

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
REGULAR MEETING OF THE BOARD OF DIRECTORS
Thursday, February 23, 2023, at 9:00 a.m.
Reno-Sparks Convention and Visitors Authority
4065 S. Virginia Street, Board Room
Reno, Nevada**

**BOARD OF DIRECTORS:
Councilwoman Charlene Bybee, Chair**

Mayor Hillary Schieve
Commissioner Vaughn Hartung
Mr. Stephen Ascuaga
Mr. Andy Chapman

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

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

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

This meeting is being livestreamed and may be viewed by the public at the following link: www.rscva.com/public-meetings

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.

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. CONSENT AGENDA:

1. Approval of the Agenda of the February 23, 2023, Regular Meeting of Board of Directors

For possible action

2. Approval of the Minutes of the January 26, 2023, Regular Meeting of the Board of Directors

For possible action

D. EXECUTIVE UPDATE(S)

D1. Reno-Sparks Convention and Visitors Authority CEO Update

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

Informational only

F. PRESENTATIONS

F1. Presentation: Annual Plan Update - RSCVA Tourism Sales

Mr. Art Jimenez, Executive Director of Tourism Sales, will provide the RSCVA Board of Directors with an update on the current fiscal year initiatives to address tourism priorities within the annual plan.

Informational only

G. BOARD MATTERS

G1. Review and Discussion Related to the Reno Tahoe Visitor Profile Study Key Findings

Ms. Christina Erny, Vice President of Marketing, will review the key findings from the 2022 Past and Potential Visitor Profile Study.

Informational only

G2. Discussion and Possible Action to Approve the Recommendation from the Executive and Legislative Committee to Commence Discussions with Charles Harris, RSCVA President and CEO, in an Attempt to Extend the Term of Mr. Harris' Employment Agreement

At its meeting on February 2, 2023, the RSCVA Executive and Legislative Committee took action to recommend to the RSCVA Board of Directors that: (i) the RSCVA commence discussions with Mr. Harris to extend the term of his current employment agreement; and (ii) that those discussions in an effort to reach mutually agreeable terms be conducted by Shannon Keel, Chairperson of the Committee, and any proposed terms be reviewed at the Committee level for possible future recommendation to the full Board of Directors. The Board of Directors is being asked to discuss, consider, and take possible action to approve, deny or modify, the recommendations of the Committee.

For possible action

H. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

RSCVA Board Members may share announcements, reports, updates, and requests for information. This item is informational only, and no discussion among Board Members will take place on this item.

Informational only

I. 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.

J. 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
Meeting held Thursday, January 26, 2023, 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, January 26, 2023. The meeting was properly noticed & posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

A1. Call to Order

Chair Charlene Bybee called the meeting to order at 9:05 am.

A2. Pledge of Allegiance

Chair Bybee asked Commissioner Hartung to lead the pledge.

A3. Roll Call

The Clerk of the Board took roll call.

Board Members Present:

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

Board Members Absent:

RSCVA Executive Staff Present:

Charles Harris, President & CEO
Courtney Jaeger, Vice President, Finance
Trent LaFerriere, Vice President, Facilities
Mike Larragueta, Vice President, Sales
Christina Erny, Vice President, Marketing

RSCVA Legal Counsel:

Benjamin Kennedy, Dickson Wright

Board Clerk:

Lisa Farmer, Executive Assistant to the President & CEO

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Chair Bybee opened the floor to public comment. There was none, public comment was closed.

C. CONSENT AGENDA:

- 1. Approval of the Agenda of the January 26, 2023, Regular Meeting of the Board of Directors**
- 2. Approval of the Minutes of the December 8, 2022, Meeting of the Board of Directors**
- 3. Approval of the Annual Comprehensive Financial Report (ACFR) for the fiscal year ended June 30, 2022, including the Report of Independent Auditors**

Board Member Sferrazza asked to remove item C3 from the consent agenda.

Motion: Move to approve consent agenda items C1 and C2 as presented.

Moved by: Board Member Hartung

Seconded by: Board Member Schieve

Aye: Board Members: Ascuaga, Bybee, Hartung, Murdock, Schieve, Sferrazza, and Silver

Nay:

Absent: Board Members: Chapman and Keel

Abstain:

Vote: Motion passed 7-0-2

Board Member Sferrazza asked if the audit of the ACFR resulted in any management findings (audit findings). Vice President of Finance Courtney Jaeger stated there were no audit findings. Board Member Sferrazza congratulated staff on this accomplishment.

Motion: Move to approve consent agenda item C4 as presented.

Moved by: Board Member Sferrazza

Seconded by: Board Member Hartung

Aye: Board Members: Ascuaga, Bybee, Hartung, Murdock, Schieve, and Silver

Nay:

Absent: Board Member Chapman and Keel

Abstain:

Vote: Motion passed 7-0-2

Discussion followed regarding the recent cost of living adjustment (COLA). The last COLA was effective January 1, 2023.

Board Member Keel arrived at 9:16 a.m.

D. BOARD MATTERS

D1. Amendment to Revised Rules of Procedure for RSCVA Board Meetings

Legal Counsel Ben Kennedy gave a brief overview of the history of RSCVA meeting frequency.

Previously the Board had met monthly, about two and a half years ago Board action was taken to change the schedule to every other month. At the last regular meeting of the Board, there was a request to go back to meeting monthly, keeping November and December combined.

Chair Bybee asked for input from each Board Member. Board Member Silver was in favor of keeping the current schedule, meeting every other month. She felt she the CEO report kept her fully informed, as it provided a lot of updates and data. Board Member Hartung was in favor of holding monthly meetings. He said with the RSCVA's large budget, it was necessary, and it would cut down on the length of regular meetings. If there was no business for the month, the meeting could be canceled. He suggested a trial period, meeting monthly until the Fall and re-evaluating the schedule then.

Discussion followed regarding the change to meeting bi-monthly. Mr. Kennedy said the meeting policy was reviewed and compared to other Destination Management Organizations (DMOs). A recommendation was brought to the Board to revise the schedule to meet every other month.

Board Member Murdock was in favor of meeting monthly. Reno Tahoe is different than other DMOs with a large bank account. It was important for the Board to be aware of what was going on and be on the forefront, not behind. If there were no items, the meetings could be canceled.

Mayor Schieve asked about the workload. President and CEO Charles Harris said currently staff is actively working on Board meeting preparation two to three weeks prior to each meeting. He agreed that the work of marketing the area was important but had concerns that staff would not able to do the work to promote Reno Tahoe outside of the Board Room. Although the schedule had changed, the Board was still holding twelve or more meetings a year. If there was an urgent need or critical issue a special meeting can always be called. Mr. Harris had concerns about the Board Members time and availability as well. RSCVA Committees were meeting regularly. Committee meetings in addition to the Board preparation meetings with Mr. Harris, would ask Board Members to be available for three meetings a month in addition to RSCVA and community events.

Board Member Chapman arrived via Zoom at 9:29 a.m.

Board Member Keel understood the desire to cut the meeting times down from three hours, but she not optimistic that would happen. She could not commit to being available for three meetings a month. She suggested maybe the Committees meet in the off months when the full Board of Directors meetings were not scheduled. Those with specific concerns can direct them to the appropriate Committee to better utilize those working groups. Board Member Keel reiterated that special meetings can be called to address anything urgent.

Board Member Ascuaga saw merit with each schedule. It was important to ask a bigger question. Was the RSCVA Board a policy board or an operations board? If it's operations, that gives Mr. Harris nine bosses. If it's a policy board, the Board works as a team to set policy and hand it off to staff to execute those policies.

Board Member Sferrazza saw the benefits of meeting monthly, like the Reno-Tahoe Airport Authority (RTAA) Board of Directors. She said Board Members agreed to the commitment when they agreed to be on the Board. There had been some big changes within the organization, including taking over management of the facilities. She didn't see the harm in meeting monthly, canceling as needed if there weren't items to address.

Mayor Schieve said due to the regional significance of the RSCVA and its impacts on the local economy, she thought it was necessary to meet monthly. She understood that not all Board Members would be able to attend every meeting. She felt that because there was so much time between meetings, items were being dropped. Requests are made, but they don't make to the next agenda. She agreed if there were no pressing items, that month's meeting could be canceled.

Board Member Chapman said as a policy board, it was their job to drive policy and strategy. He supported the current schedule and adding a meeting if needed. It made more sense to add a meeting than to cancel one. Again, if needed, a special meeting could be called to address time sensitive items.

Chair Bybee thanked everyone for their input. She saw the points of each schedule. She had done some research and there were very large and important boards that meet every other month. It was possible to tackle large agendas in a shorter amount of time. An additional meeting had already been added to the schedule to go over the budget. The Board approved the strategic master plan and annual plan, they were the roadmap given to staff to follow. Chair Bybee felt she was being sufficiently informed about important items and provided in regular updates. The Board was there to set policy and approve the budget, the staff takes that direction and does the work.

Motion: Move to amend Section 3.2 of the Revised Rules of Procedure of RSCVA Board Meetings to provide for regular monthly meetings per the proposed language set forth in the meeting materials.

Moved by: Board Member Sferrazza

Seconded by: Board Member Hartung

Board Member Sferrazza said it was easier to coordinate the meetings if they were already set than trying to schedule something as needed. Board Member Hartung said moving into the Legislative session he thought it was necessary to meet monthly. He saw this board as more than just a policy setting board. Board Member Ascuaga was concerned about tying up staff time with additional meetings. Mayor Schieve said as a member of the Board for the last 9 years she thought it was important to meet monthly. She suggested trying it for a year. Meeting monthly sends a message from the top board in the region that tourism is important to the economic sector and RSCVA is working hard to keep tourism front and center.

Amended Motion: Move to amend Section 3.2 of the Revised Rules of Procedure of RSCVA Board Meetings to provide for regular monthly meetings per the proposed language set forth in the meeting materials, specifically to schedule 10 meetings this calendar year, effective for six months. Meetings can be held via Zoom as needed. This change would be revisited in July 2023.

Amended Motion Seconded by: Board Member Hartung

Aye: Board Members: Ascuaga, Hartung, Keel, Murdock, Schieve, and Sferrazza

Nay:

Absent: Board Members: Bybee, Chapman and Silver

Abstain:

Vote: Motion passed 6-3-0

E. PRESENTATIONS

E1. Visitor Profile Study – Destination Analysts

President and CEO of Destination Analysts, Eric Francis-Cummings, gave a presentation sharing the results of the visitor profile study recently conducted.

Board Member Chapman left the meeting at 10:12 a.m.

The presentation was a high-level overview of the study, the full report would be posted to the RSCVA website, under research. www.rscva.com/impact/research/

Mayor Schieve suggested the Board have a meeting to look deeper into the key findings. Board Member Sferrazza agreed and suggested that the study presentation be also given to the local government agencies. President and CEO Charles Harris said that was in the works. He was planning to give a similar presentation to the Reno and Sparks City Councils and to the Washoe County Commission.

E2. Presentation: 2023 Legislative Session Preview

Jesse Wadhams, Esq., of Black & Wadhams, gave a presentation on the upcoming 82nd Legislative session scheduled to start on February 6, 2023. He reviewed changes in leadership and the composition of both the Senate and Assembly. As of the end of 2022, there were already 895 Bill Draft Requests (BDRs) and 138 pre-filed Bills. It was too early to tell how any potential changes to existing legislation may affect the RSCVA. However, he was keeping an eye on bills and BDRs related to potential changes in the Open Meeting Law, air service, language related to Fair and Recreation Boards, and transient lodging tax. He would keep the CEO updated as the session moved along.

Mayor Schieve left the meeting 11:18 a.m.

Board Member Sferrazza asked for a bill matrix so the Board could track bills, particularly those related to the RSCVA and potential changes to the Gaming Commission. Board Member Murdock suggested working with the Nevada Commission on Tourism to assist with any efforts to support legislation that would affect the RSCVA and/or tourism.

E3. Presentation: Annual Plan Update - RSCVA Tourism Sales

This item was tabled due to time constraints.

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Board Member Sferrazza asked for the visitor profile study to be added to a future agenda for further discussion. Board Member Ascuaga agreed adding that it should be shared with other stakeholders.

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

Chair Bybee opened the floor to public comment. There was none, public comment was closed.

H. ADJOURNMENT

Chair Bybee adjourned the meeting at 11:23 am.

The meeting may be viewed here: <https://youtu.be/VHI54H4MtZI>

January 26, 2023

RenoTahoe.

Tourism Sales Update

Art Jimenez, Executive Director of Tourism Sales

VisitRenoTahoe.com

Strategic Pillars



ANNUAL PLAN GOALS & KEY INITIATIVES

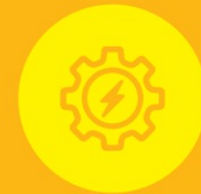
FY22/23 goals have been strategically bucketed into three pillars:

1



Sales & Marketing

2



Destination Management

3



Destination Alignment

FY 22/23 Annual Goal - Tourism Sales & Marketing

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



Key Initiatives

1. Partnership Marketing
2. Sales Platforms
3. Data Mining





Key Initiative #1

Deploy Partnership Marketing program, targeting needs periods with key travel partners to promote Reno Tahoe in the decision-making cycle.





Measurable

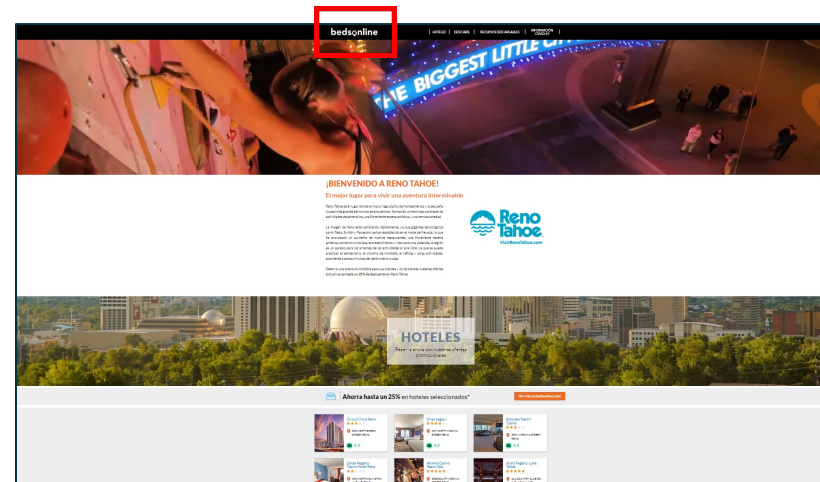
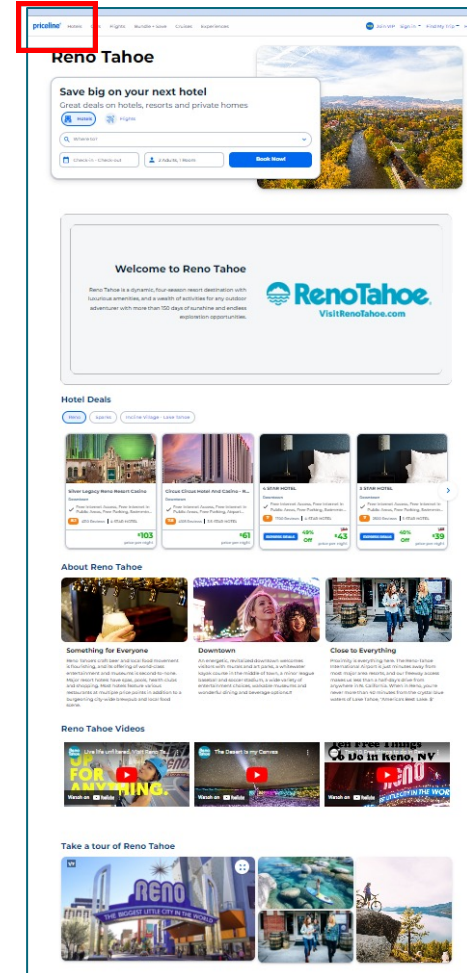
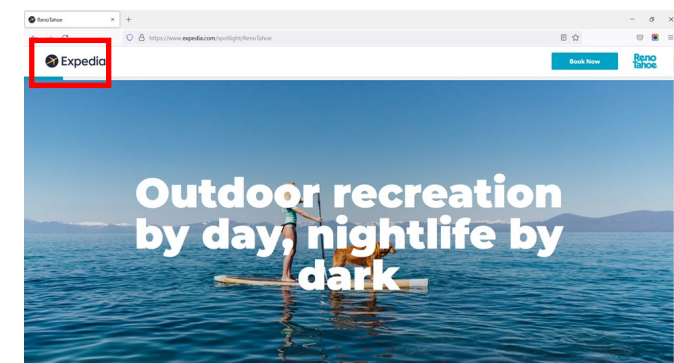
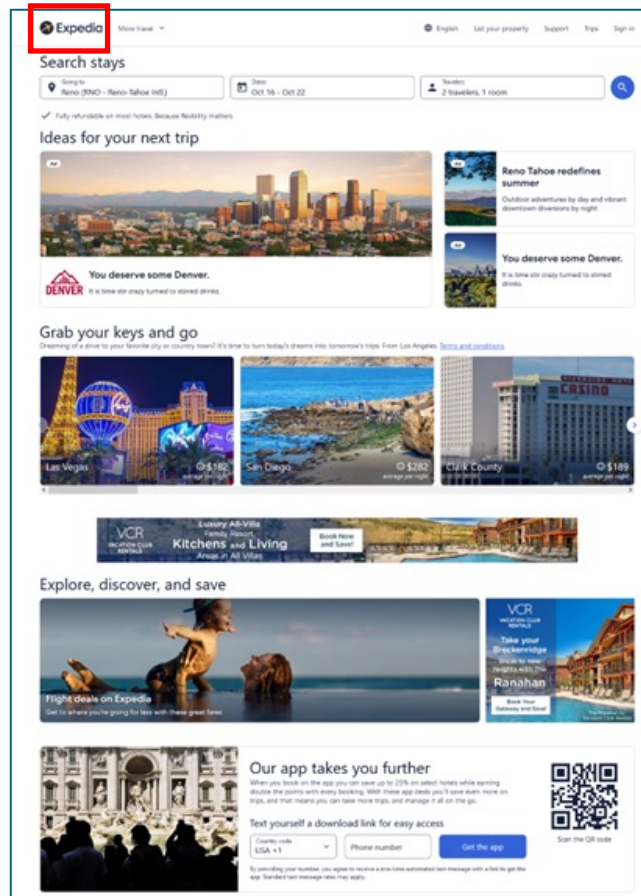
- Develop and present a minimum of eight partnership marketing programs.
- Need periods –
 - September – December 2022
 - January – March 2023
 - April – June 2023



Travel Partners



Call To Action & Branding

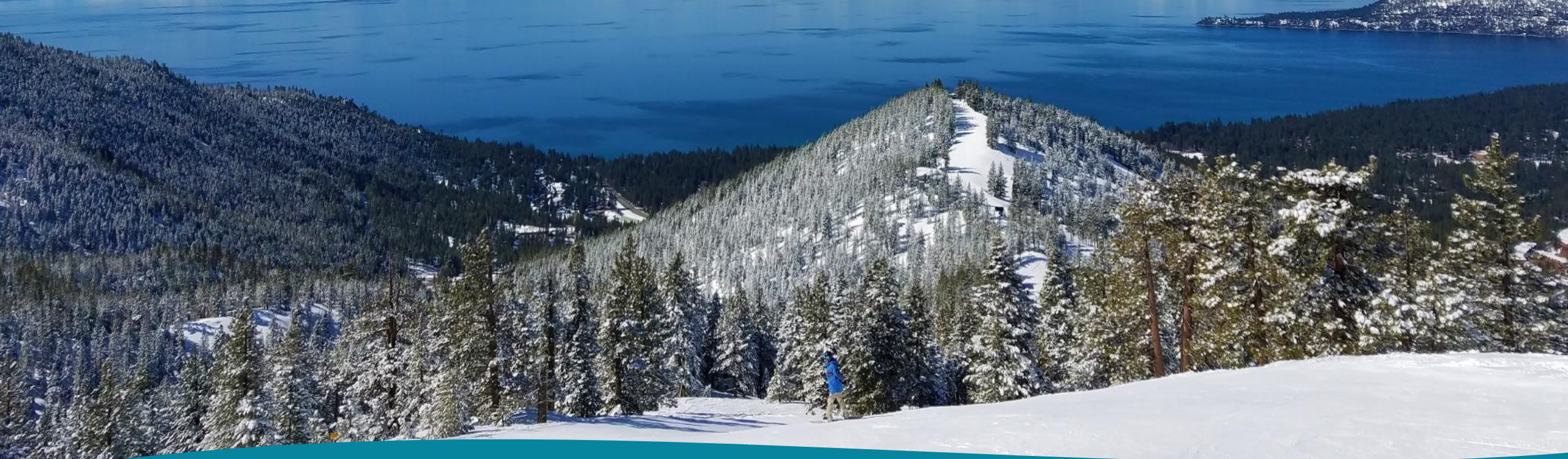




Key Initiative #2

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.
- Engage Travel Nevada and/or Visit Las Vegas in various sales channels.




Communication & Training



THE ULTIMATE OFF-SEASON ADVENTURE

As the weather begins to cool, the adventures begin to heat up in Reno Tahoe. Check out this literary inspiration from travel influencers whose sense of adventure is contagious. Go ahead, get out there!


[Plan Your Trip >](#)



SATISFY YOUR APPETITE

Warm up with a cup of coffee and baked treat, raise a glass with friends or satisfy your hunger at one of our fine dining spots... all while enjoying the crisp weather and vibrant fall colors of Reno Tahoe.


[Find Restaurants >](#)



SILVER LEGACY

Grab your friends and immerse yourselves in virtual reality experiences like Topgun's target game, Zombie Dodgeball, Hockey Shots, Quarterback Challenge and more, all located inside Silver Legacy Resort Casino.


[Learn More >](#)



AIR SERVICE UPDATE

The Reno-Tahoe Airport Authority revealed a multi-year construction program called MoreRNO to elevate the travel experience while maintaining the convenience RNO passengers have come to know.

[MoreRNO >](#)



THE ULTIMATE INSIDERS GUIDE



WEBINAR
SEPTEMBER 21st at 1pm ET





STEP BACK IN TIME WITH RENO TAHOE

Join Reno Tahoe as they share about the area history and introduce you to Virginia City. The National Historic District is a must-visit place for anyone looking for rich history, a refreshing sip of sarsaparilla, and a hint of spookiness. Historic haunts, cowboy theaters, and stories of yore await the adventurous in this truly old west town.

ONE LUCKY ATTENDEE WILL WIN A \$100 AMAZON GIFT CARD!

[CLICK HERE TO REGISTER](#)



Dear Art,

We want to hear from you!


As part of the MailPound community, we want to learn how our team can help you grow your business to Reno Tahoe. Reno Tahoe is a premier four-season destination with countless traveler opportunities including golf, skiing, exciting cultural activities and historical attractions, in addition to the gaming and entertainment for which the region is traditionally known. The Reno-Sparks Convention and Visitors Authority works closely with our travel advisor partners and would love to hear from you! We have created a brief survey to help us understand your needs.


[TAKE THE SURVEY](#)

Participating in our brief survey, you will be entered to

Destination Dispatch

Katie Demuth
To: Art Jimenez





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Visit Reno Tahoe

100 days of bright sunshine. That should be an incentive for anyone to visit the Reno-Tahoe area. But more than just brilliant blue skies, greened deserts, and a rich city, the Reno-Tahoe area is a playground for foodies, hikers, mountain bikers, and a thriving arts and culture scene. Recently, our friend Katie Demuth from the Reno-Sparks Convention & Visitors Authority joined the Destination Dispatch team to chat up this awesome city. She shared some amazing highlights and insider advice for your next visit. Check it out!



Reno, NV

Download on the App Store

If Katie's episode got you thinking about Reno-Tahoe, we'll send the deal with a few secret spots and insider news you won't have to explore for yourself!

Virginia City

Virginia City is known for jumping Nevada on the map in 1859 when a major find of silver was discovered. However, this little town has become renowned as one of the most beautiful in the U.S.



13 Haunted Spots in Virginia City

Virginia City is not simply on the edge of a desert, but a town with a rich history of mining, gambling, and more. It's brimming with western-style adventures, a nostalgic steam train, and Southwestern mountains. Tourists confirm why their vacation is so great: down old-timey streets, a great time waiting to happen. A historical adventure trip gives you access to the magic and mystery. See how Virginia City's magic.



Great Reno Balloon Race

This event is one of the most popular in the world. The Great Reno Balloon Race is the largest 1000-foot air ballooning event in the world. It's an enchanting night with nearly 100 balloons floating with kaleidoscopic colors against a deep blue September sky.



Monthly/Quarterly Emails - 50,000 Travel Advisors - Webinars

Sales Missions



Key Markets – CDE's – Media Interviews - DMO Partnership

FAM Trips - Seeing is Believing



volaris 



Trade/Media - DMO/Airline Partnerships – Scheduled/Tradeshows

Tradeshows





Key Initiative #3

- Implement programs utilizing actualized travel data.
- Prepare hotel prospecting reports.
- Identify true sellers and support the improvement of marketing programs.



Measurable

- Create biannual report identifying group travel sellers (prospecting report).
- Distribute to stakeholders.
- Enhanced decision-making and collaboration.

FY 22/23 Annual Goal - Community Engagement

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



Key Initiatives

1. Regularly scheduled programming
2. Build stronger relationships





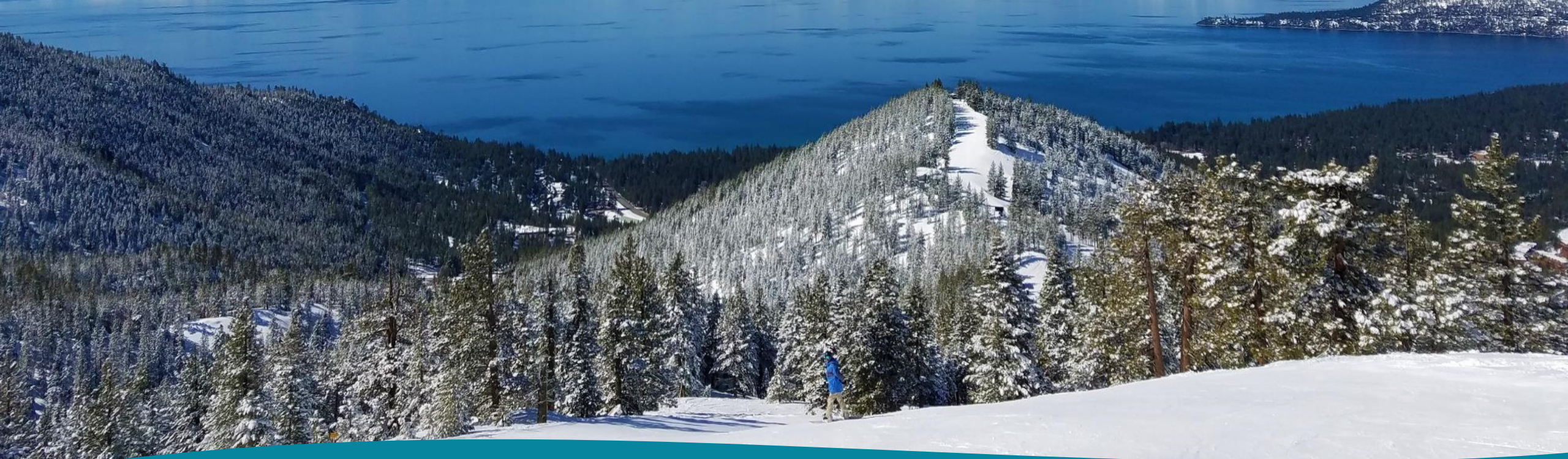
Key Initiative #1

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



Measurable





Key Initiative #2

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.
- Increase the desirability of travel to Reno Tahoe and northern Nevada.



January 26, 2023

RenoTahoe.

Q&A

Thank You

Visit [RenoTahoe.com](https://www.visitrenotahoe.com)

Make Reno Tahoe the preferred destination for



Gaming



Outdoors



Special Events

Key Findings from the 2022 Past and Potential Visitor Profile Study



AGE OF AVERAGE VISITOR

Learning: Average age of visitors in 2022 was 53.

Action: While recent visitors skew older, we plan to target travel intenders. Millennials make up a significant portion of this audience and they look to splurge on experiences that allow them to live life to the fullest.



GAMING DESTINATION

Learning: Recent and potential visitors view gaming as a strength.

Action: We will find engaging ways to feature gaming within content and imagery.



EVENTS & FESTIVALS

Learning: Recent visitors consider events to be a slight strength, potential visitors do not.

Action: We will build awareness of existing festivals and attract new special events, including high profile sports competitions.



PERCEPTION OF EXPERIENCES

Learning: Potential visitors do not feel strongly that Reno Tahoe offers good value for the money.

Action: Showcase value by focusing on the abundance, quality and uniqueness of experiences available.



WELCOMING ATMOSPHERE

Learning: A welcoming atmosphere has long been a strength of Reno Tahoe, but potential visitors associate inclusivity more closely with competitors.

Action: Amplify efforts to bring the destination's vibrant, inclusive environment to life.



AWARENESS OF MIDTOWN & RIVERWALK

Learning: Visitors are not taking advantage of the area's vibrant entertainment districts for after-adventure dining and nightlife.

Action: To increase dispersion, we will focus attention on the eclectic offerings and distinctive vibes or the Midtown and Riverwalk districts to better establish Reno Tahoe as a buzzworthy urban basecamp.



FAMILY VACATIONS

Learning: 37% of travel intenders plan to visit Reno Tahoe with children.

Action: We will drive awareness of family-friendly offerings across the destination.



CULTURAL EXPERIENCES

Learning: Potential visitors don't see Reno Tahoe as a destination that offers a unique sense of place or a rich cultural scene.

Action: Increase awareness of nightlife, street art, museums and festivals to portray Reno Tahoe as a distinctive destination that opens minds to new experiences.



OUTDOOR RECREATION

Learning: Recent visitors rank Reno Tahoe highest on winter sports and outdoor recreation but competing destinations are gaining traction among potential visitors.

Action: Through partnerships and content creation, we can leverage only-here outdoor experiences across the destination, including water sport and seasonal activities.



REACHING OUR TARGET

Learning: Our visitors' top sources for travel inspiration include online search [55%], word of mouth via friends/family [50%], and/or travel review websites [44%].

Action: Marketing and PR efforts to enhance visibility in news articles and online search (SEO) will be prioritized.



SOCIAL MEDIA CONSUMPTION

Learning: The top platforms used by recent visitors include Facebook [90%], YouTube [73%], and Instagram [57%].

Action: To encourage both new and repeat visitation, we can explore content creation and more spending on YouTube and video.



EASE OF VISITING

Learning: Visitors don't rate accessibility as a strength of Reno Tahoe.

Action: We will build awareness around the ease of flying into RNO and promote proximity to drive markets.



PET-FRIENDLY

Learning: Among past visitors, one in ten traveled with a pet.

Action: We will capture the growing pet traveler segment by highlighting pet-friendly businesses and experiences.



RenoTahoe®



Reno-Sparks Convention and Visitors Authority

Interim Financial Report

December 2022



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

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RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Financial Summary by Category

	Six Month Period Ended December 31,			Total Budget (Augmented) Fiscal Year 2023
	2022 (Current Year, Fiscal Year 2023)	2021 (Previous Year, Fiscal Year 2022)	2018 (Pre-Pandemic, Fiscal Year 2019)	
Revenues				
Room Tax Collections	\$ 21,373,029	\$ 20,450,362	\$ 18,396,108	\$ 36,037,480
Tourism Surcharge	2,410,232	2,483,247	2,684,316	4,795,883
Facilities Revenues	4,028,258	2,912,159	3,092,488	5,990,759
Grants	-	2,848,012	-	1,250,000
Other Income	723,328	547,939	746,594	1,431,666
Total Revenues	\$ 28,534,848	\$ 29,241,718	\$ 24,919,506	\$ 49,505,788
Operating Expenses (by Category)				
Payroll & Related	\$ 5,809,336	\$ 2,487,448	\$ 3,304,838	\$ 9,228,288
Supplies & Services	5,185,913	6,826,356	6,594,272	14,311,826
Travel & Entertainment	381,788	181,380	380,198	880,164
Promotion & Advertising	4,896,976	2,855,200	4,197,051	13,147,155
Special Projects	1,292,342	560,708	598,276	3,375,250
Capital Outlay	66,855	29,972	62,875	107,702
Total Operating Expenses	\$ 17,633,210	\$ 12,941,064	\$ 15,137,510	\$ 41,050,385
Non-Operating Expenses/General Fund Transfers Out				
Incline Village/Crystal Bay Apportionment	\$ 1,350,721	\$ 1,162,955	\$ 1,032,387	\$ 2,371,671
Debt Service Transfers	4,095,075	4,028,825	6,404,851	8,190,150
Capital Improvements	1,792,294	385,600	1,606,740	10,600,081
Contingency	-	-	-	200,000
Total Non-Operating Expenses/Transfers	\$ 7,238,090	\$ 5,577,379	\$ 9,043,978	\$ 21,361,902
Net Revenues (Expenses)	\$ 3,663,548	\$ 10,723,276	\$ 738,018	\$ (12,906,498)

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Financial Summary by Department

	Six Month Period Ended December 31,			Total Budget (Augmented) Fiscal Year 2023
	2022 (Current Year, Fiscal Year 2023)	2021 (Previous Year, Fiscal Year 2022)	2018 (Pre-Pandemic, Fiscal Year 2019)	
Revenues				
Room Tax Collections	\$ 21,373,029	\$ 20,450,362	\$ 18,396,108	\$ 36,037,480
Tourism Surcharge	2,410,232	2,483,247	2,684,316	4,795,883
Facilities	4,028,258	2,912,159	3,092,488	5,990,759
Grants	-	2,848,012	-	1,250,000
Other Income	723,328	547,939	746,594	1,431,666
Total Revenues	28,534,848	29,241,718	24,919,506	49,505,788
Operating Expenses (by Department)				
Facilities Operations	6,375,455	5,708,364	5,790,414	11,983,512
Marketing	5,554,951	3,343,263	4,310,189	14,926,741
Sales	3,134,849	1,982,456	3,191,766	8,605,324
General Government, Finance, and Administrative	2,567,955	1,906,981	1,845,141	5,534,808
Total Operating Expenses	17,633,210	12,941,064	15,137,510	41,050,385
Non-Operating Expenses/General Fund Transfers Out				
Incline Village/Crystal Bay Room Tax Apportionment	1,350,721	1,162,955	1,032,387	2,371,671
Debt Service Transfers	4,095,075	4,028,825	6,404,851	8,190,150
Capital Improvements	1,792,294	385,600	1,606,740	10,600,081
Contingency	-	-	-	200,000
Total Non-Operating Expenses/Transfers	7,238,090	5,577,379	9,043,978	21,361,902
Net Revenues (Expenses)	\$ 3,663,548	\$ 10,723,276	\$ 738,018	\$ (12,906,498)

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Transient Lodging Tax Collections and Statistics

	Six Month Period Ended December 31,		Increase (Decrease)	
	2022	2021	\$	%
Room Tax Collections				
Lodging (6 5/8%)	\$ 16,416,965	\$ 15,708,249	\$ 708,716	4.5%
Convention Center (2%)	4,956,065	4,742,113	213,952	4.5%
Tourism Surcharge	2,410,232	2,483,247	(73,015)	(2.9%)
Total Tax Collections	\$ 23,783,261	\$ 22,933,609	\$ 849,653	3.7%
Total Taxable Room Revenues	\$ 247,936,380	\$ 237,073,873	\$ 10,862,507	4.6%
Average Rate - Cash	\$ 151.13	\$ 141.85	\$ 9.28	6.5%
Occupied Rooms				
Cash	1,640,530	1,671,262	(30,732)	(1.8%)
Comp	430,156	396,329	33,827	8.5%
28 Day	561,882	601,944	(40,062)	(6.7%)
Total Occupied Rooms	2,632,568	2,669,535	(36,967)	(1.4%)
Total Percentage of Occupancy	66.6%	66.8%	(0.2)	(0.3%)
Total Taxable Room Revenues by Tax District				
Reno B (Suburban Reno)	\$ 115,011,217	\$ 110,634,106	\$ 4,377,111	4.0%
Reno D (Downtown Reno)	\$ 55,456,938	\$ 55,300,531	\$ 156,407	0.3%
Reno E (1 Mile Radius from Downtown)	\$ 6,498,123	\$ 5,578,895	\$ 919,228	16.5%
Washoe A (Washoe County (excluding Incline Village))	\$ 488,560	\$ 520,917	\$ (32,358)	(6.2%)
Washoe B (Incline Village)	\$ 38,938,355	\$ 33,702,014	\$ 5,236,341	15.5%
Sparks	\$ 31,543,188	\$ 31,337,410	\$ 205,778	0.7%