

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
REGULAR MEETING OF THE BOARD OF DIRECTORS  
Thursday, July 14, 2022, at 2:00 p.m.  
Reno-Sparks Convention and Visitors Authority  
4065 S. Virginia Street, Board Room  
Reno, Nevada**

**BOARD OF DIRECTORS:  
Commissioner Bob Lucey, Chair**

Mayor Hillary Schieve  
Councilwoman Charlene Bybee  
Mr. Stephen Ascuaga  
Mr. Andy Chapman

Ms. Shannon Keel  
Mr. Rick Murdock  
Ms. Ann Silver  
Ms. Jessica Sferrazza

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THIS NOTICE AND AGENDA HAVE BEEN POSTED PER NRS REQUIREMENT, AT LEAST THREE BUSINESS DAYS BEFORE THE MEETING, IN ACCORDANCE WITH NRS 241.020, AT THE MEETING LOCATION AND AT THE FOLLOWING PUBLIC LOCATIONS:

Evelyn Mount Northeast Community Center  
Reno Municipal Court  
Reno-Sparks Convention & Visitors Authority (RSCVA)  
Washoe County Administration Building  
RSCVA Website: [www.rscva.com/public-meetings](http://www.rscva.com/public-meetings)

Reno City Hall  
Sparks City Hall  
McKinley Arts & Culture Center  
Washoe Co. Reno Downtown Library  
Online at <http://notice.nv.gov/>

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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. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is Lisa Farmer, 4065 South Virginia Street, Suite 100, Reno, NV (775) 827-7618.

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## **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 OF THE JULY 14, 2022, REGULAR MEETING OF THE BOARD OF DIRECTORS**

For possible action

**D. APPROVAL OF THE MINUTES OF THE MAY 19, 2022, MEETING OF THE BOARD OF DIRECTORS**

For possible action

**E. EXECUTIVE UPDATE(S)**

**E1. Reno-Sparks Convention and Visitors Authority CEO Update**

Charles Harris, President/CEO, will deliver an RSCVA update.

Informational only

**F. APPOINTMENT OF BOARD MEMBERS/ELECTION OF CHAIR**

**F1. RSCVA Board Appointment of Reno Tahoe Airport Authority (RTAA) Board of Director's seat pursuant to NRS 244A.601(1)(d)(1)**

The elected public official members of the Board of Directors will consider the appointment of a representative to the RSCVA Board nominated by the Reno Tahoe Airport Authority (RTAA). The nominee's appointment will become effective immediately. The RTAA has submitted the following names for consideration:

**Shaun Carey**  
**Jessica Sferrazza**

For possible action

**F2. Election of the RSCVA Board Chair, Vice-Chair, and Secretary/Treasurer**

The RSCVA Board of Directors will elect a Chair, Vice-Chair, and Secretary/Treasurer from among its members pursuant to NRS 244A.601 and 244A.605.

For possible action

**G. PRESENTATIONS**

**G1. Presentation, Review, and Possible Approval of the Revised RSCVA 3-Year Strategic Plan Mission and Community Engagement Initiative for FY2023-2025**

Charles Harris, President and CEO, will present amendments to the Mission Statement and Community Engagement Initiative sections of the RSCVA 3-Year Strategic Plan. The Board of Directors is being asked to review, discuss, and possibly approve the foregoing amendments.

For possible action

**H. FINANCE DIVISION**

**H1. Review, Discussion, and Possible Approval of the Property, Casualty, and Workers Compensation Insurance Policies for Fiscal Year 2022-2023.**

The RSCVA Board of Directors is being asked to review and approve the Fiscal Year 2022-2023 Property, Casualty, and Workers Compensation Insurance Policies and related insurance coverage in an amount not to exceed \$557,000.

For possible action

## **I. BOARD MATTERS**

### **I1. Review, Discussion, and Possible Approval of the Reno-Sparks Convention and Visitors Authority Revised Capital Improvement Plan, Grant Funded Projects for Fiscal Year 2022-2023.**

The Board is being asked to review and approve certain revisions to the approved Capital Improvement Plan for Fiscal Year 2022-2023 to revise the grant-funded capital projects

For possible action

### **I2. Review, Discussion, and Possible Approval of the Reno-Sparks Convention and Visitors Authority FY2022-2023 President/CEO Goals**

The RSCVA Executive and Legislative Committee and Charles Harris, President and CEO, will present the proposed President/CEO goals for fiscal year 2022-2023. This item was presented to the Executive and Legislative Committee on June 30, 2022, and was approved for recommendation to the full Board of Directors.

For possible action

### **I3. Review, Discussion, and Possible Approval of the Fiscal Year 2022-2023 Annual Business Plan**

The RSCVA Board of Directors is being asked to review, discuss and approve the annual business plan that will provide staff with specific direction, initiatives, and goals for Fiscal Year 2022-2023.

For possible action

### **I4. Review, Discussion, and Possible Action to approve Staff's Recommendation to Award the Request for Proposal (RFP) 2022-04 for the Reno-Sparks Convention Center - Security Camera Upgrade**

The RSCVA Board of Directors will review staff's recommendations to award Request for Proposal 2022-04 for the Reno-Sparks Convention Center - Security Camera Upgrade to Triumph Electric, Inc. in an amount not to exceed Three Hundred Sixty-Two Thousand Five Hundred Dollars (\$362,500.00). The Security Camera project was included in the Capital Improvement Plan for the fiscal year 2021-2022, as previously presented and approved by the Board of Directors.

For possible action

### **I5. Review, Discussion, and Possible Action to approve Staff's Recommendation to Award the Request for Proposal (RFP) 2022-05 for the Reno-Sparks Convention Center Sections D3 and U1 Roof Refurbishment Project**

The RSCVA Board of Directors will review staff's recommendations to award Request for Proposal 2022-05 for the Reno-Sparks Convention Center - Sections D3 and U1 Roof Refurbishment Project to D&D Roofing and Sheet Metal, Inc. in the amount not to exceed Six Hundred Forty-Seven Thousand, Four Hundred Fifty Dollars (\$647,450.00). The Roof Refurbishment project was included in the Capital Improvement Plan for fiscal year 2021-2022, as previously presented to and approved by the Board of Directors.

For possible action

### **I6. Review, Discussion, and Possible Action to Provide Funding for the Miss USA and Miss Teen USA Pageants in 2023 and 2024**

The RSCVA Board of Directors is being asked to review, discuss, and possibly take action to approve a request by IMG Universe LLC, owners of the Miss USA Organization, to provide funding for the 2023 and 2024 Miss USA & Miss Teen USA Pageants to take place in Reno/Sparks in an amount not to exceed \$250,000 for each year.

For possible action

**J. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS**

Informational only

**K. 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. 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.

**L. ADJOURNMENT**

For possible action

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



**Reno-Sparks Convention & Visitors Authority  
Regular Meeting held Thursday, May 19, 2022, at 9:00 a.m.  
Reno-Sparks Convention and Visitors Authority  
4065 S. Virginia Street, Board Room, Reno, Nevada**

The Reno-Sparks Convention & Visitors Authority board of directors met at 9:00 am on Thursday, May 19, 2022. The meeting was properly noticed & posted in compliance with the Nevada Open Meeting Law.

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**A. OPENING CEREMONIES**

**A1. Call to Order**

Chair Bob Lucey called the meeting to order at 9:01 am.

**A2. Pledge of Allegiance**

Chair Lucey asked Councilwoman Bybee to lead the Pledge of Allegiance.

**A3. Roll Call**

The Clerk of the Board took roll call.

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**Board Members Present:**

Commissioner Bob Lucey, RSCVA Chair  
Stephan Ascuaga, RSCVA Board Member  
Councilwoman Charlene Bybee, RSCVA Board Member  
Andy Chapman, RSCVA Board Member  
Shannon Keel, RSCVA Board Member [Via Zoom]  
Rick Murdock, RSCVA Board Member  
Mayor Hillary Schieve, RSCVA Board Member [Via Zoom]  
Ann Silver, RSCVA Vice Chair  
Jessica Sferrazza, RSCVA Board Member [Via Zoom]

**Board Members Absent:**

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**RSCVA Executive Staff Present:**

Charles Harris, President & CEO  
Courtney Jaeger, Vice President of Finance  
Mike Larragueta, Vice President of Sales  
Christina Erny, Vice President of Marketing [Via Zoom]  
Trent LaFerriere, Vice President of Facilities

**RSCVA Legal Counsel:**

Benjamin Kennedy, Dickson Wright  
Molly Rezac, Olgetree, Deakins

**Board Clerk:**

Lisa Farmer, Executive Assistant to the CEO

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**B. COMMENTS FROM THE FLOOR BY THE PUBLIC**

Public comment was provided by the following:

- Mr. Brian Moss, Vice President of Business Development for Greater Nevada Field/Reno Aces, spoke in support of the application for a soccer “friendly” special event.
- Mr. Eric Henry Andersen, a local musician, spoke in support of an application for funding for the inaugural Battle Axe & Tracks, Music Festival.

**Board Member Silver arrived at 9:04 a.m.**

**C. APPROVAL OF THE AGENDA OF THE May 19, 2022, MEETING OF THE BOARD OF DIRECTORS**

**Motion:** Move to approve the agenda of the May 19, 2022, meeting of the Board of Directors as presented.

**Moved by:** Board Member Silver

**Seconded by:** Board Member Councilwoman Bybee

**Aye:** Board Members: Lucey, Ascuaga, Bybee, Chapman, Keel, Murdock, Mayor Schieve, Sferrazza, and Silver

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously.

**D. APPROVAL OF THE MINUTES OF THE May 6, 2022, SPECIAL MEETING OF THE BOARD OF DIRECTORS**

**Motion:** Move to approve the minutes of the May 6, 2022, special meeting of the Board of Directors as presented.

**Moved by:** Board Member Silver

**Seconded by:** Board Member Murdock

**Aye:** Board Members: Lucey, Ascuaga, Bybee, Chapman, Keel, Murdock, Mayor Schieve, Sferrazza, and Silver

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously.

**E. EXECUTIVE UPDATE(S)**

**E1. Reno-Sparks Convention and Visitors Authority CEO Update**

President and CEO Charles Harris provided a presentation to the Board. He highlighted the following:

- New Marketing Collateral
- ASM Transition Update, including Retention Bonuses
- Recent Marketing Awards

- Bring Your Convention Home Program
- Recent Travel to Washington DC, and Capitol Hill Visit

## ***F. PRESENTATIONS***

### ***F1. Presentation, Review, and Possible Approval of the RSCVA 3-Year Strategic Plan, FY2023-2025***

Mr. Paul Ouimet gave a presentation outlining the process and results of recent strategic planning efforts. In addition to revising the RSCVA vision and mission, five values were introduced: Collaboration, Integrity, Transparency, Ambition, and People.

The proposed core goals were Sales & Marketing, Destination Management, and Destination Alignment. Each of the goals listed specific initiatives and identified staff leads for each initiative. Within the initiative action items and timelines were proposed. The metric to measure the success of those initiatives was detailed with Key Performance Indicators (KPIs).

Board Member Ascuaga reiterated his previously stated thoughts on the proposed mission statement; he didn't want to lose the focus of the RSCVA to drive room nights that generate room tax. He had concerns about mission creep. Chair Lucey shared similar concerns related to mission creep. He did not want to set a precedent that allowed other organizations to look at the RSCVA budget as a regular means of support. The Board needs to make sure to not lose the core function of the RSCVA to assist in keeping and expanding room occupancies in Washoe County. It was the only way to sustain the RSCVA budgets. Board Member Murdock had the same concerns. Without the tax revenue, there would be no money to fund facilities, events, tourism initiatives, etc.

President and CEO Charles Harris appreciated the feedback. The mission and vision were the 50,000-foot view, encompassing all the different components that measure success for the RSCVA. Specific details on how to achieve that success would be presented in the upcoming annual plan and reflected in the FY23 budget recommendations.

Board Member Keel asked if the KPIs and goals for FY22 were available for comparison. Mr. Harris covered many of them the existing KPIs and goals in his updated and would be giving a full report during the upcoming annual review. Board Member Keel asked the Board to consider a previous request she made to conduct a market research survey to determine key destinations and find out what they think about Reno.

Councilwoman Bybee appreciated the plan as presented. She would like to add "... and the generation of room night revenue." to the mission statement to keep the focus on the collection of room tax unless the goals and initiatives drill down to revenue generation. Board Member Silver agreed as the Board was tasked with the fiduciary duties of the special taxing district entrusted by the public. Board Member Chapman noted that none of the initiatives were inclusive of the specific needs of the Incline Village/Crystal Bay area of Washoe County.

Discussion followed related to not losing the message in terms of the importance of gaming and balancing the initiatives within all the communities within Washoe County. Several Board Members expressed the importance of creating a Strategic Master Plan with all the community stakeholders (the City of Reno, City of Sparks, Washoe County, RTC, NDOT, etc) and a Convention Center District Improvement Committee.

There was consensus that the mission needed a bit of wordsmithing to incorporate the importance of room night tax generation and inclusion of goals and objectives for the Incline Village/Crystal Bay area.

**Motion:** Move to approve the FY2023-2025 Strategic Master Plan with the suggested changes to the mission statement and inclusion of the Incline Village/Crystal Bay area, which will be brought back to the next meeting for review and approval.

**Moved by:** Chair Lucey

**Seconded by:** Board Member Silver

**Aye:** Board Members: Lucey, Ascuaga, Bybee, Chapman, Keel, Murdock, Mayor Schieve, Sferrazza, and Silver

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously.

Chair Lucey suggested items G2, G3, I1, and I2 be discussed and voted on collectively to conserve time. At that time Board Members Sferrazza and Murdock disclosed they were employees of The Row, the items on the agenda would not affect or benefit them personally.

## ***G. MARKETING DIVISION***

### **G1. 2022/2023 Special Events Partnership Funding Recommendation Award Allocations**

Ben McDonald, Director of Communications, presented the recommended award allocation list. 37 events had applied, requesting a total of \$1.1M in support. 34 of the applicants were selected to be awarded funds totaling \$440,000 (four hundred thousand dollars), and two additional applicants were being recommended to the forthcoming Special Events committee as both were new events with high dollar requests.

The recommended award allocations did not include the \$500,000 set aside for the Special Events Committee. Mayor Schieve asked for information detailing what the RSCVA provided in terms of sponsorships and in-kind donations of time, facilities, etc. She wanted to know what other options were available besides monetary awards. Discussion followed about support for local events that may not generate room nights but are well attended, and about how the money is awarded (½ before the event, ½ after the event). Since Staff was recommending that \$440,000 be awarded, the Board could allocate an additional \$60,000 as the budget was \$500,000. Any unencumbered funds would be rolled over to the next fiscal year. Staff was looking at the \$60,000 as an “opportunity fund” that could be disseminated by the Special Events Committee, once it was finalized.

More discussion followed regarding moving toward end dates for legacy event funding. The larger, long-standing events have sponsorships that the RSCVA could sign up for or use the events as marketing opportunities. The Special Events Committee should look at phasing out funding for legacy events, expanding the guidelines to possibly include events out of Washoe County that generate room nights in Washoe County, create an allocation for well-attended community events (community goodwill), and define a process to assist start-up events.

**Motion:** Move to approve the FY2022-2023 special event allocations as recommended by staff.

**Moved by:** Board Member Chapman

**Seconded by:** Board Member Murdock

**Aye:** Board Members: Lucey, Ascuaga, Bybee, Chapman, Keel, Murdock, Mayor Schieve, Sferrazza, and Silver

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously

**G2. Review, Discussion, and Possible Action to Renew the Noble Studios Contract for Website/Digital Marketing Services**

**Motion:** Move to discuss and vote on items G2, G3, I1, and I2 collectively to conserve time.

**Moved by:** Chair Lucey

**Seconded by:** Board Member Chapman

**Aye:** Board Members: Lucey, Ascuaga, Bybee, Chapman, Keel, Murdock, Mayor Schieve, Sferrazza, and Silver

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously

**G3. Review, Discussion, and Possible Action regarding a Contract Extension for The Decker/Royal Agency, Visit Reno Tahoe's Public Relations Agency of Record**

**Motion:** Move to discuss and vote on items G2, G3, I1, and I2 collectively to conserve time.

**Moved by:** Chair Lucey

**Seconded by:** Board Member Chapman

**Aye:** Board Members: Lucey, Ascuaga, Bybee, Chapman, Keel, Murdock, Mayor Schieve, Sferrazza, and Silver

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously

**H. FINANCE DIVISION**

**H1. Presentation, Discussion, and Possible Approval of the Reno-Sparks Convention and Visitors Authority Capital Improvement Plan for Fiscal Year 2022-23**

**Chairman Lucey suggested the Board hear item H2 first.**

Vice President of Finance Courtney Jaeger and Vice President of Facilities Trent LaFerriere gave a presentation on the FY22-23 Capital Improvement Plan after item H2.

Discussion followed regarding the need for a citywide strategic master plan to align the needs of all the different entities, create opportunities to work more collaboratively, and maximize resources and funds on projects that benefit all stakeholders. Board Members felt the allocation of funds should include properties not covered in the proposed Capital Improvement Plan, particularly projects covered by grant funding.

Board Member Murdock asked for a list of projects needing immediate attention as a result of the change in management of the facilities. Vice President LaFerriere named a couple including the lights on the exterior of the National Bowling Stadium (NBS) and the NBS scoreboard, which was required

to be fixed as a part of the recent amendment to the US Bowling Congress contract.

**Motion:** Move to approve carryforward capital projects (approximately \$2.5M) and the proposed FY2022-2023 capital projects (approximately \$3M) as presented and to direct staff to revise and bring back the grant-funded capital projects at a future meeting for approval.

**Moved by:** Board Member Chapman

**Seconded by:** Board Member Ascuaga

**Aye:** Board Members: Ascuaga, Bybee, Chapman, Keel, Murdock, Mayor Schieve, Sferrazza, and Silver

**Nay:**

**Absent:** Lucey

**Abstain:**

**Vote:** Motion passed unanimously.

## H2. PUBLIC HEARING: Review and Adoption of the Reno-Sparks Convention and Visitors Authority Fiscal Year 2022-2023 Budget (Resolution 597)

### **This item was heard after item G1.**

Vice President of Finance Courtney Jaeger gave a presentation outlining the RSCVA FY22-23 budget. Board Member Chapman thanked Vice President Jaeger for the thorough, extensive, and conservative budget preparation. He added that the budget had been reviewed by the Finance Committee and was recommended to the full Board of Directors for approval.

Board Member Ascuaga said in the past, it's been a struggle to determine how to use the air support funds, he was looking forward to seeing what collaborative efforts staff would come up with to utilize those monies.

Discussion followed regarding the increase in vacation rentals and what implications growth in that area may generate and facilities expenses after the changeover in management of the RSCVA facilities. Vice President Jaeger said there were several deferred maintenance projects that were contributing to total facilities expenses in this fiscal year. More discussion followed regarding staffing levels compared to pre-pandemic standards.

Board Member Keel thanked the Finance Department for their hard work and asked if the Board could be provided with a one-sheet high-level summary of the budget for FY23 in comparison to previous fiscal years.

**Motion:** Move to approve FY2022-2023 RSCVA budget as presented and adopt Resolution #597.

**Moved by:** Board Member Chapman

**Seconded by:** Councilwoman Bybee

**Aye:** Board Members: Lucey, Ascuaga, Bybee, Chapman, Keel, Murdock, Mayor Schieve, Sferrazza, and Silver

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously

**Chairman Lucey left the meeting at 11:55 am.**

## **I. BOARD MATTERS**

- I1. Review, Discussion, and Possible Action to 1) Approve a Fourth Amendment to the Agreement dated June 13, 2012, by and between the Reno-Sparks Convention and Visitors Authority (RSCVA), City of Reno, Nevada (Reno), and the United States Bowling Congress (USBC) and 2) Authorize the President/CEO to Execute the Fourth Amendment

**Motion:** Move to discuss and vote on items G2, G3, I1, and I2 collectively to conserve time.

**Moved by:** Chair Lucey

**Seconded by:** Board Member Chapman

**Aye:** Board Members: Lucey, Ascuaga, Bybee, Chapman, Keel, Murdock, Mayor Schieve, Sferrazza, and Silver

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously.

A motion to discuss and vote on items G2, G3, I1, and I2 collectively to conserve time was **APPROVED**.

- I2. Review, Discussion, and Possible Action to approve of Staff's Recommendation to Award the Request for Proposal (RFP) 2022-03 for Security Services of the National Bowling Stadium, Reno Events Center, Reno-Sparks Convention Center, Reno-Sparks Livestock Events Center, and the RSCVA's Administrative Offices

**Motion:** Move to discuss and vote on items G2, G3, I1, and I2 collectively to conserve time.

**Moved by:** Chair Lucey

**Seconded by:** Board Member Chapman

**Aye:** Board Members: Lucey, Ascuaga, Bybee, Chapman, Keel, Murdock, Mayor Schieve, Sferrazza, and Silver

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously.

A motion to discuss and vote on items G2, G3, I1, and I2 collectively to conserve time was **APPROVED**.

## **J. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS**

There were no comments or suggestions for future meetings.

## **K. COMMENTS FROM THE FLOOR BY THE PUBLIC**

There was no public comment.

## **L. ADJOURNMENT**

Vice Chair Ann Silver adjourned the meeting at 12:30 pm.



**Reno-Tahoe Airport Authority**  
775.328.6402 | PO Box 12490 | Reno NV 89510-2490



June 9, 2022

Charles Harris  
President & CEO  
RSCVA  
P.O. Box 837  
Reno, NV 89504

RE: Reno-Tahoe Airport Authority Submission for Trustee Appointment  
to the RSCVA Board

Dear Mr. Harris:

The Reno-Tahoe Airport Authority Board of Trustees took action at their meeting today and submits the following two RTAA Trustees for consideration of appointment by the RSCVA Board to serve as the air service representative: Mr. Shaun Carey, and Ms. Jessica Sferrazza. The Trustees may be contacted by email as follows:

Shaun Carey at [scarey@renoairport.com](mailto:scarey@renoairport.com)  
Jessica Sferrazza at [sferrazzajessica@gmail.com](mailto:sferrazzajessica@gmail.com)

Please feel free to contact me if you have any questions regarding this submission.

Sincerely,

A handwritten signature in blue ink, appearing to read "Daren Griffin", is placed below the word "Sincerely,".

Daren Griffin, A.A.E.  
President/CEO

cc: RTAA Trustees Carey and Sferrazza





To: Reno Tahoe Board of Directors

From: Charles Harris, President & CEO

Cc: Bob Lucey, RSCVA Board Chair

Date: July 14, 2022

Subject: Review, Discussion and Possible Approval of Requested Changes to the Three-Year Strategic Plan

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### Executive Summary

On May 19, 2022, The RSCVA Board of Directors approved the strategic plan that will guide the RSCVA for the next three fiscal years, with two exceptions. The Board asked staff to amend the Mission to include a reference to "Room Nights," and also asked that the "Lake Tahoe" region be specifically included in the community engagement initiative. Those requested amendments are included herein.

### Background

In 2016, the RSCVA developed a five-year strategic plan for the organization's sales, marketing and facilities goals and objectives. That plan expired in June 2020 without a replacement, at a time when planning for the future was deemed to be short-sighted and nearly impossible due to the COVID-19 pandemic. During that time, the RSCVA Board directed staff to take aggressive action, developing an 18-24 month Recovery Plan to ensure the solvency of the organization.

In late 2021, the RSCVA contracted with MMGY NextFactor to produce a current, updated strategic plan for the next three fiscal years, beginning July 2022. The volatile nature of the past two years has made it evident that a three-year strategic plan is sufficient and will provide the RSCVA with the ability to make adjustments to its long-term strategic initiatives in a more timely manner. The strategic plan is a directional, living document that outlines long-term initiatives and key tactics that can be tracked and measured over the course of the plan and beyond.

### Fiscal Impact

These amendments do not require additional expense.

### Recommendation

Staff is recommending the RSCVA Board of Directors approve the detailed amendments to the three-year strategic plan.



## **Requested Changes to the Three-Year Strategic Plan**

### **SUGGESTED MISSION:**

#### **MISSION**

**Attract overnight visitors to  
Reno Tahoe while supporting  
the sustainable growth of our  
communities**

### **MISSION PRESENTED ON MAY 19:**

#### **MISSION**

**Support the sustainable  
growth of our communities  
through the power of travel**

# Destination Alignment

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## Tactics

**Community Engagement:** Improve resident/community awareness of tourism and the organization so residents understand our mission and are active ambassadors.

### **SUGGESTED VERBIAGE FOR TACTIC #2:**

Be active in the planning and promotion of community improvement initiatives, product development, and messaging related to goals identified by stakeholders, Washoe County, the City of Reno, the City of Sparks, Incline Village/Crystal Bay, Reno-Tahoe Airport Authority, Travel Nevada, RTC, NDOT, regional DMOs, and more

### **TACTIC #2 VERBIAGE PRESENTED ON MAY 19:**

Be active in the planning and promotion of community improvement initiatives, engaging with stakeholders, Washoe County, the City of Reno, the City of Sparks, Reno-Tahoe Airport Authority, Travel Nevada, RTC, NDOT, and regional DMOs



To: RSCVA Board of Directors

From: Courtney Jaeger, CPA – Vice President of Finance

CC: Charles Harris – President/CEO  
Bob Lucey – Board Chair

Date: July 14, 2022

Subject: **Review, Discussion, and Possible Approval of the Property, Casualty, and Workers Compensation Insurance Policies for Fiscal Year 2022-2023.**

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### **Summary**

The property, causality, and workers compensation insurance policies for the Reno-Sparks Convention and Visitors Authority are purchased annually. The RSCVA's local service team with insurance broker, USI Insurance Services, marketed the various policies for Fiscal Year 2022-2023 with multiple insurers. Based upon the quotes received, staff is recommending the insurance policies as presented. The recommended premiums for the annual insurance program will be at an amount not to exceed \$557,000.

### **Background**

Staff, working with USI, reviewed the insurance coverage programs for risk, cost, and best practices to verify the amounts and types of coverages to seek for the RSCVA. Based upon this analysis, USI sought quote options from multiple insurers.

The property and casualty insurance market continues to present challenges to buyers. Global insured catastrophic loss rose to \$112 billion in 2021. This follows record and above average catastrophic losses in recent years. The challenging market has led to loss of capacity. The excess liability market is particularly impacted. In recent years, the reinsurance marketplace has been impacted by increased litigation, nuclear verdicts, defense costs, and frequency of global natural disasters.

The impact of COVID-19 on insurance costs has not yet been felt within the marketplace. However, 2022 may prove pivotal, as lawsuits arise from employment practices insurance claims, and from employees contracting COVID-19 at work after transitioning from their remote environments.



## **Property Insurance Program**

The RSCVA's property insurance program has been placed with the Alliant Property Insurance Program (APIP), the largest property placement in the world with nearly 9,000 members and \$450 billion in insured values. This program is marketed each year to obtain the most competitive terms and pricing from various insurance markets. Coverage includes property, boiler and machinery, earthquake, flood, mobile equipment, cyber and pollution. APIP provides broad coverage and services, including loss control and appraisal services. For this renewal, APIP has estimated a premium rate increase more than 40% before pending cyber and pollution increases. Due to the large scale of this program, APIP does not typically issue formal renewal quotes until the first week of June.

USI Insurance Services obtained a competitive, alternative property insurance quote from Travelers Public Sector, with a 21% increase over the expiring property coverage. This quote would maintain the RSCVA's current aggregate limits for flood and earthquake at \$10,000,000 each. However, the earthquake deductible would increase from \$100,000 per occurrence to 2% of insured values subject to a minimum of \$100,000 per occurrence. The flood deductible would decrease from \$100,000 to \$50,000. The total insurance program increase for these coverages with Travelers would be around 43% vs. 44% with the incumbent property insurance program.

## **Casualty Insurance Program**

Travelers has provided automobile liability and physical damage, general liability, employment practices liability, public officials liability, excess/umbrella liability and workers compensation and employer's liability coverage for several years. Travelers has worked with the RSCVA to keep rates competitive and flexible. For example, Travelers adjusted their rating approach when operations were sub-contracted to provide premium savings. In 2020, Travelers reduced their renewal pricing with consideration for budget adjustments made during that challenging time.

Travelers renewal quote contemplates the ending of the agreement with SMG with increases in exposures for the RSCVA. For example, rated payroll for workers compensation increased 339% and the number of employees was up 232%.

Travelers also provided a renewal quote for a separate crime/employee theft policy, with an increase of \$319 over expiring. Great American provided a renewal quote for a comprehensive security program policy, including coverage for expenses the RSCVA may incur following an assault event as well as expenses that may be incurred to respond to a potential threat event.



Based on a thorough review and discussion of the marketing results and quote options provided, staff recommends renewal with the current insurers. The current property insurance program maintains a lower earthquake deductible and provides an industry leading coverage form with significant enhancements for public entities.

Attached is a summary of the coverage options.

### **Fiscal Impact**

Sufficient funds have been budgeted for the insurance premiums for Fiscal Year 2022-2023.

### **Recommendation**

Recommended Motion: The Board moves to approve the Property, Casualty, and Workers Compensation Insurance Policies for Fiscal Year 2022-2023 at premiums not to exceed \$557,000.



# Reno-Sparks Convention & Visitors Authority

## **Fiscal Year 2022-2023 Property, Casualty and Workers' Compensation Insurance Renewal**

Brandon Lewis, CPCU, ARM-P | Vice President

Jennifer Fryer, CIC | Commercial Operations Manager – Nevada

USI Insurance Services LLC  
5355 Kietzke Lane, Suite 101  
Reno, NV 89511

Direct: (775) 335-2120  
Fax: (610) 537-2335

[www.usi.com](http://www.usi.com)

**Revised:** July 6, 2022

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## Reno-Sparks Convention & Visitors Authority

Property, Casualty and Workers' Compensation

Fiscal Year 2022-23 Marketing & Renewal Summary (**Revised:** July 5, 2022)



### Exposure Summary:

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Exposure	2021-2022	2022-2023	\$ Amount	% Change
Property - Total Insured Values (TIV)	\$198,054,797	<b>\$210,901,198</b>	\$12,846,401	+6%
Rated Budget/Expenditures* <i>Budgeted Expenditures, less: Capital Improvements Debt Service</i>	\$29,889,956 (FY 2020-21)	<b>\$42,339,775</b> (FY 2021-22)	\$12,449,819	+42%
Rated Payroll	\$1,096,200	<b>\$4,808,914</b>	\$3,712,714	+339%
# of Employees	37	<b>123</b>	86	+232%
Vehicles	14	<b>13</b>	-1	(7%)
# of locations	6	<b>6</b>	-	-

\* The underwriter utilizes the prior year budgeted expenditures, less capital improvements and debt service, for the liability renewal rating.



## Reno-Sparks Convention & Visitors Authority

Property, Casualty and Workers' Compensation

Fiscal Year 2022-23 Marketing & Renewal Summary (**Revised:** July 5, 2022)



### Marketing Summary

Insurer	Line(s) of Coverage	Response
Philadelphia Insurance Co.	Package - Property, General Liability, Commercial Auto, Excess/Umbrella, Workers Compensation Public Entity Management Liability & Employment Practices	Declined to quote, underwriting guidelines. Not a market for insured operations/ exposures
Hartford	Package - Property, General Liability, Commercial Auto, Excess/Umbrella, Workers Compensation Public Entity Management Liability & Employment Practices	Declined to quote - underwriting guidelines. Cannot compete with incumbent terms/coverage
American Specialty	Package - Property, General Liability, Commercial Auto, Excess/Umbrella, Public Entity Management Liability & Employment Practices	Declined to quote - underwriting guidelines. Cannot compete with incumbent terms/coverage
Intact (formerly OneBeacon)	Package - Property, General Liability, Commercial Auto, Excess/Umbrella, Workers Compensation Public Entity Management Liability & Employment Practices	Declined to quote, underwriting guidelines. Not a market for insured operations/ exposures
Liberty Mutual	General Liability, Commercial Auto, Excess/Umbrella, Public Entity Management Liability & Employment Practices	Declined to quote - underwriting guidelines
Genesis	General Liability, Commercial Auto, Excess/Umbrella, Public Entity Management Liability & Employment Practices	Declined to quote - underwriting guidelines
Allied Public Risk	General Liability, Commercial Auto, Excess/Umbrella, Public Entity Management Liability & Employment Practices	Declined to quote - underwriting guidelines. Cannot compete with incumbent terms/coverage & minimum SIR \$1 mil.
WR Berkley	General Liability, Commercial Auto, Excess/Umbrella, Public Entity Management Liability & Employment Practices	Declined to quote - underwriting guidelines & minimum SIR \$250k
Safety National	General Liability, Commercial Auto, Excess/Umbrella, Public Entity Management Liability & Employment Practices & Work Compensation	Declined to quote - underwriting guidelines
Travelers	Package - Property, General Liability, Commercial Auto, Excess/Umbrella, Workers Compensation Public Entity Management Liability & Employment Practices	Quoted – Including Property Option
APIP	Property, Boiler & Machinery	Quoted – Incumbent Program

This proposal is merely a descriptive summary of coverage provided by the insurance companies being proposed and should be used for reference purposes only. This is a quotation of coverage only. It is not a binder. This proposal does not amend or alter the insurance contract. Please refer to the policy contract for specific terms, conditions, limitations, and exclusions. © 2022 USI Insurance Services LLC. All Rights Reserved.

## Reno-Sparks Convention & Visitors Authority

Property, Casualty and Workers' Compensation

Fiscal Year 2022-23 Marketing & Renewal Summary (**Revised: July 5, 2022**)



### Renewal Option # 1 - Incumbent Insurers

Coverage	Renewal Term Proposed Carriers	Renewal Term Limits (Deductibles)**	Expiring Premium	Renewal Premium	\$ Change	% Change
Property, Boiler & Machinery, Mobile Equipment, Earthquake & Flood	Alliant Property Insurance Program (APIP)*	Total Insured Values: <u>\$208,473,204</u> Each Occurrence: \$250,000,000 General Deductible: \$25,000 Business Income \$100,000,000 Extra Expense: \$50,000,000 Boiler & Machinery: \$100,000,000 (\$25k+) Earthquake Agg: \$10,000,000 ( <b>\$100k</b> ) Flood Agg: \$10,000,000 (\$100k) High Hazard Flood: Excluded Mobile Equipment: Replacement Cost (\$10k)	\$272,102	\$331,991	\$59,889	22%
Cyber Liability	Benchmark Ins. Co.	General Limits: \$2,000,000 (\$25,000) Cyber Crime: \$250,000 (\$25,000)	\$8,228	\$14,308	\$6,080	74%
General Liability	Travelers Public Sector	\$1,000,000 / \$2,000,000 aggregate	\$35,981	\$64,785	\$28,804	80%
Public Officials' Liability	Travelers Public Sector	\$1,000,000 (\$25,000)	\$7,592	\$11,846	\$4,254	56%
Employment Practices	Travelers Public Sector	\$1,000,000 (\$25,000)	\$4,471	\$16,142	\$11,671	261%
Automobile Liability	Travelers Public Sector	\$1,000,000 per accident	\$16,200	\$17,776	\$1,576	10%
Umbrella/Excess Liability	Travelers Public Sector	\$10,000,000 occurrence & aggregate	\$26,489	\$41,830	\$15,341	58%
Workers Compensation	Travelers Public Sector	Statutory WC/ \$1,000,000 Employers Liab.	\$11,190	\$51,845	\$40,655	363%
Crime/Employee Theft	Travelers	\$500,000 (\$2,500)	\$2,675	\$2,994	\$319	12%
Assault/Threat Response	Great American	Assault Expense - \$500,000 Threat Response - \$100,000	\$2,438	\$3,170	\$732	30%
<b>Total Estimated Annual Cost</b>			<b>\$387,366</b>	<b>\$556,687</b>	<b>\$169,321</b>	<b>44%</b>

Property & Cyber - Coverage provided by non-admitted, surplus lines insurers. Premiums include surplus lines taxes and fees.

\*\* Limits and deductibles are subject to policy terms, conditions and exclusions, sub-limits, and higher deductibles for specific risks.

Pollution Liability not included above – currently written on a 3-year policy term ending 7/01/2025

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## Reno-Sparks Convention & Visitors Authority

Property, Casualty and Workers' Compensation

Fiscal Year 2022-23 Marketing & Renewal Summary (**Revised: July 5, 2022**)



### Renewal Option # 2 – Travelers Property Coverage

Coverage	Renewal Term Proposed Carriers	Renewal Term Limits (Deductibles)**	Expiring Premium	Renewal Premium	\$ Change	% Change
Property, Boiler & Machinery, Mobile Equipment, Earthquake & Flood	Travelers Public Sector	Building & Contents Limit: \$201,509,190 General Deductible: \$10,000 Business Income: \$6,500,000 (72 hours) Extra Expense: Included above Boiler & Machinery: Included (Policy Limit) Earthquake Agg: \$10,000,000 (2%/\$100k min) Flood Agg: \$10,000,000 (\$50k) Scheduled Mobile Equipment: \$1,845,994	\$272,102	\$328,896	\$56,794	21%
Cyber Liability	Benchmark Ins. Co	General Limits: \$2,000,000 (\$25,000) Cyber Crime: \$250,000 (\$25,000)	\$8,228	\$14,308	\$6,080	74%
General Liability	Travelers Public Sector	\$1,000,000 / \$2,000,000 aggregate	\$7,592	\$64,785	\$28,804	80%
Public Officials' Liability	Travelers Public Sector	\$1,000,000 (\$25,000)	\$4,471	\$11,846	\$4,254	56%
Employment Practices	Travelers Public Sector	\$1,000,000 (\$25,000)	\$16,200	\$16,142	\$11,671	261%
Automobile Liability	Travelers Public Sector	\$1,000,000 per accident	\$26,489	\$17,776	\$1,576	10%
Umbrella/Excess Liability	Travelers Public Sector	\$10,000,000 occurrence & aggregate	\$11,190	\$41,830	\$15,341	58%
Workers Compensation	Travelers Public Sector	Statutory WC/ \$1,000,000 Employers Liab.	\$2,675	\$51,845	\$40,655	363%
Crime/Employee Theft	Travelers	\$500,000 (\$2,500)	\$2,438	\$2,994	\$319	12%
Assault/Threat Response	Great American	Assault Expense - \$500,000 Threat Response - \$100,000	\$2,438	\$3,170	\$732	30%
<b>Total Estimated Annual Cost</b>			<b>\$387,366</b>	<b>\$553,592</b>	<b>\$166,226</b>	<b>43%</b>

Coverage may be provided by non-admitted, surplus lines insurers. Premium is estimate only and does not include surplus lines taxes and fees. Limits and deductibles are subject to policy terms, conditions and exclusions, sub-limits, and specific deductibles.

Travelers – quote option reducing Earthquake Limit to \$5,000,000 / Property premium \$314,222.

Pollution Liability not included above – as policy 3-year term ending 07/01/2025

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To: RSCVA Board of Directors

From: Charles Harris, President & CEO  
Trent LaFerriere, Vice President of Facilities

Cc: Bob Lucey, RSCVA Board Chair

Date: July 14, 2022

Subject: Review, Discussion, and Possible Approval of the Reno-Sparks Convention and Visitors Authority Revised Capital Improvement Plan for Fiscal Year 2022-2023.

### Summary

On May 19, 2022, the Capital Improvement Plan for Fiscal Year 2022-2023 was presented to the Board of Directors (Board). The Board approved the Proposed Capital Projects funded by room tax revenues (\$3,000,000) and directed staff to revise the Proposed Capital projects that are to be funded by the additional funding that has been made available due to federal awards received as a result of the pandemic (\$2,848,370).

For reference, the full Capital Improvement Plan for Fiscal Year 2022-2023 is attached. Below are the revised Proposed Capital Projects that are to be funded by the additional funding that has been made available due to federal awards received as a result of the pandemic. This funding will be used towards projects at all four facilities operated by the RSCVA (Reno-Sparks Convention Center, Reno-Sparks Livestock Events Center, Reno Events Center, and National Bowling Stadium):

Facility	Item	Description	Cost Estimate
RSCC	Roofing Systems	Refurbish deteriorated roofing systems over the registration lobby and A meeting rooms.	\$ 1,000,000
RSCC	Air Walls	Repair and/or replace mechanical components.	300,000
RSCC	Exhibit Hall Painting	Re-paint all 5 exhibit halls.	400,000
RSCC	Lighting Upgrades	Replace fluorescent lighting fixtures with new LED fixtures.	150,000
RSCC	Vehicles	Replace old passenger van and maintenance truck.	120,000
RSLEC	Electrical Upgrades	Install new transformer in the electrical room.	100,000
NBS	Light Bands	Remove exterior light bands on 5 levels.	75,000
NBS	Large Screen Projector	Purchase of a new large screen projector that will replace existing unit that is no longer repairable.	250,000
REC	Arena Lighting	Replace MH and Quartz lighting with LED lighting	300,000
Any	Capital Reserve		153,370
<b>Total</b>			<b>\$ 2,848,370</b>

### Proposed Motion

I move to approve the Revised Capital Improvement Plan for the Reno-Sparks Convention and Visitors Authority for Fiscal Year 2022-2023.



**Reno-Sparks  
Convention and Visitors Authority**

**President/CEO's Proposed  
Capital Improvement Plan**

**Fiscal Year 2022-2023**



**Reno-Sparks Convention and Visitors Authority  
Capital Improvement Plan  
Fiscal Year 2022-2023**

## **Purpose**

The President/CEO's Capital Improvement Plan ("Capital Plan") for the period of July 1, 2022 – June 30, 2023 (FY 22-23) is hereby presented to the Board of Directors ("the Board") of the Reno-Sparks Convention and Visitors Authority ("RSCVA") for review, adoption, and subsequent submission to the State of Nevada.

The Fiscal Year 22-23 Capital Plan was presented to the Finance and Facilities Committee ("the Committee") on May 10, 2022. The Committee reviewed the Capital Plan approved the plan with certain proposed changes; such changes were incorporated into the final proposed Capital Plan. The Capital Plan budget was presented to the Board of Directors on May 19, 2022. The Board approved the Capital Plan on May 19, 2022, with the exception of Proposed Capital Projects to be funded by the funding that has been made available due to federal awards received as a result of the pandemic, requesting that a revised listing of Proposed Capital Projects be presented for Board approval on July 14, 2022.

## **Scope**

The Capital Plan identifies necessary capital improvement projects for the upcoming fiscal year. The preparation of the Capital Plan is an extensive process and considers the objectives of the President/CEO, strategic financial policies approved by the Board, requests submitted by individual departments, and overall organizational needs, along with other factors. The Capital Plan also serves as a financial tool to ensure that appropriate funds are made available within the budget for capital projects. Capital planning is ongoing throughout the fiscal year, with a primary focus starting in January and extending through May.

Key factors considered in the development of the Capital Plan include:

- The ability of the project to meet health, safety and legal concerns and mandates.
- The value of the project to prolong the life of key assets or avoid/minimize future repair costs.
- The benefit projects will provide to the RSCVA in support of the goals articulated in the Strategic Plan.
- The potential for the project to generate revenue, savings or increase productivity.

The RSCVA funds capital improvements for the Reno-Sparks Convention Center and the Reno-Sparks Livestock Events Center.

The National Bowling Stadium and the Reno Events Center are owned by the City of Reno and capital improvements for those properties are funded by the \$2.00 Downtown Capital Improvements Surcharge that is remitted to the City of Reno. For projects involving the National Bowling Stadium and the Reno Events Center, such projects are included in the City of Reno's Capital Plan, and any such projects would not typically be part of the RSCVA budget and Capital Plan. The RSCVA works as a partner with the City of Reno regarding the execution of their capital



**Reno-Sparks Convention and Visitors Authority  
Capital Improvement Plan  
Fiscal Year 2022-2023**

projects at the National Bowling Stadium and the Reno Events Center. Based on the recommendation of the Committee, one project for the National Bowling Stadium has been included in the FY 22-23 Capital Plan.

## **Funding Sources**

Annually, the Capital Plan is funded using transient lodging (room tax) revenues. The capital budget from this funding source for FY 22-23 is \$3,000,000.

Additional funding has been made available due to federal awards received as a result of the pandemic and such funding is proposed to be spent on capital improvements during FY 22-23. Capital improvements from this funding source are budgeted at \$2,848,370.



**Reno-Sparks Convention and Visitors Authority  
Capital Improvement Plan  
Fiscal Year 2022-2023**

## Carryforward Capital Projects

Many capital projects require over one fiscal year to design, bid, and construct. Labor shortages, supply shortages, and other impacts of the COVID-19 pandemic have also delayed the completion of certain capital projects.

Below are projects from the FY 21-22 budget that are not yet complete but are anticipated to be completed towards the end of FY 21-22 or during FY 22-23.

No new funding is being requested related to these projects; these projects will be completed by carrying forward the approved funding from the FY 21-22 budget.

Facility	Item	Description	Estimated Completion Date	Remaining Cost Estimate
RSCC	Roofing	Roof assessment and repairs for Halls 4 and 5.	10/31/2022	\$ 668,398
RSCC	Security Cameras	Repair broken cameras and update security system.	10/15/2022	450,000
RSLEC	LED Message Board	Replace LED Message board given issues with the current message board.	9/1/2022	120,000
RSLEC	Purge units	Repair and re-tune purge units.	8/1/2022	100,000
RSCC	Landscaping	Rehabilitate landscaping and irrigation due to neglect during previous years.	6/30/2022	98,500
RSLEC	Loader	Front Loader with a 3.5 to 4 yard bucket.	6/1/2022	98,000
RSCC	#3 & #1 Boiler Burners	Replace burner assembly on both boilers.	6/30/2022	72,000
RSCC	Trash Receptacles	Aluminum/steel 30 to 40 gal. trash receptacles.	5/31/2022	52,000
RSLEC	Panels	Livestock panels.	8/1/2022	50,000
RSLEC	Sweeper Vacuum	Sweeper vacuum for cleaning barn stalls.	6/30/2022	44,000
RSLEC	Parking Lot Repairs	Stripe parking lot and patch parking lot.	6/1/2022	40,000
RSLEC	Restroom Remodel	Restroom renovations for the main arena west and east.	5/31/2022	25,000
RSLEC	Drinking Fountains	Replace existing drinking fountains.	6/30/2022	25,000
RSCC	CO2 Sensors	Replace sensors throughout the Convention Center.	5/1/2022	14,000
RSCC	Flag Poles	Repair the mechanical components on three flag poles and install LED lighting.	5/20/2022	4,000
<b>Remaining amounts to be paid for FY 2021-2022 Carryforward Projects</b>				<b>1,860,898</b>
<b>Capital amounts spent through March 2022</b>				<b>639,102</b>
<b>Total FY 2021-2022 Capital Spending and Capital Carryforward</b>				<b>2,500,000</b>
<b>Total FY 2021-2022 Approved Budget</b>				<b>\$ 2,500,000</b>





**Reno-Sparks Convention and Visitors Authority**  
**Capital Improvement Plan**  
**Fiscal Year 2022-2023**

## Proposed Capital Projects

Annually, the Capital Plan is funded using transient lodging (room tax) revenues. Proposed capital improvements budgeted from this funding source for FY 22-23 are \$3,000,000 and are as follows:

Facility/ Department	Item	Description	Cost Estimate
RSCC	Roofing	Replace deteriorated ballroom, kitchen, and B Concourse roofing system.	\$ 1,385,000
RSCC	Lighting Control System Upgrade	Complete lighting control system upgrade started in 2019.	300,000
RSCC	HVAC Delta System Upgrade	Complete HVAC system upgrade started in 2019.	275,000
RSCC	Lighting Upgrades	Replace fluorescent wall wash lighting with new LED fixtures.	125,000
RSCC	Traffic Spikes	Replace traffic spikes for Convention Center parking lot exits.	98,000
RSCC	Indoor Vehicles (3) (Taylor Dunn)	Replace old vehicles used for maintenance and show set up.	60,000
RSCC	Signage	Replace deteriorated property signage.	8,000
RSLEC	Show panel	Replace livestock panels.	100,000
RSLEC	Sump Pump	Replace sump pump for Main Arena.	50,000
RSLEC	Concrete Landings	Re-surface concrete landings at all entrances to the Main Arena.	25,000
Administrative	Marketing Lounge Conversion/Conference Room Conversion	Buildout of staff cubical space at the RSCVA main office and related purchases.	125,000
Administrative	Board Room Equipment	New audio and visual equipment for the Board Room.	39,000
Marketing	Facilities Branding	To be used by the Marketing Department to execute purchases related to elevating the branding of the facilities, including purchases of digital boards.	200,000
Marketing	Main Office Branding	Marketing will be administering a branding/design project for RSCVA main offices.	100,000
Sales	City Model	Repairs to the City Model.	10,000
Any	Capital Reserve	Reserve for unexpected capital items	100,000
<b>Total</b>			<b>\$ 3,000,000</b>



**Reno-Sparks Convention and Visitors Authority  
Capital Improvement Plan  
Fiscal Year 2022-2023**

## Proposed Capital Projects (Revised)

Additional funding has been made available due to federal awards received as a result of the pandemic and such funding is proposed to be spent on capital improvements during FY 22-23. Capital improvements from this funding source are budgeted at \$2,848,370.

Proposed capital improvements from this funding source are as follows:

Facility	Item	Description	Cost Estimate
RSCC	Roofing Systems	Refurbish deteriorated roofing systems over the registration lobby and A meeting rooms.	\$ 1,000,000
RSCC	Air Walls	Repair and/or replace mechanical components.	300,000
RSCC	Exhibit Hall Painting	Re-paint all 5 exhibit halls.	400,000
RSCC	Lighting Upgrades	Replace fluorescent lighting fixtures with new LED fixtures.	150,000
RSCC	Vehicles	Replace old passenger van and maintenance truck.	120,000
RSLEC	Electrical Upgrades	Install new transformer in the electrical room.	100,000
NBS	Light Bands	Remove exterior light bands on 5 levels.	75,000
NBS	Large Screen Projector	Purchase of a new large screen projector that will replace existing unit that is no longer repairable.	250,000
REC	Arena Lighting	Replace MH and Quartz lighting with LED lighting	300,000
Any	Capital Reserve		153,370
<b>Total</b>			<b>\$ 2,848,370</b>

## Historical Capital Expenditures

				Pre-Pandemic
Budget	Budget	Actual	Actual	Actual
FY 22-23	FY 21-22	FY 20-21	FY 19-20	FY 18-19
Capital Expenditures	\$ 5,848,370	\$ 2,500,000	\$ 548,075	\$ 3,507,113
				\$ 2,480,818



**Reno-Sparks Convention and Visitors Authority  
Capital Improvement Plan  
Fiscal Year 2022-2023**

## Future Capital Projects

Below are capital projects to be evaluated during the next two fiscal years for inclusion in those future budgets:

Facility	Description	Detail	Operational Need	Estimated Cost
RSCC	Exterior Doors	Repair/replace doors	Several exterior doors have issues where the normal operation of opening, closing, locking and creating a proper seal to the outside elements are compromised. This must be addressed to maintain safe, secure, and efficient operation of the building.	\$ 250,000
RSCC	Skylights	Re-seal deteriorated weather stripping	Replacement of the weather stripping will increase the efficiency of the building and mitigate the need for repairs to the interior of the building caused by moisture intrusions.	25,000
RSCC	Front Windows/Drainage	Repair the weather barrier of the window systems	Replacing the weather barriers will provide a controlled environment inside the building at the window systems.	50,000
RSCC	Back of House Lighting Upgrade	Replace fluorescent light fixtures with LED fixtures	Upgrading the back of house lighting to LED will provide substantial cost savings due to the amount of time these lights remain on. The new LED lighting will also provide a safer work environment for our employees.	250,000
RSCC	Floor Scrubber	Purchase 1 new Indoor Floor Scrubber	Existing floor scrubber is unreliable and must be replaced.	50,000
RSCC	Elevator Interior Remodel	Refresh outdated elevator appearance	The elevator interior is original and has not been refreshed since it's commissioning in 1968.	30,000
RSCC	Peckham Truck Gate	Repair Mechanical Gate on Peckham	Currently the mechanical gate on Peckham is not operational and requires several staff members to open. This access point is used for large trucks and easy access to the D lot	25,000
RSLEC	Sump Pump	Install New Sump Pump Servicing the Main Arena	The current pump is no longer working and requires staff to manually pump out the drainage vault. The process of manually pumping out the vault is very costly due to the use of personnel and is a safety hazard for employees around the vault.	50,000
RSCVA	Digital Drawings	Convert property plans to a digital format	This will allow staff the ability to review specific information of the building to perform repairs, troubleshooting and prepare for building enhancement projects.	50,000
RSLEC	Signage	Replace traffic signs on property	Most traffic signs on property must be replaced due to severe deterioration and their unreadable condition.	5,000
RSCC	Signage	Replace traffic signs on property	Most traffic signs on property must be replaced due to severe deterioration and their unreadable condition.	8,000
RSCC	Kitchen Lock Storage	Install egress system at doors	Installing this system provides our employees a safe environment in and around the storage area.	10,000
RSLEC	Power Distribution	Install power drops in the Main Arena	The installation of these power distribution points throughout the Main Arena allows clients the ability to access power from several locations without the need to run cable/wire on the floor. This provides a safer environment for clients and employees.	100,000
RSCC	3rd Floor Abatement	Abate all asbestos containing material on the 3rd floor	The 3rd floor offices building material contains asbestos. Completing the abatement of this area will allow the RSCVA the ability to utilize the space in a more efficient manner.	400,000
RSCC	Admin Office Windows	Replace window systems in the administration office	The current window system has begun to fail allowing the outside conditions a greater influence on the inside conditions.	100,000
RSLEC	Doc Bar Restroom	Replace outdated restroom fixtures	Replacing the restroom fixtures will complete the renovation of all Main Arena restrooms.	17,000
RSCC	Paving	Repave D, E, F parking lots	Asphalt in these areas have begun to show signs of deterioration that exceed the ability to slurry seal and requires asphalt replacement.	2,000,000
RSCC	Parking Booths	Install automated parking system	The installation of these systems will better secure our property and enables the RSCVA to manage parking revenues.	300,000
RSCVA	Office Furniture	Replace old office furniture	Existing office desks have become severely worn and have functionality issues with drawers and cabinets.	125,000
RSCC	E-Charging	Install electric vehicle charging stations	This will provides our clients and community a convenient charging location.	200,000
<b>Total</b>				<b>\$ 4,045,000</b>



P.O. Box 837  
 Reno, NV 89504 USA  
 t: 775.827.7600  
[VisitRenoTahoe.com](http://VisitRenoTahoe.com)

Date: July 14, 2022  
 To: Chairman Lucey and RSCVA Board of Directors  
 From: Charles Harris, President/CEO  
 Subject: **Fiscal Year 2022/23 Proposed CEO Goals**

Strategic Goals	CEO Goal	FY 22/23 Target	Weighting	Process
<b>Goal #1: Room Night Generation</b>	Increase <b>produced group nights</b> to 76% of pre-pandemic levels.	220,400 Produced Group Room Nights	<b>25%</b>	Bonus calculated on following scale: If 220,400 room nights produced, full bonus for this goal awarded. If 220,399 to 201,000 room nights produced, 90% bonus for this goal awarded. If 200,999 to 179,000 room nights produced, 80% bonus for this goal awarded. If 178,999 to 155,000 room nights produced 70% bonus for this goal awarded.
	Produce 8 <b>OTA/FIT program opportunities</b> to hotels for needs periods.	8 programs	<b>10%</b>	Bonus given if goal achieved.
<b>Goal #2: Destination Awareness</b>	Increase unique <b>Website sessions by 10%</b> over 2021/22 totals	Total 2,700,000 sessions	<b>10%</b>	Bonus calculated on following scale: If 2,700,000 users realized, full bonus awarded. If 2,699,999-2,430,000, 90% bonus for goal awarded. If 2,429,999 -2,160,000, 80% bonus for goal awarded. If 2,159,999-1,890,000, 70% bonus for goal awarded.
	Increase <b>referrals to partner sites by 10% over 22/23 totals</b>	Total 247,000 referrals	<b>8%</b>	Bonus calculated on following scale: If 247,000 followers realized, full bonus for this goal awarded. If 246,999-223,000 90% bonus for this goal awarded. If 222,999-197,600, 80% bonus for this goal awarded. If 197,599-172,900 70% bonus for this goal awarded.
	Grow <b>Social community size</b> and followers by 4%	Total 274,500 followers	<b>7%</b>	Bonus calculated on following scale: If 274,000 followers realized, full bonus for this goal awarded. If 274,499-247,000 90% bonus for this goal awarded. If 246,999-220,000, 80% bonus for this goal awarded. If 219,999-192,150 70% bonus for this goal awarded.
	Support <b>Airlift</b>	Develop year-long plan to spend dedicated budget dollars for airlift supporting new long haul flights, fortify current routes, and educate airline decision makers	<b>10%</b>	Bonus given if goal achieved.

<b>Goal #3:</b> <b>Organizational Sustainability</b>	Achieve the <b>Board approved FY22/23 Budget</b> , allowing for expense reductions & augmentations as needed.	+/- 5% of fiscal year budget achieved	<b>15%</b>	Bonus given if goal achieved.
<b>Goal #4</b> <b>Facility Management</b>	<b>Achieve the approved facilities budget</b> or better in FY22/23, with augmentations.	Budgeted number is \$-5,938,000	<b>15%</b>	Bonus given if goal achieved.



To: Reno Tahoe Board of Directors

From: Charles Harris, President & CEO

Cc: Bob Lucey, RSCVA Board Chair

Date: July 14, 2022

Subject: Review, Discussion and Possible Approval of the Fiscal Year 2022-2023 Annual Business Plan

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### Executive Summary

The Board of Directors is being asked to review, discuss and approve the annual business plan that will provide staff with specific direction, initiatives and goals for Fiscal Year 2022-2023.

### Background

Each year, the RSCVA develops and publishes an integrated annual marketing plan that outlines the goals, strategies and tactics that work in unison to deliver on our strategic vision. The individual strategies and tactics within the plan are measured, optimized, and reported to the Board of Directors and Marketing Subcommittee on an ongoing basis. The included business plan is based on the Strategic Priorities, Initiatives and Tactics in the current three-year Strategic Plan, approved by the Board at its meeting on May 19, 2022.

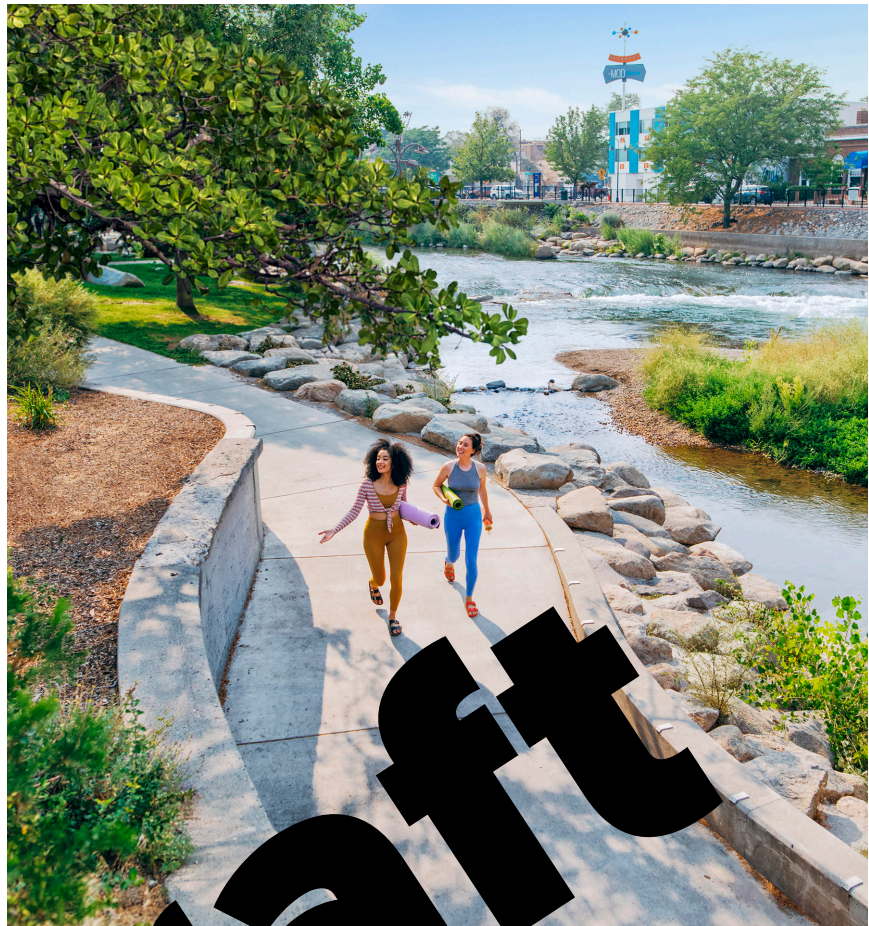
### Fiscal Impact

The Board of Directors approved the Fiscal Year 2022-2023 budget at its May 19, 2022 meeting. Approval of the annual business plan will not incur additional expenses.

### Recommendation

Staff is recommending the RSCVA Board of Directors approve the proposed annual business plan.





Draft

Reno-Sparks Convention and Visitors Authority

# Annual Plan

2022

2023









# Contents

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Over the past two years, Reno Tahoe has experienced unprecedented challenges as well as unprecedented success. The global travel industry experienced hardship, Northern Nevada gaming hotels were shuttered and thousands of families across the U.S. were unable to travel to visit sick loved ones or to celebrate the lives of those they lost. Through the trials and tragedy of the COVID-19 pandemic, Reno Tahoe was forced to restructure in an effort to remain solvent and to continue serving the communities of Northern Nevada. Planning and perseverance assured the success of this organization and that of the destination, and we continue to press forward with intention, with integrity, and with the support of our Board of Directors.

During Fiscal Year 2021-2022, a new, three-year Strategic Plan was adopted to identify short-term initiatives and long-range, far-reaching philosophies about how a Destination Marketing Organization can become a Destination Management Organization. Sustainability and development are aspirational aspects of what a DMO can be, and how an organization like Reno Tahoe can work with local businesses and government to improve the visitor experience by first enhancing the quality of life for residents.

Our duty to the communities of Northern Nevada is to attract visitors in our primary role to drive and maintain the economic engine of Washoe County. The challenge we are now accepting, as Reno Tahoe, is to expand our involvement, maximize our community benefit, promote positive and sustainable growth, and ensure the continued health and wealth of our diversified economy. Reno Tahoe's evolution will be crucial to the future of tourism in Northern Nevada and, through the direction of our Board of Directors, it is our commitment to further support the visitor and resident experience, via stewardship, development, representation, and the power of travel.

On behalf of all of us at Reno Tahoe and our Board of Directors, I'm grateful for the support from all the communities of Northern Nevada, as we continue our work to make Reno Tahoe the preferred outdoor, gaming and event destination.

A stylized, handwritten signature in blue ink, consisting of a large, sweeping loop followed by a horizontal line and a small dot above it.

Charles Harris  
President and CEO  
Reno Tahoe

**MISSION**

**Attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities.**

**VALUES**

## Collaboration

We seek out internal and external perspectives, emphasizing an inclusive approach.

## Integrity

We always keep our word and do the right thing.

## Transparency

We share information to create open and honest communication.

## Ambition

We put in the hard work to enhance the quality of life for visitors and all Northern Nevada residents.

## People

We invest in the diverse experience and expertise of individuals who positively impact the communities we serve.







#### PURPOSE

Each year the RSCVA develops and publishes an integrated annual plan that outlines the goals, strategies and tactics that work in unison to deliver on our strategic vision. The individual strategies and tactics within the plan are measured, optimized, and reported to the Board of Directors and Marketing Subcommittee on an ongoing basis.

## STATE OF THE INDUSTRY

# The Outlet for Troubling Times

Americans have returned to

**80%**

of pre-pandemic lifestyle activities and participation

Travel recovery continues to grow and concern over COVID-19 has reduced. However, new concerns have come to light and continue to impose anxiety and worry over consumers. The economy and inflation, war, climate, a recession, and various societal issues are at the height of international and national consumer concern. This new cluster of menacing macro issues brings with it a heightened sense of risk and is currently posing a combination of apprehension and enthusiasm on Americans.

Nearly

**90%**

of those surveyed have trips planned and 60.6% say leisure travel is a high priority in their budget for the next three months

The good news is some normalcy has returned and travel continues to be prioritized by Americans. According to Kantar US Monitor research, Americans have returned to 80% of pre-pandemic lifestyle activities and participation. Live music, schools, gyms, restaurants, and leisure travel continue to rebound. In May 2022, Destination Analysts reported more than half of American travelers – and over 60% of those Millennial or Gen Z age – feel largely that there is normalcy, a 20+ point climb from the start of 2021. Nearly 90% of those surveyed have trips planned and 60.6% say leisure travel is a high priority in their budget for the next three months. Results of new research reported by Travel Pulse indicate travelers are prioritizing whom they're vacationing with over where they're heading. And although Americans do reveal a weariness about the pandemic's future, it has not currently impacted their excitement for travel nor their confidence in their ability to travel safely. Morning Consult reports 71% of US adults are comfortable going on vacation, 15 points higher than at the start of this year.

**71%**

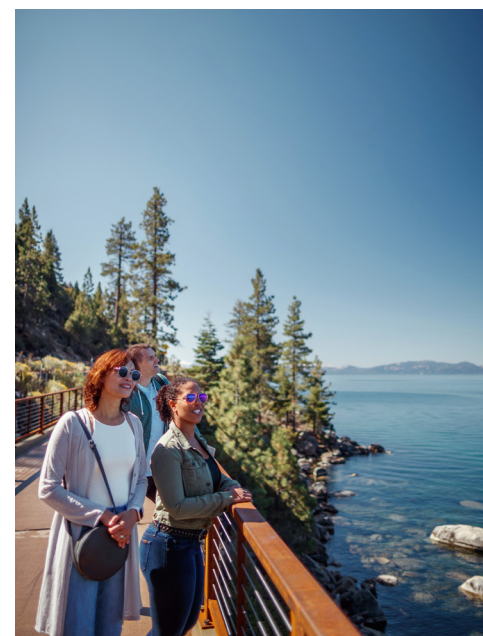
of US adults are comfortable going on vacation





As consumers are displaying high confidence in the safety of travel, they're also blending work and play. Referred to as The Great Merging, how we live, work, socialize, and travel has all merged into one another. Specifically, remote working has opened an opportunity for travelers to blend leisure vacations with work, permitting this group of 'laptop luggers' to extend their trips and travel more frequently during the mid-week and shoulder seasons. Data from Deloitte 2021 Holiday Travel Survey reveals more than half of these travelers added three or more days to the duration of their longest leisure trip due to remote working. We expect these numbers to grow and this group to expand in size.

Cultural trends also impact societal and consumer behavior. Identity activism, rethinking relationships, and planet protection are surging in online activity. After two years of isolating together, relationships are evolving, becoming more diverse and dynamic, leaving consumers looking for a variety of ways and places to connect. Consumers also want opportunities for self-expression and heritage celebration. And sustainability is much more than an interest or passion, it has become a core part of who people are, especially the younger generation Millennials, and Gen Z. Businesses and brands are being held accountable for sustainable practices and environmentalism, as well as authentic purpose and action. Now is the time for brands to make a difference and become the desired destination for US travelers.



**The health of the Washoe County tourism industry** is strong in part due to the diverse nature of destination experiences from gaming, nightlife, and entertainment to an exceptional natural environment that supports a multitude of outdoor recreation. The County also has a growing arts, culture and culinary community that is well-aligned to meet the needs of future travelers. With a growing population and continued investment from the tech industry, the County is experiencing low unemployment and a stable economy.

In June the RSCVA earned its reaccreditation, receiving the Destination Marketing Accreditation Program (DMAP) seal from Destinations International. The DMAP seal is awarded in recognition of the organization's commitment to industry excellence and for meeting top industry standards for performance and accountability. The accreditation program requires a destination organization to successfully comply with a multitude of mandatory and voluntary standards that span a variety of performance areas, in order to gain this momentous achievement. The standards cover nearly all aspects related to the management and marketing of destination organizations, including governance, finance, human resources, sales, communications, destination development and research. Reno Tahoe first earned the DMAP seal in 2010 and is among more than 200 destination organizations around the world to be recognized by the program.

Throughout the past year, Washoe County produced record-setting numbers in two key metrics that reflect the health of Northern Nevada's tourism economy. This shows that Reno Tahoe continues to be a desirable travel destination for a diversified and active audience who sees the region as a high-quality, value experience.

Taking advantage of our collective strengths, Reno Tahoe has a solid foundation from which to generate growth for Washoe County through the tourism economy.

**+10.7%**

**Taxable Room Revenue  
from pre-pandemic  
year FY2018-2019**

**-9%**

**Cash Occupied Room  
Nights from pre-pandemic  
year FY2018-2019**

**+21.9%**

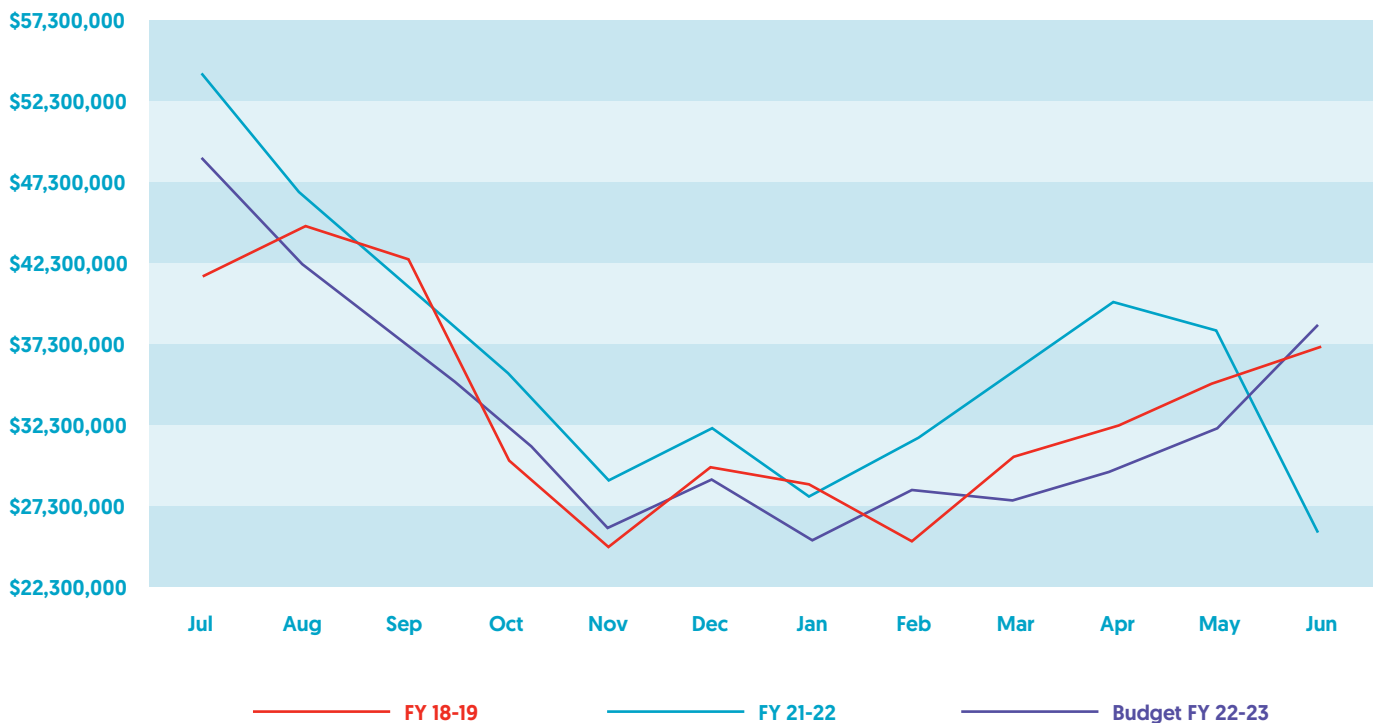
**Average Cash Rates  
from pre-pandemic  
year FY2018-2019**



## Taxable Room Revenue - Washoe County

Month	Actual		Budget
	FY 18-19	FY 21-22	FY 22-23
July	\$41,424,217	\$53,830,709	\$48,722,855
August	\$44,483,946	\$46,261,278	\$41,991,041
September	\$42,554,492	\$40,952,127	\$37,397,906
October	\$30,171,237	\$35,235,666	\$32,195,019
November	\$24,707,237	\$28,705,559	\$25,921,798
December	\$29,774,489	\$32,088,533	\$29,034,837
January	\$28,502,864	\$27,867,470	\$25,232,400
February	\$25,140,512	\$31,286,558	\$28,339,321
March	\$30,258,098	\$35,421,808	\$27,688,192
April	\$32,226,425	\$39,677,765	\$29,575,113
May	\$34,884,475	\$38,117,814	\$32,060,018
June	\$37,029,240	\$34,992,632*	\$38,308,511
Totals	\$401,157,234	\$444,437,919*	\$396,467,011

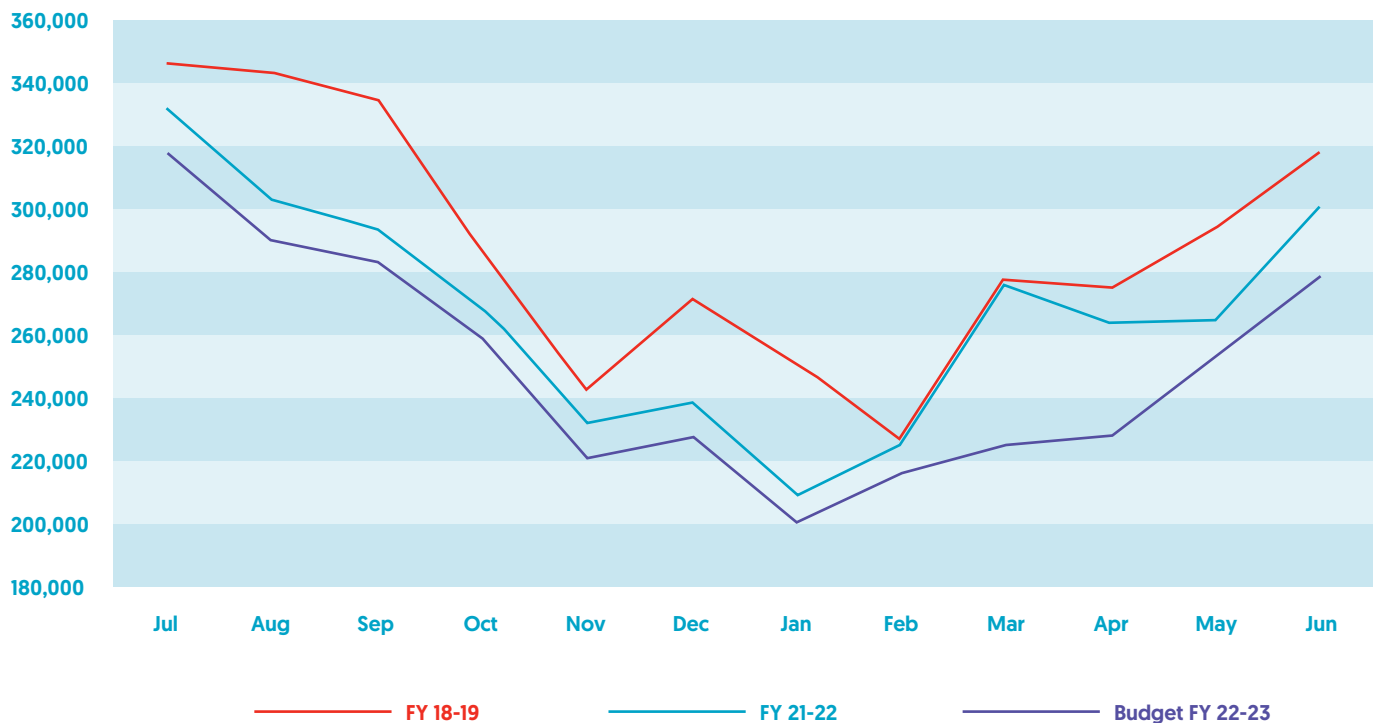
## Taxable Room Revenue - All Market Segments



## Cash Occupied Room Nights - Washoe County

Month	Actual		Budget
	FY 18-19	FY 21-22	FY 22-23
July	347,401	332,403	317,907
August	343,719	303,810	290,347
September	335,338	294,045	282,973
October	286,215	269,287	259,159
November	242,645	232,912	221,255
December	271,632	238,742	228,187
January	251,817	209,527	200,414
February	227,442	225,634	215,674
March	277,855	276,304	224,995
April	275,513	264,752	228,582
May	294,377	264,934	253,912
June	318,248	243,342 *	278,560
Totals	3,472,202	3,155,692*	3,001,965

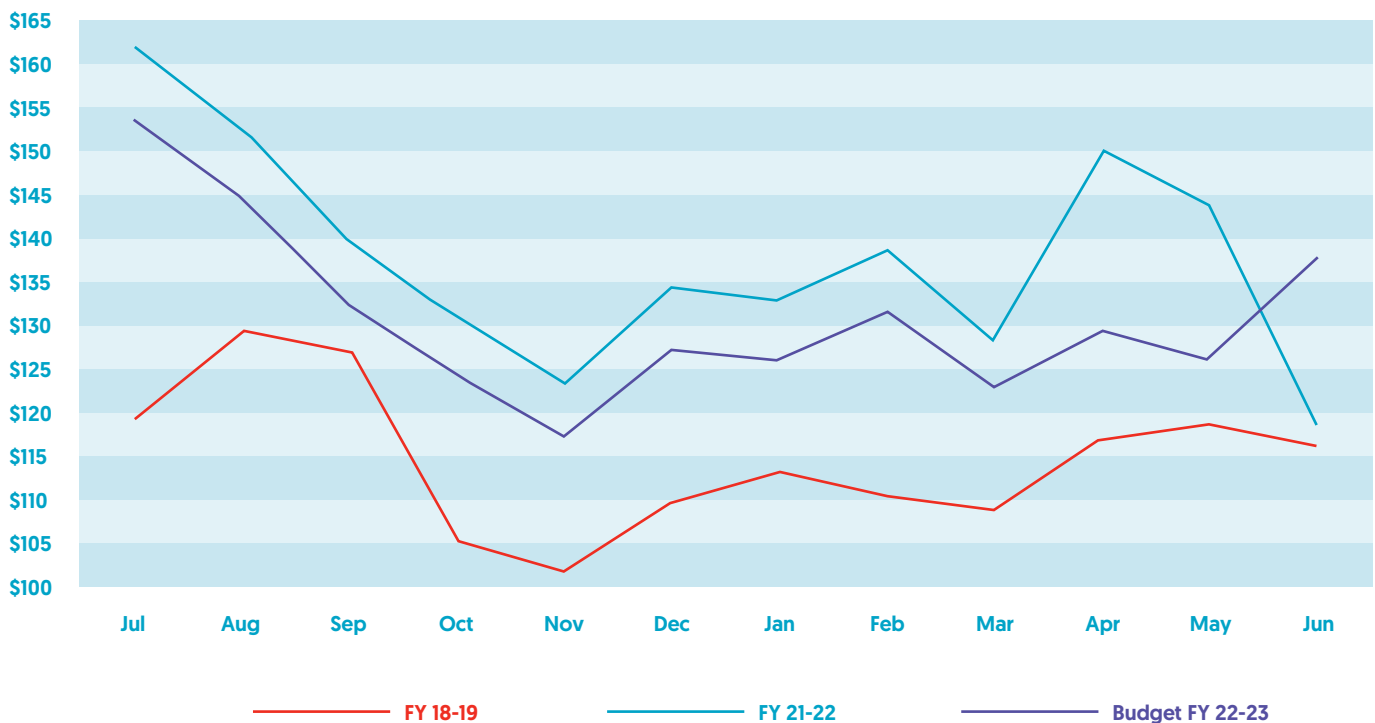
## Taxable Room Revenue - All Market Segments



## Average Daily Rate - Washoe County

Month	Actual		Budget
	FY 18-19	FY 21-22	FY 22-23
July	\$119.24	\$161.94	\$153.26
August	\$129.42	\$152.27	\$144.62
September	\$126.90	\$139.27	\$132.16
October	\$105.41	\$130.85	\$124.23
November	\$101.82	\$123.25	\$117.16
December	\$109.61	\$134.41	\$127.24
January	\$113.19	\$133.00	\$125.90
February	\$110.54	\$138.66	\$131.40
March	\$108.90	\$128.20	\$123.06
April	\$116.97	\$149.87	\$129.39
May	\$118.50	\$143.88	\$126.26
June	\$116.35	\$143.80*	\$137.52
Totals	\$115.53	\$140.84*	\$132.07

## Taxable Room Revenue - All Market Segments



## BACKGROUND

Over the last year the RSCVA management team and Board of Directors completed a comprehensive DestinationNEXT assessment of Reno Tahoe's destination strengths and stakeholder alignment. From this process, a comprehensive three-year strategic plan was created outlining new organizational goals, actionable initiatives and specific tactics. The new plan acknowledges the evolving role of destination marketing and management organizations and supports the ongoing development of Washoe County and the State of Nevada as leading tourism destinations. Recognizing a shared vision for success that is embraced beyond tourism, the plan pushes for positive change and development that benefits all.





## Key focus areas of the strategic plan include:

- ✓ Establishing a unified, impactful brand for the destination. One that builds upon the current brand momentum and positioning
- ✓ Identifying and aligning marketing efforts toward the ideal customer base of the future
- ✓ Capitalizing on new markets of opportunity
- ✓ Leading a renaming and brand architecture exercise to address inconsistencies with nomenclature throughout the organization and its owned and managed facilities
- ✓ Developing a facilities management plan including improvements to the convention center district
- ✓ Promoting the redevelopment of downtown
- ✓ Reviewing board structure and governance along with organizational structure to address new goals
- ✓ Leveraging insights through the creation of a research and business intelligence unit
- ✓ Aligning sales strategies with key stakeholder priorities
- ✓ Improving resident and community support for the organization and its role in generating economic prosperity for the County and Cities through the tourism economy
- ✓ Supporting workforce development
- ✓ Working with the airport on expanding air service
- ✓ Identifying new and expanding existing events for Washoe County
- ✓ Developing a regional DMO network

Armed with this new strategic framework, the 22/23 Annual Marketing Plan sets in motion specific strategies and tactics aimed at advancing the outlined initiatives. Find a complete version of the Reno Tahoe Fiscal Year 22/23 – 24/25 Strategic Plan at [RSCVA.com](https://www.rscva.com)





#### ANNUAL PLAN GOALS & KEY INITIATIVES

**FY22/23 goals have been strategically bucketed into three pillars:**



**Goals and key action items to achieve these goals have been outlined on the following pages.**

**SALES & MARKETING**


More of Reno Tahoe's target audiences are visiting as a result of a clear and unified brand that inspires visitors and partners.

## Core KPIs

 **220,400**  
Convention Room Nights

 **500,000,000**  
Paid Media Impressions

 **274,500**  
Social Community


 **70:1**  
Revenue to Ad Spend


 **2,244,000**  
Website Users

 **1.3 Billion**  
Earned Media reach

 **\$1 Million**  
in Special Event Funding

 **2.7 Million**  
Web Sessions

 **8**  
OTA/FIT programs and opportunities presented to hotels

 **247,000**  
Partner Referrals



## Budget



**\$4,021,923**

Sales



**\$12,081,999**

Marketing

## Key Initiatives

### Group Sales

Align and adapt to key stakeholders' sales strategies and priorities so that the organization is targeting properties' priority customers through group sales.

Communicate to the RSCVA Sales team each property's midweek and weekend group room night goal strategies

Measurable: Quarterly assessments of major stakeholders' needs periods will be evaluated and implemented into the overall sales strategy

Complete an assessment of all major stakeholders' ideal group requirements

Measurable: Determine stakeholders' post-COVID strategy adjustments including but not limited to gaming demographic, food and beverage requirements, meetings duration, and potential for repeat bookings

Implement an annual hotel engagement program

Measurable: Organize quarterly meetings with hoteliers to strategize and share information on property upgrades, renovations, amenities, pricing and staffing

## Tourism Sales

Align and adapt to key stakeholders' sales strategies and priorities so that the organization is targeting properties' priority customers through tourism sales.

Deploy Partnership Marketing program, targeting need periods with key OTA, GDS, Receptives, Tour Operators and Airlines to prominently promote Reno Tahoe in the decision-making, planning and booking cycle

Measurable: Develop and present a minimum of eight partnership marketing programs during the opportunity periods of September – December 2022, January-March 2023 and April-June 2023. Programming to include, but not limited to, Expedia, Priceline, Sabre, Hotel Beds, Pleasant Holidays, SWA Vacations, Delta Vacations, ALG Vacations and American Airlines Vacations Spearfish, Red Hot Celebrations and Tour Operator Land

Refine multi-faceted sales platforms to include Travel Advisor Training, Communications, Sales Missions, FAMs, and Tradeshows

Measurable: Deploy a minimum of 12 monthly emails, and three or more live webinars to educate and encourage our national database of travel advisors, engaging Travel Nevada and/or Visit Las Vegas in regional sales missions, FAMs, tradeshows, and other partnerships

Implement programs utilizing actualized travel data, preparing prospecting reports for hotel partners, identifying true sellers of Reno Tahoe and supporting the improvement of partnership marketing programs

Measurable: Create biannual report, identifying group travel sellers of Washoe County and distribute to stakeholders for enhanced decision-making and collaboration



## Organization & Destination Brand

Assess need to rebrand the organization so our community and clients are clear about who we are. Redefine the destination brand.

Audit, evaluate and establish clear name guidelines

Measurable: Internal leadership team to audit, evaluate and establish clear name guidelines, regarding the Reno-Sparks Convention and Visitors Authority, RSCVA and Visit Reno Tahoe

Develop and deploy organizational brand, updating necessary documents systems and collateral

Measurable: Deploy recognition campaigns and update messaging, collateral and signage



## Visitors

Identify, develop and serve the ideal customer base of the future so that we are attracting more affluent visitors who want to stay longer and visit more frequently.

Align vision with stakeholders to identify and develop the ideal future customer for leisure, sports, events, meetings and conventions, and travel trade

Measurable: Conduct stakeholder meetings to elicit input on the defining characteristics of future customers, and reinforce the destination's commitment to legacy guest profiles

Execute and analyze Visitor Profile Studies, developing strategies to identify and target updated audience profiles within leisure, events, sports, meetings and conventions, and travel trade segments

Measurable: Field an annual, targeted Visitor Profile Study and execute marketing campaigns based on user research







## Events

Identify new, and evaluate opportunities to expand existing, annual events for Washoe County to generate additional room nights and economic impact.

Evaluate and update current guidelines of the Special Events Partnership Funding Program

Measurable: Review current guidelines and procedures for the Special Events Partnership Funding Program, and make suggested changes with approval of the Special Events Funding Subcommittee

Work with community partners to identify and vet new event opportunities

Measurable: Approve at least one “emerging” event for funding during each FY funding cycle

Identify resources needed to direct the new funding program and attract new events, and event producers, to Washoe County

Measurable: Obtain board approval for new guidelines earmarking additional special events funding, as approved by the board of directors during



Reno Tahoe's reputation as an excellent meetings and leisure destination is a result of more air service, a vibrant downtown, and dynamic convention experiences.

## Performance Goals



**\$5,938,162**

Total Facility Operating Margin



**Facilities client  
satisfaction**



**Resident  
sentiment**



**+/- 5%**

Fiscal Year Budget

## Budget

 **\$5,699,878**  
Facilities

## Key Initiatives

### Facilities Plan

Develop a long-term facilities plan so that RSCVA-managed facilities are efficiently operated. Complete Plan in FY23.

Maintain facilities and equipment, promote long-term cost-savings and greatly improve the customer experience

Measurable: Inventory and evaluate facility equipment and reintroduce appropriate maintenance schedules

Acquire, retain and engage staff, ensuring appropriate staffing levels and a high sense of employee responsibility and satisfaction

Measurable: Maintain facilities operation staffing at or above 90% on average

Implement training schedules and procedures in an effort to promote staff safety, facility efficiency and the lifespan and durability of equipment and capital improvements

Measurable: Conduct a minimum of two training sessions related to equipment operations, maintenance, and safety, as well as OSHA-mandated forklift certification



## Air Service

Work with RTAA to maintain and expand year-round air service so that visiting and holding meetings in Reno Tahoe is easy and convenient.

Maintain and expand air service through sales, tourism, and media promotions

Measurable: Distribute monies from Air Service Fund to acquire, expand or maintain flights targeting airline education, long haul service and JetBlue NYC flight

Take an active approach to airline relations, and a leading role in the FY/23 — FY/25 advancement of RASC

Measurable: Maintain RASC affiliation

Encourage and assist airlines in their efforts to increase service and enhance destination partnerships

Measurable: Lead or assist in at least five marketing and/or air service partnerships with various airlines, or nonstop partner destinations, servicing Reno-Tahoe International Airport



## Downtown

Encourage the redevelopment of downtown so that the visitor experience includes a walkable, vibrant downtown.

Convene Downtown Reno organizations, hotels, and small businesses to identify and prioritize needed upgrades, based on leisure and event planner/attendee feedback

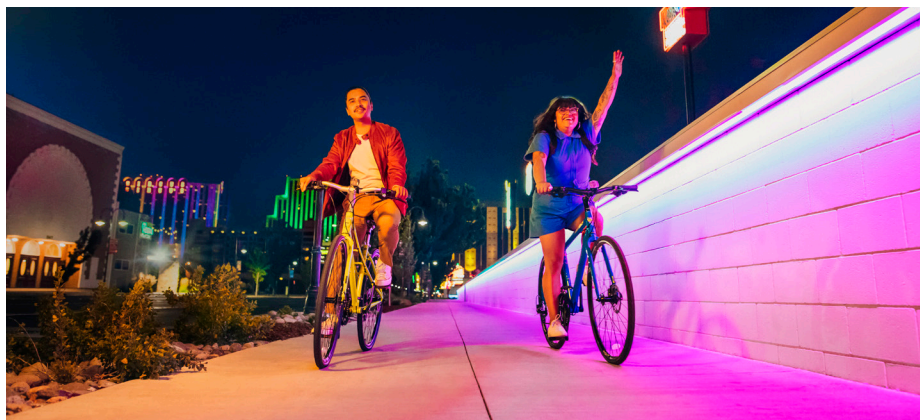
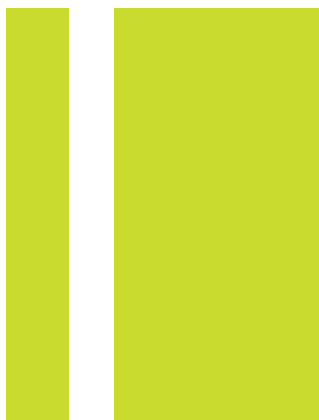
Measurable: Engage downtown businesses and organizations, M&C clients and CAB on needs and potential initiatives to enhance offerings surrounding the downtown core

Establish or give greater support to a Downtown Reno taskforce to continually identify and aggregate potential funding sources for redevelopment

Measurable: Ensure there is an influential group of individuals advocating for the improvement and development of downtown Reno

Collaborate with City/County governments to establish short-term beautification, placemaking and security initiatives

Measurable: Work with elected officials to emphasize the importance of what “downtown” means in the visitor lexicon, and work to gain funding to support that vision



## Convention Center District

Encourage improvements to the Convention Center District so that it meets attendee expectations for walkability, dining and shopping.

Commission a case study to identify and prioritize necessary development surrounding the Convention Center District

Measurable: Investigate and identify a research partner and establish a timeline for results and deliverables

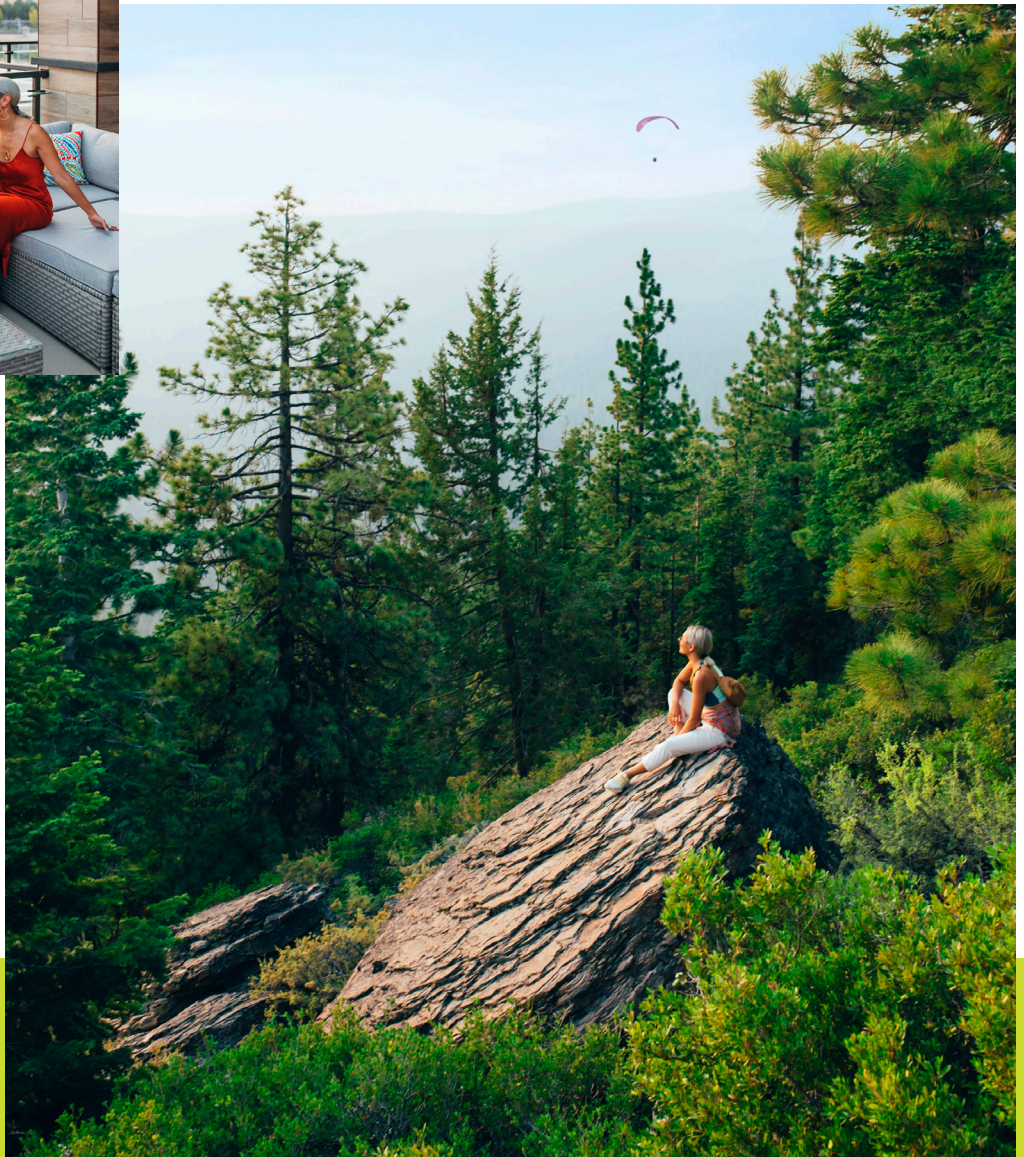
Establish a Convention Center District Improvement Committee comprised of board members, community partners and staff

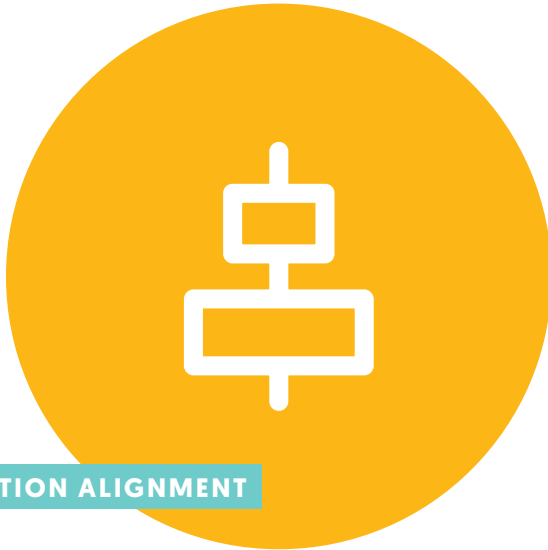
Measurable: Determine the goals and the makeup of a new Convention Center District Improvement Committee, ie. Board Members, stakeholders, industry, and community members

Develop sales and marketing strategies to promote the development of the district

Measurable: Engage marketing partners on potential strategies; to be planned and executed based on results of case study and direction from Improvement Committee





**DESTINATION ALIGNMENT**

The organization is seen as a leader driving the community's reputation as an in-demand destination with amazing assets and special events.

## Performance Goals



Up to

**\$1 Million**

Capital Reserve Account



Up to

**\$2 Million**

Rainy Day Fund



Up to

**\$3 Million**

Annual Capital Funding



# Key Initiatives

## Community Engagement

Improve resident and community awareness of tourism and the organization so that residents understand our mission and are active ambassadors of tourism.

Audit and expand community outreach and engagement

Measurable: Identify additional individuals, businesses and program partners, curating new content and campaigns to promote destination development

Be active in the planning and promotion of community improvement initiatives, product development, and messaging related to goals identified by stakeholders, Washoe County, the City of Reno, the City of Sparks, Incline Village/Crystal Bay, Reno-Tahoe Airport Authority, Travel Nevada, RTC, NDOT, regional DMOs, and more

Measurable: Establish connections to regional planning agencies, supporting improvement projects that will promote long-term visitation to the destination

Continue proactive storytelling, public relations and informational campaigns throughout the destination

Measurable: Ensure positive local media coverage of Reno Tahoe accomplishments and initiatives

## DMO Network

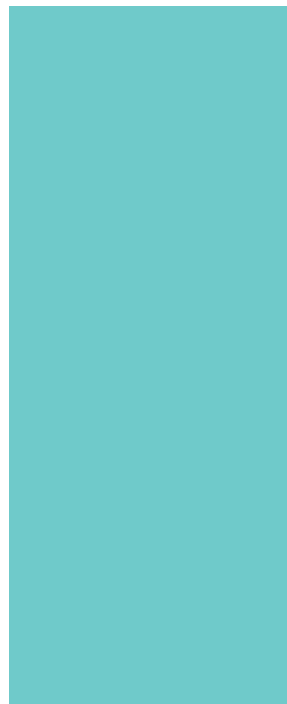
Develop a regional DMO network to share information and strategies to strengthen the region's brand.

Administer regularly scheduled programming to enhance partnerships with Destination Marketing/Management Organizations

Measurable: eight presentations will be coordinated with Visit Fallon, Visit Carson Valley, North Lake Tahoe (IVCBVB & NLTRA), Visit Lake Tahoe, Virginia City Tourism Commission, Travel Nevada, Visit Carson City, Fernley Convention and Tourism

Build stronger relationships and expedite information sharing to maximize Reno Tahoe's ability to reach a broader audience and increase visitation

Measurable: Insights and updates gathered during scheduled programming will be organized, disseminated, and utilized to build a comprehensive profile of the destination and increase the desirability of travel to Reno Tahoe and Northern Nevada



## Organization Structure

Update the organization's structure to support new roles so that the organization is able to achieve its strategic initiatives and KPIs.

Review organizational chart to ensure staffing resources are appropriately allocated

Measurable: Review, revise, update and convert job descriptions to modernized format

Establish a range of compensation levels for each position and classification

Measurable: Use revised job descriptions to create standardized position classification levels

Audit and refine the performance review process, encouraging staff engagement, professional development and growth within the organization

Measurable: Update and formalize the employee review policy



## Board

Review Board structure and governance so that best practices align with the organizational goals.

Facilitate sessions with individual Board Members to understand their motivations for being on the Board, and where they see opportunities to better align Board

Measurable: Conduct Individual meetings with Board Members to specifically address and improve continuity and collaboration

Diversify Board with civic sector leaders outside of tourism and business events

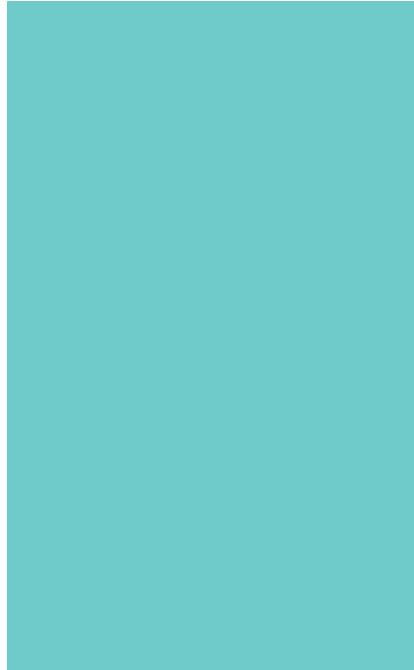
Measurable: Support and encourage community engagement through diversified inclusion on Board committees

Create a process for stakeholders to provide feedback about Board's effectiveness

Measurable: Formalize a system where stakeholders can engage the Board, individually or in a group setting







## Financial

Establish policies to ensure organization's long-term financial sustainability.

Dedicate up to 10% of annual room tax collections toward capital expenditures, and maintain a minimum of 1% of annual room tax collections as capital reserves up to \$1M.

Measurable: Ensure capital reserves comply with Board policy

Maintain appropriate allocations for existing Board initiatives, including: Up to \$1.5M for Air Service annually, up to \$1M for Special Event Funding annually

Measurable: Ensure FY/23 funding is allocated for these Board initiatives





# Board Members\*

**Bob Lucey, Chair**

**Ann Silver, Vice Chair**

**Hillary Schieve, Board Member**

**Andy Chapman, Board Member**

**Shannon Keel, Board Member**

**Charlene Bybee, Board Member**

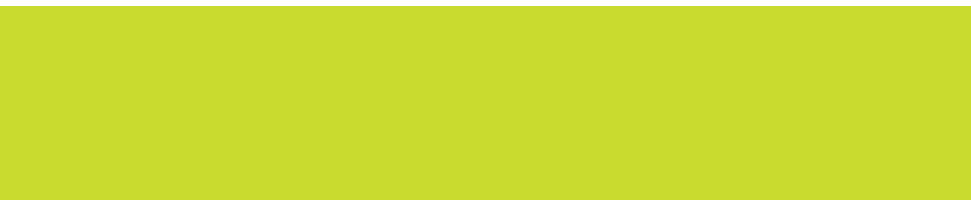
**Rick Murdock, Board Member**

**Jessica Sferrazza, Board Member**

**Stephen Ascuaga, Board Member**

\*Any changes made at our July 14th meeting will be reflected in the final version.





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## Strategic Pillars

## KPIs & FY22/23 Results:

## FY22/23 Measurables:

### 1 Sales & Marketing

Group Sales  
Tourism Sales  
Brand  
Visitors  
Events

Convention Room Nights: **220,400**  
Revenue to Ad Spend: **70:1**  
Annual Special Event Funding:  
**Allocate up to \$1 Million**  
Annual OTA/FIT programs and opportunities presented to hotels: **8**  
Paid Media Impressions: **500,000,000**  
Website Users: **2,244,000**  
Web Sessions: **2.7 Million**  
Partner Referrals: **247,000**  
Social Community: **274,500**  
Earned Media reach: **1.3 Billion**

Quarterly assessments of major stakeholders' needs periods will be evaluated and implemented into the overall sales strategy

Determine stakeholders' post-COVID strategy adjustments including but not limited to gaming demographic, food and beverage requirements, meetings duration, and potential for repeat bookings

Organize quarterly meetings with hoteliers to strategize and share information on property upgrades, renovations, amenities, pricing and staffing

Develop and present a minimum of eight partnership marketing programs during opportunity periods

Deploy a minimum of 12 monthly emails, and three or more live webinars to educate and encourage our national database of travel advisors, engaging Travel Nevada and/or Visit Las Vegas in regional sales missions, FAMs, tradeshow, and other partnerships

Create biannual report, identifying group travel sellers of Washoe County and distribute to stakeholders for enhanced decision-making and collaboration

Internal leadership team to audit, evaluate and establish clear name guidelines, regarding the Reno-Sparks Convention and Visitors Authority, RSCVA and Visit Reno Tahoe

Deploy recognition campaigns and update messaging, collateral and signage

Field an annual, targeted Visitor Profile Study and execute marketing campaigns based on user research

Review current guidelines and procedures for the Special Events Partnership Funding Program, and make suggested changes with approval of the Special Events Funding Subcommittee

Approve at least one "emerging" event for funding during each FY funding cycle

### 2 Destination Management

Facilities Plan  
Air Service  
Downtown  
Convention Center District

Total Facilities Operating Margin: **5,938,000**  
Facilities client satisfaction  
Establish resident sentiment  
Fiscal Year Budget: **+/- 5\***  
Develop Annual Funding Plan

Inventory and evaluate facility equipment and reintroduce appropriate maintenance schedules

Maintain facilities operation staffing at or above 90% on average

Conduct a minimum of two training sessions related to equipment operations, maintenance, and safety, as well as OSHA-mandated forklift certification

Distribute monies from Air Service Fund to acquire, expand or maintain flights targeting airline education, long haul service and JetBlue NYC flight

Lead or assist in at least five marketing and/or air service partnerships with various airlines, or nonstop partner destinations, servicing Reno-Tahoe International Airport

Engage downtown businesses and organizations, M&C clients and CAB on needs and potential initiatives to enhance offerings surrounding the downtown core

Work with elected officials to emphasize the importance of what "downtown" means in the visitor lexicon, and work to gain funding to support that vision

Investigate and identify a research partner and establish a timeline for results and deliverables

Determine the goals and the makeup of a new Convention Center District Improvement Committee, ie. Board Members, stakeholders, industry, and community members

### 3 Destination Alignment

Community Engagement  
DMO Network  
Organization Structure  
Board  
Financial

Capital Reserve Account: **Up to \$1 Million**  
Rainy Day Fund: **Up to \$2 Million**  
Annual Capital Funding: **Up to \$3 Million**

Identify additional individuals, businesses and program partners, curating new content and campaigns to promote destination development

Establish connections to regional planning agencies, supporting improvement projects that will promote long-term visitation to the destination

Ensure positive local media coverage of Visit Reno Tahoe accomplishments and initiatives

Eight educational presentations will be coordinated with regional DMO partners

Insights and updates gathered during schedule programming will be organized, disseminated, and utilized to build a comprehensive profile of the destination and increase the desirability of travel to Reno Tahoe and Northern Nevada

Update and formalize the employee review policy

Support and encourage community engagement through diversified inclusion on Board committees

Formalize a system where stakeholders can engage the Board, individually or in a group setting

Ensure capital reserves comply with Board policy

To: RSCVA Board of Directors

From: Charles Harris, President & CEO  
Trent LaFerriere, Vice President of Facilities

Cc: Bob Lucey, RSCVA Board Chair

Date: July 14, 2022

Subject: Review, Discuss and Possible Action to approve Staff's Recommendation to Award the Request for Proposal 2022-04 for the Reno-Sparks Convention Center - Security Camera Upgrade.

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#### Executive Summary

The purpose of this agenda item is to review staff's recommendations to award Request for Proposal 2022-04 for the Reno-Sparks Convention Center - Security Camera Upgrade. The Security Camera project was included in the Capital Improvement Plan for the fiscal year 2021-2022, as previously presented to the Board of Directors.

#### Background

A Request for Proposal for the Reno-Sparks Convention Center - Security Camera Upgrade was released to the public on May 27, 2022. Included in the RFP was the requirement for the proposers to submit a Base Bid, Add Alternate Bid #1, and Add Alternate Bid #2 with staff selecting one Add Alternate Bid to complete the project. The Base Bid included the materials and labor to demo the existing security camera system and install the new system. Add Alternate Bid #1 included the cost of (2) 160TB video recording servers and Add Alternate Bid #2 included the cost of (2) 288 TB video recording servers.

A mandatory pre-proposal meeting for this RFP was held at the Reno-Sparks Convention Center on June 7, 2022.

On June 21, 2022, three proposals were submitted to the RSCVA from: Triumph Electric, Inc., Desert Hills Electric, Inc., and RFI Communications & Security Systems. Staff evaluated the proposals and concluded that all the necessary requirements set forth in RFP 2022-04 were met by Triumph Electric, Inc. and RFI Communications and Security Systems; Desert Hills Electric, Inc. did not meet all necessary requirements set forth in the RFP.





#### Fiscal Impact

The chart below is a financial summary and comparison of the qualifying proposals received:

<b>Contractor</b>	<b>Base Bid</b>	<b>Add Alternate #2</b>	<b>Total Bid Price</b>
Triumph Electric, Inc.	\$199,750.00	\$162,750.00	\$362,500.00
RFI Communications & Security Systems	\$335,079.41	\$248,568.74	\$583,648.15

#### Recommendation

Based on staff's evaluation of the qualifying proposals received, staff recommends the award of RFP 2022-04 to Triumph Electric, Inc. in the amount of three hundred sixty-two thousand five hundred dollars (\$362,500.00). Triumph Electric, Inc. was the lowest bidder and met all necessary requirements set forth in the RFP.

#### Proposed Motion

I move to award the contract for the Reno-Sparks Convention Center - Security Camera Upgrade under Request for Proposal 2022-04 to Triumph Electric, Inc. under the terms presented and as set forth in Request for Proposal 2022-04, and I direct the CEO to negotiate and execute the final agreement.

To: RSCVA Board of Directors

From: Charles Harris, President & CEO  
Trent LaFerriere, Vice President of Facilities

Cc: Bob Lucey, RSCVA Board Chair

Date: July 14, 2022

Subject: Review, Discuss and Possible Action to approve staff's recommendation to award the Request for Proposal 2022-05 for the Reno-Sparks Convention Center - Sections D3 and U1 Roof Refurbishment Project.

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#### Executive Summary

The purpose of this agenda item is to review staff's recommendations to award Request for Proposal 2022-05 for the Reno-Sparks Convention Center - Sections D3 and U1 Roof Refurbishment Project. The Roof Refurbishment project was included in the Capital Improvement Plan for fiscal year 2021-2022, as previously presented to the Board of Directors.

#### Background

A Request for Proposal for the Reno-Sparks Convention Center - Sections D3 and U1 Roof Refurbishment Project was released to the public on June 14, 2022. Included in the RFP was the requirement for the proposers to submit a Base Bid (U1) and Add Alternate #1 (D3). The base Bid included the largest area of the deteriorated roof section (U1). Add Alternate #1 included a smaller section of the roof (D3).

A pre-proposal meeting for this RFP was held at the Reno-Sparks Convention Center on June 21, 2022.

On July 1, 2022, four proposals were submitted to the RSCVA: from D&D Roofing and Sheet Metal, Inc., Brazos Urethane, Western Sigle Ply – Nevada and Kodiak Roofing and Waterproofing Co.

Staff evaluated the proposals and concluded that all the necessary requirements set forth in RFP 2022-05 were met.



### Fiscal Impact

The chart below is a financial summary and comparison of the qualifying proposals received:

<b>Contractor</b>	<b>Base Bid</b>	<b>Add Alternate #1</b>	<b>Total Bid Price</b>
D&D Roofing and Sheet Metal, Inc.	\$464,800.00	\$182,650.00	\$647,450.00
Brazos Urethane	\$1,379,191.00	\$377,878.00	\$1,757,069.00
Western Single Ply - Nevada	\$966,000.00	\$300,000.00	\$1,266,000.00
Kodiak Roofing and Waterproofing Co.	\$713,842.00	\$326,316.00	\$1,040,158.00

### Recommendation

Based on staff's evaluation of the qualifying proposals received, staff recommends the award of RFP 2022-05 to D&D Roofing and Sheet Metal, Inc. in the amount of six hundred forty-seven thousand four hundred fifty dollars (\$647,450.00). D&D Roofing and Sheet Metal, Inc. was the lowest bidder and met all the necessary requirements set forth in the RFP.

### Proposed Motion

I move to award the contract for the Reno-Sparks Convention Center - Sections D3 and U1 Roof Refurbishment Project under Request for Proposal 2022-05 to D&D Roofing and Sheet Metal, Inc. under the terms presented and as set forth in Request for Proposal 2022-05, and I direct the CEO to negotiate and execute the final agreement.



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To: Reno Tahoe Board of Directors  
From: Charles Harris  
Date: July 6, 2022  
Subject: Review, discussion, and possible action to provide funding for the Miss USA and Miss Teen USA Pageants in 2023 and 2024

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### Executive Summary

At a special meeting of the Board of Directors on May 6, 2022, the Board approved sponsorship of the 2022 Miss USA and Miss Teen USA Pageants to be held in Reno-Sparks in an amount of up to \$250,000. At that meeting, staff was directed to explore a longer term partnership with The Miss Brand Corp. ("MISS BRAND") for the Miss USA and Miss Teen USA Pageants to be held in Reno-Sparks in future years. Staff has reached a tentative agreement with MISS BRAND, subject to Board approval, to sponsor the 2023 and 2024 Miss USA and Miss Teen USA to be held in Reno-Sparks. The Board is being asked to review, discuss and possibly approve a request by MISS BRAND to provide funding for the 2023 and 2024 Miss USA and Miss Teen USA pageants.

### Background/Analysis

On April 12, 2022, the RSCVA received a partnership proposal from MISS BRAND, stating that they had received a bid from a local hotel, and indicating their desire to bring the 2022 Miss USA and Miss Teen USA pageants back to Northern Nevada. The partnership proposal provided by MISS BRAND detailed funds and amenities to be provided by the host hotel and the host city/CVB, including but not limited to: complimentary hotel rooms, complimentary meals, complimentary event space, and an unspecified "financial contribution."

On May 6, 2022, the RSCVA Board of Directors approved funding in an amount up to \$250,000 for MISS BRAND to host the Miss USA and Miss Teen USA pageants in Reno-Sparks in 2022. An additional opportunity to host the Miss USA events for two additional years (2023 and 2024) has been proposed with the RSCVA funding up to \$250,000 per year for each of those subsequent years, subject to MISS BRAND achieving certain predefined deliverables.

### Fiscal Impact

RSCVA is proposing \$250,000 to be paid for two additional years (2023 and 2024) to sponsor the Miss USA and Miss Teen USA pageants to be produced by MISS BRAND and held in Reno-Sparks.

### Recommendation

Staff recommends that approval is given to fund MISS BRAND for the years of 2023 and 2024 at a level of up to \$250,000 per year to conduct the Miss USA and Miss Teen USA pageants in Reno-Sparks during those years.



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## Sponsorship Agreement

**This Sponsorship Agreement** (the "Agreement") is made and entered onto as of 7/8/2022 by and between the Reno-Sparks Convention and Visitors Authority, a county fair and recreation board created pursuant to Nevada Revised Statutes Chapter 244A ("RSCVA"), and The MISS Brand Corp. ("MISS BRAND"). RSCVA and MISS BRAND are sometimes individually referred to herein as a "Party" and collectively as the "Parties."

### Recitals

(A) **Whereas**, MISS BRAND desires to hold its annual Miss USA and Miss Teen USA pageants (collectively, the "Pageants") in the Reno-Sparks area in 2022, 2023 and 2024;

(B) **Whereas**, the RSCVA Board of Directors has approved the terms of a sponsorship of the 2022 Pageants, and MISS BRAND has agreed to the terms and conditions of a potential the sponsorship for the 2023 and 2024 Pageants by the RSCVA, subject only to approval by the RSCVA Board of Directors;

(C) **Whereas**, RSCVA and MISS BRAND desire to enter into an agreement whereby the RSCVA will provide certain sponsorship funding and MISS BRAND will produce the 2022 Pageants to be held in the Reno-Sparks area and telecast live on FYI on October 3, 2022 (as to Miss USA) and held in Reno-Sparks area and broadcast live (digitally) on October 1, 2022 (as to Miss Teen USA);

(D) **Whereas**, in addition to the 2022 Pageants, the Parties desire to enter into an agreement whereby the RSCVA will provide certain sponsorship funding and MISS BRAND will produce the 2023 and 2024 Pageants to be held in the Reno-Sparks, subject only to approval by the RSCVA Board; and

(E) **Whereas**, the Parties hereto are entering into this Agreement for such purposes, all on the terms and conditions provided herein.

**Now, therefore**, for valuable consideration, receipt of which is hereby acknowledged, RSCVA and MISS BRAND hereby agree as follows:

#### 1. Term.

Unless otherwise terminated or extended as set forth herein, this Agreement is effective as of 7/8/2022, and will expire on December 31, 2024, without notice or other action by either party hereto.

#### 2. Deliverables.

MISS BRAND shall provide sponsor benefits and deliverables for each of the Pageants held during the term of this Agreement to the RSCVA as outlined in Contract Addendum A (the "Deliverables"), which such Addendum is incorporated by this reference as if set forth in full herein. In the event the RSCVA Board of Directors approves this Agreement for the 2023 and 2024 Pageants, the Parties hereto agree to meet and confer each year to make adjustments to the Deliverables as are reasonably necessary due to changed circumstances and as are agreed upon by the Parties provided; however, that in no event shall the Deliverables require less or be less stringent than what is required for the 2022 Pageants.

#### 3. Payment.

In consideration of the above-described Deliverables, the RSCVA agrees to pay MISS BRAND a total of \$250,000 each year of the term of this Agreement in installments outlined below:

(a) \$150,000 by July 15, of the year in which the subject Pageants are held conditioned on receipt of the following items:

- i. One signed copy of this contract
- ii. W-9 for the organization that will receive payment
- iii. Invoice for \$150,000
- iv. Confirmation of the Washoe County lodging properties that MISS BRAND has contracted with for room blocks and/or booking codes for paid rooms for promotion to friends, family, fans and other potential room-revenue generating personnel as set forth in the attached Addendum A.

Advance payment of any portion of the funding award is with implied agreement from MISS BRAND that the required insurance certificates, detailed in Section 6. Insurance, will be provided to RSCVA no less than 14 days prior to the start of event. Failure to supply the required insurance documents by the deadline may result in a termination for cause (as set forth in Section 5, below) and all, or a portion of, the funding award may be withheld or caused to be returned in the RSCVA's sole discretion. Certificates are reviewed by RSCVA's insurance provider to verify they meet contract specifications. If incomplete, MISS BRAND agrees to amend certificates to the satisfaction of the RSCVA and their insurance provider prior to event start date.

(b) \$100,000 within 30 days after the last of the Pageants to occur in the subject year, conditioned on the following:

- i. A nightly room pick up report for each hotel in Washoe County that MISS BRAND has either booked rooms at or contracted with, differentiated by comp rooms and revenue rooms consumed. Reports should be prepared by the hotels to MISS BRAND and detail the actual room usage attributable to the pageants. Verifiable paid room nights in Washoe County, as provided by room pick-up reports provided by the hotels to MISS BRAND, room receipts of paid staff rooms utilized for pre-planning, and/or official MISS BRAND survey results of attendees that did not stay in official host hotel paid room blocks shall conclusively show a total of 1,800+ paid room nights.
- ii. Evidence that MISS BRAND has satisfied all of the required Deliverables by submission of a post-event report to include an analysis of all Deliverables, including, but not limited to, spectator attendance, paid and comp room night pick-up reports, proof of execution of all contracted RSCVA sponsorship amenities outlined in Contract Addendum A, samples of collateral pieces and press releases, broadcast analytics, social media analytics specific to Reno Tahoe brand mention and other items that may be requested by RSCVA.
- iii. Invoice for payment balance.

#### **4. Rooms Booked Outside of Block.**

RSCVA and MISS BRAND acknowledge the potential for attendees to book paid rooms outside of the block, which will result in such rooms not being accounted for when calculating the Sponsorship Fee Schedule. MISS BRAND has the option of conducting a survey to identify paid room nights utilized by attendees outside the contracted official hotel blocks. The survey summary provided to RSCVA must include 1) guest name, 2) lodging name, 3) number of paid nights utilized and 4) dates of their stay. Once the survey information has been provided to the RSCVA; we will request each lodging property to verify the guest's stay and number of room nights represented. The paid Washoe County room nights booked outside of the room blocks that can be verified by the lodging properties will count towards the official room night pick-up.



RSCVA shall have no liability or responsibility for the survey results or any lodging property's failure to verify information. MISS BRAND acknowledges and agrees that the results of any such surveys attempting to identify rooms booked outside of the MISS BRAND block shall be conclusive for the purposes of calculating the total paid room nights. Any names and room nights that cannot be verified are forfeited by MISS BRAND.

## **5. Termination.**

Either party may terminate this Agreement upon material default of the other party hereto provided such default continues uncured for ten (10) days after receipt of written notice identifying the default. The RSCVA shall have no obligation to tender any payments during any cure period in which MISS BRAND is attempting to cure any alleged default. Upon the expiration date of said notice, and if the default has not been substantially cured to the RSCVA's satisfaction, this Agreement shall become of no further force or effect whatsoever and each of the parties shall be relieved and discharged herefrom. Should this Agreement be terminated, and the event canceled, MISS BRAND shall reimburse to RSCVA all payments made pursuant to Section 3 of this Agreement within thirty (30) days after the proposed date of the event. If this Agreement is terminated after the event based on MISS BRAND's failure to provide the Deliverables or default, RSCVA shall not be required to make any additional payments outstanding as of the date of termination. In addition to the foregoing, the RSCVA shall have the right to terminate this Agreement if it fails to obligate requisite funds for the ensuing fiscal year(s) for payment of amounts due against this Agreement, necessitating cancellation of the Agreement.

## **6. Insurance.**

At all times during the Agreement Term, MISS BRAND shall procure and maintain, at its sole expense the following insurance coverage:

(a) **Commercial General Liability** at least as broad as Insurance Services Office policy form CG 00 01 12/07, or equivalent, providing coverage on an occurrence form for Bodily Injury, Property Damage, Liquor Liability, Independent Contractors, Personal Injury, Broad Form Property Damage, Broad Form Contractual Liability and Medical Payments. The limits of liability shall not be less than One Million Dollars (\$1,000,000) per occurrence, Two Million Dollars (\$2,000,000) general aggregate for both bodily injury and property damage.

- i. The policy shall include the RSCVA and its agents, beneficiaries, partners, employees, as additional insureds with coverage at least as broad as Insurance Services Office (ISO) endorsement form CG 20 26 07/04.
- ii. The policy shall provide that coverage is provided on a primary basis, not excess or contributing with or secondary to any other insurance as may be available to the additional insureds.
- iii. MISS BRAND will secure insurance to sufficiently cover any potential claims by contestants or agents while in the destination, including competition, contestant experiences and other activities.

(b) **Reserved.**

(c) **Workers' Compensation and Employer's Liability** at least as broad as National Council on Compensation Insurance (NCCI) policy form WC 00 00 00 B 07/11, or equivalent, providing coverage meeting the requirements of the Workers' Compensation law of the State of Nevada, if applicable.

(d) **Form of Coverage.** All such insurance maintained by MISS BRAND shall be:

- i. Issued by insurance companies authorized to do insurance business in the State of Nevada,

- ii. Issued by insurance companies with current A.M. Best financial ratings of at least A X or better
- iii. Satisfactory in form and substance to RSCVA.

All insurance shall provide that the policy shall not be canceled nor, shall coverage be reduced thereunder until after thirty (30) days written notice to RSCVA at Reno-Sparks Convention & Visitors Authority, Post Office Box 837, Reno, Nevada 89504-0837.

MISS BRAND shall deposit each policy or a certificate thereof with RSCVA no less than fourteen (14) days prior to the commencement of the event.

## **7. Status of Parties.**

The RSCVA shall be deemed an event sponsor only. The relationship of the parties is not under any circumstances whatsoever to be deemed, nor is it the intent of the parties hereto, to be construed as a joint venture, partnership, employer/employee or independent contractor relationship.

## **8. Limited Liability/Indemnification.**

MISS BRAND agrees to exercise its best judgment in its performance of the Deliverables with a view to avoiding any claims, proceedings or suits being made or instituted against the RSCVA or MISS BRAND. MISS BRAND agrees to indemnify, defend and hold harmless the RSCVA from and against any-and-all claims, demands, actions, liabilities, and expenses of any kind (including reasonable attorneys' fees) based on any legal theory arising out of any act or omission of MISS BRAND or its agents, employees, contractors or contestants.

NEITHER PARTY TO THIS AGREEMENT SHALL BE LIABLE FOR THE OTHER'S LOST PROFITS, OR SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES, WHETHER IN AN ACTION IN CONTRACT OR TORT, EVEN IF THE PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND NOTHING HEREIN SHALL BE DEEMED A WAIVER BY THE RSCVA OF ANY DEFENSES AVAILABLE TO IT AS A RESULT OF APPLICABLE STATUTORY LIABILITY CAPS.

## **9. Conduct.**

As a recipient of sponsorship monies, the MISS BRAND must positively highlight the communities of Reno, Sparks, Incline Village/Crystal Bay and Washoe County as an attractive place to live, work and play. Event and individual contestant messaging should support the RSCVA brand (Reno Tahoe), not contradict it, and should never convey a negative parody of the destination, even if unintentional. MISS BRAND, its affiliates, partners, officers, directors, employees, agents, contractors and all event participants (collectively the "MISS BRAND Parties") shall at all times conduct themselves according to the highest ethical standards and principals, and shall not engage in illegal, indecent, immoral, harmful or scandalous behavior or commit any act or do anything which might tend to bring the RSCVA, Reno, Sparks, Incline Village/Crystal Bay, Washoe County and/or the RSCVA brand into public disrepute, contempt, scorn, scandal or ridicule or which otherwise directly or indirectly reflects negatively on the foregoing or any of the foregoing's partners or brand sponsors. If, in the RSCVA's sole and absolute discretion, any of the MISS BRAND Parties violate any of the provisions of this Section 9, the RSCVA may terminate this Agreement as set forth in Section 5 hereof.

## **10. Media and Marketing Rights.**

MISS BRAND agrees to grant RSCVA, its successors, affiliates and/or assigns, the exclusive right to utilize in any advertising or marketing materials all property and materials (including intellectual property) which are produced by reason of the terms of the Agreement, by or on behalf of the RSCVA, including but not limited to audio, video, photographs, negatives, and any other imagery produced during the event. MISS BRAND further agrees to indemnify and hold the RSCVA harmless for any claims, demands, actions or proceedings, liabilities, costs and expenses (including, but not limited to, attorney fees) initiated by a participant of the special event for misappropriation of likeness, or any similar action.

In addition, MISS BRAND agrees to grant the RSCVA, its successors, affiliates and/or assigns, the right to use the trade name of Miss USA and Miss Teen USA in any advertising or marketing materials produced by the RSCVA. MISS BRAND will secure high-resolution images and the necessary photo rights of contestants experiencing the destination during Miss USA 2022, Miss USA 2023 and Miss USA 2024.

**11. Years 2023 and 2024 Subject to approval by RSCVA Board of Directors.**

The RSCVA Board of Directors has approved this Agreement for sponsorship of the 2022 Pageants, and this Agreement shall be binding on all Parties hereto in regard to the 2022 Pageants upon full execution by the Parties. By executing this Agreement below, MISS BRAND hereby irrevocably offers to be bound by the terms set forth herein for sponsorship of the 2023 and 2024 Pageants subject only to the approval of the RSCVA Board of Directors, such approval to be in Board's sole and absolute discretion. Upon full execution of this Agreement, it shall be presented to the RSCVA Board of Directors at a future Board meeting for approval. If approved at such meeting, this Agreement shall be binding on the parties through and including the 2024 Pageants. If this Agreement is not approved by the RSCVA Board of Directors for years 2023 and 2024 at such meeting, this Agreement shall be binding on the Parties as to the 2022 Pageants only, the RSCVA shall have no funding obligations beyond the 2022 Pageants, and this Agreement shall be deemed terminated at the conclusion of the 2022 Pageants (subject to the Parties' various obligations regarding payment of sponsorship fees for the 2022 Pageants).

**12. Failure to Hold Required Pageants.** In the event that MISS BRAND fails to hold any of the required Pageants during any required year, the RSCVA shall have no obligation to make any of the scheduled sponsorship payments attributable to such year, and MISS BRAND shall reimburse the RSCVA for any sponsorship payments made prior to the subject Pageant being canceled within ten (10) days of receipt of demand therefor. In addition, MISS BRAND acknowledges that the sponsorship levels set forth herein are being offered based on the economics of a three (3) year commitment from MISS BRAND to hold the Pageants in the Reno-Sparks area. If this Agreement is approved by the RSCVA Board of Directors pursuant to Section 11, above, in the event MISS BRAND fails to hold the 2023 and/or 2024 Pageants in the Reno-Sparks area for any reason other than a termination of this Agreement due to a default of the RSCVA, in addition to the return of any sponsorship funds previously advanced, MISS BRAND shall pay to the RSCVA a fee of Fifty Thousand Dollars (\$50,000.00) for each year the required Pageants are not held as required by this Agreement, not as a penalty, but as liquidated damages to compensate RSCVA for losses incurred by RSCVA by such failure on the part of MISS BRAND, the exact amount of such costs being extremely difficult and impracticable to determine. Notwithstanding the foregoing, if Miss Brand fails to hold the 2023 and/or 2024 Pageants because the established dates for the Pageants would conflict with the date of the Miss Universe pageant and the planned hotel and venue are unable to accommodate alternate dates, the RSCVA will waive the liquidated damages payment for the failure to hold the Pageants provided that the Pageants are held: (i) in the Reno-Sparks area in 2025 (in the event either the 2023 or 2024 Pageants are cancelled); or (ii) in the Reno-Sparks area in 2025 and 2026 (in the event both of 2023 and 2024 Pageants are canceled), on the same terms and conditions set forth in this Agreement for the year(s) in which the Pageants are canceled.

**13. Miscellaneous.**

(a) **No Waiver of Rights.** Failure of a party at any time to require another party's performance of any obligation under this Agreement will not affect the right to require performance of that obligation at any later time. Any waiver of any breach of any provision of the Agreement will not be construed as a waiver of any continuing or succeeding breach of such provision, a waiver or modification of the provision itself, or a waiver or modification of any right under this Agreement.

(b) **Entire Agreement.** This Agreement, and the attached Addendum, contain the entire understanding between the parties with respect to the subject matter of this Agreement and it supersedes any prior oral or written agreements and understandings between them. This Agreement may be modified only in writing signed by MISS BRAND and RSCVA.

(c) **Assignment.** This Agreement, or any interest herein, shall not be assigned, transferred or otherwise encumbered under any circumstances by MISS BRAND without the prior written consent of RSCVA.

(d) **Modification or Amendment.** It is agreed that no modification, amendment or alteration in the terms or conditions contained in this Agreement shall be effective unless contained in a written document executed with the same formality and of equal dignity herewith.

(e) **Governing Law.** The validity, construction, performance and effect of this Agreement will be governed by the substantive laws of the State of Nevada. It is further agreed that any action, suit or judicial proceedings brought by either party against the other with respect to any matter arising out of or connected with this Agreement and/or the relationship of the parties, will be brought in a court located in the State of Nevada having competent jurisdiction, and that such court will have personal jurisdiction over the parties with respect to such action, suit or proceeding.

(f) **Severability.** In the event any of the provisions, or applications thereof, of this Agreement is held to be unenforceable or invalid by any court of competent jurisdiction, the validity and enforceability of the remaining provisions, or applications thereof, shall not be affected.

(g) **Conflict of Interest.** No officer, member or employee of RSCVA and no member of its governing boards, councils or commissions shall have any pecuniary interest, direct or indirect, in this Agreement or the proceeds thereof. Any violation of this provision shall be considered a material breach of this Agreement.

(h) **Attorney Fees and Expenses.** In the event either party shall file an action or proceeding against the other to enforce any provision or right hereunder, the prevailing party in such action or proceeding shall be paid by the other party thereto all reasonable costs and expenses incurred by such prevailing party in connection with such action or proceeding, expressly including, but not limited to, reasonable attorney fees. Such costs and expenses, including attorney fees, shall be included in any judgment or decree rendered in such action or proceeding.

(i) **Notices.** All notices and other communications required or permitted to be provided under this Agreement shall be in writing and may be delivered by hand, facsimile transmission with verification of receipt, or by United States mail, postage prepaid and return receipt requested, addressed to the respective parties as follows:

**To RSCVA:** Mr. Charles Harris  
President/CEO  
Reno-Sparks Convention & Visitors Authority  
PO Box 837  
Reno, NV 89504

**To MISS BRAND:** Ms. Crystle Stewart  
President  
Miss USA Organization  
PO Box 27149  
Houston, TX 77227

With a courtesy copy to: Nathan Sheffield, Esq.  
Herzog & Sheffield, P.C.  
59 John Street, Suite 9B  
New York, New York 10038

Or to such other addresses as any party may designate by notice in accordance with this Section.  
Notice shall be deemed given on the date of personal delivery by hand, or the date of receipt of facsimile transmission (with verification of receipt), on the date delivery is refused, if applicable, or on the date of mailing if by U.S. return receipt mail.

**In Witness Whereof**, the undersigned have executed this Agreement on 7/8/2022.

**The MISS Brand Corp.,**

DocuSigned by:  
**By:** Crystle Stewart  
61B386B54074418  
**Ms. Crystle Stewart**

**Title:** President

**RSCVA**

**Approved and executed by:**

DocuSigned by:  
Charles Harris  
105E113E8000450  
**Mr. Charles Harris**  
**RSCVA President/CEO**



## **RSCVA Sponsorship Deliverables for MISS BRAND 2022-2024 Addendum A**

### **BROAD SPECTRUM**

- MISS BRAND guarantees a livestream of preliminary competitions and Miss Teen USA Finals.
- MISS BRAND anticipates reaching a total of **3 million** viewers through live telecast, short form editorials stories and promotional spots on A&E and FYI.
- A&E and FYI, part of the A+E portfolio, are available in over 80 million US households.
- "Reno Tahoe" to be designated as the Title Sponsor of Miss USA and Miss Teen USA and recognized as such in all media, digital, broadcast, print and verbal mentions associated with the events.
- Reno Tahoe logo inclusion on all messaging, Reno Tahoe to approve all usage, such approval not to be unreasonably withheld. If Reno Tahoe approves a specific usage, MISS BRAND may use the Reno Tahoe logo for similar usages without requiring additional approval.
- MISS BRAND guarantees at least 70 million media impressions linked to Reno Tahoe across multiple persons and platforms, including, but not limited to, Miss USA, Miss Teen USA official accounts on Instagram, Facebook, Snapchat, TikTok and YouTube, as well as official accounts of influencers, titleholders, contestants, former contestants and titleholders, sponsors, hosts, judges and talent.

### **FYI BROADCAST/LIVESTREAMS**

- FYI Telecast: RSCVA (Reno Tahoe brand) must receive a minimum of three (3) minutes of Reno Tahoe destination exposure, specific to the RSCVA's jurisdiction of Washoe County, to include video references of the communities and locations of Reno, Sparks, Incline Village/Crystal Bay in Lake Tahoe. This may include: Sand Harbor State Park, Washoe Valley, Pyramid Lake, Mt. Rose Ski Tahoe and Ski Diamond Peak.
  - RSCVA shall have veto authority over the selection of contestant experiences and activities that are included in the broadcast. In connection with the foregoing, the parties shall discuss scheduled experiences and activities prior to such footage being captured.
- FYI Telecast: MISS BRAND will guarantee a minimum of six (6) recognitions of Reno Tahoe, either or a combination thereof of,
  - A "Miss USA / Reno Tahoe Logo lock" that can appear three (3) times in a two-hour broadcast or alternatively.
  - A verbal mention/recognition of Reno Tahoe that is seamlessly and organically placed in the telecast (which may include, without limitation, the celebrity host mention noted below).
  - MISS BRAND to provide supplemental Reno Tahoe logo and verbal recognition in the Miss USA Preliminary Show, Miss Teen USA preliminary and Miss USA final.
  - MISS BRAND will use commercially reasonable efforts to include a "Promotional Consideration" (with video supplied by Reno Tahoe) during the Program, subject to network approval.
- FYI Telecast: celebrity hosts will provide minimum of one (1) organic on-air, in-show endorsement of Reno Tahoe as a desirable travel destination (e.g., "the contestants have had such a great time experiencing all that Reno Tahoe has to offer this week").





## **FYI BROADCAST/LIVESTREAMS (cont.)**

- Livestreams: MISS BRAND to provide a minimum of three (3) 30-second Reno Tahoe branded commercial spots or Reno Tahoe branded video content during livestream, provided by RSCVA, in each of the following:
  - Miss USA preliminaries, Miss Teen USA preliminaries, Miss Teen USA finals.
- MISS BRAND to provide a total of six (6) short forms (60-second infomercials) to air throughout the A&E and FYI.
- MISS BRAND guarantees partnership with at least FYI Network. If MISS BRAND cannot fulfill livestream and broadcast with contracted networks, MISS BRAND will reimburse RSCVA a mutually agreed upon amount, dependent upon deliverables.

## **MEDIA/PUBLIC RELATIONS**

- PR will be generated by MISS BRAND with review/approval of RSCVA and its National Public Relations Agency of Record, The Decker/Royal Agency.
- Miss USA staff will work directly with The Decker/Royal Agency for media relations efforts
- The RSCVA and The Decker/Royal Agency will receive introductions and have full access to all invited media.
- The RSCVA and The Decker/Royal Agency will have full authority to promote Miss USA as it relates to the Reno Tahoe area in perpetuity.

## **CONTESTANT EXPERIENCES AND ACTIVITIES**

- MISS BRAND is solely responsible for facilitating activities and contestant experiences, including outreach and confirmation of activities and venues.
- MISS BRAND is solely responsible for all costs associated with contestant experiences, including transportation.
- MISS BRAND is solely responsible for negotiating activity costs for contestant experiences directly with individual providers and venues.
- RSCVA will provide guidance and recommendations for possible experiences, including contacts if available, but will not organize experiences and activities on MISS BRAND's behalf.
- Reno Tahoe branded apparel items must be included in at least one digital, video or still segment that features a minimum of 10 contestants, as well as the reigning Miss USA. The apparel will be agreed upon and approved by MISS BRAND.
  - Said logo items to be provided by the RSCVA.

## **INFLUENCER DIGITAL AND SOCIAL MEDIA**

*(Contestants, titleholders, Miss USA and Miss Teen USA)*

- Influencers will follow current destination policies, as provided by RSCVA, as it relates to social media, social handles, and hashtags.
- All 51 contestants, Miss USA and Miss Teen USA state titleholder must post at least one social post per day during event dates specifically promoting Reno Tahoe, tagging appropriate hashtags and handles provided by Reno Tahoe and have visitor-friendly messaging.
- All 51 contestants and Miss USA must post at least one Instagram story per day during event dates specifically promoting Reno Tahoe, tagging appropriate hashtags and handles provided by Reno Tahoe and have visitor-friendly messaging.



## **INFLUENCER DIGITAL AND SOCIAL MEDIA (cont.)**

- Miss USA and Miss Teen USA must post a total of twelve (12) posts (3 on Twitter, 3 on Facebook, 3 on Instagram, 3 TikTok) specifically promoting Reno Tahoe, tagging appropriate hashtags and handles provided by Reno Tahoe and have visitor-friendly messaging PRIOR to pageant week.
- Miss USA and Miss Teen USA must post a total of four (4) posts (1 on Twitter, 1 on Facebook, 1 on Instagram, 1 on TikTok) specifically promoting Reno Tahoe, tagging appropriate hashtags and handles provided by Reno Tahoe and have visitor-friendly messaging DURING pageant week.

## **MISS BRAND SOCIAL MEDIA PLATFORM**

- After the event: in promotion of the Reno Tahoe destination:
  - Two (2) messaging opportunities on Miss USA's Facebook page, content and imagery approved and/or provided by RSCVA.
  - Two (2) messaging opportunities on Miss USA's and Miss Teen USA's Twitter feed, content and imagery approved and/or provided by RSCVA.
  - Two (2) messaging opportunities on Miss USA's and Miss Teen USA's Instagram feed, content and imagery approved and/or provided by RSCVA.
  - Two (2) messaging opportunities on Miss USA's and Miss Teen USA's TikTok feed, content and imagery approved and/or provided by RSCVA.

## **MISS BRAND WEBSITE AND EBLASTS**

- Inclusion of Reno Tahoe logo on MISS BRAND website.
- Links to VisitRenoTahoe.com on MISS BRAND website.
- Inclusion of Reno Tahoe destination video on MISS BRAND website. Video to be provided by RSCVA.
- Inclusion of Reno Tahoe digital travel guides on MISS BRAND website, including images, links and short descriptions.
- Reno Tahoe logo and link will be included in all email blasts pertaining to Miss USA 2022, 2023 and 2024.
- RSCVA shall receive one messaging opportunity in Miss USA eblast; message content, photo and link to be provided by RSCVA.

## **COMMEMORATIVE PROGRAM**

- Miss USA Commemorative Program:
  - RSCVA to receive a complimentary two-page ad, within the first 1/3 of the program for Miss USA 2022, 2023 and 2024.
  - Reno Tahoe will receive a destination advertorial in Miss USA 2022, 2023 and 2024 program.
    - Content and image to be provided by RSCVA.
- Miss Teen USA Commemorative Program:
  - RSCVA to receive a complimentary one-page ad, within the first 1/3 of the program.
  - Reno Tahoe will receive a destination advertorial in Miss USA 2022, 2023 and 2024 program.
    - Content and image to be provided by RSCVA.



## MISCELLANEOUS

- Hi-Res image photo rights of contestants experiencing the destination during Miss USA 2022, 2023 and 2024.
- One (1) appearance opportunity of the reigning Miss USA on behalf of Reno Tahoe (subject to availability):
  - No appearance fees shall be charged by MISS BRAND to the RSCVA. Travel and lodging to be provided by RSCVA.
- Minimum of 50 VIP tickets, combined:
  - GSR Theater for the live pageant.
  - The VIP Party in LEX (or similar) with live feed.
- Unlimited tickets to preliminary events of Miss USA and Miss Teen USA.
- Partnership promotion with MISS BRAND, United Airlines and RSCVA
  - Examples include but are not limited to:
    - Social media giveaway partnership between MISS BRAND, United Airlines and RSCVA for a chance to win a free flight to Reno Tahoe and be a guest judge for the MISS BRAND preliminary and/or final rounds
    - Social media giveaway partnership between MISS BRAND, United Airlines and RSCVA for a chance to win a Miss USA/Miss Teen USA experience as an honorary contestant

## PERFORMANCE

- Paid Room Night Production:
  - MISS BRAND will secure room blocks and/or special booking codes at hotels in Washoe County for friends, family, fans and other potential room-revenue generating personnel.
  - MISS BRAND will promote the available revenue rooms on their digital and social platforms and encourage attendees to book under the special codes.
  - Within thirty (30) days of conclusion of the event, MISS BRAND will provide to the RSCVA as part of the post-event deliverables, room pick-up data for both comp and revenue rooms consumed at each of the hotels detailing actual room usage by the event which such information shall be provided by MISS BRAND's official host hotels and other hotels contracted.
  - MISS BRAND will generate 1,800 or more trackable paid room nights in Washoe County resulting from the Miss USA and/or Miss Teen USA competitions.
- Proof of fulfillment of all sponsorship amenities satisfactory in scope to the RSCVA.
- MISS BRAND to share final ticket sales recap post event.
- MISS BRAND to provide a full report on demographics of MISS BRAND viewership and reach on IMG Network.



## RSCVA Monthly Snapshot | May | FY22

		May Monthly Performance   FY22			May YTD Performance   FY22				
Strategic Priority #1: Visitor Growth & Awareness	Market Performance/Cash Occupied Rooms	Actual	Target	% to Target	YTD Actual	YTD Target	% to Target	Annual Target	Annual Pacing
	Room Inventory	660,705	653,209	101%	7,254,474	7,023,833	103%	7,692,194	7,913,972
	Cash Room Nights	264,934	258,537	102%	2,912,350	2,733,221	107%	3,010,821	3,177,109
	Comp Room Nights	70,078	60,135	117%	708,818	670,303	106%	736,322	773,256
	Overall Occupancy	65.0%	67.0%	97%	65.0%	65.6%	99%	65.9%	-
	Taxable Revenue	\$38,117,814	\$31,239,134	122%	\$409,445,289	\$317,015,304	129%	\$349,932,228	\$446,667,588
	A.D.R.	\$143.88	\$120.83	119%	\$140.59	\$115.99	121%	\$115.48	-
	Gaming Win	\$87,551,582	-	-	\$941,131,067	-	-	-	\$1,026,688,437
	Air Passengers	352,255	-	-	3,770,976	-	-	-	4,113,792
	Overall Visitor Growth   Marketing	Actual	Target	% to Target	YTD Actual	YTD Target	% to Target	Annual Target	Annual Pacing
	Visitor Volume	321,163	309,476	104%	3,539,223	3,314,397	107%	3,650,445	3,860,971
	Website Sessions	342,065	166,667	205%	2,101,201	1,833,337	115%	2,000,000	2,292,219
	Number of Partner Referrals	35,969	11,416	315%	225,459	71,629	315%	88,000	245,955
	SF: Web Sessions	47,422	-	-	311,154	-	-	-	339,441
	Sacramento: Web Sessions	42,294	-	-	315,734	-	-	-	344,437
LA Basin: Web Sessions	40,962	-	-	246,490	-	-	-	268,898	

Strategic Plan Priority #2: Direct Room Night Growth		May Monthly Performance   FY22			May YTD Performance   FY22				
	Sales Goals   Tourism	Actual	Target	% to Target	YTD Actual	YTD Target	% to Target	Annual Target	Annual Pacing
	Wholesaler/ Receptive Operators	1,871	-	-	26,904	-	-	-	29,350
	Online Travel Agent	36,106	-	-	393,517	-	-	-	429,291
	Travel Agent	15,044	-	-	154,858	-	-	-	168,936
	Group Tour/Motorcoach	519	-	-	20,264	-	-	-	22,106
	Ski and Golf Production	355	-	-	4,845	-	-	-	5,285
	Total	53,895	-	-	600,388	-	-	-	654,969
	Tentative Pipeline   Sales	Actual	Target	% to Target	YTD Actual	YTD Target	% to Target	Annual Target	Annual Pacing
	# of Leads Issued	53	42	126%	496	387	128%	429	541
	# of Room Nights for Leads Issued	30,797	-	-	566,217	-	-	-	617,691
	# of Outstanding Leads in Pipeline	266	-	-	2,603	-	-	-	2,840
	# of Room Nights in Pipeline	389,239	488,813	80%	4,368,500	5,376,943	81%	5,865,756	4,765,636
	Produced Room Nights   Sales	Actual	Target	% to Target	YTD Actual	YTD Target	% to Target	Annual Target	Annual Pacing
	Gross Produced Room Nights	2,384	13,766	17%	196,230	175,435	112%	206,500	214,069
	Net Produced Room Nights	2,384	13,766	17%	195,392	175,435	111%	206,500	213,155
	Convention Produced Room Nights	794	11,116	7%	75,216	99,386	76%	107,923	82,054
	Sports Produced Room Nights	1,590	2,650	60%	120,176	76,049	158%	98,577	131,101



# **Reno-Sparks Convention and Visitors Authority**

## **Interim Financial Report**

**May 2022**



**Reno-Sparks Convention and Visitors Authority  
Interim Financial Report  
May 2022**

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# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Financial Summary

	Period Ended May		Increase (Decrease)		Annual FY 2022	
	2022	2021	\$	%	Total Budget (Augmented)	CY Actual as a % of Total Budget
<b>Revenues</b>						
Room Tax Collections	\$ 35,314,949	\$ 25,008,054	\$ 10,306,895	41.2%	\$ 35,967,453	98.2%
Tourism Surcharge	4,335,855	3,496,071	839,784	24.0%	4,868,231	89.1%
Facility Revenues						
Reno-Sparks Convention Center	4,030,317	1,112,436	2,917,881	262.3%	3,057,861	131.8%
National Bowling Stadium	244,899	193,175	51,724	26.8%	347,095	70.6%
Reno Events Center	1,130,855	36	1,130,819	3141163.9%	1,237,736	91.4%
Reno-Sparks Livestock Events Center	1,424,686	427,365	997,321	233.4%	977,652	145.7%
Total Facility Revenues	6,830,757	1,733,012	5,097,745	294.2%	5,620,344	121.5%
Other Income	1,275,097	831,825	443,272	53.3%	1,023,287	124.6%
<b>Total Revenues</b>	<b>\$ 47,756,657</b>	<b>\$ 31,068,962</b>	<b>\$ 16,687,696</b>	<b>53.7%</b>	<b>\$ 47,479,315</b>	<b>100.6%</b>
<b>Operating Expenses</b>						
Payroll & Related	\$ 4,673,957	\$ 4,258,554	\$ 415,403	9.8%	\$ 7,046,992	66.3%
Supplies & Services	12,637,167	7,728,320	4,908,847	63.5%	14,078,401	89.8%
Travel & Entertainment	492,124	164,009	328,116	200.1%	738,354	66.7%
Promotion & Advertising	6,786,380	4,769,379	2,017,001	42.3%	10,755,196	63.1%
Special Projects	1,075,462	424,069	651,393	153.6%	3,060,750	35.1%
Capital Outlay	58,848	53,577	5,271	9.8%	75,452	78.0%
<b>Total Operating Expenses</b>	<b>\$ 25,723,938</b>	<b>\$ 17,397,908</b>	<b>\$ 8,326,031</b>	<b>47.9%</b>	<b>\$ 35,755,145</b>	<b>71.9%</b>
<b>Non Operating Expenses</b>						
Debt Service Transfers	\$ 7,489,939	\$ 9,073,989	\$ (1,584,051)	-17.5%	\$ 8,065,650	92.9%
Incline Village/Crystal Bay Apportionment	2,013,448	1,847,330	166,118	9.0%	1,907,299	105.6%
Capital Improvements	848,859	484,196	364,663	75.3%	2,500,000	34.0%
Contingency	-	-	-	0.0%	200,000	0.0%
<b>Total Non Operating Expenses</b>	<b>\$ 10,352,246</b>	<b>\$ 11,405,515</b>	<b>\$ (1,053,270)</b>	<b>-9.2%</b>	<b>\$ 12,672,949</b>	<b>81.7%</b>
<b>Total Expenses</b>	<b>\$ 36,076,184</b>	<b>\$ 28,803,423</b>	<b>\$ 7,272,761</b>	<b>25.2%</b>	<b>\$ 48,428,094</b>	<b>74.5%</b>
<b>Profit/(Loss)</b>	<b>\$ 11,680,473</b>	<b>\$ 2,265,539</b>	<b>\$ 9,414,934</b>	<b>415.6%</b>	<b>\$ (948,779)</b>	<b>-1231.1%</b>

# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Transient Lodging Tax Collections and Statistics

	Period Ended May		Increase (Decrease)	
	2022	2021	\$	%
<b><i>Room Tax Collections</i></b>				
Lodging (6 5/8%)	\$ 27,125,975	\$ 18,644,381	\$ 8,481,594	45.5%
Convention Center (2%)	8,188,973	5,628,492	2,560,481	45.5%
Tourism Surcharge	4,335,855	3,496,071	839,784	24.0%
<b>Total Tax Collections</b>	<b>\$ 39,650,804</b>	<b>\$ 27,768,944</b>	<b>\$ 11,881,860</b>	<b>42.8%</b>
<b><i>Room Tax Statistics</i></b>				
<b>Taxable Room Revenues</b>	<b>\$ 409,445,287</b>	<b>\$ 280,578,145</b>	<b>\$ 128,867,142</b>	<b>45.9%</b>
<b>Average Rate - Cash</b>	<b>\$ 140.59</b>	<b>\$ 121.07</b>	<b>\$ 19.52</b>	<b>16.1%</b>
<b><i>Occupied Rooms</i></b>				
Cash	2,912,350	2,317,483	594,867	25.7%
Comp	708,818	677,947	30,871	4.6%
28 Day	1,090,923	1,182,711	(91,788)	-7.8%
<b>Total Occupied Rooms</b>	<b>\$ 4,712,091</b>	<b>\$ 4,178,141</b>	<b>\$ 533,950</b>	<b>12.8%</b>
<b>Total Percentage of Occupancy</b>	<b>65.0%</b>	<b>60.4%</b>	<b>4.6</b>	<b>7.5%</b>

# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Facilities Margins

	Period Ended May		Increase (Decrease)		Annual FY 2022	
	2022	2021	Amount	%	Total Budget (Augmented)	CY Actual as a % of Total Budget
<b>Facilities</b>						
Reno-Sparks Convention Center	\$ (1,215,431)	\$ (1,467,525)	\$ (252,094)	-17.2%	\$ (2,483,973)	48.9%
National Bowling Stadium	(1,714,162)	(1,323,404)	390,758	29.5%	(1,951,595)	87.8%
Reno Events Center	(816,809)	(1,052,338)	(235,529)	-22.4%	(1,218,207)	67.1%
Reno-Sparks Livestock Events Center	(325,433)	(750,269)	(424,836)	-56.6%	(526,381)	61.8%
<b>Total Facilities</b>	<b>\$ (4,071,835)</b>	<b>\$ (4,593,536)</b>	<b>\$ 521,701</b>	<b>11.4%</b>	<b>\$ (6,180,156)</b>	<b>65.9%</b>

# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Operating Expenses by Department

	Period Ended May		Increase (Decrease)		Annual FY 2022	
	2022	2021	\$	%	Total Budget (Augmented)	CY Actual as a % of Total Budget
<b>Sales and Marketing</b>						
Convention Sales	\$ 3,791,139	\$ 2,421,575	\$ 1,369,563	56.6%	\$ 6,107,278	62.1%
Tourism Sales	577,880	371,645	206,235	55.5%	946,534	61.1%
Marketing	7,288,352	5,214,127	2,074,225	39.8%	11,861,977	61.4%
<b>Total Sales and Marketing</b>	<b>\$ 11,657,371</b>	<b>\$ 8,007,347</b>	<b>\$ 3,650,023</b>	<b>45.6%</b>	<b>\$ 18,915,789</b>	<b>61.6%</b>
<b>Facilities Transition</b>	<b>\$ 124,703</b>	<b>\$ -</b>	<b>\$ 124,703</b>	<b>100.0%</b>	<b>\$ 810,000</b>	<b>15.4%</b>
<b>General and Administrative</b>	<b>\$ 3,132,054</b>	<b>\$ 3,086,942</b>	<b>\$ 45,112</b>	<b>1.5%</b>	<b>\$ 4,228,856</b>	<b>74.1%</b>
<b>Capital, Debt Service, and Other</b>	<b>\$ 10,352,246</b>	<b>\$ 11,405,515</b>	<b>\$ 1,053,270</b>	<b>9.2%</b>	<b>\$ 12,672,949</b>	<b>81.7%</b>