

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
MEETING OF THE SPECIAL EVENTS COMMITTEE
Tuesday, April 11, 2023, at 2:00 p.m.
Reno-Sparks Convention and Visitors Authority
4065 S. Virginia Street, Board Room
Reno, Nevada**

**COMMITTEE MEMBERS:
Mr. Andy Chapman, Chairman**

Councilwoman Charlene Bybee
Ms. Geralda Miller
Mr. Christopher Phillips

Ms. Patricia Richard
Ms. Jessica Sferrazza
Ms. Ann Silver

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

Notice is hereby given that a quorum of the Reno-Sparks Convention and Visitors Authority Board of Directors may be present at the Special Events Committee meeting. The Special Events Committee meeting is not intended as an official meeting of the Reno-Sparks Convention and Visitors Authority Board of Directors and no deliberation or action by the Reno-Sparks Convention and Visitors Authority Board of Directors will occur.

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

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

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

Items on the agenda are for possible action by the Special Events Committee unless stated otherwise. Items will not necessarily be considered in the order listed. The Special Events Committee 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.

Supporting Materials

Support materials are made available when they are provided to the Special Events Committee, or if provided during the meeting, support materials will be made available at the meeting at the same time as they are made available to the Special Events Committee. Support materials are also available at the RSCVA administrative offices and at the scheduled meeting. The designated contact to obtain support materials is Lisa Farmer, 4065 South Virginia Street, Suite 100, Reno, NV (775) 827-7618.

AGENDA

A. OPENING CEREMONIES

Call to Order
Pledge of Allegiance
Roll Call

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period or on "action" items immediately before board discussion of such "action" items. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the RSCVA clerk at the meeting. No action may be taken on a matter raised under this item of the agenda until

the matter itself has been specifically included on an agenda as an item upon which action will be taken. Public comments may not be accepted after the Chairman closes any period for public comment.

C. APPROVAL OF THE AGENDA OF THE TUESDAY, APRIL 11, 2023 SPECIAL EVENTS COMMITTEE MEETING

For possible action

D. APPROVAL OF THE MINUTES OF THE NOVEMBER 29, 2022 SPECIAL EVENTS COMMITTEE MEETING

For possible action

E. DISCUSSION AND POSSIBLE ACTION TO RECOMMEND APPROVAL TO THE FULL RSCVA BOARD OF DIRECTORS OF A FUNDING REQUEST FROM THE RENO AIR RACING ASSOCIATION IN AN AMOUNT UP TO \$250,000

The RSCVA Special Events Committee is being asked to review and discuss a request from the Reno Air Racing Association for funding in an amount up to \$250,000 to address increased insurance expenses for the 2023 National Championship Air Races and Air Show. This request is in addition to the Reno Air Racing Association's request for marketing funding as part of the RSCVA's annual Special Event Funding Program. The Special Events Committee may take action to recommend approval of the funding request to the full RSCVA Board of Directors for consideration at a future RSCVA Board of Directors meeting.

For possible action

F. COMMITTEE MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

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

Informational only

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. No action may be taken on a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken.

H. ADJOURNMENT

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
Special Events Committee Meeting Minutes
November 29, 2022**

The Special Events Committee of the Reno-Sparks Convention & Visitors Authority held a meeting at 2:00 pm, on November 29, 2022, at the Reno-Sparks Convention and Visitors Authority, 4065 S. Virginia Street, Reno, NV. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

Chairman Chapman called the meeting to order at 2:01 pm.

Committee Members Present:

Chairman Andy Chapman
Councilwoman Charlene Bybee, RSCVA Chair
Stephen Ascuaga, RSCVA Board Member
Jessica Sferrazza, RSCVA Board Member
Ms. Geralda Miller, Committee Member
Patricia Richard, Committee Member

Committee Members Absent:

Eric Edelstein, Committee Member

RSCVA Executive Staff and Legal Counsel Present:

Charles Harris, President/Chief Executive Officer
Christina Erny, Vice President, Marketing
Tasha Holloway, Sr. Marketing Events Manager
Ben McDonald, Sr. Director of Communications and Public Affairs
Shelli Fine, Director of Sports Development
Rhonda Leach, Director of Equestrian & Sports Sales
Benjamin Kennedy, Legal Counsel
Lisa Farmer, Recording Secretary/Board Clerk

B. COMMENT FROM THE FLOOR BY THE PUBLIC

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

C. APPROVAL OF THE AGENDA OF THE SPECIAL EVENTS COMMITTEE MEETING AGENDA FOR NOVEMBER 29, 2022

Committee Member Ascuaga made a motion to approve the agenda for the November 29, 2022, Special Events Committee meeting. Committee Member Bybee seconded the motion. The motion was **APPROVED** by a vote of 6-0-1, Edelstein absent.

D. APPROVAL OF THE MINUTES OF THE OCTOBER 7, 2022, SPECIAL EVENTS COMMITTEE MEETING

Committee Member Bybee made a motion to approve the minutes of the October 7, 2022, Special Events Committee meeting with a revision to the meeting end time. Committee Member Richard seconded the motion. The motion was **APPROVED** by a vote of 6-0-1, Edelstein absent.

E. REVIEW AND DISCUSSION REGARDING STAFF'S RECOMMENDED PROGRAM TO FUND NEW START-UP EVENTS AND/OR ATTRACT ESTABLISHED EVENTS TO THE AREA

President and CEO Charles Harris said since the last meeting of the Committee, staff had held two additional meetings internally. Those staff members were in attendance at the meeting to help with the discussion on this item. Mr. Harris said the internal group took the recommendations from the Committee and drafted some guidelines to help develop a program.

Ms. Tasha Holloway, Senior Marketing Events Coordinator, gave a presentation. She reiterated that the internal group met, taking the notes from the last meeting, and worked to develop some general guidelines for a potential new program called the Opportunity Fund.

The program would be open to new events with a following and/or start up events. There was no requirement for the event to be held annually. Events should have a high profile with a documented following. Ms. Shelli Fine, Director of Sports Development, outlined what the Sports Development Department does, how they attract sporting events, and what organizations they normally work with.

Ms. Fine described the process staff follow to bid on NCAA events. The next round of events to bid on would open January 2024 for events held in 2026 through 2029. During the last process RSCVA helped the University of Nevada, Reno secure future events for cross-country, men's golf, and bowling. They are currently in the process of working to submit for the next round of bids. There is a separate process for the larger events and professional sports, both of which the Sales team looks at when the area meets the criteria.

Committee Member Ascuaga asked if Nevada Athletics was including the RSCVA as a resource when they schedule their games for each sport for the year. Discussion followed on how RSCVA and DMOs encourage additional experiences and hotel options to help the colleges draw larger events and games with high profile teams.

Board Member Sferrazza thanked the Sports Sales team for bringing the Davis Cup qualification event to Reno. She asked if the community had the infrastructure i.e. tracks, fields, etc. to support bids for larger events. Mr. Harris said RSCVA has funded economic impact studies for hockey, track, and flat fields. Staff have pursued meetings and/or opportunities based on the results of those studies. Board Member Sferrazza asked if the Board should look at opportunities for flat fields or a track, for example at their venues, to help bring more sports to the region. Mr. Harris said that absolutely should be done. He was working with Nevada Athletics right now on the possibility of a new indoor track. When things advance and an opportunity arises, he would bring that information to the Board for consideration. Board Members Sferrazza asked if the economic impact studies could be sent to the Committee.

Discussion followed regarding existing facilities and venues and partnerships with the cities and recreation programs. Mr. Harris wanted to emphasize that all the events are reliant on the RSCVA's hotel partners to provide rooms to make things happen. Without that participation, the RSCVA has troubling selling the area to organizations looking to book events. Board Member Sferrazza asked if RSCVA is working with the new pool to schedule events. Ms. Fine affirmed staff is working closely with partners to help attract events once the facility is completed. There are some issues with the lack of regulation diving platforms and limited seating.

Chair Chapman asked if the NCAA bids were different than the seasonal conference bids. Ms. Fine said it was a different process. Chair Chapman asked if the new University of Nevada, Reno Incline campus would be an offering now that it had been added to their facilities.

Ms. Holloway continued her presentation to talk about Special Events and the development of qualifiers for events to submit a request for money from the Opportunity Fund. The guidelines included:

- Must be an established event with a strong brand following
- Have the ability to generate 5,000+ room nights
- Economic impact value
- Takes place in the shoulder season
- Events that extend visitors' stays around existing events/holidays (add-on events)
- Media value – out of market reach
- If anticipated to be a repeating event, limit on funding period (funding sunset)
- Post-event reporting requirements to help measure success

Based on that discussion, staff's recommended next steps are:

- Approval of the Opportunity Fund program from the Special Events Committee
- Continued participation in the NCAA bid process
- Continue networking with sports governing bodies
- Seek new high profile events through the Sales department
- Reconvene the Special Events Committee as opportunities arise

Staff also suggested hiring a special event consulting firm. The RSCVA could benefit from expertise in going out and seeking high profile events to bring to the area.

Committee Member Miller asked what percentage of the Sales budget is dedicated to sporting events. Mr. Harris said because these are not annual events, there are not established budgets. Resources and funds are transferred to help address needs as leads and opportunities arise. Discussion followed regarding room night generation. The Sports team was roughly generating 50% of the visitor room nights. Mr. Harris said the lead consideration is economic impact.

Committee Member Sferrazza asked if the National Bowling Stadium was open to be booked when the large events are not using the venue. Mr. Harris affirmed that staff was looking at all leads to book at all the venues. Committee Member Sferrazza said it was important for the team to act quickly if opportunities arise. She was in favor of the proposed criteria as it was flexible enough to allow a wide range of events. Discussion followed on how the RSCVA works with the local hotels to packages to potential events.

Committee Member Ascuaga agreed that the proposed criteria were a good start and allowed RSCVA to be nimble. Committee Member Bybee reminded the Committee that there are a lot of cultural and arts events out there as well that attract large participation, just a reminder to not just focus on sporting events. She added that the logistics of spending the funds set aside for this program were difficult due to the timing. She suggested maybe adding to the fund in the next fiscal year as there may not be a chance to award the funds for this program in this fiscal year.

Chair Chapman said it was a good discussion to have funding available now and then as RSCVA may be required to commit to an event that may not happen for several years. In the previous discussion, consideration was given to the geographic areas. It would not be possible for Incline to book 5,000 room nights. However, there are opportunities for Ironman, mountain bike events, etc. at Lake Tahoe that draw large crowds and wide exposure. He didn't want to create a

constraint that would eliminate opportunities from areas that cannot meet specific requirements. Mr. Harris said it would be considered, that's why the internal team was mainly focused on economic impact. Ms. Holloway added that the language could be changed from "criteria" to "considerations". The Committee agreed as it was important to be able to be flexible enough to encourage new events, not limit them.

Committee Member Miller added it was important to consider diversity and inclusion. If it was not listed in the considerations, it could be overlooked. As a strong advocate for DEI initiatives, she felt it should be added to the list. There was agreement from the Committee to add a DEI consideration.

Chair Chapman called for a motion to recommend bringing the considerations to the full Board of Directors at their next meeting. Committee Member Ascuaga moved to recommend approval of the considerations as discussed (with the addition of a bullet point related to diversity, equity and inclusion and removal of the number of nights). Committee Member Miller seconded the motion. The motion was **APPROVED** by a vote of 6-0-1, Edelstein absent.

F. BRAINSTORM SESSION: DISCUSSION REGARDING SPECIAL EVENTS

Committee Member Bybee had previously discussed gay rodeo. Ms. Rhonda Leach, Director of Equestrian and Sports Sales, said she recently hosted a visit and was holding possible dates for an event in 2025. She was confident that it would happen, and she was in contact with another group considering a possible collaboration to extend the event.

Chair Chapman suggested looking into EPIC races. He would like to see some type of biking, running, and/or triathlon events now that the trails are connected between Reno and Tahoe. These types of events could also include the Carson valley. Discussion followed regarding potential for gravel races.

Committee Member Ascuaga asked about events like the Life is Beautiful event. There had been some discussion pre-COVID. Ms. Holloway said she hadn't heard anything further about the potential event occurring.

Committee Member Miller was working with the Arts and Culture Commission on a possible Winter Lights Festival in 2024. They were working with an expert out of Portland to help develop an event. She was excited to get a winter light festival to the area in the off months (January thru March). Committee Member Miller was also interested in helping to grow the Cordillera Film Festival.

Chair Chapman suggested expansion of lantern festivals, possibly in the open area land, not just at the Sparks Marina.

Committee Member Bybee suggested large winter events, such as ski competitions. Chair Chapman said Palisades was hosting the Men's World Cup in March. Further discussion followed regarding attracting events like the X Games.

G. COMMITTEE MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Committee Member Bybee invited everyone to attend the City of Sparks Tree Lighting and the Hometown Holiday Parade and holiday activities in Victorian Square.

Chair Chapman shared information about the Tahoe Film Festival and an event at the new University of Nevada, Reno Incline campus, Candy Cane Village.

Mr. Harris said Emerald Exhibitions were coming the following week. It was the largest group in North America of bookers for meetings and conventions.

H. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

I. ADJOURNMENT

The meeting adjourned at 3:27 pm.

The meeting may be viewed here: <http://www.youtube.com/live/2KIX9V9Ht1M?feature=share>

DRAFT



RENO AIR RACING ASSOCIATION, INC.

ITEM E

March 8, 2023

RSCVA
Charles Harris, CEO
4065 S. Virginia St., Ste. 100
Reno, NV 89502

Dear Mr. Harris,

As you are aware, the Reno-Tahoe Airport Authority (RTAA)'s concerns around challenging economic conditions, rapid area development, public safety, and the impact of these concerns on the surrounding area have contributed to the decision to make 2023 the final year of the Reno Air Racing Association (RARA)'s National Championship Air Races (NCAR) at Reno-Stead Airport. While we are certainly saddened that 2023 will be our sunset for air racing here, we would like to impress upon you an unprecedented shared opportunity to make our final sendoff an event to remember.

We have tremendously valued our partnership with Reno-Sparks Convention and Visitors Authority (RSCVA) and see an intriguing opportunity in this last race to amplify and celebrate that partnership with an exciting closing chapter that generates attention, room nights, revenue, and tremendous positive exposure for our region.

Following the announcement that NCAR is ending in Reno, we anticipate that this could be one of the largest, most globally publicized and attended events our region has seen in recent years. The idea that one of the world's true "bucket list" events will not be available in Reno after 2023 will stir many who may have been putting off a trip to the Reno Air Races, to reconsider since the opportunity will pass following the last checkered flag in September. We intend to market and leverage this unique opportunity to see one of the world's most prestigious aviation events for the last time at Stead Airport to its fullest potential.

As you know, in 2022 we experienced significant, challenging and unexpected additional insurance expenses that were transferred to RARA due to changes in RTAA's insurance policy. This additional insurance expense will be a part of our financial planning in this final year of racing as well. To help us bridge the gap created by this new expense, RARA is requesting, in addition to its normal marketing contribution, a one-time \$250,000 event sponsorship from RSCVA for 2023. That investment combined with the marketing sponsorship would qualify Reno-Tahoe for the Presenting Sponsor level for the 59th National Championship Air Races, though we would be open to offering the Title Sponsorship, if that is your preference.

The Reno-Sparks Convention and Visitors Authority and the Reno Air Racing Association have grown up together, with RSCVA having just five years of seniority on RARA. For almost 60 years, the National Championship Air Races have helped RSCVA put the Biggest Little City on the map, bringing in millions



of visitors and media from all over the country and from around the globe. Nationally, and even internationally, the Air Races are synonymous with Reno. In 2019, the University of Nevada, Reno conducted an independent economic impact study and determined that our current economic impact to the region is now \$100 million annually. Conservatively, our records indicate that in just the last ten years we held an event, the Air Races have attracted more than one million visitors and generated in excess of \$750 million in regional economic benefit!

Our impact also extends to improving the quality of life in Reno. Over 6,000 youth attend our STEM Discovery Zone at the Air Races each year at no cost to them. In 2022, as the next logical extension of our expanding education mission, we launched our first scholarship program and awarded a total of \$100,000 dollars among ten very worthy local students to assist them in achieving their private pilot's license. Each year we honor military service by offering free tickets to all active duty and retired military members on Friday of race week. Aviation non-profits, religious charities, senior living centers, veteran organizations, and children from our surrounding areas also receive donations and benefits from RARA.

This impressive economic and cultural benefit to our community is achieved by the small, but very hard-working staff of the Reno Air Racing Association's 501(c)(3) nonprofit organization. Supporting them are over 1,000 incredible volunteers annually, who offer their time and talent from literally all over the world!

RSCVA's Sponsorship will help RARA more effectively manage our 2023 budget situation and keep what promises to be an historic economic benefit flowing into Northern Nevada. Additionally, RSCVA's contribution will assist in keeping RARA's existing scholarship recipients on track for their future, children inspired in the aviation field, and provide active and retired military the VIP treatment they deserve.

We hope the RSCVA agrees that we need to make a big statement on the legendary visibility and enduring value that air racing has fostered in Reno. The 2023 National Championship Air Races Presented by Reno-Tahoe would be an emphatic punctuation forged in our history that showcases the pride that Reno, our home town, has for the legacy of excitement, value, and service that air racing has provided for this community.

Your consideration is greatly appreciated, and I would like to formally request that this subject be added to the RSCVA's March or April Board of Director's Meeting agenda.

Sincerely,

A handwritten signature in blue ink that reads "Fred". The signature is fluid and cursive, with a long horizontal stroke at the end.

Fred Telling, Chairman & CEO

cc: Tony Logoteta, COO

Tasha Holloway, Senior Marketing Events Manager, RSCVA