1ST COMMERCIAL TITLE, INC.

TOTAL _____ \$ _____

BY [Signature]

RECEIVED

PROMISSORY NOTE

\$165,956.50

Reno, Nevada
October 4, 1974

FOR VALUE RECEIVED, the RENO-SPARKS CONVENTION AUTHORITY promises to pay to the order of JOSEPH CONFORTE and SALLY CONFORTE, husband and wife, as joint tenants, on or before the 4th day of October, 1975, the sum of ONE HUNDRED SIXTY FIVE THOUSAND NINE HUNDRED FIFTY SIX AND 50/100 DOLLARS (\$165,956.50) with interest thereon at the rate of EIGHT PER CENT (8%) per annum.

The maker reserves the right to prepay all or any part of the principal sum due without penalty. Any sums prepaid shall first be applied to accrued interest on the principal balance then unpaid.

The maker promises and agrees that in case of default of this transaction, resulting in suit or legal action to collect this Note, or any portion thereof, and/or any interest thereon, it shall pay all costs and expenses and such additional sums as the Court may adjudge reasonable as attorney's fees in said suit or action, the same to be included in any judgment obtained on this Note.

The maker and endorser waives presentment for payment, demand notice, protest and notice of protest, diligence and nonpayment of this Note, and all defenses on the ground of any extension of time of payment that may be given by the holder or holders, to it, and/or any other defenses which it might or could have.

RENO-SPARKS CONVENTION AUTHORITY

By James D. Vernon
JAMES D. VERNON, Chairman

ATTEST:

Gerry Grow
GERRY GROW, Secretary

DEED OF TRUST

THIS DEED OF TRUST, made this 4th day of October, 1974, by and between the COUNTY OF WASHOE, STATE OF NEVADA, ACTING THROUGH ITS RENO-SPARKS CONVENTION AUTHORITY, Trustor, to FIRST COMMERCIAL TITLE, INC, a Nevada corporation, Trustee, for JOSEPH CONFORTE and SALLY CONFORTE, husband and wife, Beneficiaries,

WITNESSETH:

That the Trustor hereby grants, bargains, sells, conveys and confirms unto the Trustee, in trust, with power of sale, all that certain real property, situate, lying and being in the County of Washoe, State of Nevada, and more particularly described in Exhibit "A" attached hereto and made a part hereof.

AND, ALSO, all the estate, interest, homestead or other claim as well in law as in equity, which said Trustor now has, or in anywise appertaining, and the reversion and reversions, remainder and remainders, rents, issues and profits thereof.

TO HAVE AND TO HOLD the same unto the said Trustee and its successors and assigns for the purpose of securing:

Payment of indebtedness in the sum of ONE HUNDRED SIXTY FIVE THOUSAND NINE HUNDRED FIFTY SIX AND 50/100 DOLLARS (\$165,956.50) evidenced by a Promissory Note of even date, with interest thereon according to the terms of said Note, which said Note by reference is hereby made a part of this Deed of Trust, executed by Trustor and delivered to Beneficiaries and payable to their order, and any and all extensions or renewals thereof; payment of such additional sums with interest thereon, as may be hereafter loaned by the Beneficiaries to Trustor when evidenced by a Promissory Note, or Notes of Trustor, payment of all other sums with interest thereon becoming due and payable under the provisions hereof to either Trustee or to Beneficiaries, and performance and discharge of each and every obligation, covenant and agreement of Trustor herein contained.

AND THIS INDENTURE FURTHER WITNESSETH:

FIRST: Trustor agrees and promises to pay when due all claims for labor performed and materials furnished for any construction, alteration or repair upon the above-described premises; to comply with all laws affecting said property or relating to any alterations or improvements that may be made thereon; not to commit or permit waste thereon; not to commit, suffer or permit any acts upon said property in violation of any law, covenant, condition or restriction affecting said property.

SECOND: The following covenants, Numbers 1, 3, 4 (interest 10%), 5, 6, 7 (counsel fees 10%), 8 and 9 of Nevada Revised Statutes, Title 9, Chapter 107.030, are hereby adopted and made a part of this Deed of Trust.

THIRD: The rights and remedies hereby granted shall not exclude any other rights or remedies granted by law, and all rights and remedies granted hereunder or permitted by law shall be concurrent and cumulative.

REC-104 1974 OCT 28 851 AM '74

Return to 707 E

29411-2

1 FOURTH: It is hereby expressly agreed that the trust created
2 hereby is irrevocable by Trustor.

3 RENO-SPARKS CONVENTION AUTHORITY

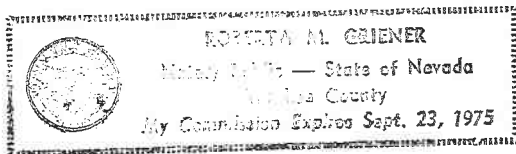
4
5 By James D. Vernon
6 JAMES D. VERNON, Chairman

7 ATTEST:

8 Gerry Grow
9 GERRY GROW, Secretary

10 STATE OF NEVADA)
11 COUNTY OF WASHOE) ss.

12 On this 4th day of October, 1974, personally appeared
13 before me, a Notary Public, JAMES D. VERNON, Chairman of the Reno-
14 Sparks Convention Authority, who acknowledged to me that he execut-
ed the foregoing instrument.



15 Roberta M. Griener
16 Notary Public, in and for the
17 County of Washoe, State of Nevada

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Section 29; the Southeast quarter of the Southeast quarter of Section 30; the Northeast quarter of Section 31; and the Northwest quarter of Section 32, all in Township 20 North, Range 20 East, M. D. B. & M., and being described as follows:

Commencing at the Section corner common to Sections 29, 30, 31 and 32 in said Township and Range; thence South 88°14'58" East 1,294.69 feet to the true point of beginning; thence from the true point of beginning, South 88°14'58" East 755.85 feet; thence South 01°45'02" West 404.55 feet; thence South 88°24'50" East 540.00 feet; thence South 01°35'10" West 1,938.52 feet to a point on the Northerly right of way line of Wedekind Road; thence along said Northerly right of way line, North 89°46'31" West 308.32 feet; thence leaving said right of way line, North 04°15'02" West 208.71 feet; thence South 85°44'58" West 208.71 feet; thence South 04°15'02" East 208.71 feet to a point on said Northerly right of way line of Wedekind Road; thence continuing along said Northerly right of way line, South 85°44'58" West 405.04 feet; thence South 85°42'48" West 162.69 feet; thence South 89°58'40" West 154.24 feet; thence South 85°17'59" West 112.52 feet; thence South 59°56'39" West 124.13 feet; thence South 50°48'30" West 144.70 feet to a point of intersection of the Northerly right of way line of Wedekind Road and the Northerly right of way line of McCarran Boulevard; thence along said Northerly right of way line of McCarran Boulevard, North 74°57'40" West 717.48 feet; thence North 78°00'45" West 540.21 feet; thence North 48°53'14" West 93.45 feet to a point of intersection of the Northerly right of way line of McCarran Boulevard and the Easterly right of way line of Sullivan Lane; thence along said Easterly right of way line, North 00°03'22" East 112.18 feet; thence North 13°42'32" East 327.65 feet; thence North 22°01'47" East 271.80 feet; thence North 62°41'25" West 7.09 feet; thence North 26°50'31" East 222.00 feet; thence along the arc of a tangent curve to the left with a radius of 530.00 feet, through a central angle of 51°48'00", an arc distance of 479.16 feet; thence North 24°57'29" West 1,572.30 feet; thence along the arc of a tangent curve to the left with a radius of 780.00 feet through a central angle of 37°17'30", an arc distance of 507.67 feet; thence North 62°14'59" West 270.19 feet; thence leaving said Easterly right of way line of Sullivan Lane, North 00°24'15" East 318.72 feet; thence North 89°38'38" East 1,303.11 feet; thence South 88°16'57" East 1,300.63 feet; thence South 00°23'48" West 1,307.35 feet, more or less, to the true point of beginning.

BASIS OF BEARINGS: Nevada State Coordinate System, West Zone Grid.

343188

~~1028 AM~~
OFFICIAL RECORDS
WASHOE COUNTY, NEV.
RECORD REQUESTED BY
FIRST COMMERCIAL TITLE, INC.
OCT 7 1974

343188

OFFICIAL RECORDS
WASHOE COUNTY, NEV.
RECORD REQUESTED BY

FIRST COMMERCIAL TITLE, INC.

OCT 7 1974

1028 AM ARDIS BROWN
COUNTY RECORDER

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February 17, 2016 Finance Committee Summary

Agenda Item C.

Wildcreek Golf Course

Staff will be giving a report on Wildcreek Golf Course. Staff is requesting direction from the committee on whether to cease golf operations and whether to pursue a sale of the Wildcreek property. If the committee recommends ceasing golf operations and seeking a sale of the Wildcreek property, staff will likewise need direction regarding property entitlements and a water service agreement with the City of Sparks.

For Possible Action

Motion: Mr. Lucey made a motion that the Committee recommend to the Board staff direction to pursue alternative options to continue to operate as a golf course.

Mr. Lawson seconded. Motion carried unanimously.



To: RSCVA Finance Committee

From: Brian Rivers, Director of Finance
Joe Kelley, Vice President of Facilities

CC: Jennifer Cunningham, Interim Managing Director

Date: February 5, 2016

Subject: Review, Discussion and Possible Action related to Wildcreek Golf Course

Executive Summary

Staff has performed due diligence related to Wildcreek Golf Course as requested by the Board of Directors and is seeking direction from the Finance Committee and ultimately the Board of Directors on how to proceed.

Background

In 1974, the RSCVA purchased land from Joe Conforte with the intention of building a golf course in Sparks due to the lack of golf courses in the region. Wildcreek Golf Course opened in 1980, containing an 18-hole championship course, 9-hole executive course, 25 tee practice range and 20,000 square foot clubhouse. There are currently 56 courses on 48 properties in the region. The property on which Wildcreek is presently located has a master plan designation of “Public Facility” and a “Public Facility” zoning designation.

The Wildcreek property is comprised of approximately 212 +/- acres. In connection therewith, the RSCVA presently holds a reversionary interest to 448.88 acre feet of Truckee River water rights and 69.20 acre feet to help dilute mineral buildup and irrigation of landscaping.

In 1996, following years of drought which had caused the course significant damage, the RSCVA contracted with the City of Sparks to provide effluent water for irrigation of the course. The effluent supply contract was for a twenty-five year term, running from April 1997 through March of 2022. In connection with the effluent supply contract with the City of Sparks, the RSCVA was required to transfer its 448.88 acre feet of Truckee River water

rights to the City of Sparks. In return, the City of Sparks provides the Wildcreek property with up to 500 acre feet of effluent on an annual basis, at a cost of \$300,000 annually. There is approximately six years remaining on the effluent supply contract representing a total liability of approximately \$1.8 million.

As an operating entity the course has operated at a negative cash flow of approximately \$190,000 on average of the past six fiscal years. The last two fiscal years there was zero capital investment at the facility, and the resulting operating losses were \$139,000 and \$186,000. The projected results over the next five years, assuming minimal capital investment of \$125,000 annually, would result in negative cash flows of \$2,500,000.

During the current strategic planning process, it has been highlighted that golf does not contribute to the RSCVA's core mission and efforts should be undertaken to look at alternatives for the course.

Analysis

Staff has had a variety of analysis performed as it relates to Wildcreek Golf Course including:

- Discussions with officials from the City of Sparks related to the potential of transferring the golf course to the City of Sparks. At the time of the discussions, the City of Sparks did not express a desire to take ownership and assume operation of the Wildcreek property as a golf course.
- Preliminary appraisal of the property as a golf course and for its "highest and best use" (Johnson Perkins Griffin).
- Preliminary engineering survey of the facility to determine slope and drainage constraints regarding future development of the location in relation to the "highest and best use" (Wood Rodgers).
- Discussions with officials from the City of Sparks related to the termination of the City of Sparks effluent water contract (Buschelman).
- Preparation of conceptual land use plan to illustrate potential uses of the property (Wood Rodgers).
- Discussions with officials with Washoe County related to the public process required to facilitate the transfer of Wildcreek Golf Course. As fee title to the property is held by Washoe County by and through the RSCVA, any disposition of the property would need to be undertaken by Washoe County. In addition, NRS 244A.627 requires County approval for any disposition of the Wildcreek property.

In attendance today are the industry experts who performed the work outlined above:

Stephen Johnson (Johnson Perkins Griffin)
Michael Buschelman (Buschelman Consulting)
Melissa Lindell (Wood Rodgers)

There are a variety of questions that staff is requesting direction on related to Wildcreek Golf Course.

- 1) Direction to Staff related to continuing in the golf course business. Staff believes the two options are to continue operating Wildcreek in its present state or to cease golf operations and dispose of the real property.
- 2) If Staff is directed to cease golf operations and dispose of the real property, specific direction is requested on:
 - a. Termination of effluent water contract. Staff, along with Mike Buschelman, have discussed termination options with City of Sparks staff related to the effluent water contract. While nothing has been formally presented or agreed to, one option that has been discussed involves transferring water rights to the City of Sparks, which would terminate the existing agreement and require the payment for only the water consumed at the course. Another option would be to pay the remaining balance off in a lump sum.
 - b. Process, timing & expectations related to cessation of golf operations/transfer/sale/auction of associated real and personal property.
 - c. Should RSCVA propose entitlement changes to property? RSCVA consultants have advised that the property would be more valuable with a master plan and zoning designation in place to allow development of the site. Attempting to change the Master Plan and Zoning designations would involve
 1. A Master Plan Amendment from Public Facilities to another category such as Mixed Use would be necessary. Sparks only accepts Master Plan Amendment applications on a quarterly basis (Feb, Jun, Aug and Dec). The City submittal fee is \$2,500. Consultant fees would be approximately \$20,000 - \$30,000. A Master Plan Amendment requires approval by the Sparks Planning Commission, Sparks City Council and Truckee Meadows Regional Planning Commission. The process takes approximately 5-6 months.
 2. A Rezoning application will also be necessary from Public Facilities (PF) to either separate residential and commercial zones or a Planned Development (PD). The PD zone is more flexible but requires the preparation of a development standards handbook. A rezoning application can be submitted concurrently with the Master Plan Amendment. This application is only heard by the Sparks Planning Commission and Sparks City Council. If separate zones are requested the time frame is about 6-7 months as the Master Plan Amendment will have to be approved first. If a PD is requested the time frame will be 3-4 months longer. The City submittal fee for a rezoning is \$1,017. Consulting fees for a rezoning would be approximately \$25,000 - \$35,000. The submittal fee for a PD ranges between

\$10,000 and \$50,000 depending on the complexity of the PD. Consulting fees for a PD would be approximately \$55,000 – 100,000.

- d. Request to Washoe County to facilitate auction/transaction. If direction from the Board is received to facilitate the sale of the Wildcreek property, staff recommends that the Board grant it the Authority to seek the approval of the Washoe County Commission for the transaction as required by NRS 244A.627. If the approval of the Washoe County Commission is obtained, next steps would likely include entering into an interlocal agreement with the County setting forth the process and necessary steps for the disposition of the property, such interlocal agreement to remain subject to further approval of the RSCVA Board as well as the Washoe County Commission.

Recommendation

Staff is requesting direction from the Finance Committee and ultimately the Board of Directors as it relates to the future of Wildcreek Golf Course.

Attachments:

City of Sparks Effluent Contract
Wildcreek Financial Performance
Johnson Perkins Griffin Letter
Preliminary Land Use Plan

PLEASE RETURN TO:
Office of City Clerk
City Hall
431 Prater Way
Sparks, Nevada 89431

A-2275
A.I. 6.5
2/12/96

AGREEMENT FOR THE SALE AND USE OF TREATED EFFLUENT

THIS AGREEMENT is made and entered into by and among the CITY OF SPARKS ("City"), a municipal corporation of the State of Nevada; the RENO-SPARKS CONVENTION AND VISITORS AUTHORITY ("RSCVA"), a creation of Washoe County, Nevada; and WASHOE COUNTY ("County"), a political subdivision of the State of Nevada.

RECITALS

- A. City intends to develop and construct an effluent reuse distribution system to deliver treated effluent from the Truckee Meadows Water Reclamation Facility to various public and private facilities for use as an irrigation water supply.
- B. RSCVA operates the Wildcreek Golf Course and desires to improve golf course operations and conditions through the acquisition of a more reliable source of irrigation water.
- C. RSCVA desires to purchase from City certain designated quantities of treated effluent to irrigate the Wildcreek Golf Course in lieu of using water diverted from the Truckee River via the Orr Ditch.
- D. City is willing to sell treated effluent to RSCVA and to construct a pipeline to the Wildcreek Golf Course for the delivery of said treated effluent.
- E. County holds title on behalf of RSCVA to at least 500 acre feet of valid, decreed Truckee River water rights.
- F. County is willing to transfer and convey to City from the water rights referenced in Recital "E" a number of said water rights equal to the amount of treated effluent delivered to RSCVA by City.

AGREEMENT

NOW, THEREFORE, based upon the foregoing and the mutual covenants contained herein, the parties hereto do agree as follows:

1. SALE OF TREATED EFFLUENT. Beginning on April 1, 1997, or as soon thereafter as allowed by the delivery pipeline construction and/or the issuance of all required permits by any regulatory authority having jurisdiction over the construction and operation of City's effluent reuse system or associated water rights, City agrees to sell annually to RSCVA not more than 500 acre feet of treated effluent for use as irrigation water only at Wildcreek Golf Course.

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2. TERM AND TIME FOR DELIVERIES.

- a. City agrees to deliver treated effluent to RSCVA for a term of 25 years commencing on or about April 1, 1997 and ending March 31, 2022.
- b. City agrees to provide RSCVA with treated effluent at Wildcreek Golf Course between April 1 and October 31 of each year during the term of this agreement.

3. METER INSTALLATION. City agrees to install a meter at an appropriate location to measure instantaneous flow and cumulative flow to RSCVA and to report such flow data at least monthly to RSCVA.

4. ADDITIONAL TEMPORARY FLOWS. City agrees to make available to RSCVA additional temporary flows of treated effluent above the 500 acre feet referenced in paragraph 1. if (a) sufficient treated effluent is available to City, (b) additional water rights in an amount equal to the amount of additional effluent delivered have been transferred and conveyed to City and © the special rate referenced in paragraph 10. is paid to City for additional treated effluent temporarily delivered to RSCVA in excess of 500 acre feet annually.

5. ADDITIONAL REGULAR FLOWS. If RSCVA should desire to purchase more than 500 acre feet annually of treated effluent annually on a regular, continuing basis, City agrees to renegotiate those portions of this agreement relating to the maximum amount of treated effluent to be delivered and the purchase price of said amount, provided that sufficient treated effluent is available to City and provided, further, that nothing contained in this paragraph is intended to allow RSCVA to purchase less than 500 acre feet annually or pay less than the then current base rate or adjusted base rate for said amount.

6. PURCHASE OF TREATED EFFLUENT AND RATES. RSCVA agrees to purchase from City 500 acre feet of treated effluent per year and pay to City a base rate of \$300,000 annually, to be paid in not less than 12 equal monthly installments. The base rate shall be adjusted at the beginning of the sixth, eleventh, sixteenth, and twenty-first years of this agreement based on the results of the percentage increase in the cost of Truckee Meadows water rights purchased and/or sold by Sierra Pacific Power Company or its successor during the preceding 5-year period. If other customers are added to the effluent reuse system and they are required to make a contribution to capital in connection with the same facilities being used to serve Wildcreek Golf Course, the rates charged under this paragraph shall be adjusted to reflect said contribution to capital so long as the total revenues to Sparks remain sufficient to meet the financing, operating, and maintenance costs of the system.

7. CONVEYANCE OF WATER RIGHTS. RSCVA and County agree to transfer and convey to City 500 acre feet of valid, decreed Truckee River water rights from Claim No. 313 and/or other claims as may be required for water ordinarily diverted from the Truckee

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River . RSCVA and County agree to cooperate with City in any proceedings before the Nevada State Engineer for changes in the point of diversion or place and manner of use of said Truckee River water rights.

8. RECONVEYANCE OF WATER RIGHTS. Upon termination of this agreement, any water rights transferred and conveyed to City by RSCVA/County shall be transferred and reconveyed by City to RSCVA/County within 30 days of said termination.

9. ANNUAL FLOW PROJECTIONS. RSCVA agrees to provide City with a projection of its required treated effluent flows on or before April 1 of each year; however, regardless of whether RSCVA anticipates using the entire 500 acre feet of flow, or a higher amount mutually agreed to, RSCVA, as part of this "take or pay" agreement will pay to City annually the entire base rate, adjusted base rate or special rate for the year in question.

10. SPECIAL RATE FOR ADDITIONAL TEMPORARY FLOWS. If City provides to RSCVA additional temporary flows of treated effluent above 500 acre feet annually under paragraph 4. above, RSCVA agrees to pay City for each additional acre foot or, fraction thereof, a rate of 125% of the average acre foot cost calculated from the then current base rate or adjusted base rate. (Example: 500 acre feet @ \$300,000 = \$600/acre foot and 125% of \$600 = \$750/acre foot.)

11. PERMITS REQUIRED OF RSCVA. RSCVA agrees to acquire, comply with and maintain in effect any and all federal, state, or local regulatory permits required for it to use treated effluent for irrigation at Wildcreek Golf Course and to use and manage the treated effluent in a manner consistent with best management practices and any approved effluent management plan in effect at the time of delivery.

12. INDEMNIFICATION. RSCVA agrees to indemnify and hold City, its officers, employees and agents harmless from any liability for damage or claims for damage for personal injury, including death, as well as for claims for property or personal damage which may arise from RSCVA's use of treated effluent for irrigation at Wildcreek Golf Course. RSCVA further agrees to defend City, its officers, employees and agents from any and all suits and actions at law or in equity for damage caused, or alleged to have been caused, by reason of RSCVA's use of treated effluent for irrigation at Wildcreek Golf Course.

13. COOPERATION WITH CITY. RSCVA and County agree to cooperate with City in obtaining any regulatory permits required of City relating to the construction and operation of its effluent reuse distribution system.

14. TERM OF PURCHASES BY RSCVA. RSCVA agrees to purchase treated effluent from City for a term of 25 years commencing on or about April 1, 1997 and ending March 31, 2022.

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15. INTERRUPTION OF DELIVERIES.

a. City shall not be liable for any failure to deliver treated effluent under the terms of this agreement due to acts of God, orders from regulatory authorities or any other cause whatsoever, except City's own voluntary act or any neglect by City to exercise reasonable care and diligence in the performance of this agreement. If delivery of treated effluent is temporarily interrupted or reduced due to one or more of the conditions set forth above, payment by RSCVA of the operations and maintenance (O&M) portion of the base rate or adjusted base rate only shall be abated beginning on the 15th day of interruption or reduction of deliveries and shall remain abated until deliveries are resumed. The O&M portion of the base rate or adjusted base rate is 5% of said rate.

b. City may temporarily interrupt or reduce deliveries of treated effluent if City determines that such interruption or reduction is necessary or desirable in case of system emergencies, or an order to install equipment in, make repairs to, make replacements within, make investigations and inspections of, or perform other maintenance work on, City's or RSCVA's facilities. Except in case of emergency and in order that RSCVA's operations will not be unreasonably interfered with, City shall give notice to RSCVA of any such interruption or reduction, the reason for such interruption or reduction, and the probable duration of such interruption or reduction to the extent of City's knowledge of the situation. City shall effect the use of temporary facilities or equipment to minimize the effect of any such interruption or reduction to the extent reasonable and appropriate.

16. SEVERABILITY. If any term or provision of this agreement or the application thereof shall to any extent be held to be invalid or unenforceable, the remainder of this agreement, or the application of such term or provision to circumstances other than those to which it is invalid or unenforceable, shall not be affected thereby, and each term and provision of this agreement shall be valid and shall be enforced to the extent permitted by law.

17. ATTORNEYS' FEES. If any party hereto shall institute any action or proceeding against the other or others arising out of or relating to this agreement, the prevailing party shall be entitled to recover as an element of its costs of suit, and not as damages, its reasonable attorneys' fees as fixed by the court in such action or proceeding or in a separate action or proceeding brought to recover such attorneys' fees.

18. ENTIRE AGREEMENT. This agreement constitutes the entire agreement among the parties hereto and integrates all of the terms and conditions mentioned herein or incidental hereto, and supersedes all negotiations or previous agreements among the parties with respect to all or any part of the subject matter hereof.

19. SALE OF WILDCREEK GOLF COURSE. If at any time during the term of this agreement RSCVA proposes to sell Wildcreek Golf Course to another entity, RSCVA shall

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give to Sparks not less than 120 days' prior written notice of its intentions and shall thereafter consult with Sparks regarding any such proposed sale and its possible consequences.

20. ASSIGNMENT. No right, duty, responsibility or obligation arising under this agreement may be assigned by any party hereto except upon written approval of the other parties, and said approval shall not be unreasonably denied.

21. SUCCESSORS AND ASSIGNS. This agreement shall be binding upon and for the benefit of the parties, their officers, employees, agents, successors and assigns.

22. AMENDMENT OF AGREEMENT. This agreement may not be altered, amended, modified or otherwise changed in any respect whatsoever except by a writing duly executed by an authorized representative of each of the parties.

23. DRAFTING OF AGREEMENT. The language of this agreement shall be construed as a whole, according to its fair meaning and intentment, and not strictly for or against any party, regardless of who drafted or was principally responsible for drafting the agreement or any specific term or condition hereof. This agreement shall be deemed to have been drafted by all the parties, and no party shall urge otherwise.

24. HEADINGS. The headings in this agreement are for convenience only. They in no way are intended to limit, alter, or affect the meaning of this agreement.

25. CONSTRUCTION AND ENFORCEMENT. This agreement shall be construed and enforced pursuant to the laws of the State of Nevada in courts of appropriate jurisdiction in the State of Nevada.

26. EFFECTIVE DATE. This agreement shall become effective when the last party hereto signs and dates said agreement.

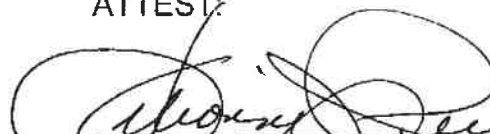
IN WITNESS HEREOF, the parties have executed this agreement as of the last date set forth below.

CITY OF SPARKS

By: 
BRUCE H. BRESLOW, Mayor

Date: March 4, 1996

ATTEST:


DEBORINE J. PEEBLES, City Clerk



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APPROVED AS TO FORM:

Steven P. Elliott
STEVEN P. ELLIOTT
City Attorney

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

APPROVED AS TO FORM:

By: Bruce H. Breslow
BRUCE H. BRESLOW, Chairman
Date: March 5, 1996

By: Bart M. Schouweiler
BART M. SCHOUWEILER, ESQ.
Authority Counsel

COUNTY OF WASHOE

ATTEST:

FOR By: Steve Bradhurst
STEVE BRADHURST
Chairman
Date: MARCH 11, 1996
meeting of Dec. 27, 1996

Judi Bailey
JUDI BAILEY
Chief Deputy
County Clerk

APPROVED AS TO FORM:

RICHARD GAMMICK
DISTRICT ATTORNEY

By: Madeleine Shipman
Deputy District Attorney



February 11, 2016

Brian Rivers, CMA, CFM, CPFO
Director of Finance
Reno-Sparks Convention and Visitors Authority
P.O. Box 837
Reno, NV 89504

RE: Wildcreek Golf Course

Dear Mr. Rivers:

This is in response to your request for an analysis of the marketability of the Wildcreek Golf Course property.

The Wildcreek Golf Course is located on the northeast corner of North McCarran Boulevard and El Rancho Drive. The property also has extensive frontage along Wedekind Road. The property contains 212.22± acres of land area and is identified as Washoe County Assessor's Parcel Number 27-011-05. The ownership of the property is in the name of Washoe County, State of Nevada. The property is currently zoned PF (Public Facility) and has also been master planned for PF (Public Facility). The golf course lies within the jurisdiction of the City of Sparks. The property is currently improved with the clubhouse and support facilities for the Wildcreek Golf Course. All but portions of Holes 7, 14 and 15 are located on the subject property. The subject property has 518.08± acre feet of total water rights. The property involves a close-in location with major street frontages, close proximity to major utilities, and offers good views of the Sierras and the Truckee Meadows.

In October 2015, Wood Rodgers prepared a preliminary site evaluation addressing potential development constraints for the property. Based upon their investigations they concluded that there are no major constraints which would detract the subject property from mixed use development. The major factor which would reduce the amount that a willing buyer would pay for the subject property revolves around the fact that the subject property is currently zoned Public Facility. A prospective investor or developer acquiring the subject property would

need to obtain a master plan amendment and rezone the property. This process can be time consuming, expensive and involve uncertainty as to the probability of approval, as well as the density and type of development that could be constructed on the property. For these reasons, an investor purchasing the subject property “As-Is” would likely reduce the purchase price to reflect these elements of risk.

Wood Rodgers, Inc. has put together a conceptual land plan for the subject property. This very preliminary conceptual plan, which was completed in January 2016, suggests the potential of 504 multifamily units, 192 units of cluster housing, and 536 residential homesites. This conceptual plan projects a total density of 1,232 units for the subject property. The plan also sets forth 58 acres of open space which equates to 27.33% of the total land area.

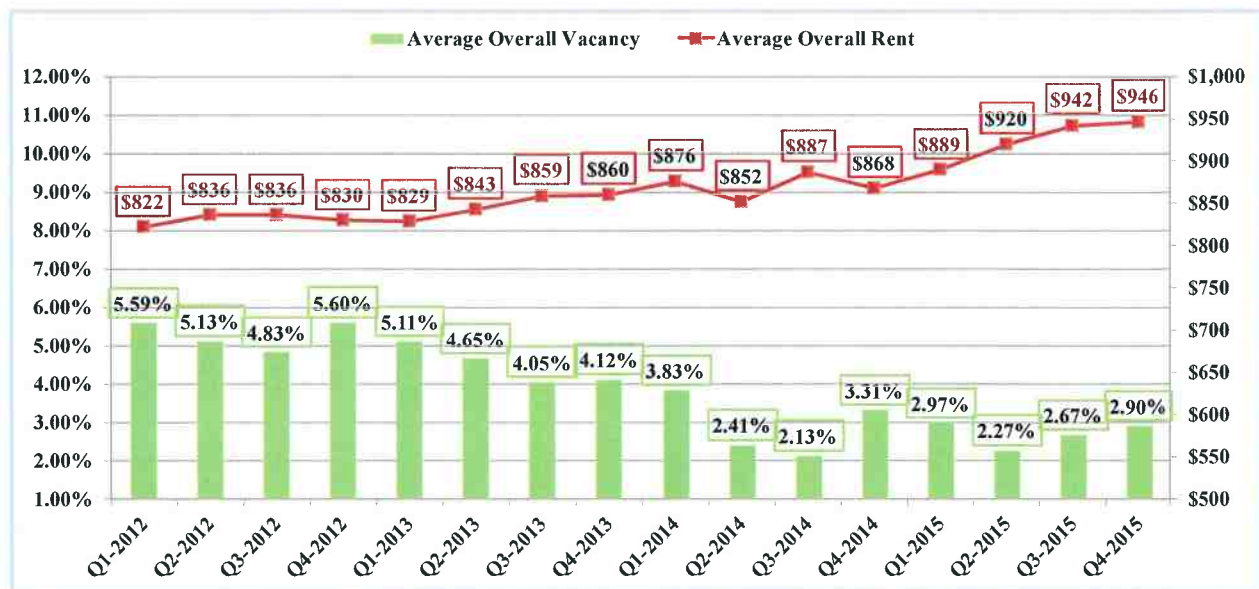
Based upon certain calculations prepared by Wood Rodgers, Inc., it was estimated that the conceptual plan would require between 363.28 and 345.98 acre feet of water. For the purposes of my analysis I have assumed that 250 acre feet of water would be included with the property when it is exposed to the open market for sale. It is my opinion that the typical investor in the market would be very comfortable with that allocation of water. It is recognized that the developer would at some point need to acquire additional water rights in order to accommodate full build-out.

Demand for residential housing is escalating rapidly due to the many new companies which are in the process of building new facilities, or planning to build, in the near future. The most noted project is Tesla, who is developing a 5.5 million square foot gigafactory which is being developed in the Tahoe Reno Industrial Center. Tesla expects to spend \$5 billion through 2020 on this project. Switch is currently developing a \$1 billion data center in the Tahoe Reno Industrial Center. Other national companies have also announced plans to construct new facilities in the area. The Economic Development Authority of Western Nevada (EDAWN) is projecting 54,400 new jobs in the area between 2015 and 2019. EDAWN has projected that it will be necessary to construct 5,000 new homes per year to keep up with the demand.

Based upon a medium household income of \$44,000 per year, an affordable home should be priced at \$225,000. The median sale price of homes in the Reno-Sparks area in December 2015 was \$290,000. In 2011, there were about 2,600 affordable homes in the area, while at the present time less than 200 available homes are at the affordable level. A balanced housing supply is six months. The Reno/Sparks Association of Realtors reported the area’s current supply to be 2.8 months. This indicates that there is a housing shortage in the area at the present time.

The average apartment rent in the Reno-Sparks area has increased dramatically over the past four years. In the first quarter of 2012, the average rent was \$822 per month, while for the fourth quarter of 2015 it had risen to \$946 per month. During this same period of time, vacancy rates have declined from 5.59% to 2.90%. The history of the Reno-Sparks apartment rents and vacancy rates are set out on the chart below.

OVERALL RENO/SPARKS RENT & VACANCY DATA-ALL UNIT TYPES

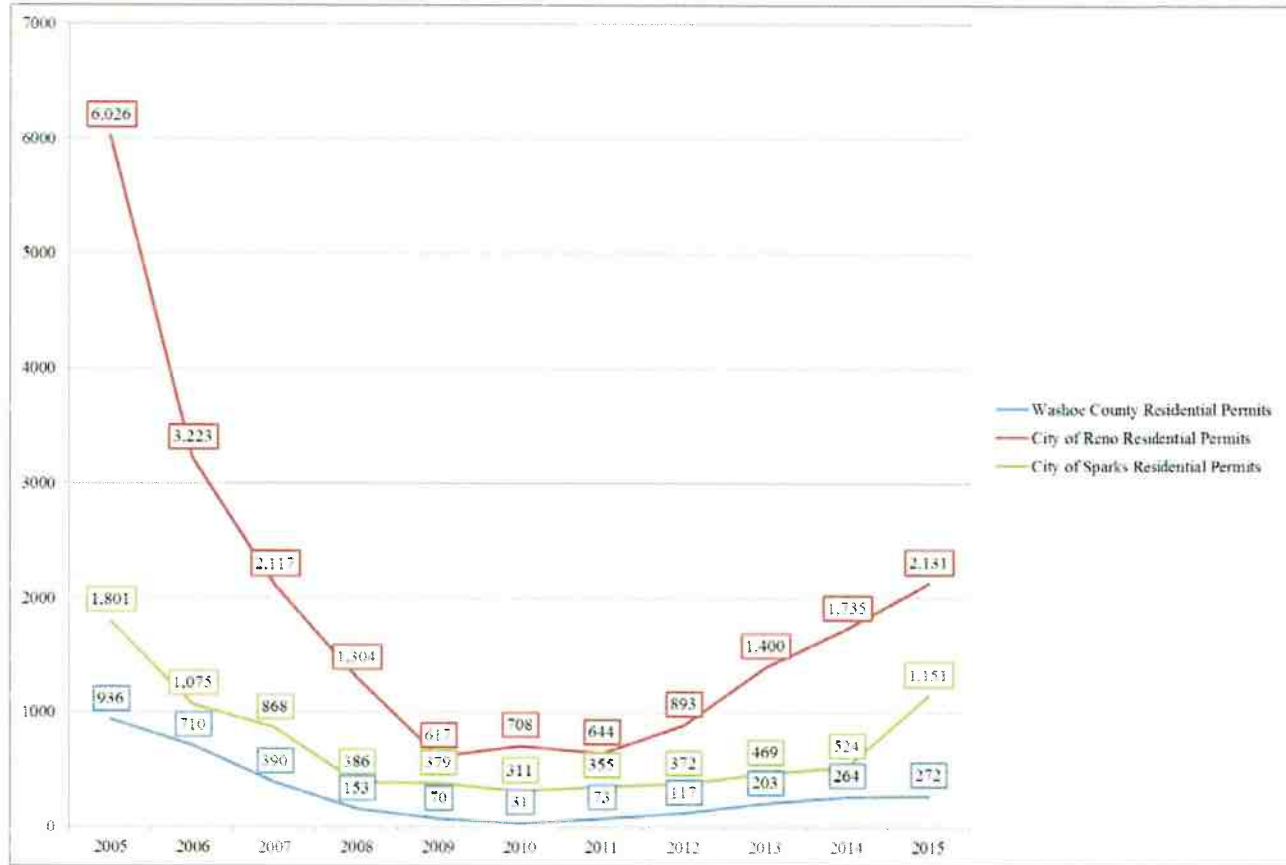


Johnson Perkins Griffin, LLC, Apartment Survey, 4th Quarter 2015 Data

The increasing demand for residential development is best reflected by the history of residential building permits over the past ten years. The residential building activity was at its lowest point in 2009 through 2011. Since 2011, the building permits have increased substantially. This is set forth on the chart on the following page.



RENO-SPARKS RESIDENTIAL PERMIT TRENDS



In interviews with local real estate agents specializing in residential land for development, it was confirmed that the available supply of residential land within the local area is very limited. Some of the properties which are being openly marketed for sale for residential subdivision purposes have significant topographic and infrastructure issues. Most of the residential developers and builders in the area are actively looking for residential land which can be developed with subdivisions or apartments. Most of the agents reported that the demand is so strong for residential land that most of the transactions are being negotiated prior to the property ever being exposed to the open market.

All of the agents felt that a moderately sized parcel of land that would be suitable for residential subdivision development which enjoys a close-in location, with roadways and utilities in close proximity would meet with very strong buyer interest.

SUMMARY AND CONCLUSION

In summary, the subject property involves a 212.22± acre site which has moderate topography offering very good views of the Sierra Nevada mountains and the Truckee Meadows. The property involves a close-in location with excellent street frontages and good availability of utilities. The subject property will most likely be made available to the market including 250 acre feet of water rights. It is this consultant's opinion that this should be adequate to attract significant investor interest.

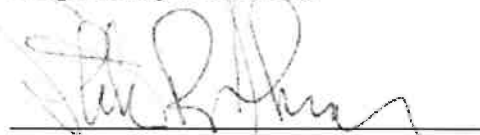
The property will meet with significant market resistance due to the Public Facility zoning. In order to develop the property, it will be necessary for a developer to amend the master plan and file for zoning changes. This is a relatively long and costly process which inherently involves risk.

Due to the projected strong economic growth, it is anticipated that there will be a large number of jobs added to the local market over the next five years. It is projected that there will be a need for 5,000 new housing units per year. The ability to respond to this demand will be constrained by the limited availability of land suitable for residential development.

Based upon all the factors discussed in this letter, it is reasonable to conclude that there will be very strong demand for the Wildcreek property should it be made available for purchase. Under more normal market conditions, the lack of properly zoned property would be a major deterrent. Due to the superheated market conditions currently being experienced, it is felt that there should be a reasonable number of buyers who would be willing to accept the property in its "As-Is" condition. As a result, it is this real estate consultant's opinion that this is an excellent time to market the Wildcreek Golf Course property.

I hope this letter is of assistance and should you have any additional questions, please do not hesitate to contact me.

Respectfully submitted,



Stephen R. Johnson, MAI, SREA
Nevada Certified General Appraiser
License Number A.0000003-CG



**UPDATE ON
RENO-SPARKS
LIVESTOCK
EVENTS CENTER**

Presentation by
Facilities Committee



P.O. Box 837
Reno, NV 89504 USA
t: 775.827.7600
VisitRenoTahoe.com

To: RSCVA Board

From: Phil DeLone, President/CEO

Date: August 17, 2017

Subj: **BACKGROUND INFORMATION REGARDING THE RENO LIVESTOCK
EVENT CENTER**

Please find for review a summary of the current position and proposed direction for the Reno Livestock Events Center.

The Facilities Committee met on August 15, 2017 and recommends:

- (i) Reaffirming completion of the capital projects/improvements at the RSLEC identified in the 2017/2018 fiscal year budget (approximately \$450,000);
- (ii) Utilizing remaining fiscal year 2016/17 tourism surcharge funds allocated for capital repairs/improvements to the RSLEC to repair the roof in the main arena (approximately \$500,000), repair the HVAC units in the main arena (approximately \$500,000) and pave one-half (1/2) of the North parking lot (approximately \$625,000); and
- (iii) The \$625,000 remainder to possibly replace certain lighting and the RSLEC or to reconstruct the RSLEC offices in a joint effort with the State of Nevada and Reno Rodeo Association.

Included, please find the below documents:

- RSLEC Fact Sheet
- Annual list of potential equestrian room nights
- Summary of the approved RSLEC funding and capital expenditure needs
- The RSLEC section of the FY15/16-FY19/20 Strategic Plan

FACT SHEET

CURRENT STANDING

Recent Board Direction	<p>Sept. 2016: Board direction for staff to work toward legislative action to transfer the management of the facility to the state. Hold off on any major facility investments beyond what is pre-approved.</p> <p>FY16/17 Approved Budget: Core Operating Budget \$500k + Surcharge Use \$1.8M (this has not yet been spent) – would need to re-appropriate the \$ not yet spent, and get direction from the Board. Roof, HVAC, demo of office building and paving half of the north parking lot are priorities.</p> <p>FY17/18 Approved Budget: \$450,000</p>
Financial Position	<p>Average annual loss: ~ \$600K</p> <p>Debt: none</p>
Ownership/Management Standing	<p>Owned by the State of Nevada</p> <p>Managed by RSCVA through 50-year agreement with Washoe County (until 2036)</p> <p>RSCVA Responsibility – To maintain and operate the facility</p> <p>Year of Management Transfer – 1986</p>
Facility Current State	<p>Limitations: Facility is limited to 43 acres with no expansion possibilities. Parking is a significant problem for all major events.</p> <p>Core Deferred Maintenance: \$5,316,000 (See page 4 for detail)</p> <p>Enhancements: \$3,210,000 (See page 4 for detail)</p>

MARKET OPPORTUNITY

Facility Usage	<p>Total number of room nights: ~35,000/year, on average between FY10/11-FY14/15</p> <p>Total % of RSCVA Business: Equestrian & livestock events comprise 7% of the overall RSCVA business, from a room night perspective over the last five years.</p> <p>Mix of Business:</p> <ul style="list-style-type: none">• 66% RN - Equestrian and livestock events represent the largest component of total attendance.• 33% RN - Sports events <p>Reno Rodeo: The Reno Rodeo is the biggest event in this category, generating an estimated 10,000 room nights a year.</p>
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Market Opportunity

MAINTAIN/RETAIN – No change to current operations

- **Decline** due to likely loss of Snaffle Bit Futurity (*FY10/11-FY14/15*: 134,920 room nights)
- **5-Year Room Night Forecast**: 136,600. No growth in equestrian, 5% in other livestock, Snaffle Bit Futurity risk is 18,000.
- **Resource Requirements**: Basic maintenance including public safety improvements such as the parking lot.

NEW GROWTH – Incremental investment

- **Good increase** of event generating room nights
- **Additional Room Night Forecast**: 33,900 over *Maintain* plus benefit of keeping Snaffle Bit Futurity, growing the Reno Rodeo and landing 6 new events.
- **Resource Requirements**: Additional stalls, parking spots & a multi-use covered structured.

INNOVATIVE GROWTH – Large investment

- **Modest increase** of event generating room nights
- **Additional Room Night Forecast**: 5,500 over the last two of the five years via securing large events.
- **Resource Requirements**: Facility expansion via land purchase

Reno Rodeo Contract

Cover operating costs for the event days

FUTURE STATE – PATH FORWARD

SHORT-TERM

Maintain and address the Deferred Maintenance

Approved Funding: \$2,750,000 (See 4 for detail)
(From FY16/17 Budget, Surcharge Fund, FY17/18 Budget)

Funding Needs: \$5,966,000

FY17/18 Projects: \$1,450,000

Demolition admin building, repair the roof, HVAC, security cameras, equipment

FY18/19 Projects: \$1,250,000

North Parking lot - pave

Remaining Deferred Maintenance: \$3,266,000

Funding Spent: \$0

LONG-TERM

Partnership w/ State

1. Convene a Working Group, Chaired by Jim Barbie.
2. Develop a roadmap for addressing deferred maintenance via a sustainable funding stream.
3. Identify and exhaust pathways for facility growth resulting in a Master Plan.
4. Bring Master Plan to 2019 Legislative Session.

EQUESTRIAN POTENTIAL ROOM NIGHTS (ANNUAL)

RSLEC Possible Events	Potential Room Nights
Pacific Coast Cutting Horse Association	500
American Paint Horse Association	500
Arabian Breeders World Cup	350
American Quarter Horse Association	800
Wild Card Reining Challenge	800
High Roller Reining Classic Horse Show/Brumley Management Group	800
Region 3 Arabian Horse Show	2000
PCQHA Western Nationals	1000
National Cutting Horse Association	2000
National High School Rodeo Association	2500
Nevada State High School Rodeo Association	800
Indian National Finals Rodeo	1000
West Coast Reining Horse Association	800
American Wagyu Association	600
Total Equine Event Management (TEEM)	1000
The International Gay Rodeo Association	2000
California Paint Horse Association	800
Challenge of Champions Bull Riding Tour	500
High Desert Team Penning Association	350
Western States Indian Rodeo Association	800
Cowboy Mounted Shooting Association	500
Senior Pro Rodeo	1000
Nevada Gay Rodeo	600
Western States Ranch Rodeo Association	600
United States Team Penning Association	600
Nevada Team Penning & Ranch Sorting	300
Silver Dollar Circuit Quarter Horse	500
Total	24000

APPROVED FUNDING & CAP EX NEEDS

Approved Funding

FY16/17 Core Operating Budget: **\$500,000**

FY16/17 Surcharge: **\$1,800,000**

FY17/18 Budget: **\$450,000**

Admin Building	Demolition of building	\$200,000
Tables	Close to placing order	\$50,000
Equipment	Working on pricing for new lift	\$100,000-150,000
Security Cameras	Will begin working on after Rodeo is over	\$50,000-100,000

Facility Infrastructure Needs

Core Maintenance - To maintain current business **\$5,516,000**

Main Arena/Ex Hall roofs	\$500,000
HVAC/ Swamp Coolers	\$500,000
Paving of north parking lot	\$1,250,000
Lighting	\$250,000
Other (detailed list available on back sheet)	\$2,816,000

Other Enhancements Identified **\$3,210,000**

New Multi-Use facility	\$1,500,000
Jumbotron	\$600,000
Show office furniture	\$5,000
Flat floor in main arena	\$1,000,000
Picnic tables	\$5,000
Veterinarian office	\$100,000

Asset/Project	Facility	Date of Purchase/ Install	Original Estimated Life	Anticipated Remaining Life	Replacement Value	Annual Funding Required	Life of Replacement	Post Replacement Annual Funding
Main Arena								
HVAC (26 units)	RSLEC	1987	20	1	\$750,000	\$750,000	20	\$37,500
Roof	RSLEC	1987	20	1	\$500,000	\$500,000	20	\$25,000
Main Arena - Seats	RSLEC	2014	25	23	\$400,000	\$17,391	25	\$16,000
Scoreboard	RSLEC	1987	20	1	\$12,000	\$12,000	20	\$600
Show office lighting (4 offices)	RSLEC	1987	20	1	\$20,000	\$20,000	20	\$1,000
Ceiling in staff office	RSLEC	N/A		1	\$20,000	\$20,000	20	\$1,000
Lighting	RSLEC	1987	20	1	\$100,000	\$100,000	20	\$5,000
Steps								
West Center	RSLEC	2003	15	2	\$13,662	\$6,831	15	\$911
Southeast	RSLEC	2003	15	2	\$16,395	\$8,198	15	\$1,093
Northwest	RSLEC	2003	15	2	\$13,662	\$6,831	15	\$911
Northeast	RSLEC	2005	15	4	\$20,185	\$5,046	15	\$1,346
West - ramp	RSLEC	2006	15	5	\$15,190	\$3,038	15	\$1,013
South Side	RSLEC	2006	15	5	\$15,400	\$3,080	15	\$1,027
North Side - Front Entrance	RSLEC	2007	15	6	\$15,200	\$2,533	15	\$1,013
Restrooms								
Womens - N.E.	RSLEC	1987	20	1	\$25,000	\$25,000	20	\$1,250
Mens - N.E.	RSLEC	1987	20	1	\$25,000	\$25,000	20	\$1,250
Womens - S.E.	RSLEC	1987	20	1	\$25,000	\$25,000	20	\$1,250
Mens - S.E.	RSLEC	1987	20	1	\$25,000	\$25,000	20	\$1,250
Womens - West	RSLEC	1987	20	1	\$25,000	\$25,000	20	\$1,250
Mens - West	RSLEC	1987	20	1	\$25,000	\$25,000	20	\$1,250
Other								
SE Tunnel Door (Electric)	RSLEC	2013	20	17	\$7,500	\$441	20	\$375
Main Arena Total					\$2,069,194	\$1,605,390		\$101,288
Doc Bar								
Elevator - Install New/None currently	RSLEC	N/A		0	\$250,000	\$250,000	30	\$8,333
Recarpet Doc Bar	RSLEC	1997	20	1	\$7,500	\$7,500	20	\$375
Womens Restroom	RSLEC	1991	20	1	\$25,000	\$25,000	20	\$1,250
Mens Restroom	RSLEC	1991	20	1	\$25,000	\$25,000	20	\$1,250
Doc Bar Total					\$307,500	\$307,500		\$11,208

Asset/Project	Facility	Date of Purchase/ Install	Original Estimated Life	Anticipated Remaining Life	Replacement Value	Annual Funding Required	Life of Replacement	Post Replacement Annual Funding
Exhibit Hall								
HVAC (4 units)	RSLEC	1992	10	1	\$80,000	\$80,000	20	\$4,000
Roof	RSLEC	1972	10	1	\$50,000	\$50,000	20	\$2,500
Restrooms (2)	RSLEC	2006	15	1	\$25,000	\$25,000	20	\$1,250
Roll-up Doors (3)	RSLEC	1972	20	1	\$24,000	\$24,000	20	\$1,200
Walk-thru Doors	RSLEC	1972	20	1	\$140,000	\$140,000	20	\$7,000
Sound	RSLEC	1972	15	1	\$25,000	\$25,000	15	\$1,667
Lighting	RSLEC	1972	20	1	\$50,000	\$50,000	20	\$2,500
Exhibit Hall Total					\$394,000	\$394,000		\$20,117
Livestock Pavilion								
Furnace	RSLEC	1995	20	1	\$2,000	\$2,000	20	\$100
Radiant Heaters (8)	RSLEC	1998	20	1	\$16,000	\$16,000	20	\$800
Lighting	RSLEC	1987	20	1	\$20,000	\$20,000	20	\$1,000
Roll-up doors (3)	RSLEC	1987 & 2000	20	1	\$24,000	\$24,000	20	\$1,200
Electrical - rewire	RSLEC	1987	20	1	\$50,000	\$50,000	20	\$2,500
Livestock Pavilion Total					\$112,000	\$112,000		\$5,600
Cutting Arena								
Lights	RSLEC	1968	20	1	\$7,000	\$7,000	20	\$350
Gutters	RSLEC	2016	15	15	\$14,000	\$933	15	\$933
Power	RSLEC	1968	20	1	\$4,500	\$4,500	20	\$225
Cutting Arena Total					\$25,500	\$12,433		\$1,508
Barns								
Barn1 Gutters	RSLEC	2016	15	15	\$6,000	\$400	15	\$400
Permanent Barn Doors (440)	RSLEC	1987	20	1	\$132,000	\$132,000	20	\$6,600
Barns Total					\$138,000	\$132,400		\$7,000
Dempsey Building: Admin Office/ Maintenance Shop								
Roof	RSLEC	1962	20	1	\$24,000	\$24,000	20	\$1,200
Natural Gas Furnace	RSLEC	1931	25	1	\$18,000	\$18,000	20	\$900
Dempsey Building Total					\$42,000	\$42,000		\$2,100

Asset/Project	Facility	Date of Purchase/ Install	Original Estimated Life	Anticipated Remaining Life	Replacement Value	Annual Funding Required	Life of Replacement	Post Replacement Annual Funding
Grounds								
Asphalt Paving - North	RSLEC	1987	25	1	\$1,000,000	\$1,000,000	25	\$40,000
Asphalt Paving - East & West	RSLEC	2016	25	25	\$625,000	\$25,000	25	\$25,000
Asphalt Paving - Admin	RSLEC	2015	25	24	\$220,000	\$9,167	25	\$8,800
Facility Buildings - Paint	RSLEC	2014	20	18	\$400,000	\$22,222	10	\$40,000
Sidewalk Replacement	RSLEC	1987	20	1	\$20,000	\$20,000	20	\$1,000
Storage Yard #3 - Cement	RSLEC	1987	20	1	\$35,000	\$35,000	20	\$1,750
Washrack (restroom/showers)	RSLEC	1987	15	1	\$75,000	\$75,000	15	\$5,000
Grounds Total					\$2,375,000	\$1,186,389		\$121,550
Rolling Stock								
Dodge W-350	RSLEC	1991	15	1	\$30,000	\$30,000	15	\$2,000
Ford F800 (Water Truck)	RSLEC	2001	15	1	\$60,000	\$60,000	15	\$4,000
International (Water Truck)- INOPERABLE	RSLEC	1974	15	1	\$60,000	\$60,000	15	\$4,000
Dodge Ram Van B250 - INOPERABLE	RSLEC	1987	15	1	\$21,000	\$21,000	15	\$1,400
International Dump Truck	RSLEC	1975	15	1	\$60,000	\$60,000	15	\$4,000
GMC Street Sweeper	RSLEC	1994	15	1	\$75,000	\$75,000	15	\$5,000
GMC Flatbed	RSLEC	1985	15	1	\$50,000	\$50,000	15	\$3,333
Dodge Dakota Quad Cab	RSLEC	2003	15	2	\$30,000	\$15,000	15	\$2,000
Forklift 5,000# (yellow)	RSLEC	1990	15	1	\$30,000	\$30,000	15	\$2,000
Forklift 5,000# (white) - INOPERABLE	RSLEC	1987	15	1	\$30,000	\$30,000	15	\$2,000
EZ-Go Gas Golf Cart	RSLEC	2004	10	1	\$6,700	\$6,700	10	\$670
Gator Utility Vehicle	RSLEC	2001	10	1	\$10,400	\$10,400	10	\$1,040
Kawasaki Mules (3) - 1 INOPERABLE	RSLEC	2004	10	1	\$30,000	\$30,000	10	\$3,000
40' Elevated Work Platform (Replace w/ 60' Boom Truck)	RSLEC	1981	20	1	\$90,000	\$90,000	20	\$4,500
Massey Wheel Loader	RSLEC	2003	10	1	\$38,500	\$38,500	10	\$3,850
Caterpillar 906H	RSLEC	2013	10	7	\$60,000	\$8,571	10	\$6,000
1600 Bobcat	RSLEC	1991	10	1	\$38,500	\$38,500	10	\$3,850
2400 Bobcat - INOPERABLE	RSLEC	1999	20	1	\$60,000	\$60,000	20	\$3,000
New Holland Tractor	RSLEC	1999	15	1	\$30,000	\$30,000	15	\$2,000
Roller	RSLEC	2016	20	20	\$11,750	\$588	20	\$588
Rolling Stock Total					\$821,850	\$744,259		\$58,231

Asset/Project	Facility	Date of Purchase/ Install	Original Estimated Life	Anticipated Remaining Life	Replacement Value	Annual Funding Required	Life of Replacement	Post Replacement Annual Funding
Misc.								
Flex Cat Floor Scrubber	RSLEC	2005	10	1	\$12,500	\$12,500	10	\$1,250
Scrubber/Sweeper - INOPERABLE	RSLEC	1993	10	1	\$12,500	\$12,500	10	\$1,250
Transformers 75KB (12) - 5 INOPERABLE	RSLEC	1987	25	1	\$16,800	\$16,800	25	\$672
Trash Compactor - INOPERABLE	RSLEC	1987	20	1	\$14,000	\$14,000	20	\$700
Emergency Generator	RSLEC	1987	25	1	\$30,000	\$30,000	25	\$1,200
Exterior Lighting (LED) (31)	RSLEC	1987	25	1	\$124,000	\$124,000	25	\$4,960
Fast Track (2)	RSLEC	1992	20	1	\$12,000	\$12,000	20	\$600
Box Scraper (2)	RSLEC	2005	20	9	\$8,000	\$889	20	\$400
Staging (4'x8' sections)	RSLEC	1987	15	1	\$28,000	\$28,000	15	\$1,867
216 Stalls	RSLEC	2016	15	15	\$240,000	\$16,000	15	\$16,000
Padded Chairs (2,000)	RSLEC	1987	10	1	\$400,000	\$400,000	10	\$40,000
Plastic Chairs (1,000)	RSLEC		new	0	\$15,400	\$15,400	10	\$1,540
8' Tables (300)	RSLEC	1987	10	1	\$60,000	\$60,000	10	\$6,000
Garbage Receptacles - New	RSLEC	N/A	new	0	\$16,000	\$16,000	10	\$1,600
Camera System (facility wide)	RSLEC	N/A	new	0	\$100,000	\$100,000	15	\$6,667
Misc. Total					\$1,089,200	\$858,089		\$84,705
Enhancements								
New Multi-Use facility	RSLEC	N/A	new	0	\$1,500,000	\$1,500,000	50	\$30,000
Jumbotron	RSLEC	N/A	new	0	\$600,000	\$600,000	20	\$30,000
Show office furniture	RSLEC	1987		1	\$5,000	\$5,000	10	\$500
Flat floor in main arena	RSLEC	N/A	new	0	\$1,000,000	\$1,000,000	30	\$33,333
Picnic tables	RSLEC	1987		1	\$5,000	\$5,000	10	\$500
Veterinarian office	RSLEC	N/A	new	0	\$100,000	\$100,000	30	\$3,333
Enhancements Total					\$3,210,000	\$3,210,000		\$97,667
Grand Total					\$10,584,244	\$8,604,460		\$510,974

Core Maintenance

Enhancements

FY 2016/2017 Anticipated Replacement
FY 2017/2018 Anticipated Replacement
FY 2018/2019 Anticipated Replacement

67 projects **\$ 5,242,300**
4 projects **\$ 73,719**
0 projects **\$ -**

6 projects **\$ 3,210,000**
0 projects **\$ -**
0 projects **\$ -**

Livestock Events Center

Fiscal 2016-2017 Annual Forecast and Capital Budget

Account Description	Actual						FY 16-17		Increase (Decrease) From Outlook		
	FY 09-10	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16	Budget	Outlook	\$ Amount	% Percentage
Revenues											
Facility Rentals	562,385	502,131	514,754	437,001	343,348	395,813	409,174	382,853	401,528	18,676	4.9%
Concessions & Catering	195,568	187,925	176,265	149,937	158,744	147,814	142,802	161,600	156,592	(5,008)	-3.1%
Miscellaneous	365,831	351,552	306,521	322,906	296,022	302,913	321,640	329,683	236,928	(92,755)	-28.1%
Stall & Pen Rentals	4,735	1,490	1,640	5,465	1,615	1,305	1,255	300	658	358	119.3%
R.V. Parking	42,840	54,751	78,063	93,889	85,896	151,232	118,620	96,500	119,817	23,317	24.2%
Event Parking	167,237	147,654	150,167	139,266	162,520	158,006	162,006	157,500	176,614	19,114	12.1%
Total Revenues	1,338,596	1,245,503	1,227,410	1,148,464	1,048,145	1,157,083	1,155,497	1,128,436	1,092,137	(36,299)	-3.2%
Expenses											
Payroll & Related	1,010,079	963,565	876,909	875,347	908,242	846,201	954,789	1,057,201	1,031,246	(25,955)	-2.5%
Supplies & Services	791,891	760,333	859,772	667,561	728,158	673,784	758,583	681,918	819,084	137,166	20.1%
Travel & Entertainment	528	194	55	-	-	2,645	3,865	7,680	4,809	(2,871)	-37.4%
Promotion & Advertising	3,128	7,817	41,463	30,158	12,578	53,488	19,409	14,000	23,117	9,117	65.1%
Special Projects	7,500	-	-	-	-	-	-	-	-	-	0.0%
Total Expenses	1,813,126	1,731,909	1,778,199	1,573,066	1,648,978	1,576,118	1,736,646	1,760,799	1,878,256	117,457	6.7%
Departmental Profit (Loss)	(474,530)	(486,406)	(550,789)	(424,602)	(600,833)	(419,035)	(581,149)	(632,364)	(786,119)	(153,756)	24.3%
Margin Percentage	-35.4%	-39.1%	-44.9%	-37.0%	-57.3%	-36.2%	-50.3%	-56.0%	-72.0%	(15.9)	2844.6%

RENO-SPARKS LIVESTOCK EVENTS CENTER

FACILITY STATS

- Owned by the State of Nevada
- Managed by RSCVA through 50-year agreement with Washoe County (under contract until 2036)
- Debt – none
- Year of Management Transfer – 1986
- Total Acreage – 43
- Stalls – 440 permanent and 220 temporary
- Hosts a wide variety of livestock, equine and rodeo events, sporting events, circuses, consumer shows, motocross, track meets, conventions, corporate and cultural events, and monster truck shows.

KEY OBSERVATIONS

- An average of less than 50% of total events over the period analyzed have produced room nights for the market.
- Equestrian and livestock events represent the largest component of total attendance.
- Most public assembly facilities are lost leaders. The RSLEC is in line with competitor livestock event facilities.
- The relative lack of investment in complex improvements over the past several years, combined with investment in competitive complexes, makes it difficult to increase market capture and may jeopardize the ability to retain certain events, such as Snaffle Bit Futurity. (CSL)

KEY PERFORMANCE INDICATORS – FY10/11-14/15

	Non RN-Gen	RN-Gen	Total	Non RN-Gen	RN-Gen	Total	Non RN-Gen	RN-Gen	Total	Estimated Room Nights
Fiscal Year	Events	Events	Events	Attendance	Attendance	Attendance	% Occupancy	% Occupancy	% Occupancy	
FY10/11	23	33	56	72,110	286,309	358,519	8%	27%	35%	46,885
FY11/12	19	39	58	62,026	273,540	335,565	5%	32%	37%	44,223
FY12/13	14	30	44	62,102	257,115	319,217	6%	27%	33%	35,947
FY13/14	11	32	43	68,580	279,072	347,652	6%	25%	31%	35,949
FY14/15	13	34	47	68,348	235,071	303,419	9%	26%	35%	38,780

FACILITY ANALYSIS

DESCRIPTIVE INFORMATION

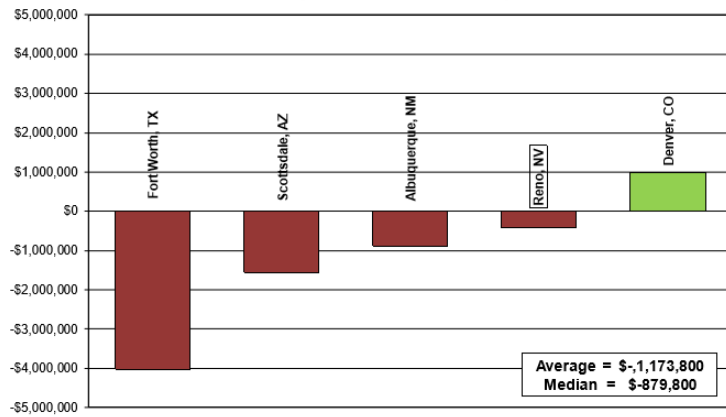
Located adjacent to I-80 and Highway 395 on the northern edge of downtown Reno, the Reno-Sparks Livestock Events Center is a 43-acre complex that includes two indoor and two outdoor arenas, 660 animal stalls, 19 barns, a 20,000 square foot exhibition hall and 3,100 paved and lighted parking spaces.

The Center regularly hosts a variety of livestock, equine and rodeo events, sporting events, circuses, consumer shows, motocross, track meets, conventions, corporate and cultural events, and monster truck shows.

CSL compared the financial performance of the Reno-Sparks Livestock Events Center to that of similar livestock and equestrian complexes. To the extent that information was available, CSL collected and reviewed recent year financial operating statements from competitive and comparable facilities. A summary of findings is presented below.

COMPARABLE AREA FINANCIAL PERFORMANCE

Summary of Net Financial Operations



Note: F&B revenue is presented in terms of net proceeds to the facility. Non operating revenues such as parking are not considered in this analysis.
Source: CSL, facility management, 2015

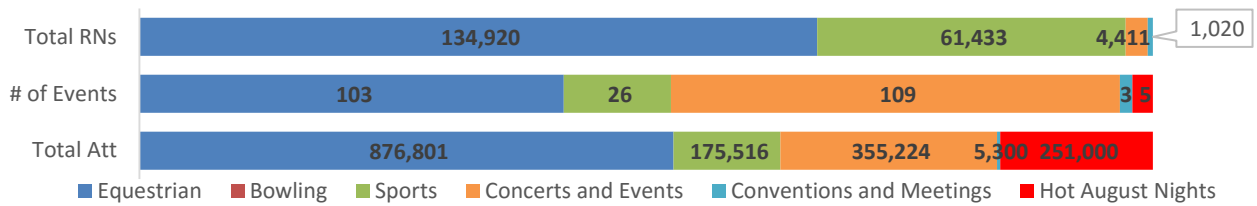
VALUE PROPOSITION	<ul style="list-style-type: none"> • 15,000 hotel rooms within 10 miles of facility. • 10 minutes from Reno-Tahoe International Airport. • Easy access for west coast drive market (CA, AZ, UT, WA, ID, CO). • Owner/manager business model. • Affordable destination amenities (gaming, outdoor lifestyle, etc.).
STRENGTHS & COMPETITIVE ADVANTAGES	<ul style="list-style-type: none"> • Destination summer climate is really attractive for summer events, especially when compared to competitor facilities. • Destination is reasonably accessible from the California Central Valley. • One of the most multi-use facilities in the country. (CSL) • All respondents who previously held an event at the Reno-Sparks Livestock Events Center indicated that they would “definitely”, “likely” or “possibly” host a future event at the respective facilities. (CSL) • The RSLEC currently has no outstanding debt, and is operated with a relatively low annual subsidy. Costs per room night are also fairly low for the venue. (CSL) • From a community perspective, losing the use of the complex would be detrimental to local residents who enjoy attending RSLEC events, as well as hotels and other hospitality businesses. (CSL)
WEAKNESSES & CHALLENGES	<ul style="list-style-type: none"> • As the facility currently stands, it is not attractive during the winter months. • At 43 acres, the RSLEC complex is the smallest among comparable and competitive venues. (CSL) • The relative lack of investment in complex improvements over the past several years, combined with investment in competitive complexes, makes it difficult to increase market capture, and may jeopardize the ability to retain events. (CSL)
CSL OPINION OF FACILITY	<p>The RSLEC currently has no outstanding debt, and is operated with a relatively low annual subsidy. Costs per room night are also fairly low for the venue. Historically, the RSLEC has served a very diverse event sector, and is critical in hosting large events such as the Snaffle Bit Futurity and the Reno Rodeo.</p> <p>From a community perspective, losing the use of the complex would be detrimental to local residents who enjoy attending RSLEC events, as well as hotels and other hospitality businesses. We also believe that from the perspective of the RSCVA, maintaining operational control of the complex serves the mission of generating room nights, at a relatively cost-effective level.</p>

EVENT ANALYSIS

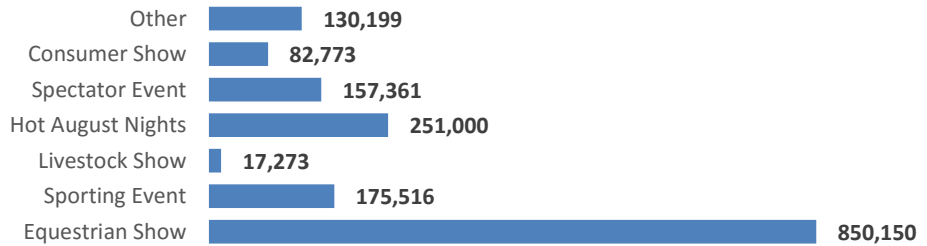
The RSLEC is one of the most multi-use venues in the country, regularly hosting a wide variety of local, regional and high-impact national events such as the Reno Rodeo, NRCHA Snaffle Bit Futurity, Hot August Nights Swap Meet, Cool Car Showroom & Nostalgia Faire, motocross and national monster truck events among others.

From 2010 to 2014, an average of 60 percent of total events have produced room nights for the market. Equestrian and livestock shows have accounted for approximately 40 percent of total events and conventions/meetings represent an average of 38 percent. More than 75 percent of total attendance is room night generating. Other than the spike in FY11, total attendance has remained relatively consistent over the past several years. Equestrian events tend to generate the highest level of total attendance, accounting for over half of annual RSLEC attendees in four of the five years reviewed.

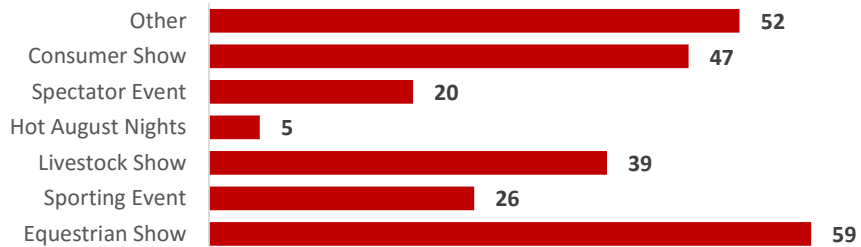
RSLEC Utilization and Room Night Generation by Line of Business - FY10/11-FY14/15



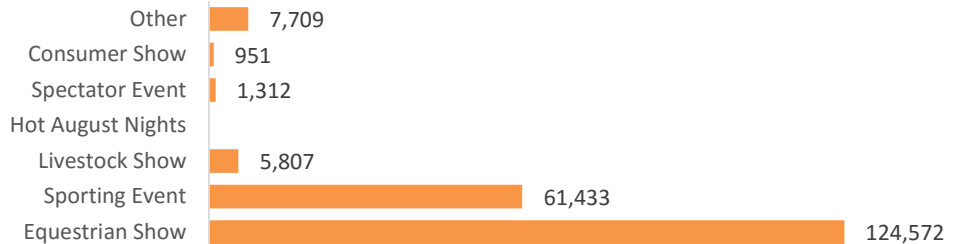
RSLEC Total Attendance by Segment (FY10/11-FY14/15)



RSLEC Total Events by Segment (FY10/11-FY14/15)



RSLEC Total Room Nights by Segment (FY10/11-FY14/15)



INVESTMENTS BY STRATEGY

CRITICAL TO MAINTAIN CURRENT BUSINESS

Critical Maintenance Items: See the Appendix for detail. *Estimated Cost:* \$500,000 per year

Technology Upgrades: Updating facility with modern technology (Wi-Fi, video screens, etc.) based on user feedback. *Estimated Cost:* \$400K, included in the Repair and Maintenance budget for FY18/19

HVAC Units: Add up to 26 total units in the building based on user feedback. *Estimated Cost:* \$500K, included in the Repair Maintenance budget for FY19/20

Facility Improvements:

2016 Phase I:

- multi-use covered structure and drainage improvements behind Livestock Pavilion
- replace current unsafe temporary stalls (210); commitment made to Snaffle Bit to rent 210 stalls for 2016 event

2017 Phase II: expand and raise roof of Cutting Arena

2018 Phase III: doubling the size of the current open barn by adding an additional multi-use covered structure

REQUIRED FOR NEW GROWTH

Solid Floor: Make it less challenging to cover the dirt floors for certain events based on user feedback. *Estimated Cost:* Not available at this time.

Expand Parking: Added contiguous land would be needed to significantly expand and upgrade the complex. Roughly 10 acres across from the RSLEC would allow for roughly 1,000 parking spots. (CSL)
Estimated Cost: No exact figure is available for the land purchase, but it is estimated at ~ \$7 million.

Second Arena: A second arena with limited seating (500 capacity) and a 125-by-250-foot floor area. (CSL) *Estimated Cost:* \$2.5M

REQUIRED FOR INNOVATIVE GROWTH

Ice Hockey Arena: A hockey arena, should the City of Reno elect to not develop a hockey stadium at the REC. *Estimated Cost:* Unknown at this time.

NICE TO HAVES

New Arena: The Reno Rodeo has expressed the need for an expanded grandstand with boxed seating and an expansion of current capacity. *Estimated Cost:* The Reno Rodeo has estimated \$12-14 million.

New Sign: Dedicate a new sign on Wells Avenue that promotes RSLEC events based on user feedback. *Estimated Cost:* TBD

FACILITY FORECAST FY15/16 – FY19/20 (PRE-SURCHARGE USE APPROVAL)

Account Description	Actual					Forecast				
	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20
Revenues										
Facility Rentals	502,131	514,754	437,001	343,348	395,813	366,531	382,853	392,424	452,234	513,540
Concessions & Catering	187,925	176,265	149,937	158,744	147,814	166,722	161,600	165,640	169,781	174,026
Miscellaneous	351,552	306,521	322,906	296,022	302,913	272,743	329,683	337,925	346,373	355,033
Stall & Pen Rentals	1,490	1,640	5,465	1,615	1,305	1,797	300	308	315	323
R.V. Parking	54,751	78,063	93,889	85,896	151,232	99,740	96,500	98,913	101,385	103,920
Event Parking	147,654	150,167	139,266	162,520	158,006	145,208	157,500	161,438	165,473	169,610
Total Revenues	1,245,503	1,227,410	1,148,464	1,048,145	1,157,083	1,052,741	1,128,436	1,156,646	1,235,563	1,316,452
Expenses										
Payroll & Related	963,565	876,909	875,347	908,242	846,201	958,396	1,057,201	1,110,061	1,165,564	1,223,842
Supplies & Services	760,333	859,772	667,561	728,158	673,784	740,099	681,918	695,556	709,467	723,657
Travel & Entertainment	194	55	-	-	2,645	3,517	7,680	7,834	7,990	8,150
Promotion & Advertising	7,817	41,463	30,158	12,578	53,488	10,347	4,000	4,080	4,162	4,245
Special Projects	-	-	-	-	-	-	-	-	-	-
Total Expenses	1,731,909	1,778,199	1,573,066	1,648,978	1,576,118	1,712,359	1,750,799	1,817,531	1,887,183	1,959,894
Departmental Profit (Loss)	(486,406)	(550,789)	(424,602)	(600,833)	(419,035)	(659,619)	(622,364)	(660,885)	(651,621)	(643,442)
Margin Percentage	-39.1%	-44.9%	-37.0%	-57.3%	-36.2%	-62.7%	-55.2%	-57.1%	-52.7%	-48.9%
Full Time Staff	15.50	14.50	14.00	14.00	14.00	14.00	14.00	14.00	14.00	14.00
Room Night Generating Events	33	39	30	32	34	34	35	36	37	38
Non-Room Night Generating Events	23	19	14	11	13	13	14	15	16	17
Room Night Generating Attendance	286,309	273,540	257,115	279,072	235,071	240,000	240,000	250,000	260,000	270,000
Non-Room Night Generating Attendance	72,110	62,026	62,102	68,580	68,348	68,000	70,000	75,000	80,000	85,000
Estimated Room Nights Generated	46,885	44,223	35,947	35,949	38,780	40,000	39,585	43,576	46,407	49,272
Operating Cost per Room Night	\$ (10.37)	\$ (12.45)	\$ (11.81)	\$ (16.71)	\$ (10.81)	\$ (16.49)	\$ (15.72)	\$ (15.17)	\$ (14.04)	\$ (13.06)
Debt Service	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Investment	\$ 39,972	\$ 637,654	\$ 92,451	\$ 740,837	\$ 186,334	\$ 300,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000
City of Reno Funding (included above)	\$ -	\$ -	\$ -	\$ 599,265	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Payroll as % of Total Revenues	77%	71%	76%	87%	73%	91%	94%	96%	94%	93%
Total Expenses (Op, Cap, Debt)	\$ (526,378)	\$ (1,188,443)	\$ (517,053)	\$ (742,405)	\$ (605,369)	\$ (959,619)	\$ (1,122,364)	\$ (1,160,885)	\$ (1,151,621)	\$ (1,143,442)
Sales Expenses (Room nights * avg cost)	\$ (12,610)	\$ (65,179)	\$ (26,765)	\$ (25,835)	\$ (92,244)					
Net Expenses	\$ (538,988)	\$ (1,253,622)	\$ (543,818)	\$ (768,240)	\$ (697,613)	\$ (959,619)	\$ (1,122,364)	\$ (1,160,885)	\$ (1,151,621)	\$ (1,143,442)
Cost per room night	\$ (11.50)	\$ (28.35)	\$ (15.13)	\$ (21.37)	\$ (17.99)	\$ (23.99)	\$ (28.35)	\$ (26.64)	\$ (24.82)	\$ (23.21)

RSLEC MASTER SITE PLAN

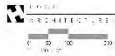


EXISTING FACILITIES

- 1 MAIN ARENA
- 2 RODEO ARENA
- 3 EXHIBIT HALL
- 4 ADMINISTRATION
- 5 LIVESTOCK PAVILION
- 6 CUTTING ARENA
- 7 OPEN BARN
- 8 RV PARKING
- 9 INDIVIDUAL BARN
- 10 OFFICES
- 11 WASHRACK / RESTROOMS
- 12 RODEO OFFICE

PROPOSED NEW FACILITIES

- A COVERED STAGING AREA
- B MULTI-USE COVERED AREA
- C EXPANDED CUTTING ARENA
- D EXPANDED MULTI-USE COVERED AREA
- E FULLY COVERED BARN
- F WASHRACK EXPANSION
- G PROMENADE



Master Site Plan





**UPDATE ON
NATIONAL BOWLING
STADIUM &
RENO EVENTS CENTER**

Presentation by
Robert Chisel, Finance Director



To: RSCVA Facility Committee

From: Robert Chisel, Director of Finance

CC: Phil DeLone, President/CEO

Date: August 15, 2017

Subject: Review, Discussion and Possible Action regarding the National Bowling Stadium and the Reno Events Center

Executive Summary

Please find for review an update on the National Bowling Stadium and the Reno Events Center capital projects that have been completed and proposed.

Background

The Reno Events Center (REC) is a 118,000 square-foot 7,000-seat multi-purpose arena. The facility was constructed in 2005.

The National Bowling Stadium (NBS) was completed in 1995 and features 78 championship lanes and a separate 10 lane "Kingpin Club" on the first floor.

On May 1, 2002, the City of Reno and the RSCVA entered into the Downtown Events Center Operating Agreement (DECOA) which transferred ownership to the City of Reno (City) and stipulated for the construction of the REC.

The operation of the REC and the NBS are currently conducted, pursuant to the DECOA, by the RSCVA. The DECOA with the RSCVA had an original term of ten years, beginning on June 1, 2002, with an option to extend, on April 26, 2012, the DECOA was extended for an additional ten-year period.

The City is responsible for the capital improvements and maintenance of the REC and NBS.

The funding for the capital improvements is derived from a \$2 surcharge (Surcharge) for the rental of hotel rooms in the Reno downtown district and goes to the City. The Surcharge generates approximately \$2 million per year, and pursuant to NRS the funding must be used solely to pay the cost of improving and maintaining publicly owned facilities for tourism and entertainment in the district and cannot be transferred to any other fund or account or used for any other purpose.

Following is a list of the completed capital improvements, and the associated costs, that have been completed for the two properties.

National Bowling Stadium Completed Projects

Project	Cost	Description
Hall of Fame Museum	\$ 774,357	A hall of fame museum for bowling, with an emphasis on women bowlers. (Winter 2012)
Kingpin Club	\$ 2,014,467	Addition on the first floor of a bar and 10 bowling lanes. (Spring 2013)
Bowling Lane Replacement	\$ 462,728	Replacement of the 78 bowling lanes. (Winter 2015)
Masking Units>Returns	\$ 97,149	Replacement of the ball returns and the masking units. (Winter 2014)
Squad Room	\$ 761,457	Remodel of the squad room. (Winter 2014)
Video Screens	\$ 556,279	Replacement of the scoreboards and center video screen. (Winter 2013)
Maintenance	\$ 932,153	General repairs and maintenance, including roofing and painting.
Hydronic Piping	\$ 3,467,685	Repair of the HVAC piping. Project in construction.
Total	\$ 9,066,275	

Reno Events Center Completed Projects

Project	Cost	Description
Rigging	\$ 314,655	New rigging. (Winter 2016)
Repairs	\$ 83,120	General capital repairs to railings and joints.
Total	\$ 397,775	

The United States Bowling Congress (USBC), the RSCVA and the City have an Agreement for capital improvements and tournaments at the NBS by the USBC, the Agreement is through 2026. The Agreement stipulates capital improvements that need to occur to the NBS, the improvements to include: the demolition of the existing stadium seating and replacement with flexible space, and construct and establish a new food and beverage outlet by February 1, 2020; and refurbish of the exterior by February 1, 2022.

The anticipated projects for the NBS and the REC follow.

National Bowling Stadium Future Projects

Project	Cost	Description
First Floor Improvements	\$220,000	Replace entry doors to meet ADA requirements, replace the flooring, wallcoverings, and fixtures. (December 2017)
HVAC Controls	\$150,000	Replace HVAC Controls. (December 2017)
4th Floor Remodel	\$4,250,000	Demolition of existing stadium seating and replacement with flexible space; and construct and establish a new food and beverage outlet. (Completion December 2019)
Exterior Refurbishment	\$3,000,000	Refurbish the exterior. (Completion December 2021)
Total	\$7,620,000	

Reno Events Center Future Projects

Project	Cost	Description
Bleacher Repairs	\$ 508,611	Repair and reconstruction of the movable bleachers. (Project starting September 2017)
Total	\$ 508,611	

The RSCVA staff works with City staff in the development and operation of the NBS and REC. As projects are developed the City provides updates and seeks input from RSCVA staff.

Recommendation

Staff is requesting if the Facility Committee has any direction as it relates to the National Bowling Stadium or the Reno Events Center.



**FISCAL YEAR
2017-2018 TOURISM
SURCHARGE REPORT**

Presentation by
Finance Department

FY16/17 SURCHARGE USE

Air Service Fund

FY16/17 Core Operating Budget: \$0
FY16/17 Surcharge Use: \$0

Marketing

FY16/17 Core Operating: \$3.8M
FY16/17 Surcharge Use: \$3.2M

Sales (Convention & Tourism)

FY16/17 Core Operating: \$5.2M
FY16/17 Surcharge Use: \$0

Reno-Sparks Convention Center (RSCC)

FY16/17 Core Operating: \$2.3M

Reno-Sparks Livestock Event Center (RSLEC)

FY16/17 Core Operating: \$871K
FY16/17 Surcharge Use: \$0

FY17/18 SURCHARGE USE BUDGET

Air Service Fund

FY17/18 Core Operating Budget: \$0
FY17/18 Surcharge Use Budget: \$500K

Marketing

FY17/18 Core Operating Budget: \$4.9M
FY17/18 Surcharge Use Budget: \$4.5M

Sales (Convention & Tourism)

FY17/18 Core Operating Budget: \$6.7M
FY17/18 Surcharge Use Budget: \$0

Reno-Sparks Convention Center (RSCC)

FY17/18 Core Operating Budget: \$2.2M
FY17/18 Surcharge Use Budget: \$1.9M

Reno-Sparks Livestock Event Center (RSLEC)

FY17/18 Core Operating Budget: \$450K
FY 16/17 Carry Forward
 FY17/18 Core Operating Budget: \$500K
 • Roof Repair: \$500K
FY17/18 Surcharge Use Budget: \$1.8 M
 • HVAC Repair: \$500K
 • Parking: \$625K
 • Lighting/Office: \$625K



**REVIEW OF
FY 2016-17
TRANSIENT LODGING
TAX AUDIT RESULTS**

Presentation by
Finance Department



To: Board of Directors
From: Robert Chisel, Director of Finance
CC: Phil De Lone, President/CEO
Subject: Review of Fiscal Year 2016-2017 Room Tax Department Performance
Date: August 15, 2017

Executive Summary

The Room Tax Department of the RSCVA reviews itself on an annual basis to analyze its auditing performance. The Room Tax Department completed 42 audits for fiscal year 2016/2017, which resulted in findings of \$189,301 in taxable revenues, and collected assessments totaling \$65,240.

Background

The Room Tax Department's goal to perform audits on all the Hotel/Casino properties within a 3-year cycle is being maintained. Schedules have been set in place so that all other licensees in Washoe County are audited at least once every five years. The annual review of the audits completed helps in summarizing the overall deficiencies regarding compliance with the RSCVA Transient Lodging Tax Regulations.

Analysis

The following exhibits show various statistical data resulting from the completed audits for the current and prior fiscal year.

Exhibit A: Audited Properties by Market Segment
Exhibit B: Taxable Revenue by Market Segment
Exhibit C: Audit Findings – Taxable Revenue
Exhibit D: Revenue Collections by Market Segment
Exhibit E: Taxable Audit Revenue by District
Exhibit F: Audit Assessment Collections by District

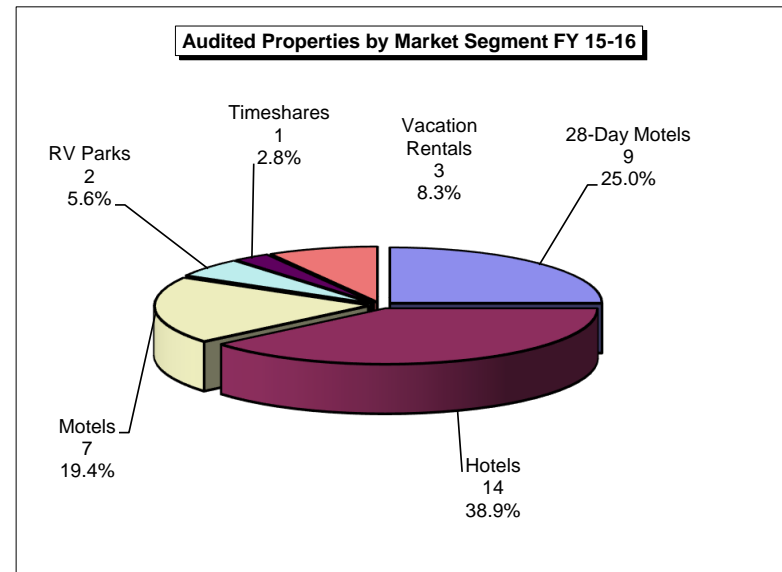
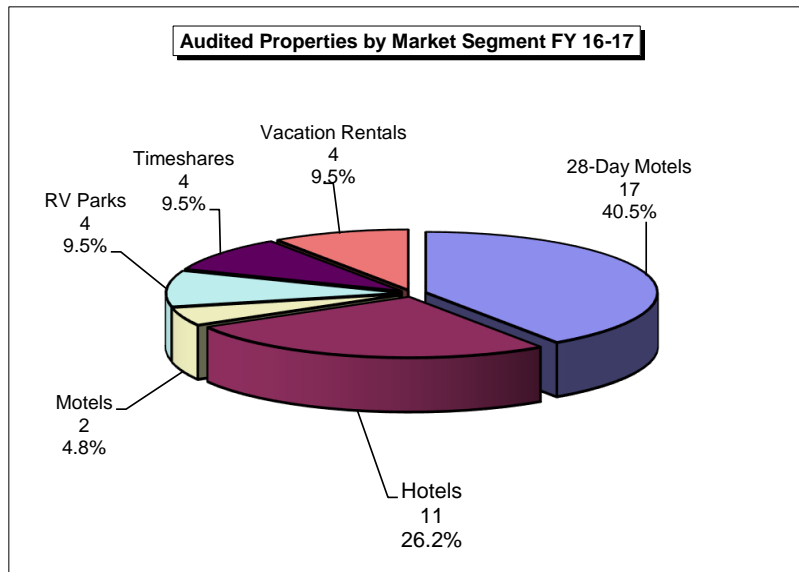
Recommendation

Staff recommends that the Board of Directors approve this report and direct staff to provide the cities and county with the yearly summary of its audit collections.

Fiscal 2016-2017 Room Tax Audit Summaries

Exhibit A

Audited Properties by Market Segment				
	FY 16-17	FY 15-16	FY 14-15 *	FY 13-14
28-Day Motels	17	9	18	23
Hotels	11	14	7	12
Motels	2	7	9	9
RV Parks	4	2	3	5
Timeshares	4	1	1	9
Vacation Rentals	4	3	1	3
Total	42	36	39	61
# of Auditors	2	2	2	2
Avg per Auditor	21.0	18.0	19.5	30.5
* Licensed 181 new Homeowner Rentals				

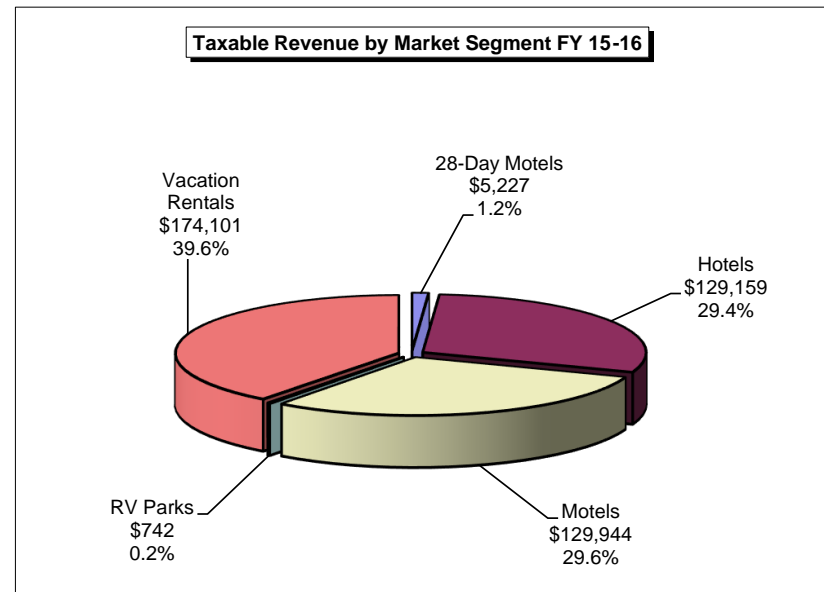
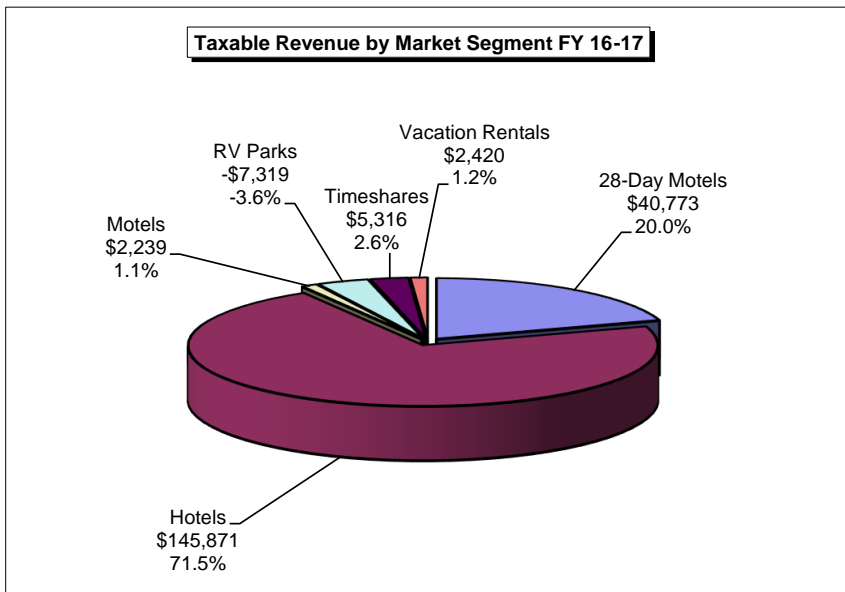




Fiscal 2016-2017 Room Tax Audit Summaries

Exhibit B

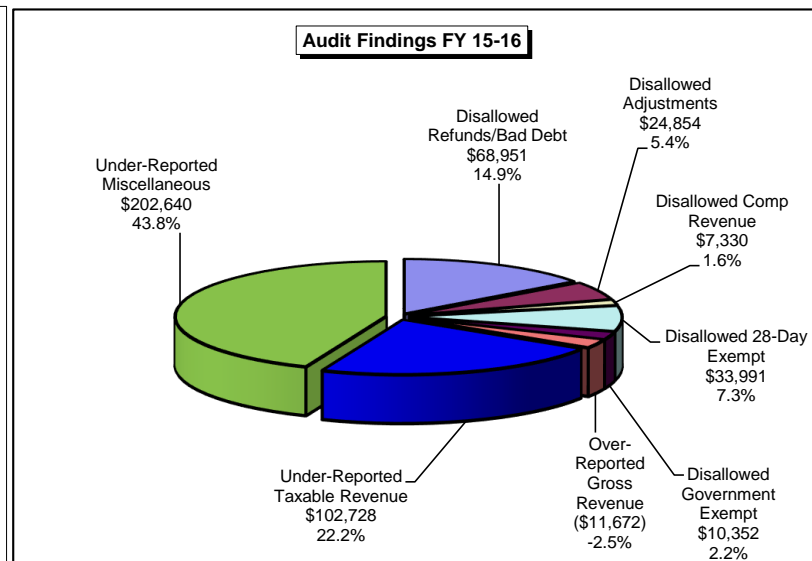
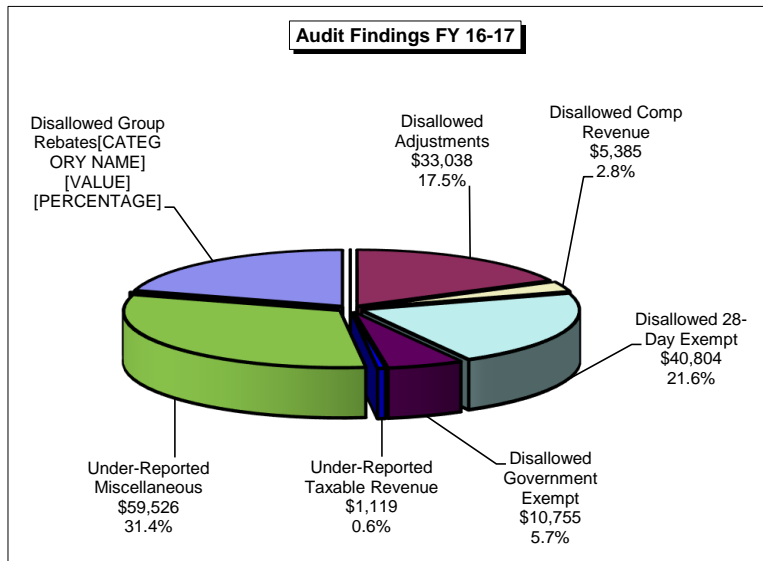
Taxable Revenue by Market Segment				
	FY 16-17	FY 15-16	FY 14-15	FY 13-14
28-Day Motels	\$40,773	\$5,227	\$5,934	\$77,049
Hotels	\$145,871	\$129,159	\$393,509	\$130,697
Motels	\$2,239	\$129,944	\$58,058	\$47,737
RV Parks	(\$7,319)	\$742	(\$113,307)	\$29,113
Timeshares	\$5,316	\$0	\$0	\$24,353
Vacation Rentals	\$2,420	\$174,101	(\$41,841)	\$170
Total	\$189,301	\$439,173	\$302,353	\$309,119
Capital/Tourism Surcharge	\$9,631	\$7,355	\$0	\$26,382



Fiscal 2016-2017 Room Tax Audit Summaries

Exhibit C

Audit Findings				
	<u>FY 16-17</u>	<u>FY 15-16</u>	<u>FY 14-15</u>	<u>FY 13-14</u>
Disallowed Refunds/Bad Debt	\$0	\$68,951	\$8,010	\$1,709
Disallowed Adjustments	\$33,038	\$24,854	\$235,620	\$54,031
Disallowed Comp Revenue	\$5,385	\$7,330	\$55,891	\$10,623
Disallowed 28-Day Exempt	\$40,804	\$33,991	\$25,541	\$80,280
Disallowed Government Exempt	\$10,755	\$10,352	\$120,182	\$4,182
Disallowed Group Rebates	\$38,675	\$0	\$0	\$0
Over-Reported Gross Revenue	\$0	(\$11,672)	\$0	\$0
Under-Reported Taxable Revenue	\$1,119	\$102,728	\$0	\$61,363
Under-Reported Miscellaneous Revenue	\$59,526	\$202,640	(\$14,656)	\$96,932
Over-Reported Taxable Revenue	\$0	\$0	(\$128,235)	\$0.00
Total	\$189,301	\$439,173	\$302,353	\$309,119
Under-Remitted Capital/Tourism Surcharge Funds	\$9,631	\$7,355	\$0	\$26,382



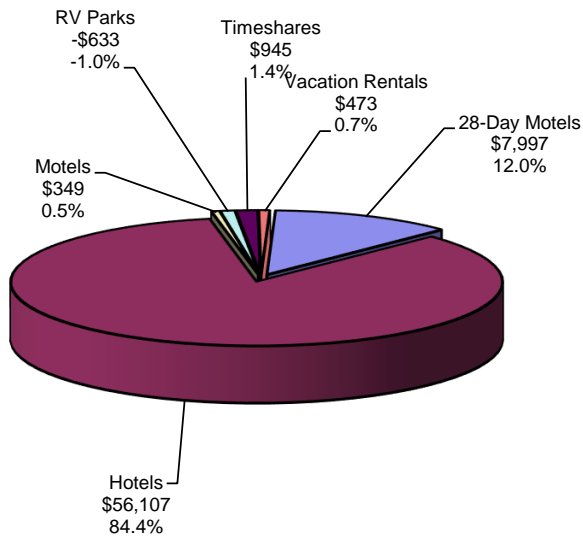


Fiscal 2016-2017 Room Tax Audit Summaries

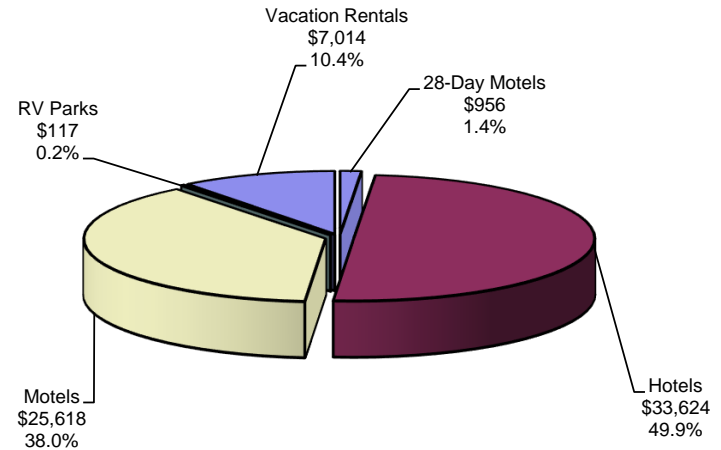
Exhibit D

Revenue Collections by Market Segment				
	<u>FY 16-17</u>	<u>FY 15-16</u>	<u>FY 14-15</u>	<u>FY 13-14</u>
28-Day Motels	\$7,997	\$956	\$6,994	\$14,210
Hotels	\$56,107	\$33,624	\$84,590	\$53,525
Motels	\$349	\$25,618	\$11,083	\$6,734
RV Parks	-\$633	\$117	(\$14,719)	\$5,952
Timeshares	\$945	\$0	\$0	\$3,826
Vacation Rentals	\$473	\$7,014	(\$5,439)	\$373
Total	\$65,240	\$67,330	\$82,509	\$84,620

Revenue Collections by Market Segment FY 16-17



Revenue Collections by Market Segment FY 15-16

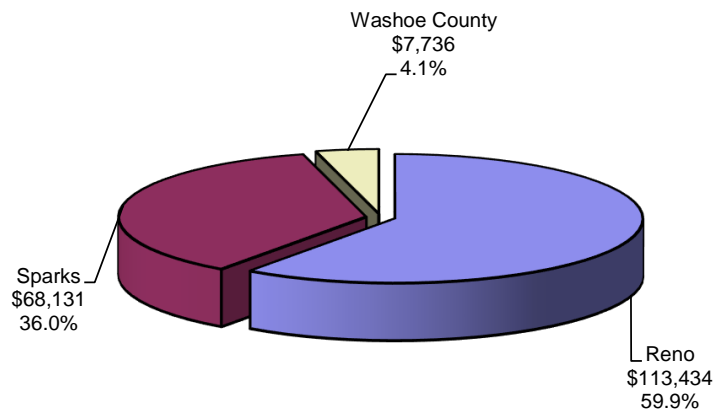


Fiscal 2016-2017 Room Tax Audit Summaries

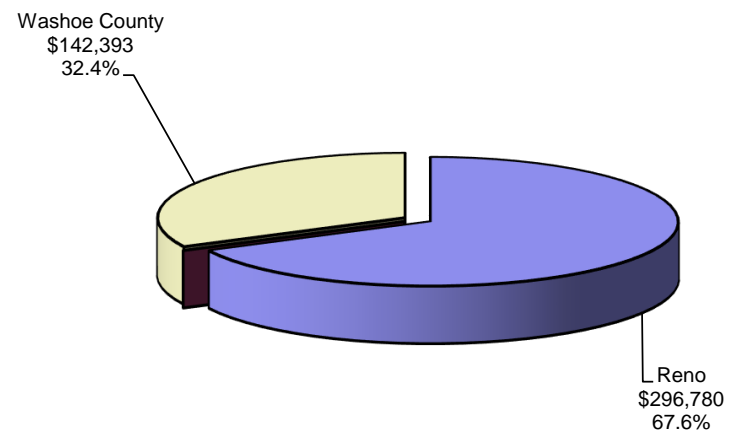
Exhibit E

Taxable Audit Revenue by District				
	<u>FY 16-17</u>	<u>FY 15-16</u>	<u>FY 14-15</u>	<u>FY 13-14</u>
Reno	\$113,434	\$296,780	\$310,211	\$290,420
Sparks	\$68,131	\$0	\$27,750	\$18,529
Washoe County	\$7,736	\$142,393	(\$35,608)	\$170
Total	\$189,301	\$439,173	\$302,353	\$309,119
Capital Surcharge	\$9,631	\$7,355	\$0	\$26,382

Taxable Audit Revenue by District FY 16-17



Taxable Audit Revenue by District FY 15-16

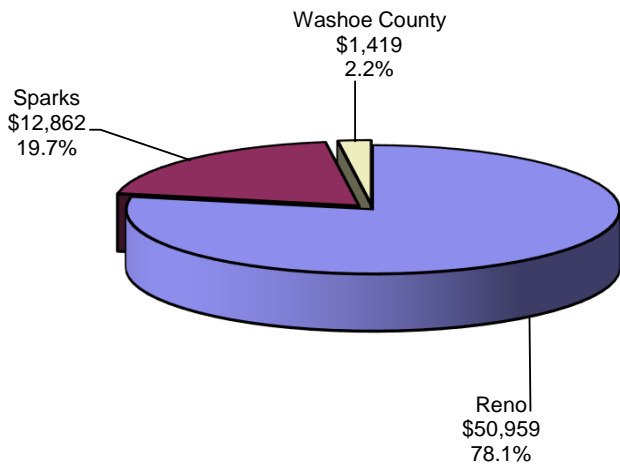


Fiscal 2016-2017 Room Tax Audit Summaries

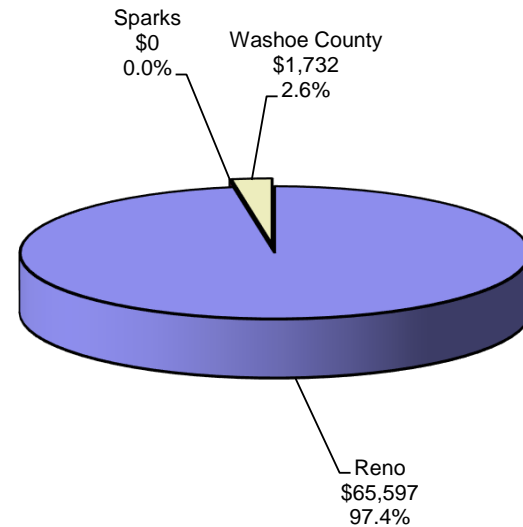
Exhibit F

Audit Assessment Collections by District				
	<u>FY 16-17</u>	<u>FY 15-16</u>	<u>FY 14-15</u>	<u>FY 13-14</u>
Reno	\$50,959	\$65,597	\$80,272	\$80,656
Sparks	\$12,862	\$0	\$6,486	\$3,591
Washoe County	\$1,419	\$1,732	(\$4,249)	\$373
Total	\$65,240	\$67,330	\$82,509	\$84,620

Audit Assessment Collections by District FY 16-17



Audit Assessment Collections by District FY 15-16





**RSCVA JUNE 2017
REPORT OF
OPERATIONS &
TRANSIENT LODGING
STATISTICS**

Presentation by
Finance Department



To: RSCVA Board of Directors
From: Robert Chisel, Director of Finance
CC: Phil DeLone, President/CEO
Date: August 15, 2017
Subject: Review, Discussion, and Possible Action on the RSCVA June 2017 unaudited Report of Operations and Transient Lodging Statistics

Executive Summary

For the twelve months ending June 2017, Washoe County room tax revenues are 6.4% above budget resulting in \$1,803,274 additional tax revenue for the RSCVA. This is a \$2,637,134 (9.6%) increase from prior year. Total Tourism Surcharges for the year were \$5,032,542, which is \$355,396 (7.6%) above budget. Tourism Surcharge was not fully imposed until August 21, 2015 resulting in a portion of the \$746,620 (17.4%) increase year over year.

Facility margins are \$346,001 (8.4%) above expectations. Facility revenues are \$409,508 (5.9%) above budget. Revenues at the Reno-Sparks Convention Center and Reno Events Center are above budget, while the National Bowling Stadium, Reno-Sparks Livestock Events Center and Wildcreek Golf Course are below budget. Facility expenses are \$63,507 (0.6%) above budget with higher than anticipated contractual and security expenses at the Reno Events Center and Reno-Sparks Livestock Events Center. The Reno-Sparks Livestock Events Center required building repairs that exceeded budget.

Explanation of Large Variances (Year-to-Date)

- **Room Tax Collections (6.4%)** – Increased cash average rate (\$2.91 (3.1%) above budget). Increased cash occupied rooms (109,327 (3.1%) above budget).
- **Tourism Surcharge (7.6%)** – Increased occupancy in Reno District D.
- **RSCC Revenues (28.6%)** – Increased revenue due to several smaller events including two political events that were not originally budgeted. Also contributing to increased revenues, parking and other ancillary revenues are higher than originally budgeted.
- **REC Revenues (22.5%)** – Larger concerts/public events occurring during the third quarter of FY16-17 as well as 13 concerts/public events occurring during the year.
- **Wildcreek Revenues (-20.8%)** – 7,238 fewer rounds than anticipated during the year.
- **Promotion and Advertising (-23.1%)** – Due primarily to the timing of the advertising spend and expenses budgeted to be paid with tourism surcharge revenues not materializing.
- **Capital Outlay (-21.2%)** – Funds budgeted for software have been reallocated to contractual services expense in Information Technology.

- **Capital Improvements (-50.2%)** Capital expenses at the Reno-Sparks Convention Center and Reno-Sparks Livestock Events Center not fully materializing of which \$3,250,000 are expenses to be funded from surcharge revenues.
- **Insurance Expense (-20.8%)** – Decreased workers' comp, unemployment, and health insurance expenses.

Analysis

Revenues

Revenues are \$2,479,285 (5.8%) above budget due to increased room tax collections, tourism surcharge collections, and facility revenues.

Taxable room revenues are \$20,690,803 (6.4%) above budget due to increased cash occupied rooms and average cash rate. Cash occupied rooms are 109,327 (3.1%) above budget and 79,494 (2.3%) above prior year. Average cash rate of \$96.29 is \$2.91 (3.1%) above budget and \$6.45 (7.2%) above prior year.

Expenses

Operating expenses are \$1,893,561 (6.7%) below budget primarily due to expenses budgeted to be paid with tourism surcharge funds not materializing. Sales and Marketing have \$2,610,558 of unspent surcharge funded expenses not materializing.

Non-operating expenses are \$4,208,672 (20.3%) below budget primarily due to surcharge funded capital project expenses at the Reno-Sparks Livestock Events Center and Reno-Sparks Convention Center not materializing (\$3,250,000). Insurance expense is also below budget due to decreased workers' comp and medical insurance expenses. Contingency funds of \$640,000 budgeted for the year were not utilized.

Total expenses are \$6,102,233 (12.5%) below budget.

Margins

Facility margins are \$346,001 (8.4%) above expectations. Facility revenues are \$409,508 (5.9%) above budget. Revenues at the Reno-Sparks Convention Center and Reno Events Center are above budget, while the National Bowling Stadium, Reno-Sparks Livestock Events Center, and Wildcreek Golf Course are below budget. Facility expenses are \$63,507 (0.6%) above budget with higher than anticipated contractual and security expenses at the Reno Events Center and Reno-Sparks Livestock Events Center. The Reno-Sparks Livestock Events Center also had unexpected building repair expenses that exceeded budget.

Sales and Marketing net expenses are \$2,264,265 (15.7%) below budget primarily due to \$2,610,558 in expenses to be paid with surcharge funds not yet materializing and the timing of the marketing spend. All year-to-date expense categories are below budget with the exception of supply, service and capital outlay expenses.

General and Administration margins are \$189,095 (10.6%) below expectations primarily due to increased legal and professional expenses.

Y-T-D Facility Reports

Reno-Sparks Convention Center: Margins are \$509,978 (33.6%) above expectations with all revenue categories exceeding budget. Revenues are \$586,894 (28.6%) above budget, while expenses are \$76,915 (2.2%) above budget. Revenues are above budget due to several smaller events including two political events that were not originally budgeted. Also contributing to increased revenues, parking and other ancillary revenues are much higher than originally budgeted.

National Bowling Stadium: Margins are \$33,698 (2.4%) below expectations primarily due to increased payroll expenses relating to the permanent reduction of staff. Also contributing to decreased margins, USBC Open Championship site fees are \$35,200 above budget. Revenues are \$8,629 (1.8%) below budget, while expenses are \$25,069 (1.3%) above budget.

Reno Events Center: Margins are \$119,914 (36.3%) above expectations due larger concerts/public events occurring during the third quarter of FY16-17 and a full event schedule during the year. Revenues are \$283,528 (22.5%) above budget, while expenses are \$163,614 (36.6%) above budget.

Reno-Sparks Livestock Events Center: Margins are \$131,651 (20.8%) below expectations. Revenues are \$39,727 (3.5%) below budget partially due to the Reno Rodeo providing much of its own labor this year. Expenses are \$91,824 (5.2%) above budget due to increased contractual, building repair, security, janitorial, and trash removal expenses.

Wildcreek Golf Course: Margins are \$118,642 (54.4%) below expectations primarily due to 7,238 fewer rounds than anticipated. Revenues are \$412,558 (20.8%) below budget, while expenses are \$293,916 (54.4%) below budget.

Recommendation

It is staff's recommendation that the Board of Directors approve the report as presented.



RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

**REPORT OF OPERATIONS
TWELVE MONTHS ENDING JUNE, 2017**

Consolidated Summary

Report of Operations

Twelve Months Ended June 2017

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

	Current Year				Prior Year		
	Actual	Budget	Increase (Decrease)		Actual	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Revenues							
Room Tax Collections	\$ 30,015,675	\$ 28,212,401	\$ 1,803,274	6.4%	\$ 27,378,481	\$ 2,637,194	9.6%
Tourism Surcharge	5,032,542	4,677,146	355,396	7.6%	4,286,922	745,620	17.4%
Facility Revenues							
Reno-Sparks Convention Center	2,636,559	2,049,665	586,894	28.6%	2,704,184	(67,625)	-2.5%
National Bowling Stadium	468,718	477,347	(8,629)	-1.8%	1,606,872	(1,138,154)	-70.8%
Reno Events Center	1,542,192	1,258,664	283,528	22.5%	1,557,415	(15,223)	-1.0%
Reno-Sparks Livestock Events Center	1,088,708	1,128,436	(39,727)	-3.5%	1,155,496	(66,787)	-5.8%
Wildcreek Golf Course	1,573,382	1,985,940	(412,558)	-20.8%	1,777,997	(204,614)	-11.5%
Total Facility Revenues	<u>7,309,559</u>	<u>6,900,052</u>	<u>409,508</u>	<u>5.9%</u>	<u>8,801,963</u>	<u>(1,492,404)</u>	<u>-17.0%</u>
Other Income	2,462,981	2,508,646	(45,665)	-1.8%	2,452,437	10,543	0.4%
Total Revenues	<u>\$ 45,400,612</u>	<u>\$ 42,921,328</u>	<u>\$ 2,479,285</u>	<u>5.8%</u>	<u>\$ 43,235,722</u>	<u>\$ 2,164,890</u>	<u>5.0%</u>
Operating Expenses							
Payroll & Related	\$ 10,183,871	\$ 10,386,920	\$ (203,049)	-2.0%	\$ 10,421,611	\$ (237,740)	-2.3%
Supplies & Services	6,870,542	6,419,584	450,958	7.0%	7,105,527	(234,986)	-3.3%
Travel & Entertainment	660,399	679,852	(19,453)	-2.9%	588,666	71,733	12.2%
Promotion & Advertising	6,380,143	8,293,080	(1,912,937)	-23.1%	3,287,535	3,092,608	94.1%
Special Projects	2,127,817	2,321,645	(193,828)	-8.3%	1,551,515	576,301	37.1%
Capital Outlay	56,749	72,000	(15,251)	-21.2%	93,353	(36,604)	-39.2%
Total Operating Expenses	<u>\$ 26,279,520</u>	<u>\$ 28,173,081</u>	<u>\$ (1,893,561)</u>	<u>-6.7%</u>	<u>\$ 23,048,208</u>	<u>\$ 3,231,313</u>	<u>14.0%</u>
Non Operating Expenses							
Debt Service	\$ 10,546,330	\$ 10,673,794	(127,464)	-1.2%	\$ 9,678,771	\$ 867,559	9.0%
Incline Village/Crystal Bay Room Tax	1,528,438	1,432,373	96,065	6.7%	1,365,321	163,118	11.9%
Capital Improvements	3,184,139	6,395,000	(3,210,861)	-50.2%	1,394,547	1,789,592	128.3%
Insurance	1,241,985	1,568,397	(326,412)	-20.8%	1,663,178	(421,194)	-25.3%
Contingency	-	640,000	(640,000)	-100.0%	-	-	0.0%
Total Non Operating Expenses	<u>\$ 16,500,892</u>	<u>\$ 20,709,564</u>	<u>\$ (4,208,672)</u>	<u>-20.3%</u>	<u>\$ 14,101,817</u>	<u>\$ 2,399,075</u>	<u>17.0%</u>
Total Expenses	<u>\$ 42,780,412</u>	<u>\$ 48,882,645</u>	<u>\$ (6,102,233)</u>	<u>-12.5%</u>	<u>\$ 37,150,024</u>	<u>\$ 5,630,388</u>	<u>15.2%</u>
Profit/(Loss)	<u>\$ 2,620,200</u>	<u>\$ (5,961,318)</u>	<u>\$ 8,581,518</u>	<u>144.0%</u>	<u>\$ 6,085,698</u>	<u>\$ (3,465,497)</u>	<u>56.9%</u>

Consolidated Summary

Transient Lodging Tax Collections and Statistics

Twelve Months Ended June 2017

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

	Current Year				Prior Year		
	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Room Tax Collections							
Lodging	23,055,518	21,670,396	1,385,122	6.4%	21,029,848	2,025,671	9.6%
Convention Center	6,960,157	6,542,005	418,152	6.4%	6,348,633	611,523	9.6%
Tourism Surcharge	5,032,542	4,677,146	355,396	7.6%	4,286,922	745,620	17.4%
Total Tax Collections	35,628,072	33,512,630	2,115,442	6.3%	31,981,321	3,646,751	11.4%
Room Statistics							
Taxable Room Revenues	347,411,086	326,720,284	20,690,803	6.4%	317,014,071	30,397,015	9.6%
Occupied Rooms-Cash	3,608,115	3,498,788	109,327	3.1%	3,528,621	79,494	2.3%
Average Rate - Cash	\$96.29	\$93.38	\$2.91	3.1%	\$89.84	\$6.45	7.2%
Occupied Rooms							
Cash	3,608,115	3,498,788	109,327	3.1%	3,528,621	79,494	2.3%
Comp	901,525	908,331	(6,806)	-0.7%	899,244	2,281	0.3%
28 Day	1,520,320	1,380,030	140,290	10.2%	1,371,231	149,089	10.9%
Total Occupied Rooms	6,029,960	5,787,149	242,811	4.2%	5,799,096	230,864	4.0%
Percentage of Occupancy							
Cash	41.5%	39.7%	1.8	4.5%	40.6%	0.9	2.2%
Comp	10.4%	10.3%	0.1	1.0%	10.4%	-	0.0%
28 Day	17.5%	15.7%	1.8	11.5%	15.8%	1.7	10.8%
Total Percentage of Occupancy	69.4%	65.7%	3.7	5.6%	66.8%	2.6	3.9%

Consolidated Summary

Departmental Margins

Twelve Months Ended June 2017

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

	Current Year				Prior Year		
	Actual	Budget	Increase (Decrease)		Actual	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Facilities							
Reno-Sparks Convention Center	(1,005,630)	(1,515,608)	509,978	33.6%	(1,020,624)	14,994	1.5%
National Bowling Stadium	(1,444,236)	(1,410,538)	(33,698)	-2.4%	(1,337,742)	(106,494)	-8.0%
Reno Events Center	(208,100)	(328,014)	119,914	36.6%	(304,039)	95,940	31.6%
Reno-Sparks Livestock Events Center	(763,915)	(632,364)	(131,551)	-20.8%	(581,140)	(182,775)	-31.5%
Wildcreek Golf Course	(336,858)	(218,216)	(118,642)	-54.4%	(221,686)	(115,172)	-52.0%
Total Facilities	(3,758,738)	(4,104,740)	346,001	8.4%	(3,465,231)	(293,507)	-8.5%
Sales and Marketing							
Convention Sales	(4,421,929)	(4,654,574)	232,645	5.0%	(3,630,495)	(791,434)	-21.8%
Tourism Sales	(803,375)	(864,636)	61,261	7.1%	(452,112)	(351,263)	-77.7%
Marketing	(6,959,028)	(8,929,386)	1,970,358	22.1%	(3,842,456)	(3,116,572)	-81.1%
Total Sales and Marketing	(12,184,331)	(14,448,596)	2,264,265	15.7%	(7,925,062)	(4,259,269)	-53.7%
General and Administrative	(1,966,053)	(1,776,958)	(189,095)	-10.6%	(1,928,852)	(37,200)	-1.9%
Room Tax Revenues	30,015,675	28,212,401	1,803,274	6.4%	27,378,481	2,637,194	9.6%
Tourism Surcharge	5,032,542	4,677,146	355,396	7.6%	4,286,922	745,620	17.4%
Total Operating Margins	17,139,094	12,559,254	4,579,841	36.5%	18,346,257	(1,207,162)	-6.6%
Capital and Debt Service	(15,098,749)	(19,143,654)	4,044,905	21.1%	(12,576,478)	(2,522,271)	-20.1%
Total Departmental Margins	2,040,345	(6,584,401)	8,624,746	131.0%	5,769,779	(3,729,434)	-64.6%

Reno-Sparks Convention and Visitors Authority
Transient Lodging Tax Collections and Statistics - Year To Date
Twelve Months Ended June 2017

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)		
			Amount	% Percent		Amount	% Percent	
Room Tax Collections								
Revenues								
Lodging	23,055,518	21,670,396	1,385,122	6.4%	21,029,848	2,025,671	9.6%	
Convention Center	6,960,157	6,542,005	418,152	6.4%	6,348,633	611,523	9.6%	
Tourism Surcharge	5,032,542	4,677,146	355,396	7.6%	4,286,922	745,620	17.4%	
City Center Tax	579,855	623,083	(43,228)	-6.9%	315,918	263,937	83.5%	
Total Tax Collections	35,628,072	33,512,630	2,115,442	6.3%	31,981,321	3,646,751	11.4%	
Room Statistics								
Taxable Room Revenues	347,411,086	326,720,284	20,690,803	6.3%	317,014,071	30,397,015	9.6%	
Occupied Rooms-Cash	3,608,115	3,498,788	109,327	3.1%	3,528,621	79,494	2.3%	
Average Rate - Cash	\$96.29	\$93.38	\$2.91	3.1%	\$89.84	\$6.45	7.2%	
Occupied Rooms								
Cash	3,608,115	3,498,788	109,327	3.1%	3,528,621	79,494	2.3%	
Comp	901,525	908,331	(6,806)	-0.7%	899,244	2,281	0.3%	
28 Day	1,520,320	1,380,030	140,290	10.2%	1,371,231	149,089	10.9%	
Total Occupied Rooms	6,029,960	5,787,149	242,811	4.2%	5,799,096	230,864	4.0%	
Percentage of Occupancy								
Cash	41.5%	39.7%	1.8	4.5%	40.6%	0.9	2.2%	
Comp	10.4%	10.3%	0.1	1.0%	10.4%	-	0.0%	
28 Day	17.5%	15.7%	1.8	11.5%	15.8%	1.7	10.8%	
Total Percentage of Occupancy	69.4%	65.7%	3.7	5.6%	66.8%	2.6	3.9%	

Reno-Sparks Convention Center
Departmental Summary Year to Date
Twelve Months Ended June 2017

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Revenues							
Facility Rentals	1,430,741	1,190,943	239,798	20.1%	1,381,534	49,208	3.6%
Concessions	307,944	252,750	55,194	21.8%	413,045	(105,101)	-25.4%
Miscellaneous & Vending	439,548	262,672	176,876	67.3%	480,789	(41,241)	-8.6%
Event Parking	458,325	343,300	115,025	33.5%	428,816	29,509	6.9%
Total Revenues	2,636,559	2,049,665	586,894	28.6%	2,704,184	(67,625)	-2.5%
Expenses							
Payroll & Related	1,931,685	1,825,909	105,776	5.8%	1,929,213	2,472	0.1%
Supplies & Services	1,691,535	1,721,877	(30,342)	-1.8%	1,782,064	(90,529)	-5.1%
Travel & Entertainment	16,182	10,537	5,645	53.6%	7,603	8,579	112.8%
Promotion & Advertising	2,786	6,950	(4,164)	-59.9%	5,927	(3,141)	-53.0%
Capital Outlay	-	-	-	0.0%	-	-	0.0%
Total Expenses	3,642,188	3,565,273	76,915	2.2%	3,724,807	(82,619)	-2.2%
Departmental Profit (Loss)	(1,005,630)	(1,515,608)	509,978	-33.6%	(1,020,624)	14,994	-1.5%
Margin Percentage	-38.1%	-73.9%	35.8	-48.4%	-37.7%	(0.4)	1.1%

Number of Events by Category		
Convention / Trade Show	16	12
Special Events	14	9
Public / Consumer	80	72
Room Nights	43,400	52,078

National Bowling Stadium
Departmental Summary Year to Date
Twelve Months Ended June 2017

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Revenues							
Lineage	259,014	276,808	(17,794)	-6.4%	1,003,450	(744,436)	-74.2%
Concessions & Catering	87,239	92,334	(5,095)	-5.5%	213,429	(126,190)	-59.1%
Tenant Leases	30,675	28,409	2,266	8.0%	40,429	(9,754)	-24.1%
Signage	33,166	56,105	(22,939)	-40.9%	45,950	(12,784)	-27.8%
Miscellaneous	18,435	8,736	9,699	111.0%	60,178	(41,743)	-69.4%
Beverage Sales	9,029	-	9,029	100.0%	159,047	(150,018)	-94.3%
Parking	31,160	14,955	16,205	108.4%	84,390	(53,230)	-63.1%
Total Revenues	468,718	477,347	(8,629)	-1.8%	1,606,872	(1,138,154)	-70.8%
Expenses							
Payroll & Related	791,623	705,546	86,077	12.2%	1,376,491	(584,869)	-42.5%
Supplies & Services	813,074	909,909	(96,835)	-10.6%	1,177,952	(364,878)	-31.0%
Travel & Entertainment	8,455	8,835	(380)	-4.3%	14,124	(5,670)	-40.1%
Promotion & Advertising	22,603	21,595	1,008	4.7%	24,047	(1,444)	-6.0%
Special Projects	277,200	242,000	35,200	14.5%	352,000	(74,800)	-21.3%
Capital Outlay	-	-	-	0.0%	-	-	0.0%
Total Expenses	1,912,954	1,887,885	25,069	1.3%	2,944,614	(1,031,660)	-35.0%
Departmental Profit (Loss)	(1,444,236)	(1,410,538)	(33,698)	2.4%	(1,337,742)	(106,494)	8.0%
Margin Percentage	-308.1%	-295.5%	(12.6)	4.3%	-83.3%	(224.9)	270.1%

Utilization Days	148	229
Participants and Guests	40,313	155,806
Room Nights	17,148	100,423

Reno Events Center
Departmental Summary Year to Date
Twelve Months Ended June 2017

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Revenues							
Facility Rentals	729,177	657,010	72,167	11.0%	768,799	(39,622)	-5.2%
Concessions & Catering	143,684	106,000	37,684	35.6%	143,829	(145)	-0.1%
Parking Revenues	81,617	48,000	33,617	70.0%	74,346	7,271	9.8%
Suite Revenue	150,000	150,000	-	0.0%	150,000	-	0.0%
Box Office	210,657	126,000	84,657	67.2%	210,974	(317)	-0.2%
Merchandise	11,699	9,000	2,699	30.0%	9,638	2,060	21.4%
Signage	18,241	25,300	(7,059)	-27.9%	26,808	(8,568)	-32.0%
Technical Services	188,178	133,900	54,278	40.5%	166,568	21,611	13.0%
Miscellaneous Income	8,940	3,454	5,486	158.8%	6,453	2,487	38.5%
Total Revenues	1,542,192	1,258,664	283,528	22.5%	1,557,415	(15,223)	-1.0%
Expenses							
Payroll & Related	768,451	704,532	63,919	9.1%	874,956	(106,504)	-12.2%
Supplies & Services	967,980	862,221	105,759	12.3%	971,561	(3,581)	-0.4%
Travel & Entertainment	2,265	6,425	(4,160)	-64.8%	2,770	(505)	-18.2%
Promotion & Advertising	11,595	13,500	(1,905)	-14.1%	12,167	(572)	-4.7%
Special Projects	-	-	-	0.0%	-	-	0.0%
Capital Outlay	-	-	-	0.0%	-	-	0.0%
Total Expenses	1,750,292	1,586,678	163,614	10.3%	1,861,454	(111,163)	-6.0%
Departmental Profit (Loss)	(208,100)	(328,014)	119,914	-36.6%	(304,039)	95,940	-31.6%
Margin Percentage	-13.5%	-26.1%	12.6	-48.2%	-19.5%	6.0	-30.9%

Number of Events by Category	
Convention / Trade Show	13
Bighorns	23
Concert / Boxing	18
Attendance	157,800
Room Nights	34,778

Reno-Sparks Livestock Events Center
Departmental Summary Year to Date
Twelve Months Ended June 2017

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Revenues							
Facility Rentals	400,680	382,853	17,827	4.7%	409,175	(8,495)	-2.1%
Concessions & Catering	146,057	161,600	(15,543)	-9.6%	142,803	3,254	2.3%
Miscellaneous	246,114	329,683	(83,569)	-25.3%	321,578	(75,464)	-23.5%
Stall & Pen Rentals	658	300	358	119.3%	1,315	(657)	-50.0%
R.V. Parking	118,585	96,500	22,085	22.9%	118,619	(33)	0.0%
Event Parking	176,614	157,500	19,114	12.1%	162,006	14,608	9.0%
	1,088,708	1,128,436	(39,727)	-3.5%	1,155,496	(66,787)	-5.8%
Expenses							
Payroll & Related	1,004,696	1,057,201	(52,505)	-5.0%	954,787	49,909	5.2%
Supplies & Services	822,621	681,918	140,703	20.6%	758,575	64,046	8.4%
Travel & Entertainment	3,190	7,680	(4,490)	-58.5%	3,865	(675)	-17.5%
Promotion & Advertising	22,117	14,000	8,117	58.0%	19,408	2,708	14.0%
Special Projects	-	-	-	0.0%	-	-	0.0%
Capital Outlay	-	-	-	0.0%	-	-	0.0%
Total Expenses	1,852,623	1,760,799	91,824	5.2%	1,736,635	115,988	6.7%
Departmental Profit (Loss)	(763,915)	(632,364)	(131,551)	20.8%	(581,140)	(182,775)	31.5%
Margin Percentage	-70.2%	-56.0%	(14.1)	25.2%	-50.3%	(19.9)	39.5%

Utilization Days	350	299
Estimated Attendance	315,350	277,586
Room Nights	30,035	33,601

Wildcreek Golf Course
Departmental Summary Year to Date
Twelve Months Ended June 2017

	Actual	Budget	Increase (Decrease)		Last Year	Increase (Decrease)	
			Amount	% Percent		Amount	% Percent
Revenues							
Green Fees 9 Hole	201,185	227,500	(26,315)	-11.6%	203,301	(2,116)	-1.0%
Green Fees 18 Hole	460,044	579,000	(118,956)	-20.5%	514,606	(54,562)	-10.6%
Memberships	165,188	202,000	(36,812)	-18.2%	167,491	(2,303)	-1.4%
Pro Shop	197,614	247,200	(49,586)	-20.1%	244,949	(47,335)	-19.3%
Miscellaneous & Lessons	7,381	18,500	(11,119)	-60.1%	12,989	(5,607)	-43.2%
Food & Beverage	259,032	327,240	(68,208)	-20.8%	298,295	(39,263)	-13.2%
Cart Rental	201,630	289,500	(87,870)	-30.4%	239,768	(38,138)	-15.9%
Driving Range	81,308	95,000	(13,692)	-14.4%	96,599	(15,291)	-15.8%
Total Revenues	1,573,382	1,985,940	(412,558)	-20.8%	1,777,997	(204,614)	-11.5%
Expenses							
Payroll & Related	968,442	1,168,111	(199,669)	-17.1%	1,036,487	(68,046)	-6.6%
Supplies & Services	924,895	1,000,645	(75,750)	-7.6%	941,744	(16,849)	-1.8%
Travel & Entertainment	110	2,200	(2,090)	-95.0%	7	103	1564.6%
Promotion & Advertising	16,794	33,200	(16,406)	-49.4%	21,445	(4,651)	-21.7%
Capital Outlay	-	-	-	0.0%	-	-	0.0%
Depreciation	-	-	-	0.0%	-	-	0.0%
Total Expenses	1,910,240	2,204,156	(293,916)	-13.3%	1,999,683	(89,443)	-4.5%
Departmental Profit (Loss)	(336,858)	(218,216)	(118,642)	54.4%	(221,686)	(115,172)	52.0%
Margin Percentage	-21.4%	-11.0%	(10.4)	94.8%	-12.5%	(8.9)	71.7%
Statistics							
9 Hole Executive	15,318	17,927	(2,609)	-14.6%	18,448	(3,130)	-17.0%
18 Hole Championship	17,002	19,165	(2,163)	-11.3%	20,238	(3,236)	-16.0%
Annual Passes	5,638	8,104	(2,466)	-30.4%	7,986	(2,348)	-29.4%
Total Rounds	37,958	45,196	(7,238)	-16.0%	46,672	(8,714)	-18.7%
Total Revenue Per Round	\$41.45	\$43.94	(\$2.49)	-5.7%	\$38.10	\$3.36	8.8%
Profit (Loss) Per Round	(\$8.87)	(\$4.83)	(\$4.05)	83.8%	(\$4.75)	(\$4.12)	86.8%



REVIEW & EVALUATION OF CEO'S FIRST 6 MONTHS

Presentation by
Phil DeLone

MEMORANDUM

TO: RSCVA Board of Directors

FROM: Molly M. Rezac

DATE: August 8, 2017

SUBJECT: CEO Six Month Evaluation

The RSCVA and CEO Phil DeLone entered into an Employment Agreement on December 8, 2016. At the February 2017 Board meeting, Mr. DeLone presented and the Board approved the short-term CEO Goals, including goals related to visitation/destination awareness, direct room night growth, facility efficiency, and organizational sustainability.

Paragraph 1.2.1 of the Employment Agreement provides that “upon completion of six (6) months of employment, Employee’s performance shall be evaluated by the RSCVA’s Board of Directors. Any Bonus given after six months will be done at the full discretion of the Board.”

Therefore, after presentation by Mr. DeLone, the Board will discuss and evaluate Mr. DeLone’s performance during his first six (6) months as CEO of the RSCVA. The Board may also determine, in its full discretion, if it would like to award Mr. DeLone a bonus for his performance during the first six (6) months.



PROPOSED SHORT-TERM CEO GOALS



PROPOSED SHORT-TERM CEO GOALS

Visitation/Destination Awareness

- Evaluate and determine revised destination brand and begin implementation
- Implement the design phase of a new exhibit booth, incorporating new branding
- Launch new website

Direct Room Night Growth

- Visit remote salespeople/locations and mentor where necessary
- Meet and engage with core strategic customers
- Evaluate industry sponsorships and implement those deemed effective & valuable



PROPOSED SHORT-TERM CEO GOALS

Facility Efficiency

- More effectively leverage the use of facility resources and staffing, with focus on efficiency and cross-utilization
- Participate in an RSCC redesign process (charrette)
- Assess future management of RSCVA-operated facilities

Organizational Sustainability

- Hire and onboard an HR manager
- Hire and onboard a VP of Sales
- Interview, hire and onboard an ED of Leisure Sales
- Interview, hire and onboard an ED of Convention Sales
- Work with the Director of Finance to do a detailed review of the financials, inclusive of oversight of FY17/18 Budget development
- Meet and develop meaningful relationships with community business partners. (all properties, special events, other CVBs, gov't entities, local venues/facilities)
- Meet with each facility and/or department at the RSCVA



**PHIL DeLONE,
PRESIDENT/CEO
GOALS & OBJECTIVES
FOR
FY 2017-2018**

Presentation by
Phil DeLone

MEMORANDUM

TO: RSCVA Board of Directors

FROM: Molly M. Rezac

DATE: August 8, 2017

SUBJECT: PROPOSED FY 2017/2018 CEO GOALS

The RSCVA and CEO Phil DeLone entered into an Employment Agreement on December 8, 2016. Pursuant to Paragraph 1.2 of the Employment Agreement, Mr. DeLone presented proposed goals at the May 2017 Board of Directors meeting. After some discussion, the Board tabled the approval of the CEO Goals for FY 2017/2018. At the June 2017 Board of Directors meeting, the Board agreed to an amendment to the Employment Agreement allowing Mr. DeLone's FY 2017/2018 to be discussed and approved at the August 2017 Board meeting.

The Employment Agreement also provides that a bonus may be paid to Mr. DeLone in an amount up to a maximum of 40% of his salary (Bonus Pool). The bonus is paid in the sole discretion of the Board of Directors and is to be calculated based upon achievement of the Board-approved Goals for the fiscal year.

Attached hereto are Mr. DeLone's proposed Goals for FY 2017/2018. The Board will need to review and approve the CEO Goals for FY 2017/2018.

Upon completion of FY 2017/2018, Mr. DeLone will receive an evaluation at a public Board meeting as outlined in Exhibit B to the Employment Agreement. As part of that process, Mr. DeLone will prepare a self-evaluation, executive staff will provide feedback (via an electronic survey) on his CEO leadership and management, and each Board Member will provide their feedback (via electronic survey) on Mr. DeLone's performance. As part of the Board Member feedback, Board Members will also evaluate performance of the CEO Goals.

The Bonus amount paid to Mr. DeLone (determined at the Board meeting after the evaluation has occurred) is paid at the sole discretion of the Board of Directors.

Proposed CEO Goals for FY 2017/2018

1. **Produced Room Nights**—the number of room nights booked in meeting, convention, sports, equestrian and non-USBC bowling. FY2015/2016 room nights were 238,000; FY 2016/2017 room nights were 246,037.

Goal for FY 2017/2018: 260,000

2. **Visitation/Destination Awareness**—Increase the awareness of and access to Reno-Tahoe through positioning the destination around outdoor activities, arts and culture, and innovative industries. Other key indicators include developing new markets, communications and connections with the consumer leisure market.

Goal for FY 2017/2018: Secure 15 positive tourism stories in high profile national and regional publications, both in print and online.

3. **Client Satisfaction**—Maintain exemplary ratings on overall satisfaction and experience of meeting planners and event producers for all events booked via RSCVA sales staff, held at RSCVA facilities.

Metric: Client surveys.

4. **Organizational Health**—Provide overall organizational health. Key indicators include: 1) internally—employee engagement & culture; 2) externally—community involvement and leadership.

Metrics: Employee Roundtables, Employee events, Open Door policy, Engagement in Community events, Community visibility, CEO newsletter.

5. **Financial Health**—Deliver on the Board approved fiscal year budget in adherence to RSCVA financial policies and increase overall facility efficiency.

Goal for FY 2017/2018: Operate at or better than approved budget. Continue strict adherence to Policies, Procedures, General Accounting Principles, and Strategic Plan.



**STAFF UPDATE
AND
CORPORATE SCORECARD**

Presentation by
Phil DeLone & RSCVA Staff



To: RSCVA Board
From: Phil DeLone, President/CEO
Date: August 17, 2017
Subject: Executive Summary and Year-End Scorecard Performance Detail

EXECUTIVE SUMMARY

Below is an Executive Summary of FY16/17 annual corporate performance. The following page details the year-end Corporate Scorecard.

STRATEGIC PRIORITY #1 - Visitor Growth/Destination Awareness: Increase the awareness of and access to Reno-Tahoe through repositioning the destination in key growth markets.

The RSCVA is showing very strong performance related to Visitor Growth and Destination Awareness, as illustrated by the Marketing section of the attached scorecard. Visitor volume overall has increased by just over 3.1% Y-O-Y, with ADR as well as both Washoe County and hotel-specific occupancy exceeding their annual targets. Additionally, Taxable Revenue for Washoe County exceeded the annual target by approximately \$20.6M. The only goal to not either meet or exceed the respective annual target was the money allocated directly to support airlift. (Note: These funds are being held for air service opportunities as they arise).

STRATEGIC PRIORITY #2 - Direct Room Night Growth: Leverage the region's competitive strengths and event facilities to grow taxable room nights.

The annual goal of achieving 290k produced room nights in FY16/17 was off target by ~41k room nights. This deficit was primarily a result of failing to achieve the Convention and secondarily the Bowling-specific room night production goals. However, both the Sports and Equine market segments exceeded their annual goals.

STRATEGIC PRIORITY #3 - Facility Efficiency: Efficiently and effectively operate all RSCVA facilities to support visitor growth and community benefit.

The RSCC and REC both stayed within their annual operating budgets, reducing approximately \$627k in annual operating expense. However, the other three facilities (NBS, RSLEC and Wildcreek Golf Course) operated at a loss totaling ~\$2.5M in FY16/17, which exceeded their combined annual targets by \$270k. The National Bowling Stadium operated at the largest deficit of \$1.44M, which represented the largest annual operating loss. However, the RSLEC exceeded its annual budget by ~\$133.5k, the largest of the three facilities.

RSCVA Monthly Snapshot: June 2017

Strategic Priority #1: Visitor Growth & Awareness						
Marketing Goals	OVERALL VISITOR GROWTH					
		June'17	June'16	Y/Y%	Monthly Goal	
	Visitor Volume	483,556	464,937	4.0%	TBD	
	# of Web Sessions - National Overall	486,018	259,842	87.0%	TBD	
	# of Web Sessions - California	246,884	126,805	94.7%	TBD	
	# of Web Sessions - SF DMA	94,964	63,301	50.0%	TBD	
	# of Web Sessions - Los Angeles	82,063	15,172	440.9%	TBD	
# of Web Sessions - Seattle	30,780	3,795	711.1%	TBD		
MARKET PERFORMANCE/CASH OCCUPIED ROOMS						
Washoe County Total						
Room Inventory	737,414	737,442	0.0%	737,720		
Cash Room Nights	359,289	339,755	5.7%	324,403		
Comp Room Nights	74,716	85,096	-12.2%	85,971		
Overall Occupancy	77.1%	73.9%	4.3%	72.0%		
Taxable Revenue	\$35,443,798	\$30,892,727	14.7%	\$30,968,287		
A.D.R.	\$98.65	\$90.93	8.5%	\$95.46		
Rev Par	\$53.97	\$42.23	27.8%	-		
Gaming Win	\$67,095,364	\$65,951,611	1.7%	-		
Hotel Market Segment						
Room Inventory	480,731	476,421	0.9%	472,860		
Cash Room Nights	298,971	286,757	4.3%	271,444		
Comp Room Nights	74,314	84,687	-12.2%	85,534		
Overall Occupancy	79.6%	78.7%	1.1%	76.2%		
Taxable Revenue	\$31,278,172	\$27,390,753	14.2%	\$27,381,918		
A.D.R.	\$104.62	\$95.52	9.5%	\$100.88		
Rev Par	\$66.78	\$60.69	10.0%	-		
AIRLIFT						
Air Passengers	367,600	338,954	8.5%	-		
\$ allocated to direct support of airlift	\$ -	-	-	-		
SPECIAL EVENTS						
\$ allocated to special events	\$ 34,139	\$20,750	100%	\$ -		

Strategic Priority #2: Direct Room Night Growth						
Sales Goals	TENTATIVE SALES PIPELINE					
		June'17	June'16	Y/Y%	Monthly Goal	
	# of Leads Issued	57	44	29.5%	61	
	# of Room Nights for Leads Issued	64,694	61,186	5.7%	86,986	
	# of Outstanding Leads in Sales Pipeline	217	193	12.4%	-	
	# of Room Nights in Sales Pipeline	463,074	511,754	-9.5%	575,000	
	PRODUCED ROOM NIGHTS					
	Gross Produced Room Nights	32,713	73,262	-55.3%	36,937	
	Net Produced Room Nights	30,243	71,007	-57.4%	36,937	
	Net Produced Room Nights % of Goal	81.9%	163.1%	-49.8%	100%	
	Convention Produced Room Nights	7,194	16,044	-55.2%	30,770	
	Sports Produced Room Nights	23,049	54,783	-57.9%	4,667	
	Bowling Produced Room Nights	-	-	+/- 100%	1,000	
	Equestrian Produced Room Nights	-	180	-100.0%	500	
	ACTUAL ROOM NIGHTS (RNs Realized This Year)					
Groups/Conventions Actual Room Nights	12,254	12,422	-1.4%	11,916		
Sports Actual Room Nights	10,283	7,865	30.7%	12,333		
Bowling Actual Room Nights	33	27,789	-99.9%	0		
Equestrian and Livestock Actual Room Nights	10,399	10,194	2.0%	400		
Total Actual Room Nights	32,969	58,270	-43.4%	24,649		
Number of concert events at REC	1	-	+/- 100%	1.67		

Strategic Priority #3: Facility Efficiency						
GM Goals	OPERATING MARGIN					
		June'17	June'16	Y/Y%	Monthly Goal	
	Reno-Sparks Convention Center	-\$243,944	-\$279,094	12.6%	-\$115,859	
	Reno Events Center	-\$135,737	-\$78,333	-73.3%	-\$60,830	
	National Bowling Stadium	-\$129,496	\$2,563	-5152.5%	-\$117,148	
	Reno-Sparks Livestock Events Center	-\$128,624	-\$104,351	-23.3%	-\$67,219	
Wildcreek Golf Course	-\$58,247	-\$40,945	-42.3%	-\$40,945		

Legend:	
Comparison of current actual to the monthly goal	
Green	>= 95% of target
Yellow	80-95% of target
Red	< 80% of target
*Note that for goals without targets, color coding is based on the same period the previous year	

RSCVA Monthly Snapshot: Year-to-Date June 2017

Strategic Priority #1: Visitor Growth & Awareness						
Marketing Goals	OVERALL VISITOR GROWTH	FY 16-17	FY 15-16	YTD Target	Y/Y%	Annual Goal
	Visitor Volume	4,985,472	4,837,523	TBD	3.1%	TBD
	# of Web Sessions - National Overall	2,943,841	2,473,556	TBD	19.0%	TBD
	# of Web Sessions - California	1,480,757	1,174,603	TBD	26.1%	TBD
	# of Web Sessions - SF DMA	658,506	563,101	TBD	16.9%	TBD
	# of Web Sessions - Los Angeles	257,156	136,310	TBD	88.7%	TBD
	# of Web Sessions - Seattle	70,924	21,169	TBD	235.0%	TBD
MARKET PERFORMANCE/CASH OCCUPIED ROOMS						
Washoe County Total						
Room Inventory	8,702,255	8,681,037	8,804,266	0.2%	8,804,266	
Cash Room Nights	3,608,115	3,528,621	3,498,789	2.3%	3,498,789	
Comp Room Nights	901,525	899,244	908,331	0.3%	908,331	
Overall Occupancy	69.3%	66.8%	65.7%	3.7%	65.7%	
Taxable Revenue	\$347,411,089	\$317,014,072	\$326,720,284	9.6%	\$326,720,284	
A.D.R.	\$96.29	\$89.84	\$93.38	7.2%	\$93.38	
Rev Par	\$44.59	\$38.85	-	14.8%	-	
Gaming Win	\$805,469,260	\$789,359,312	-	2.0%	-	
Hotel Market Segment						
Room Inventory	5,709,690	5,689,585	5,759,662	0.4%	5,759,662	
Cash Room Nights	3,014,787	2,988,343	2,962,298	0.9%	2,962,298	
Comp Room Nights	896,616	894,991	903,942	0.2%	903,942	
Overall Occupancy	69.7%	68.8%	67.7%	1.3%	67.7%	
Taxable Revenue	\$306,766,123	\$284,162,785	\$292,805,991	8.0%	\$292,805,991	
A.D.R.	\$101.75	\$95.09	\$98.84	7.0%	\$98.84	
Rev Par	\$54.71	\$51.23	-	6.8%	-	
AIRLIFT						
Air Passengers	3,820,015	3,563,491	-	7.2%	-	
\$ allocated to direct support of airlift	\$100,000	\$0	\$800,000	1.00	\$ 1,000,000	
SPECIAL EVENTS						
\$ allocated to special events	\$377,837	\$247,450	\$310,000	52.7%	\$400,000	

Strategic Priority #2: Direct Room Night Growth							
Sales Goals	TENTATIVE SALES PIPELINE	FY 16-17	FY 15-16	YTD Target	Y/Y%	Annual Goal	
	# of Leads Issued	568	527	663	7.8%	663	
	# of Room Nights for Leads Issued	918,638	814,552	943,413	12.8%	943,413	
	# of Outstanding Leads in Sales Pipeline	212	211	-	0.5%	-	
	# of Room Nights in Sales Pipeline	563,482	557,313	564,459	1.1%	575,000	
	PRODUCED ROOM NIGHTS						
	Gross Produced Room Nights***	249,217	235,257	290,000	5.9%	***290,000	
	Net Produced Room Nights	246,037	226,581	290,000	8.6%	***290,000	
	Net Produced Room Nights % of Goal	84.8%	95.2%	100.0%	-10.9%	100%	
	Convention Produced Room Nights	161,943	143,386	215,996	12.9%	216,000	
	Sports Produced Room Nights	74,340	80,107	56,004	-7.2%	56,000	
	Bowling Produced Room Nights	3,367	-	12,000	100.0%	12,000	
	Equestrian Produced Room Nights	6,387	3,088	6,000	106.8%	6,000	
	ACTUAL ROOM NIGHTS (RNs Realized This Year)						
	Groups/Conventions Actual Room Nights	97,311	107,389	97,958	-9.4%	97,958	
	Sports Actual Room Nights	51,862	83,423	53,012	-37.8%	53,012	
	Bowling Actual Room Nights	17,148	100,423	13,700	-82.9%	13,700	
Equestrian and Livestock Actual Room Nights	30,035	33,621	22,600	-10.7%	33,500		
Total Actual Room Nights	196,356	324,856	187,270	-39.6%	198,170		
Number of concert events at REC	19	18	20	5.6%	20		

Strategic Priority #3: Facility Efficiency						
GM Goals	OPERATING MARGIN	FY 16-17	FY 15-16	YTD Target	Y/Y%	Annual Goal
	Reno-Sparks Convention Center	-\$1,005,631	-\$1,020,624	-\$1,515,608	1.5%	-\$1,515,608
	Reno Events Center	-\$211,312	-\$304,039	-\$328,014	30.5%	-\$328,014
	National Bowling Stadium	-\$1,444,235	-\$1,337,742	-\$1,410,538	-8.0%	-\$1,410,538
	Reno-Sparks Livestock Events Center	-\$763,915	-\$581,140	-\$632,364	-31.5%	-\$632,364
	Wildcreek Golf Course	-\$322,694	-\$221,686	-\$218,216	-45.6%	\$0

***Includes 51,000 RNs from Safari Club which have been recognized in August, 2016

Legend:	
Comparison of current actual to the monthly goal	
Green	>= 95% of target
Yellow	80-95% of target
Red	< 80% of target
*Note that for goals without targets, color coding is based on the same period the previous year	



VISITOR ORIGINATION ANALYSIS

Presentation by
RSCVA Staff

Reno Tahoe

2016 VISITOR ORIGINATION ANALYSIS

As of August 15, 2017



PRODUCED BY

OnStrategy

EXECUTIVE SUMMARY

Key Purpose

The purpose of the Visitor Origination Analysis is to:

- Determine the origination of visitors to Washoe County
- Help assess the effectiveness of RSCVA marketing expenditures that started in May 2017
- Provide hotel properties with confidential, comparative data to identify potential market opportunities
- Begin to build a baseline to be used for annual comparison
- Develop true “outcome/lag” measures to help understand marketing effectiveness

Data Range

Hotel occupied room nights from January 1, 2016 – December 31, 2016 representing the following properties: Atlantis Casino Resort Spa, Circus Circus Resort, Eldorado Resort Casino, Grand Sierra Resort and Casino, Hyatt Regency Lake Tahoe Resort, Spa and Casino, Nugget Casino Resort, Peppermill Resort Spa Casino and Silver Legacy Resort Casino.

Data Highlights

- The **data set represents about 61%+** of all Washoe County hotel room nights in 2016, which is an increase from 51%+ market representation in the 2015 VOA.
- **Bay Area, California’s Central Valleys and California Nonmetropolitan northern areas** represent about 49% of the top MSAs room nights in the destination.
 - Approximately ~4.6% of all hotel rooms in 2016 originated in Southern California.
 - The Sacramento MSA has a substantial number of web session views, second only to the San Francisco Bay Area. Additionally, Sacramento represents 10% of total hotel room nights, which is the second-largest producing MSA.
 - Reno-Sparks plus Nevada Nonmetropolitan represented 361,000 hotel room nights in 2016, or ~10% of all room nights. This represents an increase of ~50% over 2015.
- **Canadian room nights** account for less than 1% of overall hotel room nights, which remained unchanged from the 2015 VOA. However, some additional room nights are most likely captured in the **Unidentified Room Nights** category due to group or tour operator reservations being headquartered in the US.
- **Northern California** drive markets (outside of Bay Area) showed solid year-over-year increases of ~10%+ except for Fresno, which remained relatively flat.

Market Expansion Opportunities

The Northern California market is not fully saturated.

- **San Francisco MSA** represents a significant number of hotel rooms, equating to approximately 16% of the Washoe County area total. However, the 618,200 gross room nights represent only about 20% of the MSA’s potential visitors (ages 23-29, ages 30-49 and ages 50-69). In some market settings, 20 to 25% might represent a significant amount, where the market may begin to become saturated. However, in this study repeat visitors have not been identified and the number of repeats from Northern California is undoubtedly substantial. There is likely more market to penetrate with younger-aged demographics. Any gains to achieve the targeted 3% increase in visitation from the Bay Area will require increased resources to target them, as previously most of promotional campaigns focused on older market segments.
- The **Sacramento MSA** is a large geographic area and represents the second-largest portion of room nights of the top 25 MSAs. Given the apparent destination awareness in the Sacramento MSA, there is an opportunity to encourage new reasons to visit and potentially longer stays by promoting concerts and ticketed events.

The Southern California market has substantial growth potential due to size, air lift and lack of market penetration.

- **Los Angeles MSA** has a potential 8,554,000 visitors from the ages of 23 to 69. Currently, the Washoe County area is not unknown to this market as there were 110,000 visitor nights attributed to the Los Angeles MSA last year, representing ~3.5% of the areas total room nights, but is nowhere close to matching that of Northern California.

There is strong air service from the three airports located in this MSA, which contributes to the opportunity for growth. The magnitude of the market, along with the goal of achieving a 5% increase in visitation from the LA Basin, warrants a priority focus along with consideration of the surrounding population areas.

Seattle MSA has the second highest per capita income on the West Coast.

- **Seattle MSA** has a potential 2,423,000 visitors from the ages of 23 to 69, with only approximately 2% visiting Washoe County last year. However, there was a significant uptick in Washoe County visitation over 2015, represented by an increase of approximately 25%. In addition, this MSA has a substantial per capita personal income at \$58,205, which is the second highest on the West Coast second to the San Francisco area. Per capita personal income has been shown to have a positive correlation with room nights. While air service is currently constrained, discussions are ensuing to increase flights and the RSCVA is targeting a 5% increase of visitation from the Seattle MSA from May 2017 and June 2018.

Boise & Portland have momentum, which can be fueled with air service.

- **Boise** is 1% of the room nights without as much or adequate air service as San Diego. It is achieving those room nights mostly likely through a majority of drive-in visitors. Furthermore, Boise has fewer competitive or similar entertainment options.
- **Portland**, despite being an under-served air market, it represents 2% of room nights, more than San Diego. While it's possible there is a portion of Portland visitors who drive, this 2% is being achieved with inadequate air service. There appears to be potential for more room nights if we can increase air service access.

Phoenix, San Diego and New York continue to be markets of interest, but visitation declined from 2015.

- **Phoenix** and **San Diego** could both be considered markets-of-interest due to airline coverage and ability to drive, albeit rather long. Both have considerable population sizes, plus each area has recognition of the Washoe County destination, as indicated by these markets. However, Phoenix originated room nights were flat from 2015 to 2016 and San Diego originated room nights experienced a slight decline of ~6%.
- **New York City** generated ~35,000 room nights occupied in 2016, which represents a ~15% decline from 2015. While there is an opportunity to enhance awareness in this market, all growth must be facilitated through air service while most other markets with opportunity have drive potential.

Reno-Sparks MSA increase by 25 percent over 2015 likely because of long-term stays due to the housing needs for TRIC build out.

- The **Reno-Sparks MSA** is the number three producer of room nights yielding about 282,000 room nights or about ~7% of the total. Such a significant representation in the marketplace probably warrants additional research to fully understand the consumer behavior impacting these room nights from within the area.

2015-2016 ROOM NIGHT SUMMARY

	2015 Reported	% of Market	Grossed Up**	2016 Reported	% of Market	Grossed Up*
Domestic Room Nights	1,942,076	51.00%	3,757,585	2,408,237	61.10%	3,906,257
Canadian Room Nights	14,324	0.40%	27,714	16,093	0.40%	26,103
Total Identifiable Room Nights	1,963,458	51.70%	3,798,956	2,429,999	61.70%	3,941,556
Unidentifiable	47,598	1.30%	-	318,480	8%	-
Total Recorded Room Nights (in VOA database)	2,003,998	52.80%	-	2,742,810	69.60%	-
Occupied Hotel Room Nights (not in VOA database)	1,794,958	47.20%	-	1,198,746	30.40%	-
Total Occupied Hotel Room Nights	3,798,956	100.00%	-	3,941,556	100.00%	-

* Divided room nights by 61.7%

**Divided room nights by 51.7%

METHODOLOGY IN DETAIL

For this study, data was requested from ten major hotels, representing about 80%+ of the total hotel room nights occupied during 2016. Currently, this study represents eight hotels or 69% of the available hotel room inventory. The data was organized, scrubbed, and separated into three categories: US Only, Canada Only, and Unknown. The geocoded data was aggregated into Metropolitan Statistical Areas (MSA) to analyze areas of room night concentration for identification of primary and secondary markets for potential future resource investment.

MSAs were chosen for aggregation vehicles, as the concept is widely accepted by marketing professionals and a significant amount of demographic data is readily available, and organized by MSA, for developing criteria on which to make investment choices. Tables below include some of the available information. The geocoded data allows for “heat map” production to provide a visual understanding of visitor origination. In addition, airline passenger departure information from various destination cities – both non-stop and connecting – was provided by Reno-Tahoe International Airport Authority (RTIA). This information is over-laid with the generating MSAs. The RTIA data is the actual number of “visitors” to Reno, not just a total count of all passengers. Note, however, that visitor information does not identify where passengers stayed during their visit to the Washoe County area.

A question can arise as to how representative the current 60% data sample is of the total hotel room night population, as a basis for helping determine the marketing spend and effectiveness by region for the new brand campaign, which launched in May 2017. Given that decisions are impacting the complete RSCVA hotel area and not a specific location, i.e. downtown Reno, Sparks or North Lake Tahoe, the confidence level is 99% with a 1% +/- confidence interval any decision made will have a strong representation across the area.

For improved understandability, the analyzed number of recorded domestic room nights of 2,408,237 was grossed up by a 61.7% factor. This method is utilized when comparing specific market segments or MSAs.

Moving forward into 2017 with a complete ten hotel data set, more in-depth analysis can be conducted as 2015 and 2016 will provide a solid basis for benchmarking. For example, changes in MSA occupancy can be tracked to determine the impact of different promotional campaigns, and an analysis of airline traffic can broaden.

Hotel Properties Included in Analysis:

Atlantis Casino Resort Spa, Circus Circus Resort, Eldorado Resort Casino, Grand Sierra Resort and Casino, Hyatt Regency Lake Tahoe Resort, Spa and Casino, Nugget Casino Resort, Peppermill Resort Spa Casino, and Silver Legacy Resort Casino.

2016 DEMOGRAPHIC AND TRAFFIC DATA FOR TOP 25 MSAS

MSA	Room Nights	Per Capita Personal Income	Population	RSCVA Web Traffic	Visitors via Air Service	Ages 23-29	Ages 30-49	Ages 50 - 69	MSA % of Hotel Room Nights	Est. Gross Hotel Room Nights
San Francisco-Oakland-Fremont, CA	381,163	72,364	4,594,060	603,194	14,700	9%	30%	27%	21%	617,768
Sacramento-Arden-Arcade-Roseville, CA	238,273	46,852	2,244,397	369,575	9	10%	27%	26%	13%	386,180
Reno-Sparks, NV	173,686	46,120	443,990	654,683	-	11%	26%	27%	10%	281,501
San Jose-Sunnyvale-Santa Clara, CA	136,974	73,887	1,952,872	-	27,823	9%	31%	25%	8%	222,000
CA Nonmetropolitan Area	118,889	-	-	-	-	-	-	-	7%	192,689
NV Nonmetropolitan Area	85,688	-	-	-	-	-	-	-	5%	138,878
Los Angeles-Long Beach-Santa Ana, CA	67,880	50,751	13,262,22	123,190	156,751	11%	29%	25%	4%	110,016
Stockton, CA	65,743	36,136	715,597	-	-	10%	26%	23%	4%	106,553
Las Vegas-Paradise, NV	55,218	39,533	2,069,681	27,636	205,147	9%	30%	25%	3%	89,494
Seattle-Tacoma-Bellevue, WA	53,932	58,205	3,671,478	42,528	95,749	9%	30%	27%	3%	87,410
Vallejo-Fairfield, CA	50,755	42,073	431,131	-	-	10%	26%	28%	3%	82,261
Modesto, CA	37,001	36,356	531,997	-	-	10%	27%	24%	2%	59,969
Santa Rosa-Petaluma, CA	36,990	49,185	500,292	-	-	10%	25%	29%	2%	59,951
Portland-Vancouver-Beaverton, OR-WA	35,885	45,794	2,348,247	33,926	61,164	9%	30%	27%	2%	58,160



OR Nonmetropolitan Area	29,747	-	-	-	-	-	-	-	2%	48,212
Chico, CA	25,064	37,005	224,241	26,340	-	15%	23%	26%	1%	40,622
Redding, CA	24,531	37,905	179,804	-	-	9%	22%	29%	1%	39,759
Riverside-San Bernardino-Ontario, CA	24,494	33,258	4,441,890	-	14,195	11%	27%	23%	1%	39,699
Phoenix-Mesa-Scottsdale, AZ	23,533	39,846	4,489,109	24,571	94,160	10%	28%	24%	1%	38,141
New York-Northern New Jersey-Long Island, NY-NJ-PA	21,826	61,440	20,092,883	39,857	35,733	9%	28%	26%	1%	35,374
Yuba City, CA	19,068	37,180	169,813	-	-	10%	26%	24%	1%	30,904
Boise City-Nampa, ID	18,955	37,991	664,422	-	4,275	9%	28%	24%	1%	30,721
San Diego-Carlsbad-San Marcos, CA	18,853	51,459	3,263,431	22,683	86,946	12%	29%	25%	1%	30,556
Fresno, CA	18,285	35,785	965,974	27,977	458	12%	27%	22%	1%	29,635
Chicago-Naperville-Joliet, IL-IN-WI	16,862	50,690	9,554,598	28,403	34,719	9%	28%	26%	1%	27,329
Subtotal of top MSAs	1,779,295	73.9%	-	-	-	-	-	-	68.1%	2,653,292
Additional Occupied Room Nights In Other MSAs	628,942	26.1%	-	-	-	-	-	-	31.9%	1,241,550
Total Recorded Occupied Room Nights	2,408,237	100.0%	-	-	-	-	-	-	100%	3,894,842

Sources:

- Census Population and Income Data
- RSCVA Google Analytics Reports
- U.S. DOT O&D Passengers
- U.S. T-100 Onboard Passengers
- RTIA Flight Activity Reports

2015 TO 2016 COMPARISON OF TOP MSAS

MSA	Revised Hotel 2015 Room Nights	Grossed Up Room Nights (by 51.68%)	% of top 15 MSAs 2015	Change from 2015 to 2016	Hotel 2016 Room Nights	Grossed Up room nights (by 61.65%)	% of top 15 MSAs 2016	Actual Change in N 2015 to 2016	% Change in N from 2015 to 2016
San Francisco-Oakland-Fremont, CA	492,672	953,313	36.2%	(4.9%)	605,882	982,777	34.4%	29,464	3.1%
Sacramento-Arden-Arcade-Roseville, CA	278,766	539,408	20.5%	(0.2%)	360,085	584,079	20.4%	44,671	8.3%
Reno-Sparks, NV	117,278	226,931	8.6%	14.5%	173,686	281,729	9.9%	54,798	24.1%
CA Nonmetropolitan Area	86,533	167,440	6.4%	6.2%	118,889	192,845	6.7%	25,405	15.2%
Los Angeles-Long Beach-Santa Ana, CA	78,322	151,552	5.7%	(8.8%)	92,374	149,836	5.2%	(1,716)	(1.1%)
NV Nonmetropolitan Area	54,945	106,318	4.0%	20.5%	85,688	138,991	4.9%	32,673	30.7%
Las Vegas-Paradise, NV	41,928	81,130	3.1%	1.8%	55,218	89,567	3.1%	8,437	10.4%
Seattle-Tacoma-Bellevue, WA	35,346	68,394	2.6%	17.9%	53,932	87,481	3.1%	19,087	27.9%
Modesto, CA	27,990	54,160	2.1%	2.2%	37,001	60,018	2.1%	5,858	10.8%
Portland-Vancouver-Beaverton, OR-WA	32,214	62,334	2.4%	(13.9%)	35,885	58,208	2.0%	(4,126)	(6.6%)
OR Nonmetropolitan Area	23,523	45,517	1.7%	(2.2%)	29,747	48,251	1.7%	2,734	6.0%
Chico, CA	19,284	37,314	1.4%	0.5%	25,064	40,655	1.4%	3,341	9.0%
Redding, CA	18,698	36,180	1.4%	1.4%	24,531	39,791	1.4%	3,611	10.0%
Phoenix-Mesa-Scottsdale, AZ	19,701	38,121	1.4%	(7.7%)	23,533	38,172	1.3%	51	0.1%
New York-Northern New Jersey-Long Island, NY-NJ-PA	21,731	42,049	1.6%	(22.4%)	21,826	35,403	1.2%	(6,646)	(15.8%)
Boise City-Nampa, ID	13,302	25,739	1.0%	10.1%	18,955	30,746	1.1%	5,007	19.5%
Subtotal of top MSAs	1,362,233	2,635,900			1,762,296	2,858,549		222,649	8.4%
Total identifiable Occupied Room Nights	1,942,076				2,408,237				

2015 TO 2016 COMPARISON OF TOP 20 AIR SERVICE

Table below organized by volume of 2016 visitors to Reno-Tahoe International Airport

Airport Code	Originating Airport City, State	2015 RNO Visitors by Market	2016 RNO Visitors by Market	# of Passenger Change	% Change
LAS	Las Vegas, NV	205,147	203,467	(1,680)	(0.8%)
LAX	Los Angeles, CA	156,751	159,697	2,946	1.9%
SEA	Seattle, WA	95,749	96,993	1,245	1.3%
SAN	San Diego, CA	86,946	90,078	3,132	3.6%
PHX	Phoenix, AZ	94,160	89,172	(4,988)	(5.3%)
DEN	Denver, CO	81,784	81,893	109	0.1%
PDX	Portland, OR	61,164	69,406	8,242	13.5%
JFK*	New York-JFK, NY*	35,733	51,370	15,637	43.8%
DFW	Dallas/Fort Worth, TX	51,645	45,577	(6,068)	(11.7%)
ORD	Chicago-O'Hare, IL	34,719	37,677	2,958	8.5%
SJC	San Jose, CA	27,823	32,975	5,153	18.5%
SLC	Salt Lake City, UT	28,187	31,900	3,713	13.2%
SNA*	Orange County, CA*	17,930	31,751	13,821	77.1%
MSP	Minneapolis/St. Paul, MN	25,510	30,583	5,073	19.9%
ATL*	Atlanta, GA*	22,757	27,627	4,870	21.4%
MDW	Chicago-Midway, IL	24,606	26,358	1,752	7.1%
OAK*	Oakland, CA*	51	25,322	25,271	49551.8%
BOS	Boston, MA	22,855	25,262	2,407	10.5%
AUS	Austin, TX	22,315	24,858	2,543	11.4%
LGB*	Long Beach, CA*	106	22,890	22,784	21494.2%

*Airports with recent non-stop flight additions between May 2015 to December 2016

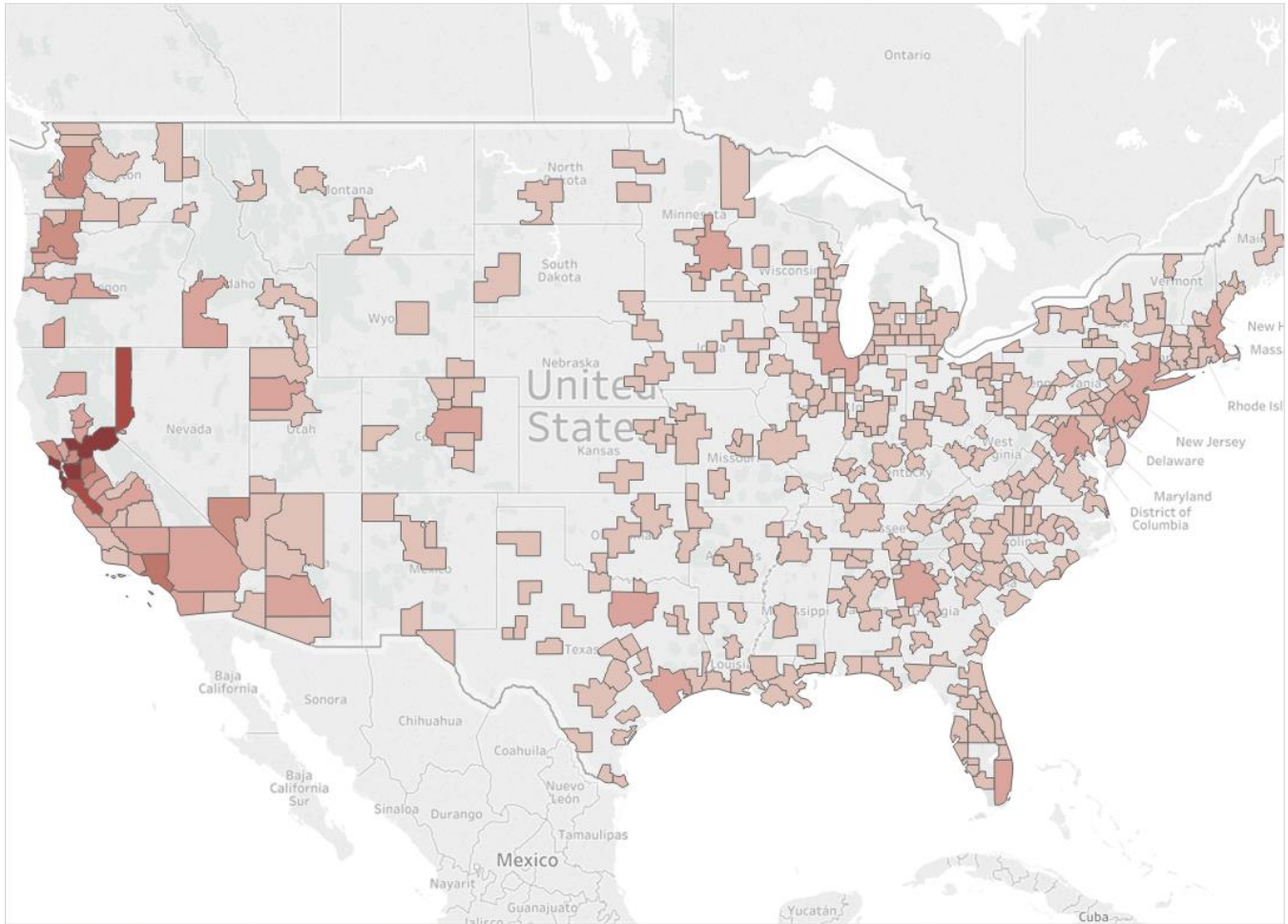
Sources:

- RTIA Flight Activity Reports

HEAT MAP DETAIL

Overall Domestic: 2016 Room Night Origination by MSA

Map shows all Metropolitan Statistical Areas (MSA) where hotel occupied room nights originated varied by color to heat map areas of greater room night originations.



Map based on Longitude (generated) and Latitude (generated). Color shows details about Estimated Room Night Ranges. Details are shown for MSA Name.

Estimated Room Night Ranges

- Under 10,000
- 10,001 - 50,000
- 50,001 - 100,000
- 100,001 - 200,000
- 200,001 - 300,000
- Over 300,000

Sources:

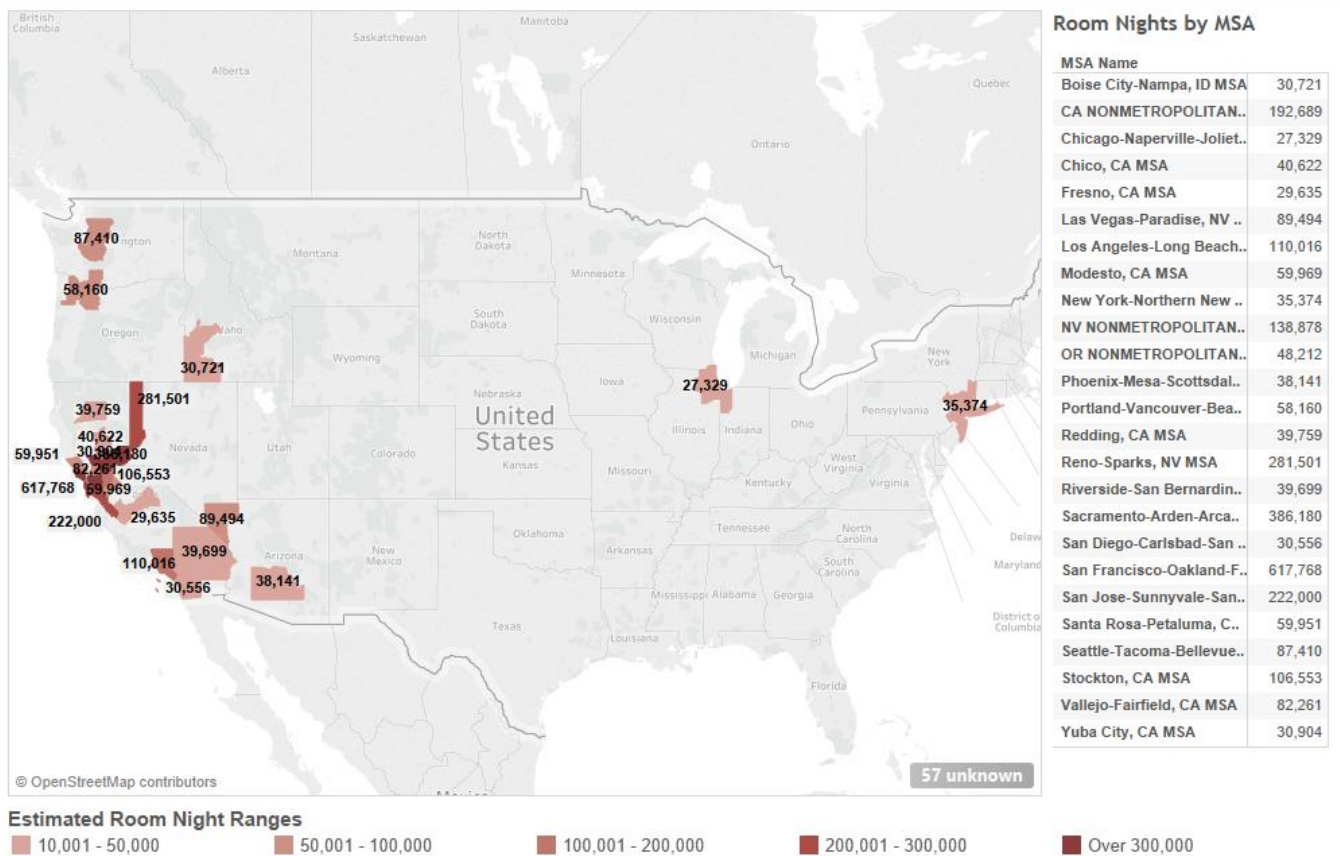
- Self-reported data from the 8 hotel properties listed in the Methodology and Purpose section of this report.

2016 Top 25 MSAs

Map shows the top 25 MSAs where room nights were originated across the United States. Labels show extrapolated room nights originated.

Key Observations:

- Majority of room nights are generated on the West Coast and other key large metropolitan areas across the US.
- The top 5 MSAs represent about 44% of all hotel occupied room nights.



Sources:

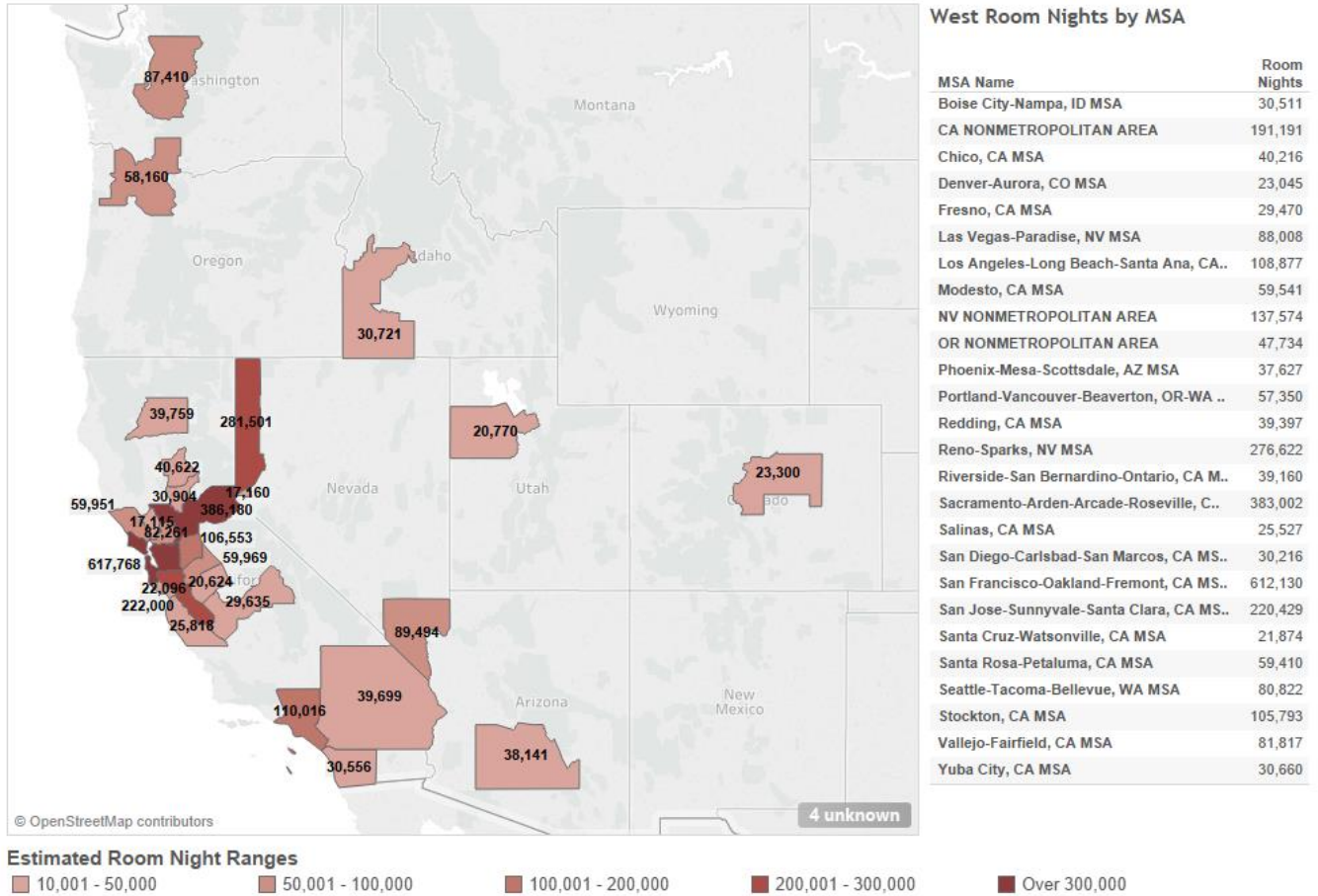
- Self-reported data from the 8 hotel properties listed in the Methodology and Purpose section of this report.

2016 Top MSAs in the West

Map shows the top 25 Western MSAs for room night originations. Labels show extrapolated room nights originated.

Key Observations:

- Top western MSAs are clustered around the San Francisco Bay, central valleys, and Southern California.



Sources:

- Self-reported data from the 8 hotel properties listed in the Methodology and Purpose section of this report.

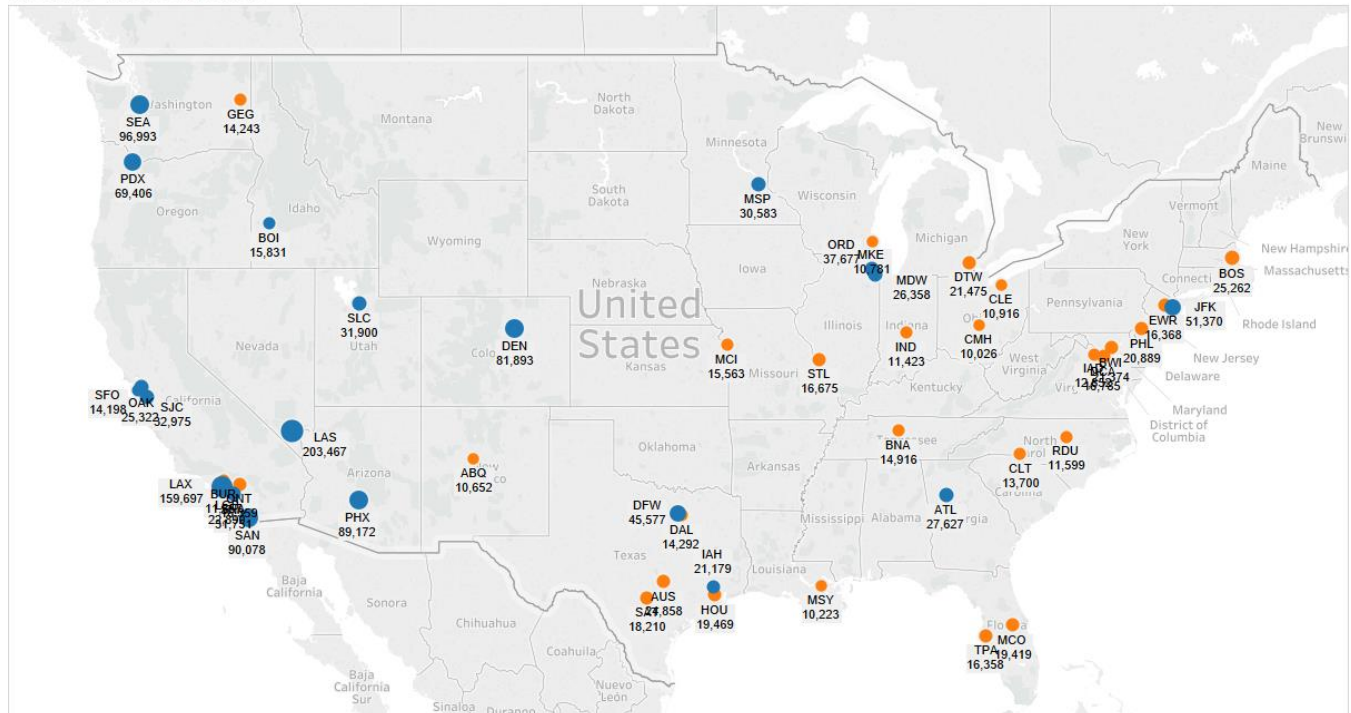
2016 RTIA Top Visitor Originations via Air Service

Map shows the originating locations of visitors to the Reno area via air service where the number of visitors is greater than 10,000. Labels indicate the originating airport code and the annualized number of passengers who originated their flight from the location and terminated their flight in Reno.

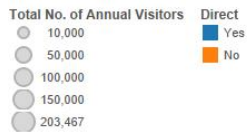
Key Observations:

- On average, direct air service markets bring more than 3 times the number of visitors from top indirect air service markets.
- Las Vegas, L.A. Basin, San Diego, and Seattle are the top air service markets in which we receive the most visitors.

Air Service Visitor Originations



Map based on Longitude and Latitude. Color shows details about Direct. Size shows sum of Total No. of Annual Visitors. The marks are labeled by Originating Airport Code and sum of Total No. of Annual Visitors. The data is filtered on Country, which keeps United States. The view is filtered on sum of Total No. of Annual Visitors, which ranges from 10,000 to 205,147.



Sources:

- U.S. DOT O&D Passengers
- U.S. T-100 Onboard Passengers
- RTIA Flight Activity Reports

2016 Top MSA and RTIA Visitor Originations

Map on next page.

Key Observations:

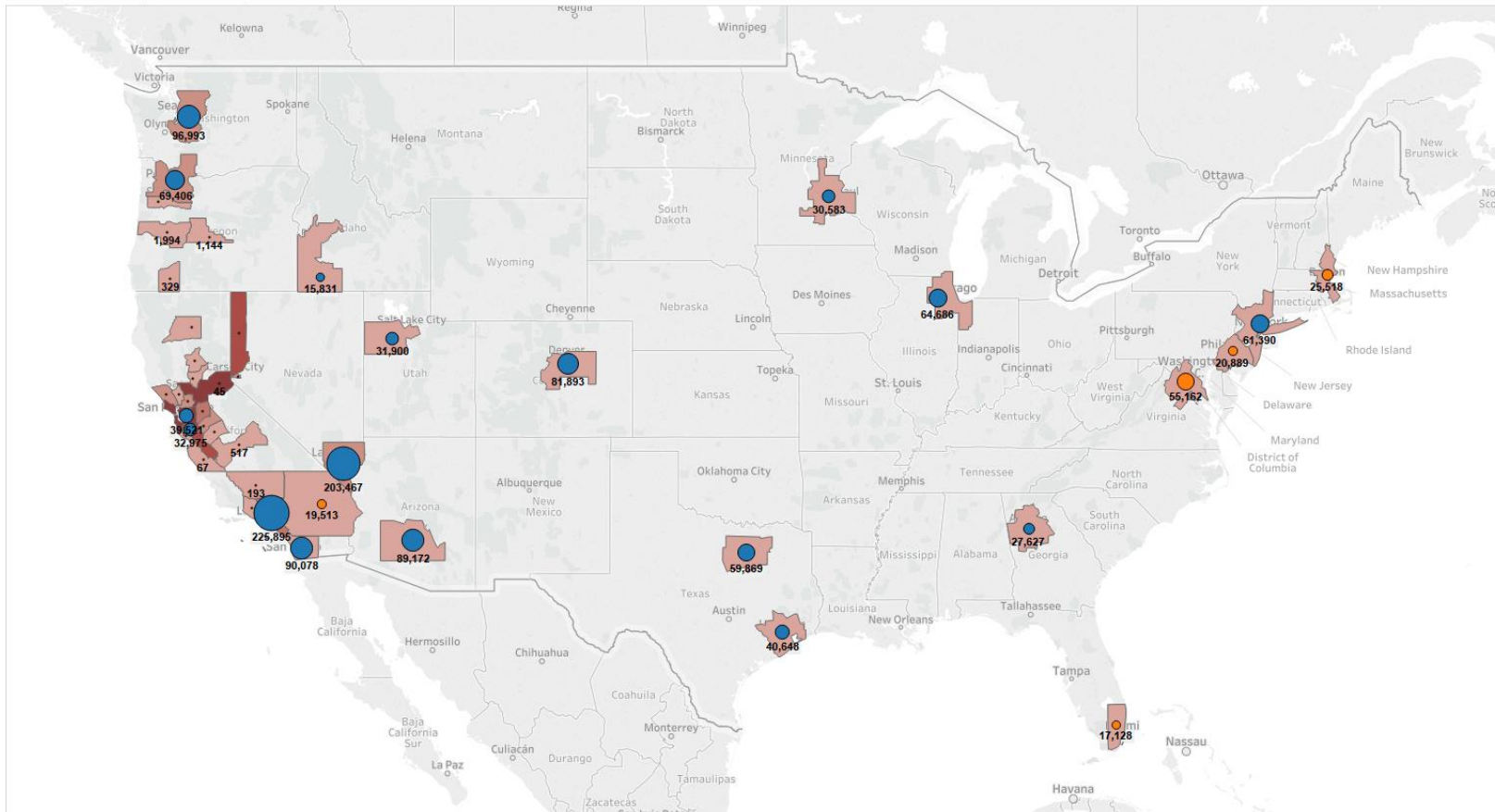
- Las Vegas has high number of visitors, but room nights are disproportionate due to day flights from government and business travel.
- The Bay Area yields a large number of room nights, but less visitors via air service due to its proximity to Reno, Sparks, and North Lake Tahoe where alternative travel methods like driving seem to be preferred.
- There are a few situations where the number of room nights is disproportionately low compared to air service visitors (i.e. San Antonio, Nashville, Detroit, and Spokane). Additional research is needed to better understand the behavior of these visitors.

Sources:

- Self-reported data from the 8 hotel properties listed in the Methodology and Purpose section of this report.
- U.S. DOT O&D Passengers
- U.S. T-100 Onboard Passengers
- RTIA Flight Activity Reports

2016 Top MSA and RTIA Visitor Originations

Map shows MSA room night ranges as an extrapolation to show representation of 100% of hotel occupied room nights. Only MSAs with over 10,000 extrapolated room nights are shown. Labels are the number of visitors (passengers who originate their flight from the location and terminate their flight in Reno) from airport(s) within the MSA.



Map based on Longitude (generated) and Latitude (generated) and Latitude (generated). Details are shown for MSA Name and MSA Name. For pane Latitude (generated): Color shows details about Estimated Room Night Ranges. For pane Latitude (generated) (2): Color shows details about Direct. Size shows sum of Total No. of Annual Visitors (Air Service). The marks are labeled by sum of Total No. of Annual Visitors (Air Service). Details are shown for MSA Name. The view is filtered on Estimated Room Night Ranges, which keeps 10,001 - 50,000, 100,001 - 200,000, 200,001 - 300,000, 50,001 - 100,000 and Over 300,000.

Total No. of Annual Visitors	Estimated Room Night Ranges	Direct
• ≤ 5,000	10,001 - 50,000	■ Direct
○ 50,000	50,001 - 100,000	■ No
○ 100,000	100,001 - 200,000	
○ 150,000	200,001 - 300,000	
○ 200,000	Over 300,000	
○ 225,895		

CANADIAN ORIGINATION DATA

2016 Room Night Origination by Canadian Province

Canadian Province	2015 Recorded Room Nights	2015 Grossed Up Hotel Room Nights**	2015 % of Total Hotel Room Nights	2015 % of Canadian Room Nights	2016 Recorded Room Nights	2016 Grossed UP Hotel Room Nights*	2016 % of Total Hotel Room Nights	2016 % of Canadian Room Nights
British Columbia	7,417	14,060	0.37%	51.8%	8389	13,596	0.36%	52.1%
Ontario	2,892	5,482	0.14%	20.2%	3063	4,964	0.13%	19.0%
Alberta	2,497	4,734	0.12%	17.4%	2688	4,357	0.11%	16.7%
Quebec	485	919	0.02%	3.4%	742	1,203	0.03%	4.6%
Saskatchewan	306	580	0.02%	2.1%	461	747	0.02%	2.9%
Manitoba	306	580	0.02%	2.1%	235	381	0.01%	1.5%
New Brunswick	186	353	0.01%	1.3%	212	344	0.01%	1.3%
Nova Scotia	100	190	0.00%	0.7%	133	216	0.01%	0.8%
Yukon	66	125	0.00%	0.5%	116	188	0.00%	0.7%
Newfoundland and Labrador	40	76	0.00%	0.3%	36	58	0.00%	0.2%
Northwest Territories	23	44	0.00%	0.2%	11	18	0.00%	0.1%
Prince Edward Island	3	6	0.00%	0.0%	5	8	0.00%	0.0%
Nunavut	2	4	0.00%	0.0%	2	3	0.00%	0.0%
Total Canadian Room Nights	14,324	27,154	0.71%	100%	16,093	26,083	0.69%	100%

* Divided room nights by 61.7% **Divided room nights by 51.7%