

March 23, 2023

**RenoTahoe.**

# Communications & Public Affairs Update

Ben McDonald

Sr. Director of Communications  
and Public Affairs

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

## Fiscal Year 2022-2023 Annual Plan





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.

## 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.



## Community Engagement Goals

- Audit and expand community outreach and engagement
- 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
- Continue proactive storytelling, public relations and informational campaigns throughout the destination



# Community Engagement

Audit and expand community outreach and engagement

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

## • Community Newsletters

- Goal – 510 Active Local Emails



HOTELS | EVENTS | DINING | WHAT TO DO | SHOPPING

**In The Know with Reno Tahoe**  
March 9, 2023

**Visit Reno Tahoe**

VisitRenoTahoe.com: In celebration of International Women's Day, Reno Tahoe encourages inspiration from local, rad women.

USBC: Opening Ceremonies for the United States Bowling Congress Open Championships will be held Saturday night at the National Bowling Stadium, where 50,000 bowlers are expected to compete through July 24.

RGJ: Junkee Clothing Exchange is moving to Reno Public Market in October, with Uncle Junkee opening downtown.

J Resort: Jacobs Entertainment debuted the new name of the former Sands Regency.

Tequila Catador: A new tequila lounge is opening in Midtown.

TravelPulse: Reno is a top city for St. Patrick's Day celebrations.

Food Network: Reno baker competes on the Food Network's Spring Baking Championship: Easter!

**Sales and Tourism Updates**

Northstar Meetings Group: The Food Donation Improvement Act expands liability protections for event organizers who donate surplus food and grocery products.

TSNN: Half of trade show attendees are registering less than one month out.

**Industry News & Trends**

Airline Weekly: U.S. airlines forecast busiest spring break ever.

TravelPulse: The World Travel & Tourism Council launched a verification program for hotel sustainability.

**Reno Tahoe Events**

2023 USBC Open Championships: Now through Jul. 24

Reno Leprechaun Crawl: Mar. 11

Rocky Mountain Oyster Fry: Mar. 11

Jarpeo en la Piel: Mar. 11

Nick Offerman: Mar. 11

Annual Leprechaun Race 5K Run/Walk: Mar. 12

Flogging Molly: Mar. 19

Reba: Mar. 23

Greta Van Fleet: Mar. 26

**Photo of the Week**

Reno Tahoe recently hosted a group of journalists for a weekend of winter skiing and urban adventures.

Location: Northstar California

**Let's Get Social - Follow Us!**

f t y i n p d

Reno Sparks Convention and Visitors Authority  
4065 South Virginia Street, Suite 100, Reno, NV 89502, USA  
VisitRenoTahoe.com | 1-800-FOR-RENO

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**IN THE KNOW WITH RENO TAHOE**  
March 16, 2023

**VISIT RENO TAHOE**

VisitRenoTahoe.com

Celebrate St. Patrick's Day with various local events around Reno Tahoe.

**RTC**

RTC is providing free transit service on St. Patrick's Day from 4:00 p.m. until 2:00 a.m.

**Reno Air Races**

The National Championship Air Races will hold its last race in September, with an air show possible for 2024.

**KRVN**

The Reno River Festival is moving to June and expanding to three days, June 9-11.

**Rennervations**

Actor Jeremy Renner will feature Reno and Sparks in his new show, "Rennervations."

**Nevada Museum of Art**

Unpack the secrets of the Nevada Museum of Art's newest exhibit, Ghost Army, with New York Times best-selling author, Rick Beyer, tomorrow from 12:00-1:00 p.m.

**Tahoe Ski World**

For the first time, Mt. Rose Ski Tahoe will stay open late on Fridays.

**The Travel**

These Reno hotels are featured as the ultimate spring break getaway stay.

**SALES & TOURISM UPDATE**

**PhocusWire**

American Express GBT leaders expect business travel spending to eclipse \$1 trillion in 2023.

**TSNN**

Three different formats for understanding hybrid events.

**INDUSTRY NEWS & TRENDS**

**Quartz**

The leisure and hospitality industry is driving job growth in the U.S.

**TravelPulse**

According to the National Travel and Tourism Office, inbound travel to the U.S. is expected to fully recover in 2025.

**RENO TAHOE EVENTS**

2023 USBC Open Championships | Now through Jul. 24

Flogging Molly | Mar. 19

Reba | Mar. 23

Greta Van Fleet | Mar. 26

Come From Away | Mar. 28 - Apr. 2

Zach Williams | Mar. 31

WinterWonderGrass | Mar. 31 - Apr. 2

Billy Idol | Apr. 1

**PHOTO OF THE WEEK**

Location: Space Whale, City Plaza  
Credit: @verdviewfinder

f t y i n p d

# Community Engagement

Audit and expand community outreach and engagement

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

- National Plan for Vacation Day
  - 400+ Placements
  - 4,000+ Contest Entries
  - 550M+ Potential Reach





## Community Engagement

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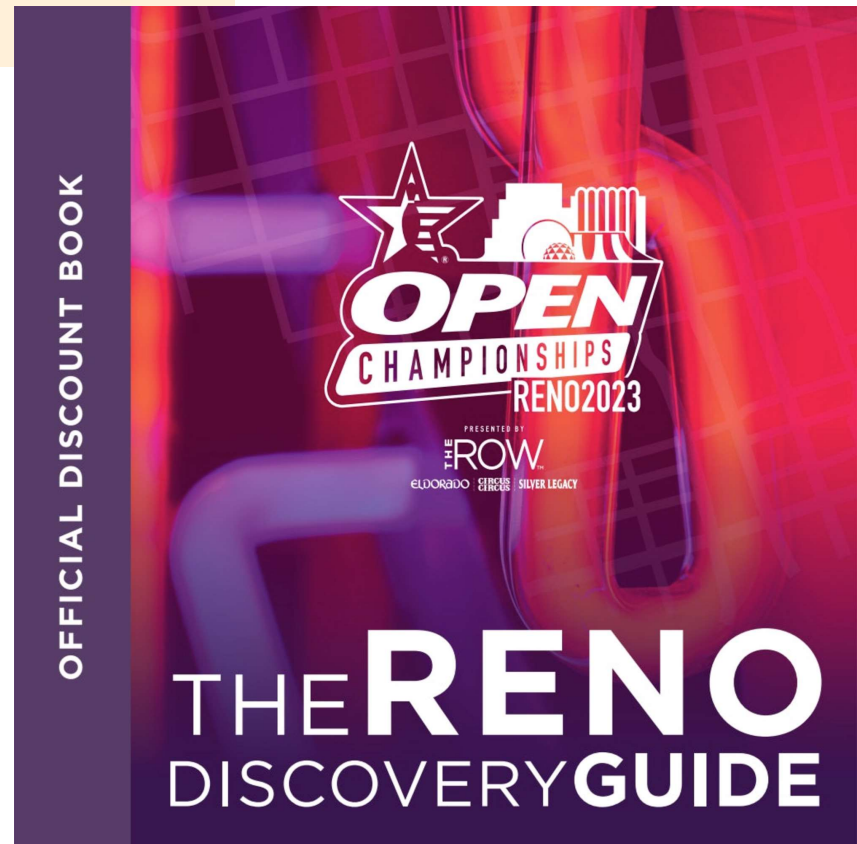


# Community Engagement

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- The RENO Discovery Guide
  - USBC Promotion
  - Downtown Reno Partnership
  - 40 Businesses
  - Quantity: 10,000





# Community Engagement

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# Community Engagement

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

- Video Creation & Sharing



USARS - RenoTahoe

Unrated



Reno Tahoe  
2.25K subscribers

Subscribe



1



Share



Download



Clip



Save



62 views · 2 months ago  
VisitRenoTahoe.com Show more

License

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0 Comments

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Add a comment...



# Community Engagement

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



**TAHOE  
REGIONAL  
PLANNING  
AGENCY**



**CITY OF  
SOUTH LAKE TAHOE**



## Community Engagement

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

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### ROSEN BIPARTISAN BILL TO STRENGTHEN TRAVEL AND TOURISM INCLUDED IN GOVERNMENT FUNDING PACKAGE

■ DECEMBER 20, 2022

*Rosen-Led Bipartisan Travel And Tourism Legislation Would Establish First Federal Position To Coordinate U.S. Travel And Tourism Policy, Require National Strategy*

“The tourism industry was one of the sectors most impacted by the pandemic, and it still hasn’t fully recovered,” **said Charles Harris, President and CEO of the Reno-Sparks Convention and Visitors Authority.** “Senator Rosen’s bipartisan Omnibus Tourism and Travel Act would help bring this industry back to its full potential and will also sustain the future of travel to and throughout the U.S. I’m glad to see this bill is included in the end-of-year government funding package, and I thank Senator Rosen for her work to see this through.”



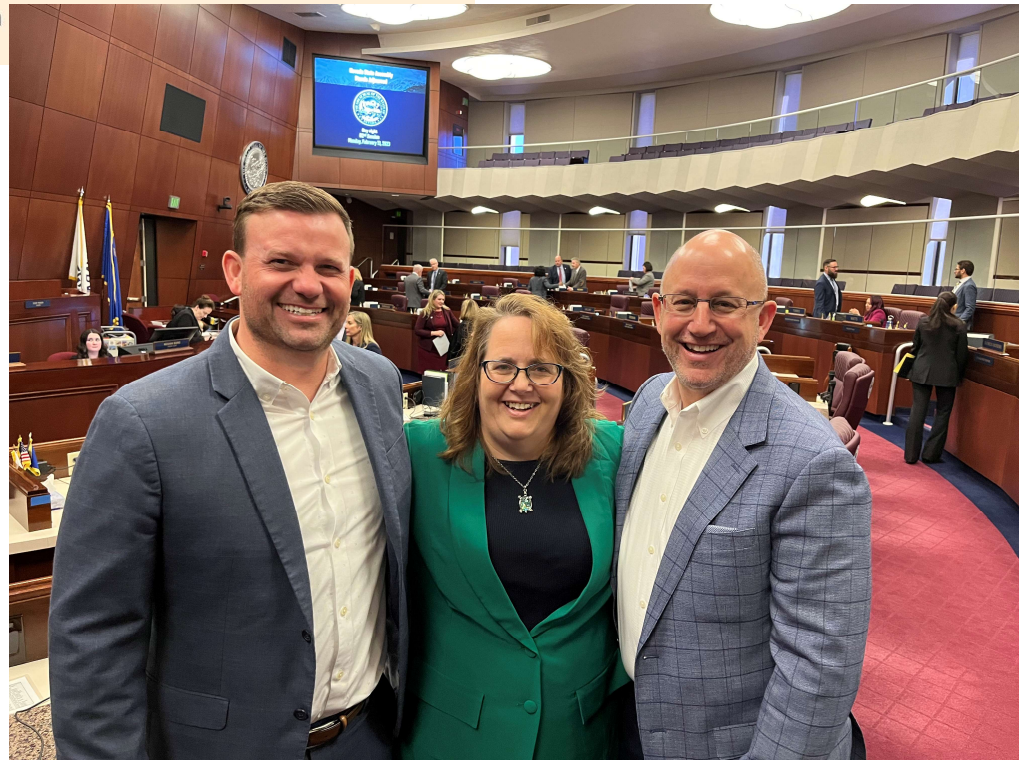
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Measurable: Establish connections to regional planning agencies, supporting improvement projects that will promote long-term visitation to the destination



# Tourism Day





# Community Engagement

Continue proactive storytelling, public relations and informational campaign

Measurable: Ensure positive local media coverage of Reno Tahoe acc

## Reno events continue COVID-19 pandemic recovery with return of Wild Sheep Show expo

The 2023 Sheep Show also marks a return to in-person attendance for the expo after it switched to virtual events during the pandemic.

Jason Hidalgo  
Reno Gazette Journal  
Published 1:51 p.m. PT Jan. 12, 2023



2NEWS NEWS WATCH WEATHER SPORTS

## Sheep Show Kicks Off Inside

Jan 12, 2023 Updated Jan 12, 2023



## Washoe County hot rentals rake in record revenue in 2022

Four of the top five months for room tax revenue

Jason Hidalgo  
Reno Gazette Journal  
Published 6:00 a.m. PT Feb. 9, 2023



## BOWLING DAY IN THE USA

KOLOTV.COM

- NATIONAL 300 UNIV
- SATURD 1:30 P.M
- ADMISS KIDS BO

News Weather Sports KOLO Cares Livestream

## 2023 USBC Open Championships begin at the National Bowling Stadium



2023 USBC Open Championships begin at the National Bowling Stadium

Reno will be hosting several events from

NEWS4 ON YOUR SIDE NEWS WEATHER FEATURES CHIME IN ON YOUR SIDE WATCH

## Community invited to celebrate Bowling Day at National Bowling Stadium in downtown Reno

by News 4 & Fox 11 Digital Staff | Mon, February 6th 2023, 1:49 PM PST



National Bowling Stadium in downtown Reno (KVVU/KVVU)

1 Weather Alert

See All >

Currently in Reno

52° Partly Cloudy  
52° / 39°



# Public Relations




## Media FAMs





# Industry Emails

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**Reno Tournament of Champions**

The Reno Tournament of Champions (RTOC) is making its way back to Reno Tahoe, December 15-18, at the Reno Events Center (REC). Welcoming 1,200 athletes and 3,200 total room nights, RTOC has been dubbed the "Toughest Tournament in the USA". Spectators are welcome and encouraged to come cheer for their favorite wrestlers.

Learn more about the Reno Events Center and how its 118,000 square feet of space can accommodate a variety of events.

Photo Credit: Reno Tournament of Champions


**REC Details**



**Sierra Nevada Classic**

Mark your calendars for the Sierra Nevada Classic from December 28-29 at the Reno Events Center. Welcoming 900 competitors and 1,000 total room nights, this event is one of two biggest wrestling tournaments held in Reno, attracting the best prep wrestling programs in the West Coast. Reno Tahoe's recreation facilities can accommodate any size sporting event. Let our team of experts be a key player to your success and help you find the right venue.


**Meet Our Team**



**USA Gymnastics**

Reno Tahoe is pleased to welcome back USA Gymnastics to the destination after hosting them for five straight years. Welcoming approximately 1,000 attendees, 700 gymnasts and 1,175 total room nights, the Level 8&9/10 Regional Championships will be held in April 2023 at the Reno-Sparks Convention Center. Learn more about how our team has provided positive new experiences for previous attendees and how we can help find the right venue for your event.

**Text/Consults**



**UCS Spirit Pole Vault Summit**

The 2023 UCS Spirit National Pole Vault Summit is returning to the Reno-Sparks Livestock Events Center (RSLC) on January 13-14, 2023. Approximately 1,200 competitors from more than 30 states and 6 countries will participate in the all-ages event. Named the largest pole vault event of the year, the UCS Spirit National Pole Vault Summit has been held in Reno Tahoe for more than 25 years, and is designed to meet the needs of all ability levels and ages. Explore more about the RSLC, a versatile space for large sporting events.

**RSLC Details**

f t y i n p


- **Meetings & Conventions**
  - **11,200+ Emails**

- **Travel Trade**
  - **1,685+ Emails**

- **Sports**
  - **660+ Emails**



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**NTA Travel Exchange**

The Reno Tahoe team was thrilled to coordinate another successful NTA Travel Exchange. Northern Nevada has experienced dramatic growth since NTA's first visit in 1985, and we have noticeably expanded our offerings since the last Travel Exchange here in 2009. With nearly 600 operators, suppliers and four directors taking part in this year's event, we are once again inspired and confident about the future success of the tour and travel industry.

Explore even more of what Reno Tahoe has to offer.


**Let's Go**



**RNO's Flight Mapping Tool**

Avoid any winter driving delays when you fly to Reno Tahoe. Plus, the views of the snow-capped peaks are even more impressive from above. Check out RNO's new flight mapping tool and start planning your trip today!

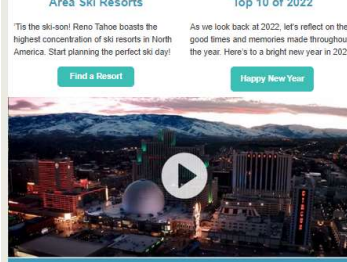
**Plan Your Trip**



**Area Ski Resorts**

'Tis the ski-son! Reno Tahoe boasts the highest concentration of ski resorts in North America. Start planning the perfect ski day!

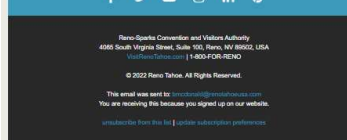
**Find a Resort**



**Top 10 of 2022**

As we look back at 2022, let's reflect on the good times and memories made throughout the year. Here's to a bright new year in 2023!


**Happy New Year**



**Reno-Sparks Convention and Visitors Authority**  
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**Emerald ACE**

Last month, Reno Tahoe proudly welcomed Emerald Expositions as they kicked off their ACE Conference at the Grand Sierra Resort. Emerald Expositions is a leader in building dynamic live events and integrated, leading market platforms that create uniquely rich experiences. Attendees learned about innovations in connections, content, and commerce from their leadership team leaving them motivated and ready to continue embracing their values of agility, commitment, and excellence.

Ready to plan your next big event? Click below for some quick facts about Reno Tahoe.

**Destination Stats**




**Chiefs vs. Titans**

Regional Director of Convention Sales, Emily Flynn, held her first Reno Tahoe event hosting a group of meeting planners at GBMA's Fall at Arrowhead Stadium as the Kansas City Chiefs take on the Tennessee Titans. Attendees and their guests enjoyed a night of football and great company in one of GBMA's Taglioni.

**Check out our Meeting Planner Guide to learn more about planning an event in Reno Tahoe.**


**Connect with Marissa**



**AMEX INTER[action]**

Director of Business Development Marissa Johnson created a video campaign for Amex GBT representatives prior to the INTC/Interact conference last month. In continuing our partnership with Amex GBT, representatives were invited to parties in a pre-event out and learn about what's new and exciting in Reno Tahoe for a chance to win gift cards and destination prizes. To learn more about destination and continuing partnerships, reach out to Marissa today.


**Meeting Planner Guide**



**Oklahoma vs. Oklahoma State**

Vice President of Sales Mike Lamont hosted CEO of Lamont Associates, Tim Lamont and his wife, Vice President of Lamont, Julie Lamont at the Oklahoma vs. Oklahoma State in November. Connect with our team today to learn more about Reno Tahoe and be the first to know about future sales events in your area.


**Connect**



**Holiday Showcase**

The Reno Tahoe sales team attended Holiday Showcase in Chicago, where we hosted a Giving Tree to give back to our local community. For each gift bag, we made a \$5 donation to the Human Society of Reno, a non-profit organization and the only no-kill animal shelter in the state of Nevada. Connect with our team to learn more about future sales events.

**Meet the Team**



**CALSAE**

Regional Director of Convention Sales Charles Mullins attended CALSAE's premier event, Seasonal Spectacular, which features the largest annual association industry tradeshow on the West Coast, with one-on-one appointments, educational programs and networking opportunities. Connect with us to learn more about our destination incentives.

**Meet the Team**

**Connect**

**pcma**

**PCMA Convening Leaders**

Reno Tahoe had representation at the PCMA Convening Leaders in Columbus, OH, where thousands of business events professionals and community leaders from around the world come together to explore, through leading-edge education, research and networking, new business events generate economic and social legacies for businesses and communities.

**Meet in Reno Tahoe**

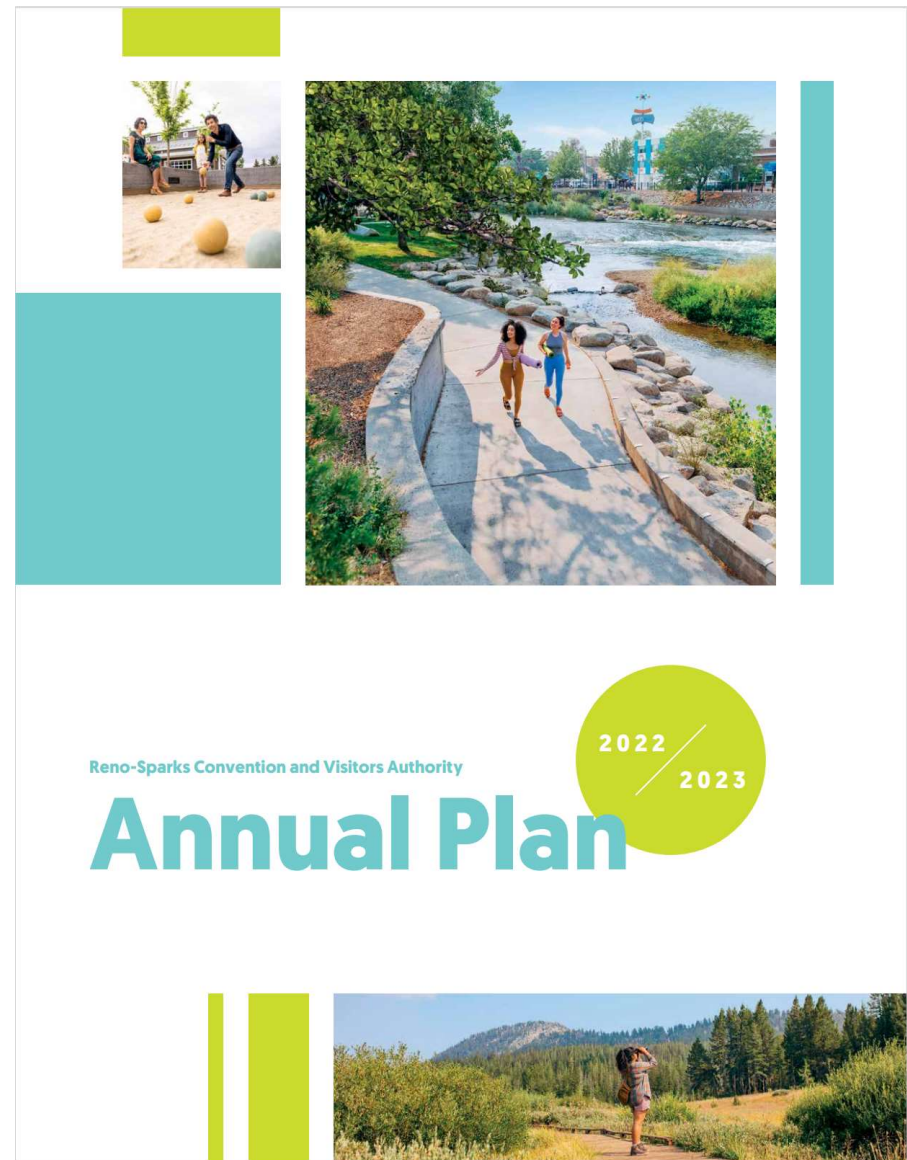
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# Annual Plan

- Fiscal Year 2023-2024
  - To the Board of Directors
    - May 25
  - Final Approval
    - June 22



# **RenoTahoe.**

Reno-Sparks Convention & Visitors Authority



**Ben McDonald**

Senior Director of Communications and Public Affairs

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**VisitRenoTahoe.com**

**Thank you.**