



**RenoTahoe®**

# **BOARD OF DIRECTORS**

Thursday, February 23, 2023



# RenoTahoe<sup>®</sup>

## BOARD OF DIRECTORS



**Charlene Bybee**  
Chair



**Hillary Schieve**  
Vice Chair



**Stephen Ascuaga**  
Secretary | Treasurer



**Andy Chapman**  
Board Member



**Shannon Keel**  
Board Member



**Rick Murdock**  
Board Member



**Jessica Sferrazza**  
Board Member



**Ann Silver**  
Board Member

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
REGULAR MEETING OF THE BOARD OF DIRECTORS  
Thursday, March 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  
Mr. Stephen Ascuaga  
Mr. Andy Chapman  
Ms. Shannon Keel

Mr. Rick Murdock  
Ms. Jessica Sferrazza  
Ms. Ann Silver  
Vacant, Washoe Co. Commission

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

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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. CONSENT AGENDA:**

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

For possible action

**2. Approval of the Minutes of the February 23, 2023, Regular Meeting of the Board of Directors**

For possible action

**3. Approval of the Purchase of a Portable Event Stage in the amount not to exceed \$297,240.00, from the Vendor, StageRight.**

The Board of Directors is being asked to review, discuss, and take possible action to approve the purchase of a portable event stage from StageRight, in an amount not to exceed \$297,240.00.

For possible action

**4. Approval of the Purchase of Portable Event Risers in the amount not to exceed \$147,010.00, from the Vendor, StageRight.**

The Board of Directors is being asked to review, discuss, and take possible action to approve the purchase of portable event risers from StageRight, in an amount not to exceed \$147,010.00.

For possible action

## **D. EXECUTIVE UPDATES**

**D1. Reno-Sparks Convention and Visitors Authority CEO Update**

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

Informational only

## **E. PRESENTATIONS**

**E1. Presentation: Annual Plan Update - RSCVA Communications**

Mr. Ben McDonald, Senior Director of Communications & Public Affairs, will provide the RSCVA Board of Directors with an update on current fiscal year initiatives within the annual plan.

Informational only

**E2. Presentation: Bowling Update – RSCVA Bowling Sales**

Mr. Brent Bowers, Director of Sales National Bowling Stadium, will provide the RSCVA Board of Directors with an update on fiscal year initiatives, production and vision for bowling groups and activation at the National Bowling Stadium.

Informational only

## **F. BOARD MATTERS**

**F1. Public Hearing Regarding the Approval of Resolution #599 Adopting a Budget Augmentation for the Reno-Sparks Convention and Visitors Authority for Fiscal Year 2022-23**

The RSCVA Board of Directors will hold a public hearing seeking the approval of Resolution #599, adopting a budget augmentation for an amount not to exceed \$3,209,564 for the Fiscal Year 2022-23.



*This item was presented to and approved in an advisory capacity by the Finance and Facilities Committee on March 6, 2023.*

For possible action

**F2. Procedure for Hiring President/CEO**

The Board of Directors is being asked to discuss and take possible action to provide direction to staff and/or legal counsel regarding the process to be begin a search for a President/CEO, including, but not limited to, direction to issue a request for proposals for a national search firm.

For possible action

**G. 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

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

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**I. 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, February 23, 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, February 23, 2023. 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 Charlene Bybee called the meeting to order at 9:05 am.

### **A2. Pledge of Allegiance**

Chair Bybee asked Board Member Chapman to lead the pledge.

### **A3. Roll Call**

The Clerk of the Board took roll call.

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#### **Board Members Present:**

Councilwoman Charlene Bybee, RSCVA Chair  
Stephan Ascuaga, RSCVA Board Member  
Andy Chapman, RSCVA Board Member  
Shannon Keel, RSCVA Board Member **[Arrived 9:08 am]**  
Rick Murdock, RSCVA Board Member  
Mayor Hillary Schieve, RSCVA Vice Chair  
Jessica Sferrazza, RSCVA Board Member **[Via Zoom]**  
Ann Silver, RSCVA Board Member **[Arrived 9:24 am]**

#### **Board Members Absent:**

Commissioner Vaughn Hartung, RSCVA Board Member

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#### **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  
Art Jimenez, Executive Director of Tourism Sales

#### **RSCVA Legal Counsel:**

Benjamin Kennedy, Dickson Wright

#### **Board Clerk:**

Lisa Farmer, Executive Assistant to the President & CEO

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

Mr. Jeff Church, RenoTaxRevolt.com, provided a handout (Attachment A) to the Board and spoke in opposition to a proposal for the City of Reno to increase stormwater utility fees.

Chair Bybee thanked everyone for trekking along icy roads to be in attendance. She shared that she recently attended a training with Board Member Ascuaga and Mr. Harris in Texas focused on DMO Board governance. She was looking forward to working together as a team in a positive, respectful manner.

### **C. CONSENT AGENDA:**

- 1. Approval of the Agenda of the February 23, 2023, Regular Meeting of the Board of Directors**
- 2. Approval of the Minutes of the January 26, 2023, Meeting of the Board of Directors**

Board Member Chapman noted one correction on page 5. The vote should show that three Board Members were voted in opposition to the motion, it was inaccurately reflected that the three members abstained. The Clerk noted that would be corrected.

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

**Moved by:** Board Member Chapman

**Seconded by:** Board Member Keel

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

**Nay:**

**Absent:** Board Members: Hartung and Silver

**Abstain:**

**Vote:** Motion passed 7-0-2

### **D. EXECUTIVE UPDATES**

#### **D1. Reno-Sparks Convention and Visitors Authority CEO Update**

President and CEO Charles Harris recognized some members of the RSCVA staff: Lisa Farmer, Mike Morley, Andy Fox, Daniel Marquez, Robert Douglas, Ben McDonald, Adam Villa, Jack Nicholson, and Zach Stockinger. Mr. Harris gave a presentation to update the Board on current achievements, record tax revenues, share information from recent Board Leadership training, and discuss items provided in the recent CEO report.

**Board Member Silver arrived at 9:24 a.m.**

**Mayor Schieve left the meeting at 9:24 a.m. and returned at 9:28 a.m.**

Discussion followed regarding the Marketing RFPs and the upcoming legislative session.

### **E. PRESENTATIONS**

#### **E1. Presentation: Annual Plan Update - RSCVA Tourism Sales**

Mr. Art Jimenez, Executive Director of Tourism Sales, gave a presentation to update the Board on the tourism sales and marketing and destination alignment key initiatives and goals as outlined in



RSCVA annual plan.

**Board Member Keel left the meeting at 10:20 a.m. and returned at 10:24 a.m.**

Under the annual goal for Tourism Sales and Marketing, Mr. Jimenez highlighted key initiatives included: Partnership Marketing, Sales Platforms, and Data Mining. The second goal he spoke about was Community Engagement, touching on key initiatives Regularly Scheduled Programming and Building Stronger Relationships.

Board Member Keel asked if the spend was shared equally throughout the year. Mr. Jimenez said they are constantly monitoring performance and may shift resources to areas that are getting better results or are higher performing, but the total amount of the spend is scheduled for the year.

There are plans for a FAM highlighting Washoe County April 25<sup>th</sup> thru April 29<sup>th</sup> one day would be spend in each city in the County – Reno, Sparks, Incline Village. Mr. Jimenez was happy to share that corporate travel is returning and would be at the 2019 levels soon. They were working on “bleisure” program with Travel Nevada, to convert business travelers to leisure travelers. His department continues to meet and share initiatives with area DMOs and enhance collaborative efforts. This type of collaboration has led to some wins, including \$20,000 in funding from Travel Nevada for the NTA convention held in November and \$10,000 from the Reno Tahoe Territory to pay for some FAMs during NTA.

Board Member Silver suggested also presenting and collaborating with the local Chamber offices. As the Chamber of Commerce for the area, they often receive calls from people looking to visit and find local activities and programs.

Board Member Ascuaga asked at the next meeting if the Board could be updated on the corporate mix and comparison to some historical data. Mayor Schieve agreed and said it would be interesting to find out what the conversion rate from business to leisure was for travelers. Mr. Jimenez said their tourism channels (OTA/third party sales) create about 30% of travelers. Board Member Murdock asked that the current airport mix of travelers be included as well. It would be helpful to have that information. Board Member Chapman asked if RSCVA was engaging with international representation. Mr. Jimenez said previously they were represented in China, but that was dialed down and then was significantly decreased during COVID. Mr. Harris said the success of that representation depends on international air lift. International travelers stay longer and spend more; however, visa wait times are too long. US Travel was trying to address this with policy makers and legislators.

**Board Member Silver left the meeting at 10:38 a.m. Board Member Ascuaga left the meeting at 10:39 a.m.**

Mayor Schieve asked for an example of how they turn that business traveler into additional night tourism traveler.

**Board Member Ascuaga returned to the meeting at 10:41 a.m.**

Mr. Jimenez said they work through the travel advisors to reach out to potential travelers with information about events or activities that would interest them. They also utilize all the materials coming out from Marketing to let people know different aspects of the area and capture their attention.

## ***F. BOARD MATTERS***

### **F1. Review and Discussion Related to the Reno Tahoe Visitor Profile Study Key Findings**

Vice President of Marketing Christina Erny said this item was added to the agenda at the request of the Board to further discuss the key findings of the Visitor Profile Study presented at the last meeting by Destination Analysts. She was happy to answer questions or review the one sheet. Marketing was already starting to shift some of their audience targeting and media placements for Spring and Summer based on the study results.

#### **Board Member Silver returned to the meeting at 10:43 a.m.**

Chair Bybee asked what finding was the most important or impactful to driving the decisions being made. Vice President Erny said the one sheet was the summary of the key findings, it was hard to drill down the 180 page report to the one sheet. The items listed on that page were the findings that the group wanted to focus on. One shift was a focus on TikTok and reel style videos that are super popular. They were working on increasing engagement via those type of videos on the social media and YouTube platforms.

Discussion followed regarding some of the shifts shown in the study results related to average age of visitors and focus on potential visitors. Board Member Silver thought the biggest hurdle was air transportation, which was reflected in the study feedback. Discussion followed regarding nonstop flight awareness efforts.

Board Member Murdock requested that a gaming influencer be added to future Marketing initiatives. He agreed that air service was a challenge, but it was based on population. Board Member Sferrazza said there also challenges with aircraft and pilot shortages. Discussion followed regarding sharing the message that Reno was a great value for gaming visitors. Mr. Harris said he was working with local casinos to come up with different ways to share the value message.

Board Member Sferrazza asked that this information be shared with whatever vendor gets the bid for the upcoming regional Master Plan project. It would also be helpful to get the presentation out to local agencies that are working on land use and development planning.

Board Member Keel asked that everyone be mindful of skewing advertising to millennials too much as the average visitor's age was beyond that 42 year old mark. She understood trying to market to the younger demographic for future travel but didn't want to overlook focusing on those particularly interested in gaming in a bit older age bracket.

**F2. 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**

Board Member Keel (Chair of the Executive and Legislative Committee) asked Legal Counsel, Mr. Ben Kennedy, to review the policy as it related to renewal of the CEO's contract. Mr. Kennedy reported that the CEO's three-year contract was set to expire on October 31, 2023. The policy outlined that discussions on potential contract extension should start by May 1<sup>st</sup>. If the Board decides not to renew the contract, notice must be given by July 1<sup>st</sup>.

On February 2, 2023 the Executive and Legislative Committee Chaired by Board Member Keel met to address two questions: 1) Should the RSCVA pursue discussions to renew the CEO contract? and 2) If so, what process does the Committee recommend to proceed with contract renewal? Mr. Kennedy clarified that the agenda item for this meeting was not to discuss the renewal terms, salary, benefits, or length of the contract. The Committee at that meeting took action to recommend the RSCVA Board of Directors pursue renewal discussions and that Board Member Keel would serve as the designated individual to communicate with the CEO and discuss terms.

Once decided the terms would go back to the Committee for review and from there a recommendation could be made to the full Board of Directors to approve the terms of a new contract.

Board Member Keel reassured the Board that she would be in contact with all Board Members prior to any recommendation being considered or made by the Committee. She wants to collect input from all Board Members and would share information on negotiations with Board Members throughout the process. She did point out that Board Members Sferrazza, Silver, and herself had terms that would potentially expire at the end of June. There were options available to negotiate the contract and have the terms set before that time with an effective date in October or to negotiate the contract and move the start date earlier and be effective before the Committee Members depart.

Chair Bybee said she has asked Board Member Keel to start the process early in order for the Board to have adequate time to negotiate and not feel pressured. It was a more relaxed pace than waiting until May 1<sup>st</sup>. She reiterated that this agenda item was twofold: 1) to decide whether to pursue contract negotiations and 2) to decide the process for contract negotiations.

Mayor Schieve asked for information on who was on each committee and what the committee does. She felt the committees were a little siloed and wanted additional information about how members were selected. She was feeling disconnected. Discussion followed regarding how the committee memberships were appointed by the Chair. Chair Bybee said the committees were formed to do the in depth work and make recommendations to the full Board. She appreciated Board Member Keel offering to serve as the contact and keep all the Board Members involved in the process.

Board Member Sferrazza said she could not support this. As she previously stated during discussion related to the CEO's bonus and merit increase, the majority of the Board was not seated during the original contract negotiation. Five of the members were new. She agreed that having the Executive and Legislative Committee negotiate was creating a silo.



Board Member Sferrazza said this contract was one of the highest paid in the State and she thought it would be beneficial for the entire Board to weigh in at a public meeting. She didn't feel comfortable not knowing how the Committee was selected. She wasn't on the Board for the original contract and it contained items that she wouldn't have voted in favor of. She personally did not want to delegate the negotiation to the Committee. She would like to hear from the other Board Members, but would need to sign off soon (as she was attending Zoom). This is the one employee that the Board has a say on, so it was important.

Board Member Ascuaga did not feel the same. He saw the value of starting the work at the committee level because there were some broad discussions happening. The committee meetings are public which shows transparency. He too had some concerns with the CEO's contract that was negotiated before his time on the Board. However, adding/changing Board Members is not going to change. He was confident that Board Member Keel will openly communicate with all the Board Members. From a Board governance point of view, the committees are where the Board can affect change and get some work done in the first phase. He agreed the full Board needs to weigh in on what is being proposed as a final outcome. For the sake of starting the discussion and getting the negotiations moving, he was in favor of utilizing the Committee.

**Motion:** Move to approve the recommendation as stated in Item F2.

**Moved by:** Board Member Chapman

**Seconded by:** Board Member Silver

Board Member Murdock asked when the Board would see the contract? Every Board Member needs to make sure that they read the contract. Mr. Kennedy said he would send the contract to the Board. Mayor Schieve said she would like to have an attorney/client meeting with Legal Counsel to talk about this. Having the committee start the negotiations and bring the resulting contract to the full Board for consideration was not an issue for her. She would like to have a discussion about an item that was an issue for her before the current contract was signed. Mayor Schieve was not supportive of the current contract at the time and expressed significant concerns. Unfortunately she was not able to attend the meeting at which the current contract was approved. Because of that, she would not be supporting the motion.

Mr. Kennedy said because the CEO's position, the Board can't have a closed meeting to discuss the contract. An attorney/client meeting is not allowed in the context of the CEO's contract or employment issues. Everything had to be discussed in an open meeting per statute. Mayor Schieve said she would bring the items she wanted to discuss to the full Board instead. Mr. Kennedy clarified that Board Member Keel would be reaching out to everyone to collect input. He would have procedures in place to make sure there would not be a walking quorum, to allow her to get input from the Board without violating the Open Meeting Law.

Board Member Silver said she was on the Board at the time when the CEO contract was reviewed and approved. She wasn't contacted by anyone for input. The Board needed to do a better job to make sure everyone is included and informed about the negotiations. She was in favor of the Committee working to start the process and do the leg work.

Chair Bybee agreed and said Board Member Keel had agreed to collect input and keep the Board up to date on the negotiation discussions.

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

**Nay:** Board Members: Schieve and Sferrazza

**Absent:** Board Member Hartung

**Abstain:**

**Vote:** Motion passed 6-2-1

#### **G. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES**

Chair Bybee reminded everyone about the upcoming VIP reception and USBC opening ceremonies at the National Bowling Stadium. Board Member Murdock said it was important that the airport and everyone in town welcome the bowlers. Discussion followed the length of the agreement with USBC.

Mayor Schieve thanked the Chair for going back to monthly meetings. She asked when the Board would be hearing from the new Director of Sales for the National Bowling Stadium about his plans and ideas for marketing the facility. Chair Bybee said it was scheduled for the March meeting.

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

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

#### **I. ADJOURNMENT**

Chair Bybee adjourned the meeting at 11:30 a.m.

The meeting may be viewed here: <https://youtu.be/TrQgvH12ILM>

To: RSCVA Board of Directors

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

Cc: Charlene Bybee, RSCVA Board Chair

Date: March 23, 2023

Subject: **Approval of the purchase of a Portable Event Stage in an amount not to exceed \$297,240.00 from StageRight.**

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#### Executive Summary

The purpose of this agenda item is to review staff's recommendations to purchase a new portable event stage for the Reno-Sparks Convention Center from StageRight.

#### Background

Staff would like to purchase this item under a sole source contract, in accordance with RSCVA purchasing policies and NRS 332.115. No other vendor or distributor manufactures or sells these products. They must be ordered direct from StageRight.

The request is based upon standardization and compatibility with the current staging system throughout the other facilities, and this item is included in the fiscal year 2023 budget.

#### Recommendation

Staff is recommending the award go to StageRight in the amount of \$297,240.00.





495 Pioneer Parkway  
Clare, MI 48617  
Phone: 800-438-4499  
Fax: 989-386-3500  
www.stageright.com

**Quote for Reno Sparks  
Convention Center**  
Quote: 4306  
Revision: 6  
Offer Valid Through: 4/5/23  
Proposed by: Tim Vogt  
Phone: 989-324-9505  
Email: tvogt@stageright.com

Quote Reference Number: 4306

## Address Information

### Bill To:

Reno Sparks Convention and  
Visitors Authority  
P.O. Box 837  
Reno, Nevada 89504  
United States

**Contact Buying:** Rob Allen

**Phone:** 775-990-3557

**Email:** rallen@renotahoeusa.com

### Ship To:

Reno Sparks Convention Center  
Accounts Payable  
4590 S. Virginia Street  
Reno, Nevada 89502  
United States

**Contact Shipping:** Rob Allen

**Phone:** 775-990-3557

**Email:** rallen@renotahoeusa.com

## Terms and Conditions

**Payment Terms:** 30% Down, Balance Net 30

## Reno Sparks Convention Center - 92X72

### ME1000 Stage - 013023 Products

Description	Part Number	Qty	Price	Ext Price
Deck, 4'x8', Reversible with Black TechStage 0.095"/Black TechStage 0.095"	648AN22	207	\$750.00 USD	\$155,250.00 USD
ME-1000, 4'x8', 36"-56" Arena-Style Full Assembly with RLA's	314215	60	\$1,475.00 USD	\$88,500.00 USD
Stair - Folding Adjustable 36"-56" 6 Step, redesign alum. tread	360006	8	\$1,740.00 USD	\$13,920.00 USD
Guardrail, 4' x 42", Stage Rail	390400	12	\$335.00 USD	\$4,020.00 USD
Guardrail, 8' x 42", Stage Rail	390402	18	\$415.00 USD	\$7,470.00 USD
Skirt, 8' x 36"-56" Black Janus, Clip Attachment	321112	18	\$150.00 USD	\$2,700.00 USD
Skirt, 4'x36"-56", Black Janus, Clip Attachment	321125	12	\$115.00 USD	\$1,380.00 USD

## Services

Description	Qty	Price	Ext Price
SR 1 Year Warranty	1	\$0.00 USD	\$0.00 USD

## Additional Charges/Credits

Description	Qty	Price	Ext Price
Shipping & Freight	1	\$24,000.00 USD	\$24,000.00 USD

## Alternates

Description	Part Number	Qty	Price	Ext Price
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Products Total:	\$273,240.00 USD
Services Total:	\$0.00 USD
Additional Charges/Credits Total:	\$24,000.00 USD
Alternates Total:	\$0.00 USD
<b>*Net Total:</b>	<b>\$297,240.00 USD</b>

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## Quote Comments

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## Specific Terms

Quoted price does not include any State and/or Local Taxes unless specified in the quotation

\*Quoted Net Total does not include Alternate items; Ask for a quote revision after approving or rejecting Alternates to see an updated Net Total  
Within five business days from receipt of order, an order acknowledgement will be sent to confirm your order and provide a scheduled ship date. It will also contain important information regarding the processing and delivery of your order. Contact StageRight immediately if you do not receive your order confirmation.

Lead time is estimated and varies based on manufacturing capacity. Actual ship date will be determined at placement of order. Shipping rates are subject to change. Freight Terms: FOB Clare - MI

StageRight collects tax in the following states: AL AZ CA CO DC FL GA HI IN MA MI MN NE NJ NM NV NY PA TX WA WI

A tax exempt certificate must be provided at time of order placement or sales tax will be added to the order.

These can be forwarded to the following email address: [taxexemptions@rogersgrp.com](mailto:taxexemptions@rogersgrp.com)

All Labor and costs associated with docking, unloading, transferring or set up of the equipment and removal of debris are not included unless specified in the quotation

Configured parts or part numbers ending in '-Custom' will have a production suffix added to the part number upon sales order creation and may appear different on invoices

Visa - Mastercard - American Express and Discover Accepted

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**Order Authorization**

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**Date**

*All rights reserved. Copyright Rogers Group, Inc.*

To: RSCVA Board of Directors

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

Cc: Charlene Bybee, RSCVA Board Chair

Date: March 23, 2023

**Subject: Approval of the purchase of Portable Event Risers in an amount not to exceed \$147,010.00 from StageRight.**

---

#### Executive Summary

The purpose of this agenda item is to review staff's recommendation to purchase new portable risers for the Reno-Sparks Convention Center from StageRight.

#### Background

Staff would like to purchase item under a sole source contract, in accordance with RSCVA purchasing policies and NRS 332.115.

No other vendor or distributor manufactures or sells these products. They must be ordered direct from StageRight.

The request is based upon standardization and compatibility with the current staging system throughout the other facilities, and this item is included in the fiscal year 2023 budget.

#### Recommendation

Staff is recommending the award go to StageRight in the amount of \$147,010.00.





495 Pioneer Parkway  
Clare, MI 48617  
Phone: 800-438-4499  
Fax: 989-386-3500  
www.stageright.com

**Quote for Reno-Sparks Convention Center**  
Quote: 5363  
Revision: 4  
Offer Valid Through: 4/5/23  
Proposed by: Tim Vogt  
Phone: 989-324-9505  
Email: tvogt@stageright.com

Quote Reference Number: 5363

## Address Information

### Bill To:

Reno-Sparks Convention and  
Visitors Authority

P.O. Box 837  
Reno, Nevada 89504  
United States

**Contact Buying:** Rob Allen

**Phone:** (775) 827-7711

**Email:** rallen@renotahoeusa.com

### Ship To:

Reno-Sparks Convention Center  
4590 S Virginia Street  
Reno, Nevada 89502  
United States

**Contact Shipping:** Rob Allen

**Phone:** (775) 827-7711

**Email:** rallen@renotahoeusa.com

## Terms and Conditions

**Payment Terms:** Net 30 Days

## Reno-Sparks Convention Center - Z800 - 021723

### Products

Description	Part Number	Qty	Price	Ext Price
Z-HD, 4' x 8', 18"-24"	311030	70	\$315.00 USD	\$22,050.00 USD
Deck, 4'x8', Reversible with Black TechStage 0.095"/Gray Carpet Surfaces, A	648AN2D	70	\$710.00 USD	\$49,700.00 USD
Stair Tilt and Tote 3 Step	330083	14	\$670.00 USD	\$9,380.00 USD
Skirt, 8' x 16"-24" Black Janus, Clip Attachment	321447	70	\$140.00 USD	\$9,800.00 USD
Skirt, 4'x16"-24", Black Janus, Clip Attachment	321460	70	\$100.00 USD	\$7,000.00 USD
Transport, Deck 4' x 8' (15), with castors	322201	19	\$650.00 USD	\$12,350.00 USD
Transport, ZHD (16)	322243	5	\$1,550.00 USD	\$7,750.00 USD
Locator, Major Event Arena-Style & Z-HD Single	314340	25	\$26.00 USD	\$650.00 USD
Locator, ZHD Dual	314345	30	\$30.00 USD	\$900.00 USD
Locator, Arena-Style Quad/Dimpled	314455	45	\$41.00 USD	\$1,845.00 USD
Locator, Major Event Arena-Style & Z-HD Dual/Dual	314456	30	\$38.00 USD	\$1,140.00 USD
Locator, Major Event Arena-Style & Z-HD Dual/Quad	314457	25	\$54.00 USD	\$1,350.00 USD
Transport, ME Stackable (16 Assemblies)	322221	4	\$2,055.00 USD	\$8,220.00 USD
Transport, Guardrail Universal (36 - 4' or 20 - 6' to 8' Guardrails)	322248	2	\$1,275.00 USD	\$2,550.00 USD
Transport, Drapery	322113	1	\$775.00 USD	\$775.00 USD

## Services

Description	Qty	Price	Ext Price
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SR 1 Year Warranty	1	\$0.00 USD	\$0.00 USD
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### Additional Charges/Credits

Description	Qty	Price	Ext Price
Shipping & Freight	1	\$11,550.00 USD	\$11,550.00 USD

### Alternates

Description	Part Number	Qty	Price	Ext Price
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Products Total:	\$135,460.00 USD
Services Total:	\$0.00 USD
Additional Charges/Credits Total:	\$11,550.00 USD
Alternates Total:	\$0.00 USD
<b>*Net Total:</b>	<b>\$147,010.00 USD</b>

### Quote Comments

### Specific Terms

Quoted price does not include any State and/or Local Taxes unless specified in the quotation

\*Quoted Net Total does not include Alternate items; Ask for a quote revision after approving or rejecting Alternates to see an updated Net Total  
Within five business days from receipt of order, an order acknowledgement will be sent to confirm your order and provide a scheduled ship date. It will also contain important information regarding the processing and delivery of your order. Contact StageRight immediately if you do not receive your order confirmation.

Lead time is estimated and varies based on manufacturing capacity. Actual ship date will be determined at placement of order. Shipping rates are subject to change. Freight Terms: FOB Clare - MI

StageRight collects tax in the following states: AL AZ CA CO DC FL GA HI IN MA MI MN NE NJ NM NV NY PA TX WA WI

A tax exempt certificate must be provided at time of order placement or sales tax will be added to the order.

These can be forwarded to the following email address: taxexemptions@rogersgrp.com

All Labor and costs associated with docking, unloading, transferring or set up of the equipment and removal of debris are not included unless specified in the quotation

Configured parts or part numbers ending in '-Custom' will have a production suffix added to the part number upon sales order creation and may appear different on invoices

Visa - Mastercard - American Express and Discover Accepted

**Order Authorization**

**Date**

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**CEO Update****March 15, 2023**

**Annual Goals:** Another yearly goal for FY 2022-23 has recently been achieved. Under the annual goal of room night generation, at least eight online travel agency (OTA/FIT) program opportunities needed to be targeted. To date, five of the programs have already been completed including SABRE (Sept. - Nov), Hotbeds (May - Nov), Expedia (Oct - Dec), Expedia II with Travel Nevada (Oct - Dec) and Pleasant Holidays (July - Dec). Four additional programs are in progress including Expedia (Jan - Mar), Priceline (Oct - Mar), Expedia Spotlight (year-long) and SABRE. Finally, three additional programs have been contracted and are scheduled to kick off in April: Expedia (April - June), SABRE (April - June) and Priceline (April - June). In all, we are on pace to initiate 12 programs with key hotel stakeholders in the current fiscal year.



**More Goals:** Another goal as directed by the board for the 2022-23 fiscal year involves moving forward with a destination Master plan. Specifically, it is to initiate a Reno Tahoe destination master plan by developing an RFP and secure third-party partner with board approval. The organization issued an RFP which closed last week. Three organizations with experience in master planning have submitted proposals. An internal team is being put together for review and scoring before a recommendation will be made to the board of directors.

**Organization Honored:** The Reno Tahoe marketing team captured three industry awards last week. The team secured two gold awards at the American Advertising Awards. The first award was a Gold under the category of Branded Content and Entertainment, for The Desert is My Canvas. The Second award, also a Gold came in the Social Media Campaign category for The Bucket List Family video. The third award, a silver, was captured for the U.S. Conference of Mayors video.



**New Name:** The Sands Regency Casino in downtown Reno changed its name last week. The new name is: J Resort. Jacobs Entertainment unveiled the new name in a press release distributed to media last week. The reported \$300 million redevelopment of the former Sands Regency includes 750 rooms, 500 of which are available immediately. Phase one of the J Resort development is scheduled to be completed in June, 2023.



**Congratulations:** Last week, Reno-Sparks Convention and Visitor's Authority board member Rick Murdock was named Vice Chairman of the Nevada Commission on Tourism.



**Stamp of Approval:** Also last week, at the Reno City Council meeting on March 8th, there were two agenda items potentially impacting Reno Tahoe. Item B.8 asked for authorization to award a contract to a bidder for a National Bowling Stadium roof repair project in an amount not to exceed \$150,000. The second item, B.9, asked for approval to reimburse the Reno-Sparks Convention and Visitors Authority for capital expenditures at the National Bowling Stadium, not to exceed \$50,000. Both items passed.



**Destination Capitol Hill:** The annual pilgrimage of DMO CEO's to our nation's capitol is scheduled for April 18-19, 2023. We will meet with elected officials delivering key travel and tourism messages for the industry overall as well as additional information on what is impacting travel in Northern Nevada. The meeting is followed by U.S. Travel's Board of Director's meeting April 20-21, 2023, also in Washington DC.



**RFP Updates:** Since the last board of directors meeting, the request for proposal (RFP) for SEO in the marketing department has closed to bids. The team is currently reviewing 12 company bids for the opportunity to partner with the RSCVA. Additionally, the web development contract has also closed and there has been even more interest, with 19 different organizations submitting bids for consideration. Finally, two additional bids, one for Brand Development and the second for Media buying are scheduled to close on Monday, March 20. The last time Reno Tahoe issued RFP's for the four segments above was between 6-7 years ago: SEO (2016), Website Development (2016), AOR/Integrated Agency (2016), Media Buying (2017).

**USBC Officially Opens:** Opening Ceremonies for the 119th edition of the United States Bowling Congress Open Championships were held on Saturday, March 11th, at the National Bowling Stadium, where 50,000 bowlers are expected to compete through July 24. Bowlers from all over the country will descend on Reno and Northern Nevada for 143 consecutive days of bowling over the next four months. This is the tournament's 14th visit to Reno and 11th stop at the National Bowling Stadium. The event generates more than \$73 million in economic impact to the region.



**Pre-Board Meetings:** Four of the nine board members met with the CEO prior to the February 23 regular Board of Directors meeting. The list included: Chair Charlene Bybee, Stephen Ascuaga, Shannon Keel and Ann Silver. Please note that for Open Meeting Law purposes: (i) all pre-Board meetings are held with less than a quorum of the RSCVA Board of Directors or any Committee thereof; (ii) the pre-Board meetings are held solely for the purpose of providing factual briefings to Board members; and (iii) no deliberations or serial communications are permitted to occur in pre-Board meetings.



**Job Open:** The Labor Department reported non-farm payrolls rose by 311,000 in February. That number was above the 225,000 Dow Jones estimate and a sign that the employment market is still hot. Leisure and hospitality jobs grew by 105,000 during the same time or 33.8% of the overall number reported. That led to this comment by Geoff Freeman, president and CEO of U.S. Travel: "Despite strong job growth, a staggering 1.7 million leisure and hospitality jobs are open—a concerning figure as we head into the peak summer travel season. Travel is essential to our nation's economy, but its success is reliant on access to workers to serve the traveling public."

**What the Data Says:** Our friends at Destination Analysts recently asked 4,000 American travelers to think about how they expect to spend their household income in the next 12 months. They used a scale from "extremely high priority" to "no priority" to rate how much of a spending priority a number of products, services and hobby-pursuits will be. Domestic leisure travel took the top spot, with **35%** of American travelers saying that it will be a high or extremely high priority in their household spending this year. It beat out restaurants (**32%**), education (**24%**), home improvement (**21%**), clothing & accessories (**20%**) and entertainment (**18%**). Additionally, over **20%** of American travelers said they would be highly prioritizing international leisure travel and **14%** said they would be prioritizing luxury travel in their household spending. Prioritization of travel includes time as well as money. The typical American traveler reports having 15.9 days available for leisure travel this year.

Destination Analysts

## AMERICAN TRAVELERS' SPENDING PRIORITIES

% TOP 2 BOX SCORE



Question: Please think about how you expect to spend your household income in the NEXT TWELVE (12) MONTHS. Use the scale to tell us how much of a spending priority will each of the following be?  
(Base: All respondents, 4,051 completed surveys. Data collected February 15-22, 2023.)

Destination Analysts



## Sales

**New Bookings:** The RSCVA Sales Department contracted 17 groups in the month of February, of which 13 have never met in the destination. Total room nights contracted in February totaled 15,468 on a goal of 18,508.

The February production resulted in the team finishing at 93% to goal through February or 146,673 contracted room nights and 67% to goal for the year.

### **Specific Highlights Include:**

- Comstock Arabian Horse Association Spring Fiesta Horse Show May 4 - 7, 2023 contracting 180 room nights.
- American Truck Historical Society - June 7-10, 2023 contracting 405 room nights.

### **New Business Highlights:**

- Vietnam Helicopter Crew Members Association 35th Annual Reunion - June 5-10, 2023 contracting 560 room nights.
- Varsity Spirit Camp - June 24-30, 2023 contracting 205 room nights.
- Worldwide Group Family Reunion/Puryear & Associates - June 29 - July 3, 2023, contracting 490 room nights.
- Association for Financial Technology 2023 Fall Summit - September 21 - 27, 2023 contracting 649 room nights.
- California Narcotic Officers Association Annual Training Institute and Law Enforcement Expo - November 15 - 22, 2028 contracting 5,845 room nights.

Facility Sales and Events production (non-group room night business) for bookings for July 2022 through January 2023:

Bookings Conversion: MTD: 62.71%

We have turned 37 events definite out of 59 proposals.

YTD: 45.65%

We have turned 173 events definite out of 379 proposal

\*These numbers do not include group room bookings

Revenue Conversion: MTD: 59.16%

We have booked \$187,312 out of \$316,608 proposed.

YTD: 42.59%



We have booked \$1,211,283 out of \$2,844,359 proposed.

\* These numbers do not include group room bookings

<u>January Occupancy:</u>	<u>FY 2023</u>	<u>FY 2022</u>	<u>Variance</u>
RSCC	58.22%	37.88%	+20.34%
REC	39.27%	24.99%	+14.22%
NBS	0.44%	8.82%	-8.38%
RSLEC	24.17%	16.09%	+8.08%

FY 2023 YTD Occupancy:

	<u>FY 2023</u>	<u>FY 2022</u>	<u>Variance</u>
RSCC	44.92%	37.20%	+7.72%
REC	31.50%	29.21%	+2.29%
NBS	17.12%	15.2%	+1.92%
RSLEC	38.53%	37.96%	+0.57%

**Revenues:**

January Rental Revenue:

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
RSCC	\$164,676	\$150,900	+\$13,776
REC	\$67,347	\$83,600	-\$16,253
NBS	\$36,320	\$2,000	+\$34,320
RSLEC	\$21,295	\$6,100	+\$15,195

FY 2023 YTD Rental Revenue:

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
RSCC	\$1,038,699	\$806,958	+\$231,741
REC	\$434,140	\$246,290	+\$187,850
NBS	\$214,060	\$52,814	+\$161,246
RSLEC	\$287,100	\$241,260	+\$45,840

**Events:**

January Ancillary Revenue

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
RSCC	\$156,492	\$85,330	+\$71,162
REC	\$53,164	\$22,500	+\$30,664
NBS	\$86	\$1,000	-\$914
RSLEC	\$52,377	\$8,028	+\$44,349

FY 2023 YTD Ancillary Revenue:

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
RSCC	\$856,507	\$306,593	+\$549,914
REC	\$695,114	\$111,125	+\$583,989
NBS	\$72,010	\$4,720	+\$67,290
RSLEC	\$544,833	\$190,983	+\$353,850

YTD All Venues Rental:

<u>Actual</u>	<u>Budgeted</u>	<u>Variance</u>
\$1,973,999	\$1,347,322	+\$626,677

YTD All Venues Ancillary

<u>Actual</u>	<u>Budgeted</u>	<u>Variance</u>
\$2,168,464	\$541,411	+\$1,627,053

**Industry Events:**

- Regional Director of Convention Sales in our Washington DC office, Jennifer Abdinoor attended the monthly PCMA Membership Committee meeting, and the AMPs monthly Board Meeting, she also submitted an article and sponsorship Ad for the AMPs quarterly newsletter. Jennifer also hosted several of her additional volunteer job tasks, by conducting initial meetings for her AMPs Board of Directors role as Chair of the Administrative Search Task Force, and with DC CVB Reps as Chair of the Ad Hoc Events Committee, as well as represented the Meetings Industry Fund Business Development Committee role by speaking on behalf of MIF as the signature philanthropy for the IAEE DC Chapters annual charity of choice at the monthly luncheon on February 10th. Jennifer also hosted a client dinner on February 13th with AMC Institute, and attended the AMPs monthly networking education event on February 21st followed by a client dinner with Am Public Human Services Association and hosted a client lunch on February 28th with International Association of Fire Chiefs.
- Regional Director of Convention Sales in our Chicago office, Maddie DaMario attended the American Hospital Association's Annual Update meeting where programming and leads were discussed. As part of our PCMA GMC sponsorship, Reno sponsored the Greater Midwest Awards Ceremony held in Chicago. Over 100 attendees were registered, and the Reno Tahoe sizzle reel was played during the program. Maddie also partnered with Visit Baltimore, Visit Ft. Lauderdale & Visit San Antonio to entertain clients following the event. For Valentine's Day, the Chicago Destination Reps hosted a Valentine's Day breakfast. Maddie was the chair of the committee that hosted the event. There were 40 Smith Bucklin Representatives in attendance. To close out the month, Maddie hosted a few clients for various lunch/coffee appointments.

- Regional Director of Convention Sales in our St. Louis office, Emily Flynn, hosted the monthly Maritz happy hour in St. Louis to promote our destination and thank the partners who have contracted our hotels. Emily presented to VFW in Kansas City for their 2027 National Convention. Emily met with eight of their board members and presented at their National Headquarters. Emily also entertained a new client to Reno with Credit Union Conferences; he is coming to The Nugget this May. New bookings this month, EASA in St. Louis, contracted 180 room nights for their regional meeting at The Peppermill.
- Regional Director of Convention Sales in our Dallas office, Roma Giordano attended the Site Texas Networking event on February 8<sup>th</sup> in Fort Worth. She also attended the Texas Society of Association Executives Women's Summit in College Station on February 21-22 where over 100 association executives from the Texas area gathered. With help from Cate Buell, Destination Experience Manager, conducted site visit with Delta Theta Tau clients on February 27-28. This group is considering Reno for their 2025 Annual Meeting valued at 360 total room nights and has never held a meeting in Reno. Roma also made a sales presentation to the Service Nation events planning team which resulted in an upcoming site visit for two programs valued at over 3,000 total room nights.
- Director of Sales for the National Bowling Stadium, Brent Bowers spent the month of February preparing for two trips to Reno in March. Brent has been in town from March 10 to 15 for the opening ceremonies of the USBC Open Championships and will return March 22 to 24 for the March board of directors meeting where he is scheduled to present his progress, plans and vision. He continues to pursue relevant bowling events in the region with the goal to fill as many weekends as possible in Q4 2023 and Q1 2024 before the beginning of the 2024 USBC Women's Championships in Q2 2024. Brent is also examining marketing and advertising opportunities for NBS and Reno Tahoe in the coming year to make it known to the bowling world that Reno loves bowling and wants more of it. He has also begun the process of creating our own legacy bowling event that will live at the National Bowling Stadium for multiple weekends each year. Brent continues to work closely with marketing on bowling related matters, most recently the "Bowling Day in the USA" function hosted at NBS in February and now prepares to host a similar event in August for "National Bowling Day."
- National Sports Sales Manager, Nick Saccomanno, attended internal and external meetings, requested proposals from the Barracuda Golf Championship to develop lead generating solicitations to golf travelers. This process has been ongoing, but during the month of February the team was able to choose an email provider/partner (NBC/Golf pass) and develop assets to be used in the campaign. Tentative launch date for this program is April 1. Nick was able to secure a lead via outgoing prospecting that was on hold due to the pandemic.

The Chinese amateur Golf Tournament (450 TRN) is considering a return to Reno next year. Nick was also able to attain an RFP for collegiate Rugby programming. Total room nights are unknown at this point, but these programs were close to signing before the pandemic began and we are looking to entice them back in their new form.

- Director of Business Development, Marcus Johnson arranged for a meeting at the offices of the Economic Development Authority of Western Nevada (EDAWN) to discuss RSCVA's new "Bring It Home" promotion designed to inspire local professionals to bring their meeting/convention to Reno Tahoe. He brought baked goods for their office from Sierra Chef Catering. He met with: Nancy McCormick, Senior VP, Business Retention, Expansion & Workforce; Veronica Chavez, Director, Workforce Development; and Amanda Berry, Manager, Business Retention & Expansion. Marcus attended the Nevada Clean Energy & Transportation Conference which hosted 200 delegates on February 2<sup>nd</sup> at the Peppermill Resort. This is an on-going convention development effort to network with event planners and attendees in the clean energy industry. Marcus was introduced to the event organizer, Tom Polikalas, by RSCVA Board Member, Stephen Ascuaga of Peppermill. Marcus is focusing on this segment because of the local industry business strengths of mining, exploration, manufacturing and recycling of lithium and other sustainable energy development like solar and geothermal. Marcus presented a webinar to 16 associates within the third party, Lamont Associates. The webinar content included: Reno comparison to Las Vegas; explanation of true comp set and sister cities; Mid-sized city but capacity of Reno Tahoe 15,000 1st class hotel rooms. Marcus, Nick Saccomanno with special Reno-Tahoe International Airport speaker, Hasaan Azam presented a webinar to 21 associates within the third party, Prestige Global Meeting Source. The webinar content included: Our CVB Value proposition; Our CVB differentiators focusing on less red tape and a Regional Sales Team based in seven key markets across the country.

#### Upcoming Shows:

The Sales team is participating in several industry shows and client events in the next 30 days. A few highlights include:

- ConferenceDirect APM 2023 March 26 - 30, 2023, Louisville, KY
- Destination Celebration April 11, 2023, Minneapolis, MN
- Connect Spring April 11 - 13, 2023, Las Vegas, NV
- CalSAE Elevate 2023 April 17 - 19, 2023, Santa Rosa, CA

## Finance

**Room Tax Statistics:** Taxable room revenues for the month of January 2023 are \$29,174,840 and are above January of the prior year by \$1,307,370 (4.7%). Cash occupied room nights of 214,524 are above prior year by 4,997 (2.4%). Comp occupied room nights of 51,283 are below prior year by 3,621 (-6.6%), and 28-day occupied room nights of 89,171 are below prior year by 9,119 (-9.3%). Total occupied rooms for the month of January 2023 (Cash, Comp, 28-day) are 7,743 (-2.1%) below the prior year. Overall, the Washoe County occupancy percentage of 54.4% for the month is 0.7% below the 54.8% level of the prior year. There were 10,082 (-1.5%) less available rooms for the month compared to the prior year. Overall cash average rates for January 2023 of \$136.00 increased \$3.00 (2.3%), compared to \$133.00 for the prior year. See below for room tax statistics by for January 2023.

January 2023						
Segments	Available Rooms	Cash Occupied Rooms	Average Cash Rate		Increase (Decrease)	
			Current Year	Prior Year	\$	%
Hotels	454,610	172,593	\$129.69	\$129.38	\$0.31	0.2%
Motels	34,261	13,671	\$70.75	\$65.45	\$5.30	8.1%
28 Day	71,389	3,875	\$43.14	\$40.11	\$3.03	7.6%
RV Parks	43,378	3,720	\$42.39	\$39.82	\$2.57	6.5%
Timeshares	11,801	1,790	\$174.59	\$188.73	(\$14.14)	-7.5%
Vacation Rentals	36,551	18,875	\$274.76	\$291.50	(\$16.74)	-5.7%
Home Owner	-	-	-	-	-	-
<b>Totals</b>	<b>651,990</b>	<b>214,524</b>	<b>\$136.00</b>	<b>\$133.00</b>	<b>\$3.00</b>	<b>2.3%</b>

Year-to-date cash occupied room nights of 1,855,229 are 25,560 (-1.4%) below prior year. Cash average rates year-to-date of \$149.37 are \$8.50 (6.0%) above the prior year. Year-to-date, total taxable room revenues of \$277,112,258 are \$12,170,916 (4.6%) above prior year.

See below for room tax statistics by market segment through January 2023.

Seven Month Period Ended January 31,	
2022	2021

### Total Taxable Room Revenues by Tax District

Reno B (Suburban Reno)	\$	127,685,576	\$	122,485,700
Reno D (Downtown Reno)	\$	61,366,028	\$	60,944,281
Reno E (1 Mile Radius from Downtown)	\$	7,563,421	\$	6,406,460
Washoe A (Washoe County (excluding Incline Village))	\$	35,397,243	\$	38,582,566
Washoe B (Incline Village)	\$	552,698	\$	560,041
Sparks	\$	44,547,292	\$	39,555,094



As a reminder, room tax statistical information can be found in more detail on the RSCVA website. Further, room tax information is distributed monthly via email by our Room Tax Manager to Board Members and community stakeholders.

**Facilities Margins:** Through January 2023, facilities losses are \$2,613,123. Facilities revenues are \$4,808,027, which is \$1,016,717 above the prior year.

	Seven Month Period Ended January 31,			Total Budget (Augmented) Fiscal Year 2023
	2023	2022	2019 (Pre-Pandemic)	
<b>Revenues</b>				
Room Tax Collections	\$ 23,860,077	\$ 22,845,143	\$ 20,858,804	\$ 36,037,480
Tourism Surcharge	2,725,169	2,785,423	3,067,780	4,795,883
Facilities	4,808,027	3,791,310	3,993,736	5,990,759
Grants	-	2,848,012	-	1,250,000
Other Income	923,441	592,923	906,618	1,431,666
<b>Total Revenues</b>	<b>32,316,714</b>	<b>32,862,812</b>	<b>28,826,938</b>	<b>49,505,788</b>
<b>Operating Expenses (by Department)</b>				
Facilities Operations	7,421,150	6,839,868	7,315,449	11,983,512
Marketing	6,328,135	3,988,742	5,345,756	14,926,741
Sales	3,717,036	2,486,931	3,675,165	8,605,324
General Government, Finance, and Administrative	2,852,202	2,133,613	2,132,943	5,534,808
<b>Total Operating Expenses</b>	<b>20,318,523</b>	<b>15,449,155</b>	<b>18,469,313</b>	<b>41,050,385</b>
<b>Non-Operating Expenses/General Fund Transfers Out</b>				
Incline Village/Crystal Bay Room Tax Apportionment	1,539,468	1,366,427	1,174,599	2,371,671
Debt Service Transfers	4,777,588	4,028,825	6,404,851	8,190,150
Capital Improvements	1,882,995	469,517	1,637,854	10,600,081
Contingency	-	-	-	200,000
<b>Total Non-Operating Expenses/Transfers</b>	<b>8,200,051</b>	<b>5,864,769</b>	<b>9,217,304</b>	<b>21,361,902</b>
<b>Net Revenues (Expenses)</b>	<b>\$ 3,798,140</b>	<b>\$ 11,548,888</b>	<b>\$ 1,140,321</b>	<b>\$ (12,906,498)</b>

## Marketing

**Communications:** Reno Tahoe's National Plan for Vacation Day contest coverage continued into February, with inclusions in Forbes and Thrillist. In addition to earning placements in more than 400 outlets, the contest garnered more than 4,000 entries. The Meetings Magazines featured hotel updates, features, and amenities, and the Reno-Sparks Convention Center and Reno Tahoe were announced as winners of the 10th Annual BizBash Event Experience Awards. In addition, we secured coverage in Reader's Digest, highlighting Reno as a great romantic destination for couples, Savoteur named Palisades Tahoe as one of the best ski resorts to visit during the Summer, and POPSUGAR spotlighted Reno's activities and attractions that make the city perfect for travelers in their 20s. February generated proactive coverage with a total potential reach of 102.8M.

**Social Media:** The number of social media followers in February equal 277,133 a net growth of 649. This increased 0.23% over January. We wrapped up our Winter Influencer Campaign with Gwyn and Ami - two LGBTQ+ travel enthusiasts. Gwyn and Ami created a video reel based on our Urban Basecamp Brand Strategy. They highlighted the Urban Landscape of Reno's casinos and unique dining, and then explained the proximity of epic skiing and fly fishing. We also partnered and collaborated with The Paiute Tribe and paid respect to their land and guides. You can see they listed Pyramid Lake by its traditional name of Kooyooe Pa'a which honored the tribe. This post reached 140,943 accounts and received 3,900 Likes, Comments & Shares. It was widely seen by users who were not already following our account.

**VisitRenoTahoe.com:** In February, VisitRenoTahoe.com had 197,025 users and 223,056 sessions, both up 30% over the previous year. Pageviews were also up almost 22% with more than 316,000 views. Among the top pages for the month were the [Discover page](#) featuring the group from Paradise, Outdoor Activities, National Bowling Stadium and the Plan for Vacation Day contest. Organic partner referrals are up in all categories for an overall increase of 161% YoY. Event partner referrals had the greatest increase of 328%, with hotels showing a strong increase as well at 48% YoY. The top channels for site traffic were organic search (31%), paid search (15%), social (19.5%) and display (19%).

**Email:** We are developing a new email template to showcase our social media posts with the goal of increasing our social following and engagement via our email channel. In February we sent 144,293 emails with a unique open rate of 38% and a click rate of 1.62%. We promoted our Plan for Vacation Day contest which received a click rate of 5.4%, making it our most popular piece of email content for the month.

**Special Events:** As a reminder, the 2023/24 Special Event Marketing Sponsorship application is open to all qualifying annual Washoe County special events that fall between July 2023-June 2024 to assist in their marketing efforts. The deadline is March 30 and approvals will be made by the Board of Directors in May 2023.

**M&C Marketing:** Developed a brand-new marketing piece for the sales team to use in their efforts to rent out the suites at the Reno Events Center. This piece will be updated once renovations take place, and we can gather fresh photos.

## **Facilities Marketing:**

**National Bowling Stadium** opened its doors to the public on February 11<sup>th</sup> for Bowling Day in the USA, a new initiative developed by the International Bowling Campus Youth Development team at USBC to get kids excited about going bowling. This three-hour event welcomed 368 guests, including 68 children, raising \$1,500 for Special Olympics Nevada. At the canned food drive in support of the Food Bank of Northern Nevada, we collected a total of 286 pounds of food which equals to 238 meals for

families in our community. Everyone who brought in a canned food donation received a raffle ticket towards prizes provided by Monster Jam, Zach Williams, PAW Patrol, National Automobile Museum, Discovery Museum, Pineapple Pedicabs, Silver Age Comic Con, UNR, Reno Tahoe, Swizzle, and Packy Hanrahan. Aramark provided concessions, which included a \$1 popcorn special, while McClain's Mobile DJ provided the music. Meanwhile, preparation got underway for the USBC Open Championships. On the social side, bowling influencer, Packy Hanrahan, continued posting content from his visit to NBS and Reno. Packy's Instagram reels collectively hit 225k plays, while his YouTube videos racked up a combined 1.9 million impressions with his No Oil video accounting for 1.1 million of those impressions. In turn, Packy's promotion of the RenoEvents Instagram helped bring a couple hundred new followers to the account. Worldwide returned to the **Reno-Sparks Convention Center** for their annual Spring Trade Show. Crossroads of the West, Tanner's Marketplace, National Landscape Association, Jam On It, NNSL, Skyline Church, Panasonic, and Soaring Society of America kept the halls and meeting rooms busy with events throughout the month. We continued promoting ticketed shows at all the venues on the iMiras placed around the Convention Center. We continued to work with Aramark on their updated designs for concessions at RSCC and all our venues.

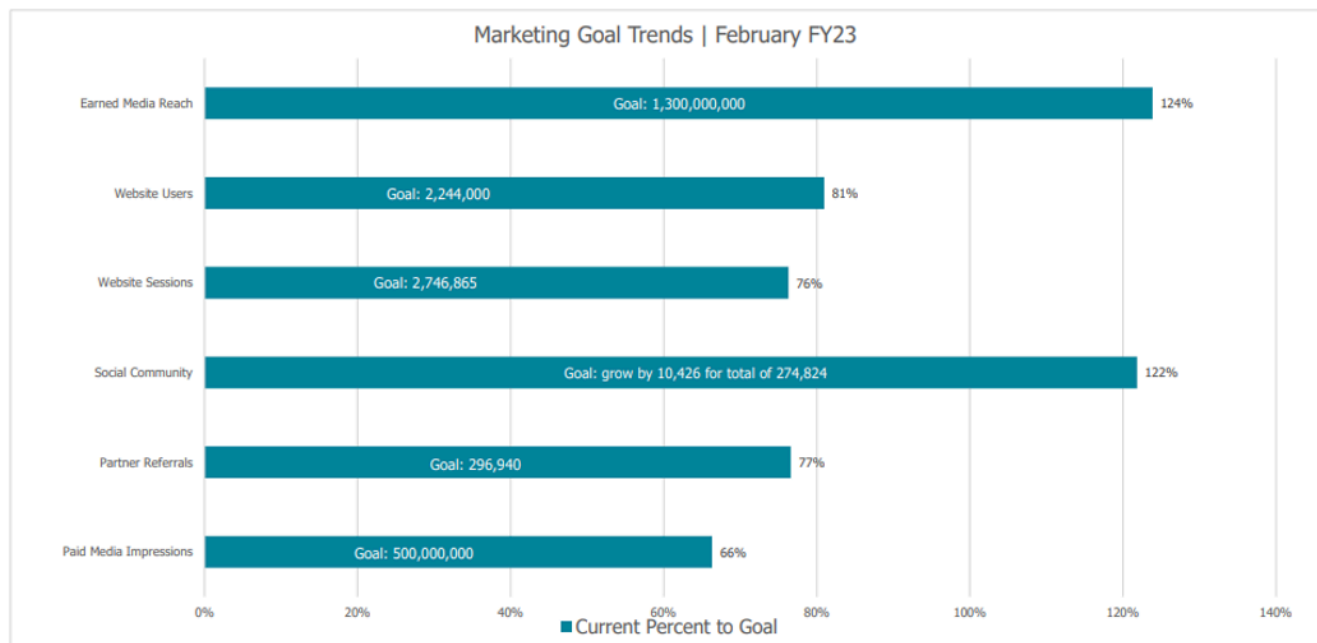
The **Reno Events Center** welcomed the pups of Paw Patrol for two nights of family fun with PAW Patrol Live! "The Great Pirate Adventure." In attendance on February 14<sup>th</sup> were two families we surprised with tickets to the show with the help of the Reno PD and Ashlee's Toy Closet. Up in the Reno Tahoe suite, we welcomed families with children enrolled in the state of Nevada Early Headstart program for the 2/14 PAW Patrol Show and families enrolled in the Washoe County Pre-Kinder program for the 2/15 show. The kids had a blast as they played with the masks and balloons scattered throughout the suite and chowed down on kid friendly food provided by Aramark, which included delicious candy cups. Several days later, a large crowd welcomed Harlem Yu to the REC stage. We heavily promoted March tour stops from Marco Antonio Solís, Greta Van Fleet, and Zach Williams.

**Reno-Sparks Livestock Events Center** was all revved up as Arenacross kicked off the month with exciting motorcycle action in front of a packed crowd. Youth of all ages hit the mat for wrestling action during the Rumble in Reno presented by RMN Events. 4H held their Horse Clinic and popular Tack Sale. Upcoming events at RSLEC from Jordan World Circus to Monster Jam were promoted on our social channels.

**Paid Media:** We saw an additional 32 million impressions from paid media in February, with over 151,000 clicks. We spent less on paid media in February vs January (down 20%) but were able to achieve improvements in the efficiency of spend by lowering the CPM and CPC. We also improved the CTR (up 28% MoM) and saw better engagement on the website for those that clicked a CTA. Display took the largest piece of the February budget, with \$196,000 spent with various vendors. Other top channels (based on spend) were paid search (\$40,000) and paid social (Facebook, Pinterest, Snapchat). Display did a good job bringing impressions and a reasonable CPM, with Nfluence (\$8.48), Sojern (\$6.61), BuzzFeed (\$8.53), and Datafy (\$9.43) leading as top

performers. We're excited about the engagement with Datafy – they can use geolocation technology to help track in-market visitation for those exposed to the media! More to come on that in future reports. Google paid search and Facebook paid social stood out for clicks, with the most clicks of any vendors/channel in February and a very low relative CPC (just a little over a dollar). Data Source: BVK and Google Analytics

**Geolocation data:** Our top origin market (DMA) for the last 90 days was Sacramento-Stockton-Modesto (18%), followed by San Francisco-Oakland-San Jose (12%). Los Angeles and Las Vegas both contributed approximately 6%, with other notable origin DMAs being Phoenix, Chico/Redding, Salt Lake City, and Seattle. The San Francisco DMA continues to be extremely valuable, with a high volume of visitors and a high average spend while in market. The San Francisco DMA is considered the most valuable when looking through the Zartico Marketing Index lens. This perspective looks at the quantity (visitor count) and quality (dollars spent in market), combined with website engagement (the primary planning tool for most DMOs). Within the San Francisco DMA, it is San Jose that is the most important City. This information (and other Zartico insights) can be leveraged for future marketing activities. More details are provided in the marketing department's monthly report. Data Source: Zartico



	Month	February
	YTD	Target
Paid Media Impressions	331,542,948	500,000,000
Partner Referrals	227,452	296,940
Social Community	12,879	10,570
Website Sessions	2,095,507	2,746,865
Website Users	1,816,463	2,244,000
Earned Media Reach	1,610,200,000	1,300,000,000

## Tourism

**Tourism Production:** Fiscal'23 year-to-date, through January, the tourism sales team accounted for 407,570 tourism sales room nights. Online Travel Agents (OTA's) comprised most room nights with 259,574 (63.6%) followed by Travel Agents with 114,564 room nights (28.1%), Wholesale/Receptive Operators with 17,742 room nights (4.5%), Group Tour/Motor Coach Operators 10,563 room nights (2.5%) and Golf/Ski with 5,127 (1.3%).

January four year comparison: January 2020 - 54,796, January 2021 – 38,545, January 2022 – 41,909 and January 2023 – 46,063.

Of the overall Washoe County market room night mix, the tourism sales channel represented 29% in January and 27.9% YTD.

**Partnership Marketing:** Seven fall/winter need period programs completed include: Expedia Joint Marketing Campaigns October-December, Expedia Travel Nevada Co-op October-December, Expedia Travel Spotlight September-February, Sabre GDS October-December, Priceline September-November, Hotelbeds August-October (Mexico and U.S.) and Pleasant Holidays September-December.

Five January - March need period programs in place include Expedia Joint Marketing Campaign, Expedia Travel Spotlight, Priceline, Pleasant Holidays and Sabre GDS.

April-June programs finalized include Expedia Joint Marketing Campaigns, Expedia Travel Spotlight, Sabre, Hotelbeds and new to the partnership marketing platform, Booking.com.

Reno Tahoe convention sales and tourism sales teams presented to Washoe County hotel partners as part of Expedia's quarterly destination update series on March 1. We also shared the 2022 Visitor Profile Study (one sheet) with our travel partners.

A planning session was also conducted with Suiteness, an online booking platform connecting guests worldwide to suites, guaranteed connecting rooms and everyday room inventory.

**Regional DMO Collaboration Program:** To date we have five presentation commitments from DMOs in FY23 – Travel Nevada, January 31, Virginia City Tourism Commission, May 9, Visit Carson City, June 6, Reno Tahoe Territory, TBA and North Lake Tahoe Nevada, TBA.

**Ongoing collaboration efforts:** Planning continues for a Travel Nevada partnership for Bleisure programming, which will target corporate and convention travelers with prearrival messaging promoting pre/post/return visits. This program will feature gaming and select service/chain properties.

Additional collaboration programs include Brand USA FAM support with Travel Nevada for a UK and Australia FAM in April and June. We also conducted a travel advisor webinar on February 15 with North Lake Tahoe Nevada.

**Travel Advisor Training/Communications:** As part of our regular programming, we continue to communicate with over 50,000 travel advisors, and 2,500 tour operators, monthly/quarterly regarding destination updates and air service.

Planning has initiated for The Reno Tahoe Experience FAM slated for April 25-29, 25 tour operators, travel advisors and OTA executives will be invited to participate. Additionally, the tourism team conducted a training webinar on February 15, 33 advisors were in attendance.

Sales Platforms: Planning continues for our key origination market sales missions which will be co-sponsored with Travel Nevada and Visit Las Vegas (LVCVA). Upcoming markets include a Canada (Toronto, Calgary, and Edmonton) March 15-21, and a Midwest Mission in June (Chicago, St. Louis, and Minneapolis).

The team just concluded a Sales Mission in Atlanta, Charlotte, and Miami over March 6-10. Four client development events and three sales calls were conducted and were attended by 230 travel advisors, tour operators and airlines sales staff. The team also met with Delta Air Lines (sales staff) and Delta Vacations.

**Tradeshows:** Plans are in place for IPW to be held in San Antonio May 21 - 24, 2023. We will partner with Travel Nevada and the LVCVA on two client development events as part of our tradeshow sales initiatives.

Go West Summit was scheduled for Anchorage over February 25 - March 3 but we were unable to attend due to weather-related flight cancellations. We will provide our Tourism Sales eToolkit to select tour operators.

Additionally, we have also collaborated with Travel Nevada to be in their IPW booth. Travel Nevada will cover \$46,000 and our cost will be \$3,400. Other booth partners include Visit Carson City and Travel North Tahoe Nevada at \$2,000 each. Travel Nevada and the RSCVA will have 10'x20' booths and the remaining partners will have 10'x10' booths.

**Tour Operators/Wholesalers:** Continued sales follow up with NTA, ABA and Go West Summit tour operators.

**Misc. Programs:** Plans have been finalized for our new lead generation golf initiative for an April rollout. This new program will target golfers via NBC Golf Pass, tour operators and travel advisors.



Planning continues for Mexico activations with GMS, Travel Nevada's Mexico representation firm, for spring/summer travel trade and consumer programming which will include the following activities: partnerships with Price Travel, Mexico's largest OTA, and a podcast with El Heraldo Media Group. We will also conduct an influencer FAM with airline participation - all of which will promote summer travel.

The tourism and convention sales department conducted a site tour of the recently opened Kasa Archive Reno-Tahoe extended stay hotel located at the Reno Experience District on February 17.

## Facilities

The following is an update on the four facilities managed by Reno Tahoe

### **Reno-Sparks Convention Center:**

- The lighting system project is still in progress.
- The HVAC system project is also in progress.
- The security camera project installation has been completed.

### **National Bowling Stadium**

- The security office building has been completed and it is up and running.
- The video scoring wall projector project is completed and running.
- The large screen projector has been installed and is fully operational, in time for USBC's opening ceremonies on March 11th.

### **Reno Events Center:**

- Awaiting on quotes for the LED message center.
- The suites renovation project is still ongoing and subject to direction for the board of directors in the March 23rd regularly scheduled meeting.

### **Reno-Sparks Livestock Events Center:**

- Waiting for the quotes to come in for the LED message center.
- We have purchased new padlocks for the stalls.
- We have purchased and received new office furniture for the show offices in the main arena.

## MISC

**Airport Update:** Carol Chaplin, the Reno Tahoe representative to the Reno-Tahoe International Airport, with her monthly update.

- The snow removal, airline, and RTIA teams were acknowledged for work during extreme weather events. More than 80% of operations in January and February were completed despite the big storms.
- RTAA did not receive an airport terminal grant for \$26m because it was submitted for the design phase, it was not competitive with other airports submitting for construction phase. RTAA will submit again for construction phase.
- Stellar Aviation, making a substantial private investment for business and GA air service at RNO, had a successful groundbreaking.
- Carson City was the first stop on a community air service education road show, which was well received. The road show goes to Fernley next. These events will increase catchment area awareness of the importance of Reno air service.
- The Board approved a Shared Use Mill Work contract for flexible airline counters for passenger gates, allowing for flexibility as additional airlines and flights are achieved.
- The Board approved a commercial hangar and ground lease agreement for Reno Air Races Association for 2023 and 2024. It also approved a 2-year special event license for RARA and a financial Relief package of \$331,000. License for 2023 is for air races and the license for 2024 is for air show; 2023 is last year for air racing.



## RSCVA Report

<a href="#">AB172</a>	Natha Anderson Bea Duran Max Carter ...	Revises provisions governing collective bargaining for local government employees. (BDR 23-700)	Status: From printer. To committee.		On or before January 1 and July 1 of each year, government employers must provide a contact list of those unionized employees to the represented union.
<a href="#">SB81</a>	Richard Daly	Revises provisions governing regional planning. (BDR S-536)	Status: Read first time. To committee.		Extends the reporting requirements of counties in Carson City, Douglas County, Lyon County, Storey County and Washoe County through December 2026. Reports must identify the positive and negative issues relating to growth in the region and be submitted to each Legislator who represents any portion of the region.
<a href="#">SB156</a>	James Ohrenschall	Revises the Open Meeting Law. (BDR 19-884)	Status: From printer. To committee.		Adds requirements to the Open Meeting Law for remote technology (virtual, telephonic) when an emergency declaration is in effect.
<a href="#">SB213</a>	Government Affairs	Revises provisions relating to taxes on transient lodging. (BDR 20-856)	Status: From printer. To committee.		A county with a 1 percent transient lodging tax must remit to the governing body of a visitor's authority the proceeds of the tax that has been imposed on revenues from the rental of transient lodging and is collected within the boundaries of those transportation districts under certain circumstances. Further outlines the use of the money to pay for certain costs.



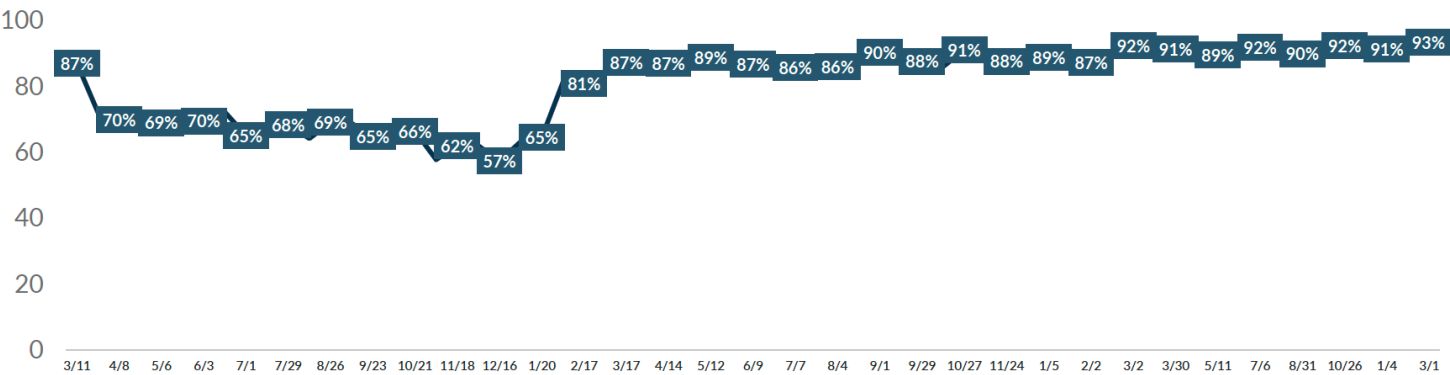
## RSCVA Report

Bill #	Sponsor	Description	Status	Position	Notes
<a href="#">AB14</a>	Judiciary	Revises provisions relating to the state business portal. (BDR 7-405)	Status: Read first time. To committee.		The State business portal was established to help businesses interact online with State agencies for licenses, permits, renewals, etc. This bill now requires (formally 'authorized') state and local agencies and health districts to comply and work with the Secretary of State on implementation.
<a href="#">AB84</a>	Natural Resources	Revises requirements for the issuance of certain annual permits for entering, camping and boating in state parks and recreational areas. (BDR 35-471)	Status: Notice of eligibility for exemption.		Amends existing law for annual permits to enter, camp and boat in all state parks and recreational areas in Nevada. The amendment includes any member of an Indian tribe located in whole or in part of Nevada and to waive the administrative fee.
<a href="#">AB129</a>	Government Affairs	Revises provisions governing certain county fair and recreation boards. (BDR 20-850)	Status: From printer. To committee.		Adds a fifteenth (15th) seat to the Las Vegas Convention and Visitor's Authority Board to be appointed from a list provided by the largest Latino or Hispanic Chamber of Commerce in Clark County.
<a href="#">AB149</a>	Brittney Miller Natha Anderson	Revises provisions relating to education. (BDR 34-76)	Status: Notice of eligibility for exemption.		Expands on previous legislation and adds The Office of the Inspector of General Education. The Inspector of General Education is then given the power to audit, investigate and to review performances of any individual or government agency that has received or been given any funds relating to education. These changes are noted in Section two through Section 20 explaining rules given to The Inspector of Education

**Data Points:** The following two slides, are part of an ongoing national monthly tracking survey. The initial surveys, which launched in March of 2020, measured the impact of Covid-19 on the tourism industry. It has since morphed into an industry leading barometer measuring issues of the day including the economy, customer service, remote work during travel and more.

IMPACT ON TRAVEL PLANS

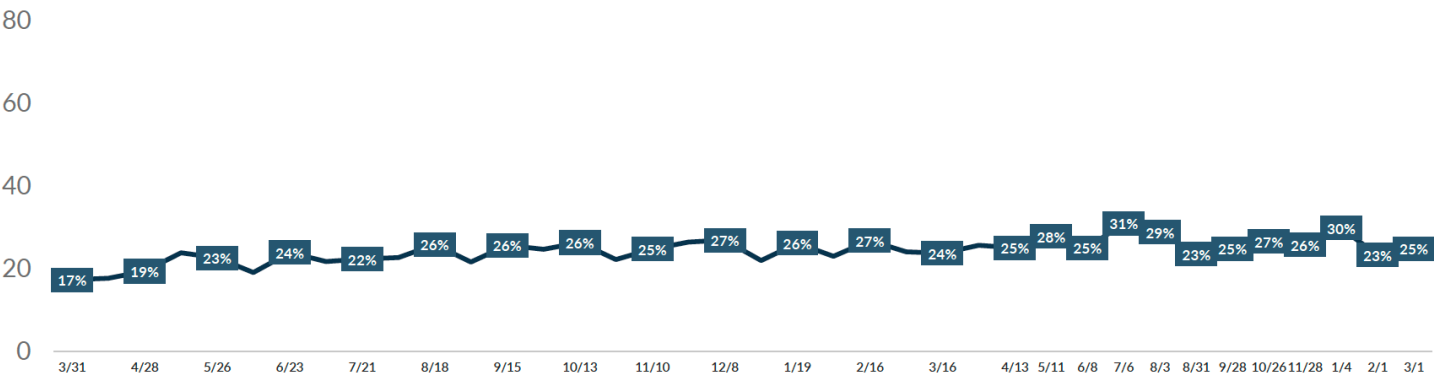
Travelers with Travel Plans in the Next Six Months Comparison



Travel Sentiment Study Wave 71

IMPACT ON TRAVEL PLANS

Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months

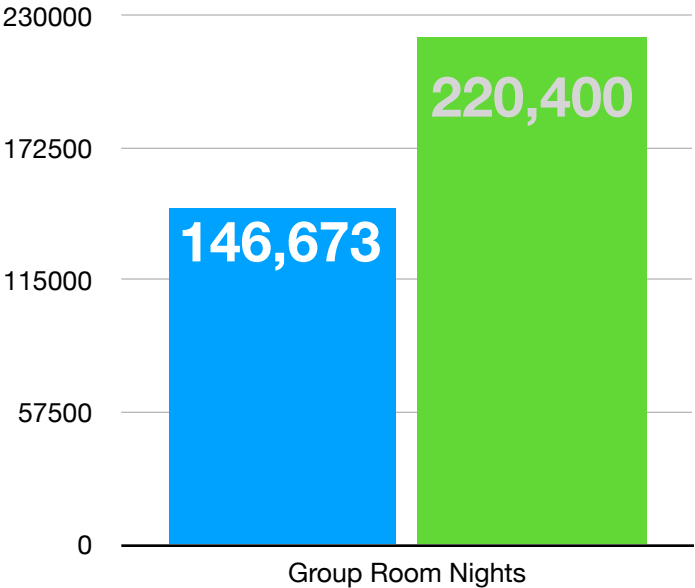


Travel Sentiment Study Wave 71

# Group Room Nights

July - February, 2023

YTD Goal



## 2022-23 Data Breakdown

- 102 Group Bookings
- 51 New Bookings
- 50% New Bookings
- 93% to plan in February
- Overall, team is 67% to goal for the year

# # # # #

March 23, 2023

**RenoTahoe**

# **BOWLING UPDATE**

**Visit**[RenoTahoe.com](https://www.visitreno-tahoe.com)



# INTRODUCTION



**Brent Bowers**

Director of Sales

National Bowling Stadium

[BBowers@RenoTahoeUSA.com](mailto:BBowers@RenoTahoeUSA.com)



## **A Lifetime of Involvement with Bowling:**

- Bowling since the age of 3
- Mother served as Youth Bowling Director
- Father served as Local USBC Bowling Association Manager
- Met wife while bowling collegiately

## **Youth Standout:**

- 2 Time Collegiate National Champion with Wichita State University
- 2 Time member of Junior Team USA
- 4 International Gold Medals (San Salvador, El Salvador)
- 2016 USBC Open Championships Team Event winner



## **History with Northrock Lanes:**

- Director of Youth Development – 2014 - 2018
- General Manager – 2018 - 2022



# THE UNITED STATES BOWLING CONGRESS

- **17 years on the Local USBC Board of Directors**
- **8 years on the Kansas State Level USBC Board of Directors**
- **6 years as a member of the National USBC Youth Committee**
- **Attended nearly every USBC National Convention**
- **College bowling, Junior Team USA, Chuck Hall Star of Tomorrow**

# 2023 USBC OPEN CHAMPIONSHIPS

- **March 4<sup>th</sup> to July 24<sup>th</sup>, 2023**
- **Nearly 50,000 bowlers**
- **Approximately 10,000 teams**
- **Largest Open Championship in Reno since 2013**
- **Economic impact on the region**  
**\$73 Million+**



# OTHER CONTRACTED USBC TOURNAMENTS

- **2024 Women's Championships**
- **2025 Women's Championships**
- **2026 Open Championships**
- **2029 Open Championships**
- **2030 Women's Championships**
- **2032 Open Championships**

March 23, 2023

**RenoTahoe.**

# PRODUCTION REPORT



# PRODUCTION REPORT: OCTOBER TO CURRENT

**100+ PROSPECTING  
PHONE CALLS**

**24 MEETINGS  
CONDUCTED**

**COLLABORATION  
WITH HOTEL  
PROPERTIES**





# CITIES VISITED



March 23, 2023

RenoTahoe™

**LOOKING AHEAD**

# GOALS, VISION & OPPORTUNITIES

---

- **Increase Occupancy – Recruit tournaments and special events to NBS**
- **Create and grow new bowling events that live at NBS**
- **Improve Efficiencies – Identify SOP's within NBS**
- **Improve the marketing and visibility of NBS**



# UPCOMING TRAVEL CALENDAR

**2023 USBC Open  
Championships**  
**March 4 – July 24, 2023**  
**Reno, NV**



**2023 USBC Convention  
and Annual Meeting**  
**April 24 – 28, 2023**  
**Las Vegas, NV**



**2023 BPAA  
International Bowl Expo**  
**June 25 – 30, 2023**  
**Orlando, FL**



From **Championships** to **Meetings** and **Conventions**

March 23, 2023

RenoTahoe™

**MARKETING**

# MARKETING AND ADVERTISING

---

**Identify opportunities to market NBS and Reno Tahoe in bowling periodicals, websites and social media advertising.**



**BOWLING.COM**

**California Bowling News**

***Bowlers  
Journal***  
INTERNATIONAL



# Packy Hanrahan – Pro Bowling Influencer

- **@TheHouseBowling (105,000 Subscribers)**
- **Video #1: Don't Miss Bowling Challenge!! (30,000 Views)**
- **Video #2: PBA Pro Vs Amateur Cosmic Bowling!! (30,000 Views)**
- **Video #3: I Bowled With NO OIL!! (162,000 Views)**







- **368 Total Bowlers**
- **68 Children (Free entry for kids)**
- **37 UNR students at Kingpin**
- **\$1,500 Raised for Special Olympics NV**
- **2 Barrels of nonperishable food collected by the Food Bank of Northern NV**









# NATIONAL BOWLING DAY

- **Sunday, August 20th, 2023**
- **2 sessions – Noon and 4PM**
- **3 hours each session**
- **Register and book lanes online**

March 23, 2023

RenoTahoe<sup>™</sup>  
**THANK YOU**

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



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

To: RSCVA Board of Directors

From: Courtney Jaeger, CPA - Vice President of Finance

Date: March 23, 2023

**Subject: Resolution #599 to adopt a budget augmentation in an amount not to exceed \$3,209,564 for the Reno-Sparks Convention and Visitors Authority for the Fiscal Year 2023.**

---

### **Executive Summary**

A budget augmentation is being proposed for the fiscal year ended June 30, 2023.

Courtney Jaeger, Vice President of Finance, presented the details of the proposed budget augmentation to the Finance and Facilities Committee (the Committee) on March 6, 2023. The Committee approved the budget augmentation in an advisory capacity, with the caveat that the Board of Directors should further discuss the capital item proposed in the budget augmentation prior to giving final approval (see further detail below).

Below is a summary of significant items within the proposed budget augmentation.

#### *Revenues:*

- Q2 FY 2023 Revenues, in total, have exceeded original budget by \$2,756,489.
  - This is primarily driven by room tax revenues and facilities revenues exceeding budget.
- Revenues are expected to exceed budget during Q3 and Q4, in total, by \$1,857,330.
  - This is primarily driven by room tax revenues and facilities revenues. A portion of these revenues are proposed to be spent with this budget augmentation; the remainder of these revenues will be carried forward as available resources in the FY 2024 budget, to be used towards anticipated new projects.

## *Expenditures:*

- The proposed budget augmentation will not exceed \$3,209,564, and will be spent as follows:

- o Capital Improvements

Increase of up to \$412,911 for the following project:

Facility	Item	Description	Estimated Remaining Cost
REC	Remodel of all Suites, Green Room, Concourse, and Dressing Rooms	Remodel and upgrade outdated elements.	\$ 412,911

The Finance Committee has granted preliminary approval of \$412,911 in capital funding for the REC Remodel Project noted above, which includes upgrades to the Suites, Dressing Room, Green Room, and Concourse, with the caveat that the Board of Directors should further discuss this capital funding request prior to giving final approval.

The full estimated cost of this project is \$512,911; \$100,000 was approved for a smaller scale version of this project during the previous budget augmentation.

- o Community Support: Convention and Tourism Promotion

Increase of \$282,888, primarily related to:

- Marketing Department - \$120,900
  - Advertising production for leisure media campaigns.
  - Advertising production for meetings and conventions campaigns.
  - Meeting expenses.
  - Other expenses including hospitality, travel, and promotions.
- Sales Department – \$161,988
  - Convention Sales:
    - Biggest Little Sites program.
    - Familiarization tours and site inspections.
    - Hospitality for in-market events.
    - Travel and lodging.
  - Tourism Sales:
    - One additional FTE.

- Community Support: Facilities Operations  
Increase of \$2,470,627, primarily related to:
  - Facilities Department
    - Personnel expenses, including increased full-time, part-time, and temporary labor costs due to increased operational needs and the USBC Open Championships.
    - Utilities.
    - Security services.
    - Deferred repairs and maintenance costs.
    - Services and supplies.
    - The facilities loss figure previously approved by the Board is planned to remain the same, since this portion of the budget augmentation is intended to be funded by facilities revenues.
- Apportionment  
Increase of \$43,138:
  - Legislation enacted in 1999 requires one-half of the proceeds received from transient lodging taxes collected in Incline Village, Nevada and Crystal Bay, Nevada to be granted to the Incline Village Crystal Bay Visitors Bureau.

### **Recommended Motion**

Management recommends the following motion:

The Board moves to approve Resolution #599, adopting a budget augmentation in the for the Reno-Sparks Convention and Visitors Authority for Fiscal Year 2023.



**Fiscal Year 2022-23 Budget Augmentation Resolution**

**Resolution #599**

**RESOLUTION TO AUGMENT THE 2022-23 BUDGET OF THE RENO-SPARKS CONVENTION & VISITORS AUTHORITY (RSCVA),**

**WHEREAS,** the resources of certain funds of the RSCVA were budgeted to be the following on July 1, 2022:

General Fund (augmented)	\$ 68,663,043
--------------------------	---------------

**WHEREAS,** said resources of certain funds are now determined to be as follows:

General Fund	\$ 73,276,962
--------------	---------------

**WHEREAS,** said resources are as follows:

Revenues higher than anticipated	\$ 4,613,819
----------------------------------	--------------

**WHEREAS,** there is a need to apply these excess resources in the above funds; and

NOW, THEREFORE, IT IS HEREBY RESOLVED, THAT the RSCVA shall augment its 2022-2023 budget by appropriating \$3,209,564 for use in the General Fund (thereby increasing its appropriations from \$58,058,206 to \$61,267,770. A detailed schedule is attached to this Resolution and by reference is made a part hereof.

**IT IS FURTHER RESOLVED,** that the necessary documents shall be forwarded to the Department of Taxation, State of Nevada.

**PASSED, ADOPTED, AND APPROVED** this 23th day of March 2023, by the Governing Body consisting of 9 members.

\_\_\_\_\_  
Ayes

\_\_\_\_\_  
Nays

\_\_\_\_\_  
Absent

\_\_\_\_\_  
Abstain

\_\_\_\_\_  
Chairman

Attest: \_\_\_\_\_  
Treasurer

REVENUES	FINAL BUDGET	REVISIONS	REVISED REVENUE RESOURCES
<b>Taxes:</b>			
Room tax (net)	40,833,363	1,992,051	42,825,415
Subtotal	40,833,363	1,992,051	42,825,415
	-		
<b>Miscellaneous:</b>	-		
Interest earnings	68,196	30,000	98,196
Rents and royalties	5,990,759	2,470,628	8,461,386
Convention & Visitors Services	456,528	(13,943)	442,585
Other	2,162,237	135,083	2,297,320
Subtotal	8,677,719	2,621,768	11,299,487
	-		
	-		
<b>SUBTOTAL REVENUE ALL SOURCES</b>	<b>49,511,083</b>	<b>4,613,819</b>	<b>54,124,902</b>
<b>Other Financing Sources:</b>			
Short/medium -term financing	-	-	-
Fund transfers In	-	-	-
Proceeds from sale of fixed assets	-	-	-
<b>SUBTOTAL OTHER FINANCING SOURCES</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Beginning Fund Balance:</b>			
Reserved	-	-	-
Unreserved	19,151,960		19,151,960
<b>Total Beginning Fund Balance</b>	<b>19,151,960</b>	<b>-</b>	<b>19,151,960</b>
Prior Period Adjustments	-	-	-
Residual Equity Transfers	-	-	-
<b>TOTAL AVAILABLE RESOURCES</b>	<b>68,663,043</b>	<b>4,613,819</b>	<b>73,276,862</b>

RENO-SPARKS CONVENTION & VISITORS AUTHORITY  
 SCHEDULE B - GENERAL FUND  
 REVISED REVENUE SCHEDULE

EXPENDITURE BY FUNCTION AND ACTIVITY	FINAL BUDGET	REVISIONS	REVISED EXPENDITURES
GENERAL GOVERNMENT			
Salaries and wages	1,613,032	-	1,613,032
Employee benefits	1,179,305	-	1,179,305
Services and supplies	2,634,769	-	2,634,769
Capital outlay	107,702	-	107,702
Subtotal	5,534,808	-	5,534,808
TOTAL GENERAL GOVERNMENT	5,534,808	-	5,534,808

DRAFT

RENO-SPARKS CONVENTION & VISITORS AUTHORITY  
SCHEDULE B - GENERAL FUND  
FUNCTION: GENERAL GOVERNMENT

EXPENDITURE BY FUNCTION AND ACTIVITY	FINAL BUDGET	REVISIONS	REVISED EXPENDITURES
OTHER - FACILITY OPERATION			
Salaries and wages	3,932,252	300,000	4,232,252
Employee benefits	2,266,963	(75,000)	2,191,963
Services and supplies	5,784,297	2,245,627	8,029,924
Capital outlay	-	-	-
Subtotal	11,983,512	2,470,627	14,454,139
OTHER - CONVENTION & TOURISM PROMOTION			
Salaries and wages	3,615,671	36,988	3,652,659
Employee benefits	2,268,923		2,268,923
Services and supplies	17,647,471	245,900	17,893,371
Capital outlay	-	-	-
Subtotal	23,532,065	282,888	23,814,953
OTHER - COMMUNITY GRANTS & MISCELLANEOUS			
Salaries and wages	-	-	-
Employee benefits	-	-	-
Services and supplies	2,371,671	43,138	2,414,809
Capital outlay	-	-	-
Subtotal	2,371,671	43,138	2,414,809
TOTAL COMMUNITY SUPPORT	37,887,248	2,796,653	40,683,901

RENO-SPARKS CONVENTION & VISITORS AUTHORITY  
 SCHEDULE B - GENERAL FUND  
 FUNCTION: COMMUNITY SUPPORT

EXPENDITURE BY FUNCTION AND ACTIVITY	FINAL BUDGET	REVISIONS	REVISED EXPENDITURES
FUNCTION SUMMARY			
General Government	5,534,808	-	5,534,808
Community Support	37,887,248	2,796,653	40,683,901
TOTAL EXPENDITURES - ALL FUNCTIONS	43,422,056	2,796,653	46,218,709
OTHER USES:			
Contingency	200,000	-	200,000
Residual Equity Transfer	6,246,000		6,246,000
Operating transfers	8,190,150	412,911	8,603,061
TOTAL EXPENDITURES AND OTHER USES	58,058,206	3,209,564	61,267,770
ENDING FUND BALANCE			
Reserved	-	-	-
Unreserved	10,604,837	1,404,255	12,009,092
TOTAL ENDING FUND BALANCE	10,604,837	1,404,255	12,009,092
TOTAL GENERAL FUND COMMITMENTS AND FUND BALANCE	68,663,043	4,613,819	73,276,862

RENO-SPARKS CONVENTION & VISITORS AUTHORITY  
 SCHEDULE B - SUMMARY - EXPENDITURES, OTHER USES AND FUND BALANCE  
 GENERAL FUND - ALL FUNCTIONS

REVENUES	FINAL BUDGET	REVISIONS	REVISED REVENUE RESOURCES
Taxes			
Room Taxes	-	-	-
Subtotal	-	-	-
Miscellaneous			
Interest Earnings	-	-	-
Rents and royalties	-	-	-
Subtotal	-	-	-
OTHER FINANCING SOURCES			
Operating transfers In	6,223,400		6,223,400
Procees from short-term financing	-	-	-
Proceeds from long-term debt	-	-	-
Beginning Fund Balance			
Reserved	6,053,053		6,053,053
Unreserved	-	-	-
Total Beginning Fund Balance	6,053,053	-	6,053,053
Prior Period Adjustments	-	-	-
Residual Equity Transfers	-	-	-
TOTAL AVAILABLE RESOURCES	12,276,453	-	12,276,453

RENO-SPARKS CONVENTION & VISITORS AUTHORITY  
 SCHEDULE B-2  
 FUND 23 - CAPITAL PROJECTS FUND

EXPENDITURE BY FUNCTION AND ACTIVITY	FINAL BUDGET	REVISIONS	REVISED EXPENDITURES
EXPENDITURES:			
Capital Projects			
Services and supplies	-	-	-
Capital outlay	10,600,081	412,911	11,012,992
Subtotal Expenditures	10,600,081	412,911	11,012,992
OTHER USES:			
Contingency	-	-	-
Operating Transfers (Schedule T)	-	-	-
Subtotal Other Uses	-		
ENDING FUND BALANCE:			
Reserved	1,676,372	(412,911)	1,263,461
Unreserved	-	-	-
TOTAL ENDING FUND BALANCE	1,676,372	(412,911)	1,263,461
TOTAL CAPITAL PROJECTS FUND COMMITMENTS AND FUND BALANCE	12,276,453	-	12,276,453

RENO-SPARKS CONVENTION & VISITORS AUTHORITY  
 SCHEDULE B-2  
 FUND 23 - CAPITAL PROJECTS FUND



REVENUES	FINAL BUDGET	REVISIONS	REVISED REVENUE RESOURCES
Miscellaneous			
Room Tax	-	-	-
Interest Earnings	27,000		27,000
Other	-	-	-
Subtotal	-	-	-
Other Financing Sources			
Transfers In (Schedule T)	8,190,150	-	8,190,150
Proceeds of refinancing	-	-	-
Net Proceeds of Refunding	-	-	-
Beginning Fund Balance			
Reserved	13,041,683	-	13,041,683
Unreserved	-	-	-
Total Beginning Fund Balance	13,041,683	-	13,041,683
Prior Period Adjustments	-	-	-
Residual Equity Transfers	-	-	-
TOTAL AVAILABLE RESOURCES	21,258,833	-	21,231,833

RENO-SPARKS CONVENTION & VISITORS AUTHORITY  
 SCHEDULE C - DEBT SERVICE FUND  
 THE ABOVE DEBT IS REPAYED BY OPERATING RESOURCES

EXPENDITURE BY FUNCTION AND ACTIVITY	FINAL BUDGET	REVISIONS	REVISED EXPENDITURES
TYPE - General Obligation			
Principal	4,950,000	-	4,950,000
Interest	3,132,900	-	3,132,900
Fiscal Agent Fees	57,650	-	57,650
Reserves - Increase or (Decrease)	-	-	-
Other - Defeasance	-	-	-
Other - Bond Closing Costs	-	-	-
SUBTOTAL EXPENDITURES	8,140,550	-	8,140,550
ENDING FUND BALANCE			
Reserved	13,103,283	-	13,103,283
Unreserved	-	-	-
TOTAL ENDING FUND BALANCE	13,103,283	-	13,103,283
TOTAL COMMITMENTS AND FUND BALANCE	21,243,833	-	21,243,833

RENO-SPARKS CONVENTION & VISITORS AUTHORITY  
SCHEDULE C - DEBT SERVICE FUND  
THE ABOVE DEBT IS REPAYED BY OPERATING RESOURCES

PROPRIETARY FUND	FINAL APPROVED	REVISIONS	REVISED TOTAL
OPERATING REVENUE:			
User Charges	2,013,714	-	2,013,714
Other Charges	-	-	-
Total Operating Revenue	875,765	-	875,765
OPERATING EXPENSE:			
Claims expense	2,153,190	-	2,153,190
Administrative expense	53,760	-	53,760
Supplies and services	-	-	-
Total Operating Expense	2,206,950	-	2,206,950
Operating Income or (Loss)	(193,236)	-	(193,236)
NONOPERATING REVENUES:			
Interest Earned	-	-	-
TOTAL NONOPERATING REVENUES	-	-	-
NONOPERATING EXPENSE	-	-	-
TOTAL NONOPERATING EXPENSE	-	-	-
Net Income Before Operating Transfers	(193,236)	-	(193,236)
Operating Transfers			
In	-	-	-
Out	-	-	-
Net Operating transfers	-	-	-
NET INCOME	(193,236)	-	(193,236)

RENO-SPARKS CONVENTION & VISITORS AUTHORITY  
SCHEDULE F-1 REVENUES, EXPENSES AND NET INCOME  
FUND 20 - INTERNAL SERVICE (SELF INSURANCE) FUND

PROPRIETARY FUND	FINAL BUDGET	REVISIONS	REVISED STATEMENT OF CASH FLOWS
A. CASH FLOWS FROM OPERATING ACTIVITIES:			
Cash received from users	388,459	-	388,459
Cash received from quasi-external operating transactions with other funds	1,625,256	-	1,625,256
Cash paid to vendors for services and supplies	(2,206,950)	-	(2,206,950)
Net cash provided by operating activities	(193,235)	-	(193,235)
B. CASH FLOWS FROM NONCAPITAL FINANCING ACTIVITIES:			
Cash advanced to other funds	-	-	-
Cash received from other funds	-	-	-
Cash received from operating transfers	-	-	-
Operating transfers out	-	-	-
Net cash used by noncapital financing activities	-	-	-
C. CASH FLOWS FROM CAPITAL AND RELATED FINANCING ACTIVITIES:			
Cash advanced to other funds	-	-	-
Cash received from other funds	-	-	-
Cash received from operating transfers	-	-	-
Operating transfers out	-	-	-
Net cash used by noncapital financing activities	-	-	-
D. CASH FLOWS FROM INVESTING ACTIVITIES:			
Interest on Investments	-	-	-
Net cash provided by investing activities	-	-	-
Net increase (decrease) in cash and investments	(193,235)	-	(193,235)
Cash and investments July 1,	286,781	-	286,781
Cash and investments June 30,	93,545	-	93,546

RENO-SPARKS CONVENTION & VISITORS AUTHORITY  
 SCHEDULE F-2 STATEMENT OF CASH FLOWS  
 FUND 20 - INTERNAL SERVICE (SELF INSURANCE) FUND



# RSCVA Monthly Snapshot | January | FY23

		January Monthly Performance   FY23			January YTD Performance   FY23				
Destination Performance	Economic Impact KPIs	Actual	Target	% to Target	YTD Actual	YTD Target	% to Target	Annual Target	Annual Pacing
	Room Inventory	651,990	660,698	99%	4,605,780	4,625,072	100%	7,856,352	7,895,623
	Cash Room Nights	214,524	200,414	107%	1,855,229	1,800,243	103%	3,001,965	3,180,393
	Comp Room Nights	51,283	52,136	98%	481,439	428,475	112%	753,057	825,324
	Overall Occupancy	54.4%	52.0%	105%	64.9%	62.0%	105%	62.1%	-
	Taxable Revenue	\$29,174,840	\$25,232,400	116%	\$277,112,258	\$240,495,856	115%	\$396,467,011	\$475,049,585
	A.D.R.	\$136.00	\$125.90	108%	\$149.37	\$133.59	112%	\$132.07	-
	Visitor Volume	252,470	244,903	103%	2,218,875	2,150,362	103%	3,627,290	3,803,786
	Gaming Win	\$64,729,433	-	-	\$604,019,815	-	-	-	\$1,035,462,540
	Air Passengers	344,268	-	-	2,615,430	-	-	-	4,483,594

		January Monthly Performance   FY23			January YTD Performance   FY23				
Strategic Pillar 1   Sales and Marketing	Marketing KPIs	Actual	Target	% to Target	YTD Actual	YTD Target	% to Target	Annual Target	Annual Pacing
	Paid Media Impressions	45,262,596	43,000,000	105%	299,391,103	187,000,000	160%	500,000,000	513,241,891
	Website Users	262,771	179,000	147%	1,619,438	1,059,000	153%	2,244,000	2,776,179
	Website Sessions	295,567	210,000	141%	1,872,451	1,292,000	145%	2,746,865	3,209,916
	Website Partner Referrals	25,832	17,170	150%	205,456	125,880	163%	296,940	352,210
	Earned Media Reach	258,200,000	43,600,000	592%	1,507,400,000	670,500,000	225%	1,310,000,000	2,584,114,286
	Social Community Size	276,484	269,751	102%	276,484	269,751	102%	274,824	-
	Total Special Event Funds Allocated	\$504,500	-	-	\$504,500	-	-	\$1,000,000	-
	Sales KPIs   M&C + Sports	Actual	Target	% to Target	YTD Actual	YTD Target	% to Target	Annual Target	Annual Pacing
	Convention Produced Room Nights	18,012	8,915	202%	74,912	62,628	120%	112,048	128,421
	Sports Produced Room Nights	6,439	7,215	89%	56,293	76,702	73%	108,352	96,502
	Total Gross Produced Room Nights	24,451	16,130	152%	131,205	139,330	94%	220,400	224,923
	Sales KPIs   Tourism	Actual	YoY FY19	% to FY19	YTD Actual	YTD FY19	% to FY19	FY19 Annual	Annual Pacing
	Wholesaler/ Receptive Operators	2,989	1,745	171%	17,742	17,343	102%	25,242	30,415
	Online Travel Agent	27,948	37,132	75%	259,574	311,361	83%	508,581	444,984
	Travel Agent	14,949	13,660	109%	135,878	96,180	141%	159,702	232,934
	Group Tour/Motorcoach	177	888	20%	10,563	19,274	55%	40,793	18,108
	Ski and Golf Production	0	10	0%	5,127	10,655	48%	14,839	8,789
	Total Gross Room Nights	46,063	53,435	86%	428,884	454,813	94%	749,157	735,230
	Sales Programs   Tourism	In Progress	Completed	% to Target	In Progress	Completed	% to Target	Annual Target	Annual Pacing
	OTA/Fit Programs (Executed)	6	6	-	6	6	0.75	8	-



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

**Interim Financial Report**

**January 2023**



**Reno-Sparks Convention and Visitors Authority  
Interim Financial Report  
January 2023**

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# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Financial Summary by Category

Seven Month Period Ended January 31,				Total Budget (Augmented) Fiscal Year 2023
2023	2022	2019 (Pre-Pandemic)		
\$ 23,860,077	\$ 22,845,143	\$ 20,858,804	\$ 36,037,480	
2,725,169	2,785,423	3,067,780	4,795,883	
4,808,027	3,791,310	3,993,736	5,990,759	
-	2,848,012	-	1,250,000	
923,441	592,923	844,907	1,431,666	
<b>\$ 32,316,714</b>	<b>\$ 32,862,812</b>	<b>\$ 28,765,227</b>	<b>\$ 49,505,788</b>	
\$ 6,835,531	\$ 2,922,115	\$ 3,891,088	\$ 9,228,288	
5,887,718	8,041,341	8,224,969	14,311,826	
446,246	244,678	429,534	880,164	
5,586,663	3,462,178	5,139,492	13,147,155	
1,477,064	740,303	708,755	3,375,250	
85,301	38,539	75,475	107,702	
<b>\$ 20,318,523</b>	<b>\$ 15,449,155</b>	<b>\$ 18,469,313</b>	<b>\$ 41,050,385</b>	
\$ 1,539,468	\$ 1,366,427	\$ 1,174,599	\$ 2,371,671	
4,777,588	4,028,825	6,404,851	8,190,150	
1,882,995	469,517	1,637,854	10,600,081	
-	-	-	200,000	
<b>\$ 8,200,051</b>	<b>\$ 5,864,769</b>	<b>\$ 9,217,304</b>	<b>\$ 21,361,902</b>	
<b>\$ 3,798,140</b>	<b>\$ 11,548,888</b>	<b>\$ 1,078,610</b>	<b>\$ (12,906,498)</b>	

# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Financial Summary by Department

	Seven Month Period Ended January 31,			Total Budget (Augmented) Fiscal Year 2023
	2023	2022	2019 (Pre-Pandemic)	
<b>Revenues</b>				
Room Tax Collections	\$ 23,860,077	\$ 22,845,143	\$ 20,858,804	\$ 36,037,480
Tourism Surcharge	2,725,169	2,785,423	3,067,780	4,795,883
Facilities	4,808,027	3,791,310	3,993,736	5,990,759
Grants	-	2,848,012	-	1,250,000
Other Income	923,441	592,923	844,907	1,431,666
<b>Total Revenues</b>	<b>32,316,714</b>	<b>32,862,812</b>	<b>28,765,227</b>	<b>49,505,788</b>
<b>Operating Expenses (by Department)</b>				
Facilities Operations	7,421,150	6,839,868	7,315,449	11,983,512
Marketing	6,328,135	3,988,742	5,345,756	14,926,741
Sales	3,717,036	2,486,931	3,675,165	8,605,324
General Government, Finance, and Administrative	2,852,202	2,133,613	2,132,943	5,534,808
<b>Total Operating Expenses</b>	<b>20,318,523</b>	<b>15,449,155</b>	<b>18,469,313</b>	<b>41,050,385</b>
<b>Non-Operating Expenses/General Fund Transfers Out</b>				
Incline Village/Crystal Bay Room Tax Apportionment	1,539,468	1,366,427	1,174,599	2,371,671
Debt Service Transfers	4,777,588	4,028,825	6,404,851	8,190,150
Capital Improvements	1,882,995	469,517	1,637,854	10,600,081
Contingency	-	-	-	200,000
<b>Total Non-Operating Expenses/Transfers</b>	<b>8,200,051</b>	<b>5,864,769</b>	<b>9,217,304</b>	<b>21,361,902</b>
<b>Net Revenues (Expenses)</b>	<b>\$ 3,798,140</b>	<b>\$ 11,548,888</b>	<b>\$ 1,078,610</b>	<b>\$ (12,906,498)</b>

# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Transient Lodging Tax Collections and Statistics

	Seven Month Period Ended January 31,		Increase (Decrease)	
	2023	2022	\$	%
<b>Room Tax Collections</b>				
Lodging (6 5/8%)	\$ 18,327,306	\$ 17,547,719	\$ 779,587	4.4%
Convention Center (2%)	5,532,772	5,297,424	235,347	4.4%
Tourism Surcharge	2,725,169	2,785,423	(60,254)	(2.2%)
<b>Total Tax Collections</b>	<b>\$ 26,585,246</b>	<b>\$ 25,630,566</b>	<b>\$ 954,680</b>	<b>3.7%</b>
<b>Total Taxable Room Revenues</b>	<b>\$ 277,112,258</b>	<b>\$ 264,941,344</b>	<b>\$ 12,170,915</b>	<b>4.6%</b>
<b>Average Rate - Cash</b>	<b>\$ 149.37</b>	<b>\$ 140.87</b>	<b>\$ 8.50</b>	<b>6.0%</b>
<b>Occupied Rooms</b>				
Cash	1,855,229	1,880,789	(25,560)	(1.4%)
Comp	481,439	451,233	30,206	6.7%
28 Day	652,520	700,234	(47,714)	(6.8%)
<b>Total Occupied Rooms</b>	<b>2,989,188</b>	<b>3,032,256</b>	<b>(43,068)</b>	<b>(1.4%)</b>
<b>Total Percentage of Occupancy</b>	<b>64.9%</b>	<b>65.1%</b>	<b>(0.2)</b>	<b>(0.3%)</b>
<b>Total Taxable Room Revenues by Tax District</b>				
Reno B (Suburban Reno)	\$ 127,685,576	\$ 122,485,700	\$ 5,199,876	4.2%
Reno D (Downtown Reno)	\$ 61,366,028	\$ 60,944,282	\$ 421,746	0.7%
Reno E (1 Mile Radius from Downtown)	\$ 7,563,421	\$ 6,406,460	\$ 1,156,961	18.1%
Washoe A (Washoe County (excluding Incline Village))	\$ 35,397,243	\$ 34,989,767	\$ 407,476	1.2%
Washoe B (Incline Village)	\$ 552,698	\$ 560,041	\$ (7,343)	(1.3%)
Sparks	\$ 44,547,292	\$ 39,555,094	\$ 4,992,198	12.6%