

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
REGULAR MEETING OF THE BOARD OF DIRECTORS
Thursday, April 27, 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

Commissioner Alexis Hill
Mr. Rick Murdock
Ms. Jessica Sferrazza
Ms. Ann Silver

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

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

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

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

Items on the agenda are for possible action by the Board of Directors unless stated otherwise. Items will not necessarily be considered in the order listed. The Board may combine two or more agenda items for consideration, may remove an item from the agenda, or may delay discussion relating to an item on the agenda at any time. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is Lisa Farmer, 4065 South Virginia Street, Suite 100, Reno, NV (775) 827-7618.

AGENDA

A. OPENING CEREMONIES

Call to Order
Pledge of Allegiance
Roll Call

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period or on "action" items immediately before board discussion of such "action" items. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the RSCVA clerk at the meeting. No action may be taken on a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken. Public comments may not be accepted after the Chairman closes any period for public comment.

C. CONSENT AGENDA:

1. **Approval of the Agenda of the April 27, 2023, Regular Meeting of the Board of Directors**
For possible action
2. **Approval of the Minutes of the March 22, 2023, Regular Meeting of the Board of Directors**
For possible action
3. **Approval of Staff's Recommendation to Accept the Proposal from Destination Analysts for the RSCVA 2023 Visitor Profile Study in an Amount not to Exceed \$150,000**
For possible action
4. **Approval of Staff's Recommendation to Accept the Reno Events Center Renovation Furniture and Wall Coverings Proposal in an Amount not to Exceed \$177,056.50**
For possible action
5. **Approval of Staff's Recommendation to Award RFP 2023-OP01 for the Reno-Sparks Convention Center Exhibit Halls Interior Painting Project in an Amount not to Exceed \$257,680**
For possible action
6. **Approval of Staff's Recommendation to Award RFP 2022-MKT01 for the Design, Development, Maintenance, Repair, and Optimization of a New Website in an Amount not to Exceed \$400,000**
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. BOARD MATTERS

- E1. **Discussion and Possible Action to Approve a Funding Request from the Reno Air Races Association in an amount up to \$250,000**
The RSCVA Board of Directors is being asked to review, discuss, and possibly approve a request from the Reno Air Racing Association for funding in an amount up to \$250,000 for the 2023 National Championship Air Races and Air Show. This request is in addition to the Reno Air Racing Association's pending request for marketing funding as part of the RSCVA's annual Special Event Funding Program.

This item was presented to the Special Events Committee on April 11, 2023. The Committee referred the request to the full Board of Directors for consideration.

For possible action

F. 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

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 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, March 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, March 23, 2023. The meeting was properly noticed & posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

A1. Call to Order

Chair Charlene Bybee called the meeting to order at 9:00 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.

Board Members Present:

Councilwoman Charlene Bybee, RSCVA Chair
Stephan Ascuaga, RSCVA Board Member
Andy Chapman, RSCVA Board Member **[Arrived 9:16 am via Zoom]**
Shannon Keel, RSCVA Board Member **[via Zoom]**
Rick Murdock, RSCVA Board Member
Mayor Hillary Schieve, RSCVA Vice Chair **[Arrived 9:12 am via Zoom]**
Ann Silver, RSCVA Board Member

Board Members Absent:

Jessica Sferrazza, RSCVA Board Member

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
Ben McDonald, Senior Director of Communications and Public Affairs

RSCVA Legal Counsel:

Benjamin Kennedy, Dickson Wright

Board Clerk:

Lisa Farmer, Executive Assistant to the President & CEO

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Ms. Jessica Schneider, Owner, Junkee Clothing Exchange, thanked the Board for their support of the Haunted House event held at the National Bowling Stadium in October.

She showed a brief video highlighting the event and event visitors. Plans were underway for a larger event in October 2023.

Ms. Holly Spohr, Dark Corner Haunted House, continued the video presentation noting that the event welcomed over 10,000 visitors and created 90 temporary jobs. She thanked the National Bowling Stadium staff for their assistance and for the smooth operation of the event. It was so successful that the local PBS station created a broadcast program about it.

Mr. Peter Menchetti, Debauch-a-Reno, informed the Board about a music festival being planned for mid-June. He was concerned about the increasing price of room nights. In planning for this event, he said the room rates had almost doubled from 2019, the last time this event was held. Mr. Menchetti thought the price would deter event participants and people planning to attend from out of the area.

Ms. Lisa Farmer, Board Clerk, relayed a letter had been received from Mr. Mark Sterbens, Senior Vice President and General Manager of the Nugget Casino Resort related to item F2. It had been included in the agenda materials.

C. CONSENT AGENDA:

- 1. Approval of the Agenda of the March 23, 2023, Regular Meeting of the Board of Directors**
- 2. Approval of the Minutes of the February 23, 2023, Regular Meeting of the Board of Directors**
- 3. Approval of the Purchase of a Portable Event Stage in the amount not to exceed \$297,240.00, from the Vendor, StageRight**
- 4. Approval of the Purchase of Portable Event Risers in the amount not to exceed \$147,010.00, from the Vendor, StageRight**

Board Member Silver spoke to a statement in the February 23, 2023, minutes. On page 6, Board it was noted that Member Sferrazza made a statement that Mr. Charles Harris' contract (RSCVA President and CEO), was "one of the highest paid in the State". Board Member Silver said that statement was not factual and an unfortunate comment.

Motion: Move to approve consent agenda as presented.

Moved by: Board Member Ascuaga

Seconded by: Board Member Murdock

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

Nay:

Absent: Board Member: Sferrazza

Abstain:

Vote: Motion passed 7-0-1

D. EXECUTIVE UPDATES

D1. Reno-Sparks Convention and Visitors Authority CEO Update

President and CEO Charles Harris discussed highlights of items provided in the recent CEO report. One of the goals in the Reno Tahoe annual plan was to offer eight events with their hotel partners. The team was working on scheduling three additional events beyond the original benchmark of eight. Progress was being made on the Destination Master Plan, an RFP had been issued, staff was now looking at the submissions. Mr. Harris announced that the Marketing Team won three American Advertising awards.

Marketing had recently issued and closed two RFPs, one for Search Engine Optimization (SEO) and another for web development. They were in the process of reviewing submissions.

Mr. Harris reported that facility occupancy rates, specifically for the Reno-Sparks Convention Center (RSCC) were up approximately 8% from the previous year. Revenue for the RSCC was up \$230K, the Reno Events Center (REC) was up \$187K, and both the National Bowling Stadium (NBS) and Reno-Sparks Livestock Events Center (RSLEC) were up as well.

Board Member Ascuaga said the increased revenue from venue rentals was outstanding, he congratulated Mr. Harris and staff. Chair Bybee echoed the sentiments and said venues had previously been seen as anchors, with annual losses. It was good to see the facilities being utilized and increased occupancy. Mike Larraguetta, Vice President of Sales, recognized the sales and events facilities team for adopting the new model and working to get the facilities rented year-round.

Board Member Silver complimented Mr. Harris on a very thorough CEO report. Chair Bybee agreed it was a good report and prime example of transparency. Mr. Harris keeps the Board up to date with information every month. Board Member Murdock appreciated that the RSCVA was letting organizations use the facilities with the extreme weather conditions this winter.

Board Member Ascuaga left the meeting at 9:28 a.m. and returned at 9:29 a.m.

E. PRESENTATIONS

E1. Presentation: Annual Plan Update - RSCVA Communications

Board Member Murdock left the meeting at 9:28 a.m. and returned at 9:30 a.m.

Mr. Ben McDonald, Senior Director of Communications and Public Affairs, gave a presentation to update the Board on RSCVA Communications and Public Affairs. He focused on Community Engagement, Public Relations, and Industry Newsletters.

Chair Bybee asked where the Discovery Guides for the USBC bowlers could be found. Vice President of Marketing Christina Erny responded that they were provided as part of the bowler's registration packet. Mr. McDonald thanked the Downtown Reno Partnership for their help in gathering all the items to create the guide.

Discussion followed regarding the reach of the Reno Tahoe "In the Know" weekly emails.

E2. Presentation: Bowling Update - RSCVA Bowling Sales

Mr. Brent Bowers, Director of Sales at the National Bowling Stadium (NBS) introduced himself and provided a brief background on his experience as it relates to bowling and management of bowling facilities. He shared a presentation outlining current and future events planned at the NBS as well as his strategies to increase occupancy at the venue. Mr. Bowers' goals for the venue included creating and growing new events that reside at NBS, improving efficiencies, and improve the marketing and visibility of the NBS.

Board Member Silver thanked Mr. Bowers for the presentation. She said the Chamber would like to be more involved with the NBS. They could work on creating a "Chamber Day" at the venue. Mr. Bowers liked the idea and said he would follow up with Board Member Silver to discuss it further.

Discussion followed regarding participation in the Bowling Proprietors' Association of America (BPAA) and the possibility of having their annual convention in Reno again. Board Member Murdock asked if the professional bowlers would be coming to the area. Mr. Bowers said he was working on it and had been in communication with the Professional Bowlers Association (PBA).

Mayor Schieve thanked Mr. Bowers for the presentation. She was excited to have him on board as she had been asking for this position for a while. She asked if Mr. Bowers would be working on finding opportunities for other events, to make the facility more of a multi-purpose type of environment. Mr. Bowers said he was still researching opportunities and had been in discussions with the University of Nevada about the possibility of future events at the facility. Mayor Schieve asked if it was a possibility for Reno to have a collegiate bowling team. Mr. Bowers said the western half of the US was barren in terms of bowling programs. NCAA bowling is more popular in the Midwest and on east coast. It would take some work and it would have to be a definite combined effort to look into the feasibility. There were other opportunities for "club" bowling programs. Mr. Harris added that nationwide there were only 63 collegiate teams. Proximity to other schools with programs may be a hurdle as many were on the eastern side of the country.

Chair Bybee asked if the facility would be available for conventions, meetings, corporations, etc. to hold events as part of their visit to the area or as teambuilding opportunities. Mr. Mike Larragueta, Vice President of Sales, said his team was always looking for opportunities to include such activities when booking events. Chair Bybee said it was a great way to share the venue with visitors and locals alike.

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

Vice President of Finance Courtney Jaeger provided a presentation outlining the proposed budget augmentation.

Board Member Silver left the meeting at 10:16 am and returned at 10:18 am.

The budget augmentation was presented to the Finance and Facilities Committee and was recommended by them for approval to the full Board of Directors, with the caveat that the full Board further discuss the proposed remodel project at the Reno Events Center (REC) prior to giving final approval.

Vice President Jaeger reviewed the anticipated and actual revenues and the request to augment the budget to increase expenditures by \$3.2M. Expenses would be allocated to Capital Projects, Convention and Tourism Promotion (to include increases in Marketing and Sales), and Facilities Operations. The augmentation was being funded by revenues that exceeded budget estimates for Q2 and revised estimates for the remainder of the fiscal year.

The Finance and Facilities Committee requested at their previous meeting for the full Board of Directors to discuss proposed changes to the budget for the REC suite remodel and the addition of changes to the improvements in the green room, concourse, and dressing rooms. \$100,000 was initially approved during the previous budget augmentation for a light refurbishment of the suites and green room. The revised estimate was \$512,911 which included updated electronics and expansion of the project to the dressing rooms and suite level concourse. Vice President of Facilities Trent LaFerriere outlined the proposed renovations which included updated flooring, furniture, and paint. The largest part of the expense was new electronics, including large screen monitors in the suites and in the concourse, at approximately \$300K.

Mr. Harris added that since the opening of the venue in 2005, there had not been any changes to the rooms or suites. The goal was to modernize the spaces in hopes of increasing sales and use of the suites. There was an outstanding question as to whether RSCVA wanted to fund improvements for a building that they did not own (the building is owned by the City of Reno). He suggested offering to pay half and then approach the City asking them to fund the other half. Or another possibility was for RSCVA to fund the internal renovations and then ask the City to replace the electronic signage outside the building estimated from \$180K to \$200K. Discussion followed regarding the proposed improvements and the need to replace the video sign on the outside of the building.

Board Member Murdock disclosed that he was employed by The Row, which has a business relationship with the REC. He noted that the proposed capital improvements were for the overall building and its use by other events and organizations, thus he would not be materially affected by any decision to fund projects at the venue.

Board Member Murdock said the casinos and resorts find and book large names (and pay to rent the REC), expect the RSCVA to collect room tax and surcharge on the visitors attending those events. He felt that in all fairness, the RSCVA should spend the money to keep the venue up to date and a place that artists want to come to.

Board Member Silver asked if the City of Reno had been approached about contribution to the proposed renovations. She agreed the update was much needed and the outside signage needed to be repaired. Mr. Harris said he had not approached the City yet, as he was awaiting the decision from the Board on this item. If the Board would like to request that the City contribute, he would talk to the City about cost sharing.

Board Member Ascuaga said the initial discussion was to update the suites in hopes of turning them quickly to help generate more suite sales and rentals. When the actual planning for the project started to happen, it was noted that more areas needed attention. He was inclined to vote in favor of funding the whole project, but in the future sit with the City to discuss the exterior sign.

Discussion followed on the requirements of RSCVA regarding maintenance of the facility and the thresholds for repairs. Mr. Harris said historically that projects over \$10K would be the responsibility of the City of Reno. She agreed that funding the changes to the suites and property are beneficial to the RSCVA in terms of future suite sales. Mr. Harris agreed the venue is a reflection of the destination and the current spaces were not up to par.

Board Member Chapman was in support of funding the project to help increase the competitiveness of the venue. A call should be made to the City to talk about cost-sharing, possibly on this project and definitely on future improvements. He was worried about setting precedence that would open the door to other organizations asking for funds at other locations. More discussion followed regarding the need and funding for the project.

Board Member Ascuaga suggested the Board go on with the budget augmentation presentation and go back to this item. Chair Bybee emphasized that it was a benefit for the RSCVA to fund the renovation project as they received the revenue from event rentals and hopefully would realize increased suite sales/rental revenues. It needed to be done sooner rather than later so those spaces were available to sell.

Vice President Jaeger continued with her presentation. In the proposed augmentation, Marketing would increase their expenditures by \$121K mainly for increased advertising production for leisure campaigns and meetings and conventions campaigns. Sales would be increasing their budget by approximately \$162K for initiatives including Biggest Little Sites program and the addition of one FTE in Tourism Sales.

Facilities would receive approximately \$2.47M to be used towards costs including personnel, utilities, deferred maintenance, and security services, which are largely driven by increased events and related activity at the venues. The apportionment to the Incline Village Crystal Bay Visitors Bureau would increase by \$43K.

Board Member Silver was in favor of the whole augmentation as proposed as it was critical to advance tourism and room nights. It was needed to create a more modern facility with an enjoyable ambiance.

Mayor Schieve said with a decline in business and events in the downtown area to pay the \$2 surcharge fee to the City of Reno then there's not enough revenue in that fund to pay for major projects and it is siphoned out to pay for other things. She asked how long the exterior sign had not been working properly. Vice President LaFerriere said it really started degrading over the last couple of years. During the last six months, there has been a lack of ability to repair it as the components are no longer available for purchase. There had been good maintenance on the sign, but it was 18 years old and needed to be updated. Mayor Schieve said it was important to have it up and running as it was a calling card for the area, adding that Mr. Harris had been asking for this for a while.

Discussion followed regarding the \$2 surcharge fund at the City of Reno.

There was consensus that it was a benefit to the RSCVA to proceed with paying for the proposed renovations at the REC to generate more income for the venue and the area.

Motion: Move to approve Resolution #599, adopting a budget augmentation for the Reno-Sparks Convention and Visitors Authority for Fiscal Year 2023 as presented.

Moved by: Board Member Silver

Seconded by: Board Member Chapman

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

Nay:

Absent: Board Member: Sferrazza

Abstain:

Vote: Motion passed 7-0-1

F2. Procedure for Hiring President/CEO

Mr. Ben Kennedy, Legal Counsel, said the current CEO's contract was set to expire on October 31, 2023. This item was added to the agenda to allow the Board to discuss finding a replacement and what procedure to use in the search for a new President and CEO. Mr. Kennedy said in the last search, the Board approved an RFP for a search firm. A search firm was selected by the Board and the Board set parameters for how candidates would be presented for consideration. Staff and Legal Counsel needed direction from the Board to move in that direction if an RFP was to be used again to retain a search firm. Discussion followed regarding a proposed timeline. The entire process, if started in March, would allow for a candidate to be in place by October.

Discussion followed regarding how long the RFP should be open and how long it would take to get the information to the Board for a future meeting. Mr. Kennedy said it was realistic to be able to consider submissions at the May Board of Directors meeting.

Mayor Schieve asked when the new Board Members would be joining the RSCVA Board of Directors. Mr. Kennedy said there would be some changes to the membership in July. Mayor Schieve shared her concerns about making a decision and then having new Board Members join mid-process. She said this process that been done multiple times. The search firms are expensive, and they go out to find the best of the best. She thought the Board should also look locally for someone who wants to be in the community. It was problematic that the RSCVA continues to wave a big carrot (in terms of a compensation package) and then have to look for new people every couple of years. If the Board would like to use a search firm, then she would like to see some benchmarks added to the contract and staff has to be included in the process. Chair Bybee clarified that a national search does not preclude the RSCVA from hiring local. Mayor Schieve said it was important to have a candidate that understands tourism, gaming, open meeting law, and how a quasi-governmental agency works. She added that often search firms push their own candidates so that they can earn bonuses if their candidates are hired.

Chair Bybee was in favor of national search and said it would be up to the Board to vet the submissions and hire the best fit in terms of the Board's needs in order to find the right candidate. Board Member Keel asked if the search firm received a bonus when local candidates are considered. Mr. Kennedy said the process and fees were the same regardless of who finds the candidate, the search firm does the same amount of work. Board Member Keel preferred not to have a search firm involved in the process for local candidates. Discussion followed regarding distinct types of search firms.

Motion: Move for the Board of Directors to accept moving forward to give staff direction to begin the search process for the President and CEO position including but not limited to a request for proposals for a national search firm.

Moved by: Board Member Ascuaga

Seconded by: Board Member Schieve

Mayor Schieve said she was in favor of finding the best candidates, regardless of their location. But the Board needed to avoid the pitfalls they continued to find over and over. She said she would not be voting in favor of the motion because she felt RSCVA needed to quit waving the carrot and think about the community. This process had been done over and over and was not working, so she thought something different needed to be done. Board Member Murdock said RSCVA needed to negotiate with the search firm. Board Member Silver agreed and added that the Board needed to do their due diligence to find a good search firm and cast a wide net to find the best candidate.

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

Nay: Board Member: Schieve

Absent: Board Member: Sferrazza

Abstain:

Vote: Motion passed 6-1-1

G. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Board Member Murdock invited everyone to attend the Nevada Commission on Tourism Rural Round-Up in Mesquite, April 11 through April 13.

Board Member Chapman recognized Mr. Art Jimenez. He had spent a week in Canada with Mr. Jimenez as a part of the Travel Nevada sales mission. Board Member Chapman said it was a pleasure to travel and work with Mr. Jimenez. There was strong interest in the region from Canadians as the country opens and starts to allow travel again.

Board Member Ascuaga asked if the Board could get a tour of the venues. Mr. Kennedy confirmed that tours could be given to four Board Members at a time to avoid a quorum.

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 11:32 a.m.

The meeting may be viewed here: <http://www.youtube.com/live/miG6mkbE9w8?feature=share>

To: RSCVA Board of Directors

From: Charles Harris, President & CEO
Christina Erny, Vice President of Marketing

Cc: Charlene Bybee, RSCVA Board Chair

Date: April 27, 2023

Subject: Review, Discuss and Possible Action to Approve Staff's Recommendation to Accept the Proposal from Destination Analysts for the RSCVA 2023 Visitor Profile and Research Project in an amount not to exceed \$150,000

Executive Summary

The RSCVA marketing department engaged with Destination Analysts, providers of our 2022 Visitor Profile Study, to identify meaningful visitor data that would enhance and improve our organization initiatives by providing clear insights into visitor and potential visitor characteristics. Staff recommends approval of the Destination Analysts proposal in an amount not to exceed \$150,000.

Background

The proposed research project is intended to give a holistic view. As an improvement on our most recent project, methodology updates have been included to provide more comprehensive and reliable data. Project scope and deliverables include:

- Comprehensive Visitor Profile Study
- Visitor Volume and Economic Impact Report
- Brand Health and Ad Effectiveness
- Resident Sentiment
- Geolocation Tracking

Fiscal Impact

Funds for this project are currently allocated within the FY23 budget and will not require a reallocation of funds or authorization of additional funding.



Recommendation

Staff recommends approval of the proposed research project by Destination Analysts.

Proposed Motion

Staff Recommends the following motion: The Board moves to approve the authorization of the President and CEO to execute agreements with Destination Analysts for the work described within this staff report for research in an amount not to exceed One Hundred Fifty Thousand and No/100ths Dollars (\$150,000.00)

| Project | Audience | Timing | Sample Source | Sample Size | Deliverables |
|---|----------------------------|-----------|---------------------------------|----------------|--------------------------------------|
| Visitor Profile Jan – Jun 2023 | Visitors to Reno Tahoe | Monthly | Online Panel | 600 per year | Quarterly dashboard Annual report |
| Visitor Profile Jan – Jun 2023 | Visitors to Reno Tahoe | Quarterly | Owned Audience | Best efforts | Quarterly dashboard Annual report |
| Visitor Volume & Economic Impact CY 2023 | Visitors to Reno Tahoe | Annual | Online Panel, Owned Audience | NA | Annual report |
| Brand Health & Ad Effectiveness Jan – Jun 2023 | Reno Tahoe Target Audience | Monthly | Online Panel | 1,600 per year | Quarterly dashboard Annual report |
| Resident Sentiment Jan – Jun 2023 | Washoe County Residents | Monthly | Online Panel, Email Lists | 400 per year | Quarterly dashboard Annual report |
| Geolocation + Pixel Tracking Jan – Jun 2023 | Devices | Monthly | Mobile Data Provider | NA | Monthly dashboard |


TERMS AND CONDITIONS

- The two parties to this agreement are Destination Analysts, Inc. (1304 Lombard St. #8, San Francisco, CA 94109) and Reno-Sparks Convention & Visitors Authority (4065 S Virginia St Suite 100, Reno, NV 89502)
- Under this agreement, Destination Analysts will provide the research services as described in the following proposal/scope of work document.
- Destination Analysts, its officers, agents, employees and subcontractors shall not, in no event or under any circumstances, be liable to Reno-Sparks Convention & Visitors Authority or any other person whose rights or claim may arise through Reno-Sparks Convention & Visitors Authority for any loss, injury or damage, including consequential damages, that Reno-Sparks Convention & Visitors Authority or any other person may sustain by reason of the provision, application or use in any manner of the data or services furnished by Destination Analysts. No person, firm or entity shall be a third person beneficiary of this agreement. Reno-Sparks Convention & Visitors Authority shall indemnify Destination Analysts, except in the event of gross negligence, and hold Destination Analysts harmless from and against any expense, damage or award, including reasonable attorney's fees, incurred by Destination Analysts arising from Reno-Sparks Convention & Visitors Authority's use, release or publication of Destination Analysts' data or services to any third party.
- Both parties acknowledge that any and all data collected under the scope of work is the intellectual property of Destination Analysts. Destination Analysts agrees to only use the data collected under the scope of work for the research project outlined within said scope and for no other purposes.
- Any and all use, release or publication of the Destination Analysts name and logo must first receive clear and explicit consent from Destination Analysts.
- Destination Analysts' work product is the intellectual property of Destination Analysts. Work product includes surveys, discussion guides, presentations and reports. Client agrees not to share use or publish Destination Analysts work product without the explicit consent of Destination Analysts unless required by law.
- Reno-Sparks Convention & Visitors Authority agrees to pay Destination Analysts, Inc. a total project fee of **\$75,000** to be invoiced quarterly. A finance charge of 1.5%, 18% annually, will be charged on all balances 30 days past the invoice date.

Authorized signature & date

Charles Harris
Chief Executive Officer
Reno-Sparks Convention & Visitors Authority

Authorized signature & date

 **3/29/2023**
Erin Francis-Cummings
President & CEO
Destination Analysts

I understand and accept the above terms of purchase for Destination Analysts' research services. I will serve as the initial point of contact for Reno-Sparks Convention & Visitors Authority regarding the scheduling of consulting services to be provided.

Reno-Sparks Convention & Visitors Authority

Destination 360-2 SOW# 2102

| Project | Audience | Timing | Sample Source | Sample Size | Deliverables |
|---|----------------------------|-----------|---------------------------------|----------------|--------------------------------------|
| Visitor Profile Jul – Dec 2023 | Visitors to Reno Tahoe | Monthly | Online Panel | 600 per year | Quarterly dashboard Annual report |
| Visitor Profile Jul – Dec 2023 | Visitors to Reno Tahoe | Quarterly | Owned Audience | Best efforts | Quarterly dashboard Annual report |
| Visitor Volume & Economic Impact CY2023 | Visitors to Reno Tahoe | Annual | Online Panel, Owned Audience | NA | Annual report |
| Brand Health & Ad Effectiveness Jul – Dec 2023 | Reno Tahoe Target Audience | Monthly | Online Panel | 1,600 per year | Quarterly dashboard Annual report |
| Resident Sentiment Jul – Dec 2023 | Washoe County Residents | Monthly | Online Panel, Email Lists | 400 per year | Quarterly dashboard Annual report |
| Geolocation + Pixel Tracking Jul – Dec 2023 | Devices | Monthly | Mobile Data Provider | NA | Monthly dashboard |

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- The two parties to this agreement are Destination Analysts, Inc. (1304 Lombard St. #8, San Francisco, CA 94109) and Reno-Sparks Convention & Visitors Authority (4065 S Virginia St Suite 100, Reno, NV 89502)
- Under this agreement, Destination Analysts will provide the research services as described in the following proposal/scope of work document.
- Destination Analysts, its officers, agents, employees and subcontractors shall not, in no event or under any circumstances, be liable to Reno-Sparks Convention & Visitors Authority or any other person whose rights or claim may arise through Reno-Sparks Convention & Visitors Authority for any loss, injury or damage, including consequential damages, that Reno-Sparks Convention & Visitors Authority or any other person may sustain by reason of the provision, application or use in any manner of the data or services furnished by Destination Analysts. No person, firm or entity shall be a third person beneficiary of this agreement. Reno-Sparks Convention & Visitors Authority shall indemnify Destination Analysts, except in the event of gross negligence, and hold Destination Analysts harmless from and against any expense, damage or award, including reasonable attorney's fees, incurred by Destination Analysts arising from Reno-Sparks Convention & Visitors Authority's use, release or publication of Destination Analysts' data or services to any third party.
- Both parties acknowledge that any and all data collected under the scope of work is the intellectual property of Destination Analysts. Destination Analysts agrees to only use the data collected under the scope of work for the research project outlined within said scope and for no other purposes.
- Any and all use, release or publication of the Destination Analysts name and logo must first receive clear and explicit consent from Destination Analysts.
- Destination Analysts' work product is the intellectual property of Destination Analysts. Work product includes surveys, discussion guides, presentations and reports. Client agrees not to share use or publish Destination Analysts work product without the explicit consent of Destination Analysts unless required by law.
- Reno-Sparks Convention & Visitors Authority agrees to pay Destination Analysts, Inc. a total project fee of **\$75,000** to be invoiced quarterly. A finance charge of 1.5%, 18% annually, will be charged on all balances 30 days past the invoice date.

Authorized signature & date

Charles Harris
Chief Executive Officer
Reno-Sparks Convention & Visitors Authority

Authorized signature & date

 **3/29/2023**
Erin Francis-Cummings
President & CEO
Destination Analysts

I understand and accept the above terms of purchase for Destination Analysts' research services. I will serve as the initial point of contact for Reno-Sparks Convention & Visitors Authority regarding the scheduling of consulting services to be provided.

To: RSCVA Board of Directors

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

Cc: Charlene Bybee, RSCVA Board Chair

Date: April 27, 2023

Subject: Approval of Staff's Recommendation to Accept the Reno Events Center Renovation Furniture and Wall Coverings Proposal in an Amount not to Exceed \$164,632.88.

Executive Summary

The purpose of this agenda item is to review staff's recommendations to approve the proposal for new furniture and wall coverings as a part of the renovations at the Reno Events Center. The renovation project was included in previous budget augmentations for fiscal year 2022-2023 and approved as presented to the Board of Directors.

Background

The Downtown Reno Events Center has nine suites that have not been renovated since the opening date of 2005. The attached proposal includes a needed upgrade to the furniture, carpeting and acoustic boards for Suites A-J. This will help ensure our guests have a more upscale and enjoyable experience for each performance held at the Reno Events Center.

Recommendation

Staff recommends awarding Henriksen/Butler the attached proposal not to exceed in the amount of 164,632.88 using contract number MA3967 from the State of Nevada.

Proposed Motion

Move to approve the proposal for new furniture and wall coverings as a part of the renovations at the Reno Events Center in an amount not to exceed \$164,632.88.

**WORKPLACES**

Proposal

Henriksen/Butler Nevada, LLC
211 W 1st Street
Suite 201
Reno, NV 89501

| | |
|------------------|------------------------|
| Quote/Order No | 117518 |
| Date | 04/21/2023 |
| Customer PO No | |
| Customer Account | RENO SPARKS CONVENTION |
| Sales Associate | ADRIENNE FITZGERALD |
| Project Number | |
| Page | 1 of 6 |

T RENO SPARKS CONVENTION & VISITOR AUTHORITY
O 4590 SOUTH VIRGINIA STREET
RENO, NV 89502

ATTN: ACCOUNTSPAYABLE
Phone: 775-827-7626
Fax: 775-827-7719
rchisel@renotahoeusa.com

S RENO EVENTS CENTER
H 400 UNIVERSITY WAY
I RENO, NV 89501
P

T ATTN: TRENT LAFERRIERE
O Phone: 75.827.7709
TLAFERRIERE@RENOTAHOEUSA.COM

Prepared for : TRENT LAFERRIERE

Reno Events Center Suites

**Please note: Customer PO must read, "PO is subject to State of Nevada contract #MA3967"

** Some Items are Off Contract

Account Manager: Adrienne Fitzgerald, 702-951-8132, afitzgerald@hbworkplaces.com

Project Manager: Esther Medrano, 775-800-5076, emedrano@hbworkplaces.com

| Line | Quantity | Catalog Number/Description | Unit Price | Extended Amount |
|------|---------------|---|------------|-----------------|
| 1 | 54.00 Each | CUSTOM CUSTOM PRINT 42"W X 54"H ACOUSTIC BOARD Mark Line For: ACOUSTICS FOR ALL SUITES | 565.85 | 30,555.90 |
| 2 | 1.00 Each | Design Print DESIGN PRINT FEE FOR CUSTOM IMAGE Mark Line For: ACOUSTICS FOR ALL SUITES | 60.98 | 60.98 |
| 3 | 20.00 Each | BM4562--- BASE TABLE BM4562 REVERSE 42 OPTION: :Bases. Measures- height 42.75 inch., diameter 16.5 inch. OPTION: :6006- BLACK - Levelling dowels Mark Line For: T-01 SUITES THROUGHOUT | 440.00 | 8,800.00 |
| 4 | 20.00 Each | SB4653--- Top Top Compacto SB4653 OPTION: :Compact Table Tops. Measures- long 35.5 inch., width 35.5 inch. OPTION: :MARQ- BLACK MARQUINA Mark Line For: T-01 SUITES THROUGHOUT | 325.50 | 6,510.00 |
| 5 | 40.00 Each | BQ0923----- BARSTOOL BQ0923 CARLOTTA OPTION: :318- CENDRES OPTION: :TS0410- PLASTIC GLIDES FOR WOODEN LEGS OPTION: :COM- POLLACK, SHAGREEN, MANTA RAY OPTION: :.5 yards required per unit (plain fabric, no repeat) Mark Line For: ST-01 SUITES THROUGHOUT | 637.50 | 25,500.00 |
| 6 | 4.00 Each | BU2065----- LOUNGE CHAIR BU2065 RAGLAN OPTION: :EPXN- BLACK POWDER COATING OPTION: :TS0419- PLASTIC GLIDES OPTION: :Raglan in 2 COM fabrics - 1 on seat and 1 on rest of chair | 1,757.50 | 7,030.00 |



WORKPLACES

Proposal

Henriksen/Butler Nevada, LLC
211 W 1st Street
Suite 201
Reno, NV 89501

| | |
|------------------|------------------------|
| Quote/Order No | 117518 |
| Date | 04/21/2023 |
| Customer PO No | |
| Customer Account | RENO SPARKS CONVENTION |
| Sales Associate | ADRIENNE FITZGERALD |
| Project Number | |
| Page | 2 of 6 |

| | | | | |
|----|--------------|---|----------|-----------|
| | | OPTION: :COM ON SEAT- POLLACK, SHAGREEN, MANTA RAY (1.2 yards) OPTION: :COM ON BACK & ARMS- DESIGNTEX, PIEZO, LONDON (4 yards) Mark Line For: L-01A SUITES THROUGHOUT | | |
| 7 | 6.00 Each | BU2065----- LOUNGE CHAIR BU2065 RAGLAN OPTION: :EPXN- BLACK POWDER COATING OPTION: :TS0419- PLASTIC GLIDES OPTION: :Raglan in 2 COM fabrics - 1 on seat and 1 on rest of chair OPTION: :COM ON SEAT- POLLACK, SHAGREEN, MANTA RAY (1.2 yards) OPTION: :COM ON BACK & ARMS- LOOMSOURCE, TIMELESS, MARIGOLD (3.25 yards) Mark Line For: L-01B SUITES THROUGHOUT | 1,757.50 | 10,545.00 |
| 8 | 6.00 Each | BU2065----- LOUNGE CHAIR BU2065 RAGLAN OPTION: :EPXN- BLACK POWDER COATING OPTION: :TS0419- PLASTIC GLIDES OPTION: :Raglan in 2 COM fabrics - 1 on seat and 1 on rest of chair OPTION: :COM ON SEAT- POLLACK, SHAGREEN, MANTA RAY (1.2 yards) OPTION: :COM ON BACK & ARMS- LOOMSOURCE, CRAFTED, ALE (4 yards) Mark Line For: L-01C SUITES THROUGHOUT | 1,757.50 | 10,545.00 |
| 9 | 8.00 Each | BU2065----- LOUNGE CHAIR BU2065 RAGLAN OPTION: :EPXN- BLACK POWDER COATING OPTION: :TS0419- PLASTIC GLIDES OPTION: :Raglan in 2 COM fabrics - 1 on seat and 1 on rest of chair OPTION: :COM ON SEAT- POLLACK, SHAGREEN, MANTA RAY (1.2 yards) OPTION: :COM ON BACK & ARMS- LOOMSOURCE, REMARK, RESIN (3.25 yards) Mark Line For: L-01D SUITES THROUGHOUT | 1,757.50 | 14,060.00 |
| 10 | 2.00 Each | SF2067----- SOFA SF2067 RAGLAN 3P OPTION: :EPXN- BLACK POWDER COATING OPTION: :TS0419- PLASTIC GLIDES OPTION: :Raglan in 2 COM fabrics - 1 on seat and 1 on rest of sofa OPTION: :COM ON SEAT- POLLACK, SHAGREEN, MANTA RAY (2.5 yards) OPTION: :COM ON BACK & ARMS- LOOMSOURCE, TIMELESS, MARIGOLD (4.5 yards) Mark Line For: L-02A SUITES THROUGHOUT | 2,594.50 | 5,189.00 |
| 11 | 2.00 | SF2067----- | 2,594.50 | 5,189.00 |



WORKPLACES

Proposal

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211 W 1st Street
Suite 201
Reno, NV 89501

| | |
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| Quote/Order No | 117518 |
| Date | 04/21/2023 |
| Customer PO No | |
| Customer Account | RENO SPARKS CONVENTION |
| Sales Associate | ADRIENNE FITZGERALD |
| Project Number | |
| Page | 3 of 6 |

| | | | | |
|----|-------------|---|--------|----------|
| | Each | SOFA SF2067 RAGLAN 3P OPTION: :EPXN- BLACK POWDER COATING OPTION: :TS0419- PLASTIC GLIDES OPTION: :Raglan in 2 COM fabrics - 1 on seat and 1 on rest of sofa OPTION: :COM ON SEAT- POLLACK, SHAGREEN, MANTA RAY (2.5 yards) OPTION: :COM ON BACK & ARMS- LOOMSOURCE, CRAFTED, ALE (5.4 yards) Mark Line For: L-02B SUITES THROUGHOUT | | |
| 12 | 16.00 Yards | COM--- PIEZO / LONDON OPTION: :COM for L-01A OPTION: :Nanotex finish / stain resistant Mark Line For: L-01A SUITES THROUGHOUT | 184.52 | 2,952.32 |
| 13 | 29.00 Yards | COM--- TIMELESS / MARIGOLD OPTION: :COM for L-01B / L-02B OPTION: :Nanotex finish / stain resistant Mark Line For: L-01B / L-02B SUITES THROUGHOUT | 47.68 | 1,382.72 |
| 14 | 35.00 Yards | COM--- CRAFTED / ALE OPTION: :COM for L-01C / L-02C OPTION: :Nanotex finish / stain resistant Mark Line For: L-01C / L-02C SUITES THROUGHOUT | 51.79 | 1,812.65 |
| 15 | 26.00 Yards | COM--- REMARK / RESIN OPTION: :COM for L-01D OPTION: :Nanotex finish / stain resistant Mark Line For: L-01D SUITES THROUGHOUT | 52.08 | 1,354.08 |
| 16 | 3.00 Each | MV-18RD20H--T-X9-CRP-SGLD Maive, 18x18x20 End Table OPTION: T:Laminate OPTION: X9:No Selection of Option OPTION: CRP:Char (Studio Textured Laminate) OPTION: SGLD:Gold Mark Line For: T-03A SUITES THROUGHOUT | 691.03 | 2,073.09 |
| 17 | 1.00 Each | MV-20RD22H--T-X9-CRP-SGLD Maive, 20x20x22 End Table OPTION: T:Laminate OPTION: X9:No Selection of Option OPTION: CRP:Char (Studio Textured Laminate) OPTION: SGLD:Gold Mark Line For: T-03B SUITES THROUGHOUT | 735.59 | 735.59 |

**WORKPLACES**

Proposal

Henriksen/Butler Nevada, LLC
211 W 1st Street
Suite 201
Reno, NV 89501

| | |
|------------------|------------------------|
| Quote/Order No | 117518 |
| Date | 04/21/2023 |
| Customer PO No | |
| Customer Account | RENO SPARKS CONVENTION |
| Sales Associate | ADRIENNE FITZGERALD |
| Project Number | |
| Page | 4 of 6 |

| | | | | |
|----|-----------------|---|----------|-----------|
| 18 | 9.00 Each | MV-34R17H--T-X9-CRP-SGLD Maive, 34x34x17 Coffee Table OPTION: T:Laminate OPTION: X9:No Selection of Option OPTION: CRP:Char (Studio Textured Laminate) OPTION: SGLD:Gold Mark Line For: T-02 SUITES THROUGHOUT | 999.43 | 8,994.87 |
| 19 | 60.00 Yards | 9934-06-- SHAGREEN / MANTA RAY OPTION: :COM for Stools ST-01, ALL L-01 & L-02 SEATS Mark Line For: ST-01 SUITES THROUGHOUT | 53.57 | 3,214.20 |
| 20 | 1.00 Each | FREIGHT Freight to Ship to Andreu World Mark Line For: xx Freight & Fees | 322.28 | 322.28 |
| 21 | 1.00 Each | FREIGHT Freight to Ship to Andreu World Mark Line For: xx Freight & Fees | 148.81 | 148.81 |
| 22 | 1.00 Each | FREIGHT Freight to Ship to Andreu World Mark Line For: xx Freight & Fees | 244.05 | 244.05 |
| 23 | 1.00 Each | FREIGHT Andreu World Mark Line For: xx Freight & Fees | 5,476.56 | 5,476.56 |
| 24 | 1.00 Each | FUEL SURCHARGE OFS Brands Fuel Surcharge Mark Line For: xx Freight & Fees | 340.64 | 340.64 |
| 25 | 1.00 Each | FREIGHT Soelberg Freight Mark Line For: xx Freight & Fees | 1,132.14 | 1,132.14 |
| 26 | 218.00 Hours | DELIVER & INSTALL Weekday labor to install (20) Pedestal bar height tables, (40) barstools, (24) Lounge chairs, (4) Sofas, (9) Coffee tables and (4) Side tables, per plan. | 48.00 | 10,464.00 |

SUB TOTAL: \$164,632.88

SALES TAX: 0.00

GRAND TOTAL: 164,632.88

Installation is an estimate based on the following assumptions (any variable not being met will increase the installation price):

- 1.Installation area must be free and clear of all other trades
- 2.Access to loading dock
- 3.Access to freight elevator
- 4.Standard installation schedule (not compressed)
- 5.Reasonable push from loading dock to elevator and/or installation area
- 6.Regular hour installation (Monday through Friday 8 am to 5 pm)
- 7.Single handling of product



WORKPLACES

Proposal

Henriksen/Butler Nevada, LLC
211 W 1st Street
Suite 201
Reno, NV 89501

| | |
|------------------|------------------------|
| Quote/Order No | 117518 |
| Date | 04/21/2023 |
| Customer PO No | |
| Customer Account | RENO SPARKS CONVENTION |
| Sales Associate | ADRIENNE FITZGERALD |
| Project Number | |
| Page | 5 of 6 |

Buyer agrees to purchase the goods and services described on this and all preceding pages, in accordance with the TERMS AND CONDITIONS on the following page, including but not limited to the "Payment" and "Default, Interest and Fees" provisions. This proposal is only an offer to purchase and is not binding upon the Henriksen/Butler Nevada, LLC until accepted by Henriksen/Butler Nevada, LLC in writing. This proposal is valid for 30 days unless noted otherwise. HENRIKSEN/BUTLER NEVADA, LLC SHALL NOT BE LIABLE FOR ANY CONSEQUENTIAL DAMAGES.

SIGNATURE: _____

DATE: _____

PRINT NAME: _____

TITLE: _____

To: RSCVA Board of Directors

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

Cc: Charlene Bybee, RSCVA Board Chair

Date: April 27, 2023

Subject: Review, Discuss and Possible Action to approve Staff's Recommendation to Award the Request for Proposal 2023-OP01 for the Reno-Sparks Convention Center – Exhibit Halls Interior Painting.

Executive Summary

The purpose of this agenda item is to review staff's recommendations to award Request for Proposal 2023-OP01 for the Reno-Sparks Convention Center – Exhibit Halls Interior Painting. The Interior Painting project was included in the Capital Improvement Plan for the fiscal year 2022-2023, as previously presented to the Board of Directors.

Background

A Request for Proposal for the Reno-Sparks Convention Center – Exhibit Halls Interior Painting was released to the public on March 23, 2023. Included in the RFP was the requirement for the proposers to submit a Base Bid and an Add Alternate Bid #1, with staff selecting the Add Alternate Bid to complete the project). The Base Bid included the materials and labor to paint the interior of halls 1 through 5. Add Alternate Bid #1 included the cost of all metal doors and metal frames to be sanded, wiped clean of dust, and painted.

A mandatory pre-proposal meeting for this RFP was held at the Reno-Sparks Convention Center on April 5, 2023.

On April 14, 2023, four proposals were submitted to the RSCVA from: Custom Painting & Decorating, Inc., Donovan Contracting, Inc., Washoe Painting Co, LLC., and R & J Painting, LLC. Staff evaluated the proposals and concluded that all the necessary requirements set forth in RFP 2023-OP01 were met by all four proposers.



Fiscal Impact

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

| Contractor | Base Bid | Add Alternate #1 | Total Bid Price |
|------------------------------------|-----------------|-------------------------|------------------------|
| Custom Painting & Decorating, Inc. | \$243,680.00 | \$14,000.00 | \$257,680.00 |
| Donovan Contracting, Inc. | \$357,861.67 | \$51,958.84 | \$409,820.51 |
| Washoe Painting Co, LLC. | \$579,710.00 | \$15,000.00 | \$594,710.00 |
| R & J Painting, LLC. | \$235,000.00 | \$65,000.00 | \$300,000.00 |

Recommendation

Based on staff's evaluation of the qualifying proposals received, staff recommends the award of RFP 2023-OP01 to Custom Painting & Decorating, Inc. in the amount of two hundred fifty-seven thousand six hundred eighty dollars (\$257,680.00). Custom Painting & Decorating, Inc. was the most responsive bidder with their local preference certificate of eligibility and met all necessary requirements set forth in the RFP.

Proposed Motion

I move to award the contract for the Reno-Sparks Convention Center Exhibit Halls Interior Painting to Custom Painting & Decorating, Inc. under the terms presented and as set forth in Request for Proposal 2023-OP01.

To: RSCVA Board of Directors

From: Charles Harris, President & CEO
Christina Erny, Vice President of Marketing

Cc: Charlene Bybee, RSCVA Board Chair

Date: April 21, 2023

Subject: Review, Discuss and Possible Action to Approve Staff's Recommendation to Award the Request for Proposal 2022-MKT01 for the Design, Development, Maintenance, Repair, and Optimization of a New Website.

Executive Summary

The marketing department issued a request for proposal to develop a new website to replace the existing visitrenotahoe.com website. RFP 2022-MKT01 requested proposals for the design, development, maintenance, repair, and optimization of a new website, as well as the continuous maintenance, repair, and optimization of the existing site (until decommissioned upon launch of the new site). Staff recommends awarding the contract to KPS3, a local Reno agency, in an amount not to exceed \$400,000.00 for development of a new website.

Background

RFP 2022-MKT01 for website design, development, maintenance, repair and optimization was released Monday, November 7, 2022 with the following general scope outlined: *The Reno-Sparks Convention and Visitors Authority (RSCVA) is seeking to contract with an experienced organization to design, develop, launch, and maintain a new website to replace the existing www.visitrenotahoe.com site while ensuring proper maintenance, repair, and optimization (MRO) of the existing site until decommissioning.* The scope of the requested work qualifies as "professional services" and is therefore not subject to the formal requirements of the RFP process, but in the interests of fairness and transparency, the RSCVA staff conducted this project within the guidelines of the established RFP process.

Submissions were due Friday, January 13, 2023. The RSCVA received 19 total proposals. Staff established a scoring methodology and sought the input of various individuals as part of a scoring committee, ultimately identifying 4 potential candidates to move forward to a round of hybrid in-person/remote presentations. Further evaluation and discussion by the scoring committee resulted in a united recommendation to move forward with the development and approval of a detailed contractual scope of work with KPS3, a local Reno Tahoe marketing agency.



Fiscal Impact

This project is subject to funding in the FY24 marketing budget. Funds in the amount of \$400,000 have been requested for the design and development of the new website under "additional requests" per the RSCVA Finance Department budgeting process. Should funds be allocated as requested, contracts will be developed within the limits of the allocated funding.

Recommendation

Based on staff's evaluation of the qualifying proposals received, staff recommends the development and approval of a detailed scope of work with KPS3 for services outlined in RFP 2022-MKT01 in an amount not exceeding Four Hundred Thousand and No/100ths Dollars (\$400,000.00).

Proposed Motion

Staff Recommends the following motion: The Board moves to approve the authorization of the President and CEO to execute agreements with KPS3 for the work described within RFP 2022-MKT01 for professional services related to website design, development, maintenance, repair, and optimization in an amount not to exceed Four Hundred Thousand and No/100ths Dollars (\$400,000.00).

CEO Update

April 17, 2023

A Record February: Taxable room revenues for February set an all-time record for the second month of the year with \$31,994,263 collected. It surpasses the previous high water mark, set in February of last year with \$31,286,558. It is the sixth time in the first eight months within the current fiscal year (2022-23) the organization has established a new monthly taxable revenue record and the 17th monthly revenue record since I joined the organization in November, 2020.



More From February: February's monthly record revenue total was established even though the monthly average daily rate (ADR) dropped by two cents year-over-year. Cash rooms for the month totaled 230,773, a total of 5,139 more rooms during the same month in 2022. This marks back-to-back months of YOY cash room night increases from the previous year. January of 2023 fared better than January of 2022 by 3,981 room night despite Highway 80 closures during both months, which impacted visitors arriving in Northern Nevada from California.



Marketing RFP Update: Marketing submissions for four separate requests for proposals (RFP's) have now closed and no further submissions will be accepted. As reported in the March CEO update, the SEO RFP opportunity produced 12 bids and the website RFP had 19 firms submit bids for consideration. The team is currently conducting in-person interviews and recommendations on the first two RFP's will be made at the Thursday, April 27th Board of Directors meeting. Two additional RFP's including the agency of record (AOR) will be reviewed in the next few weeks and a recommendation will be made at the May 25th Board of Directors meeting.

Pre-Board Meetings: Five of the nine board members met with the CEO prior to the March 23 regular Board of Directors meeting. The list included: Chair Charlene Bybee, Ann Silver, Stephen Ascuaga, Shannon Keel and Rick Murdock. 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.



Special Event Marketing Record: Applications for the 2023-24 Special Event Marketing Sponsorship have been submitted. The deadline to apply was March 30. A record number of applicants submitted with 41 total applications, 13 of them new to applying. Staff will now review the applications and prepare a proposal of funding allocations for Board approval at the May, Board of Directors Meeting.

DI CEO Summit: Earlier this month, I attended the Destinations International CEO Summit in Vancouver, British Columbia. Three hundred-plus CEO's from destinations across North America converged to spend several days talk about issues that are currently impacting or may impact our destinations and industry moving forward. Experts debating the possibility of a rocky visitation and occupancy through the rest of the year which may be impacted by inflation, rough economic conditions and changing travel behavior for a domestic audience that now has the opportunity to travel internationally again. This is further confirmed by a recent report by Destinations International. The organization stated current financial sentiment may keep Americans from spending as freely as they did a year ago. Just 30% say the present is a good time to spend on travel, down nearly eight points from the same time last year.



In the Community: The Reno Tahoe team held its monthly all staff meeting on April 10th and for the first time took the meeting on the road in the community. The Discovery Museum was kind enough to provide the space and president and CEO Mat Sinclair gave an overview of the organization. The team also went on a tour of the facility at the end of the staff meeting.



Joint Meeting With Nevada Athletics: Last week, first the first time, leaders representing the Reno Sparks Convention and Visitors Authority held a joint meeting with the Nevada Athletics leadership team on the college campus. More than 40 professionals representing two organizations met for a half day seminar. The goal: identify new ways the organizations can assist each other in helping reach audiences, improve engagement and creating synergies to benefit both organizations. Additional meetings to follow up on possibly new joint programs will be scheduled in the near future.

Destination Capitol Hill: I will be in Washington DC this week for U.S. Travel's Destination Capitol Hill (DCH) as well as U.S. Travel's Board of Directors meeting. DCH brings travel leaders from across the country together to educate policymakers about the power of travel. The program combines time for a legislative day on Capitol Hill with advocacy training, guest speakers and peer-to-peer networking. The U.S. Travel Board Meetings bring together travel leaders from across the country three times each year.

Sales

New bookings: The RSCVA Sales Department contracted 23 groups in the month of March, of which 12 have never met in the destination. Total room nights contracted in March totaled 59,498 on a goal of 22,198.

The March production resulted in the team finishing at 115% to goal through March or 207,196 contracted room nights and 94% to goal for the year. For FY 22/23 the sales department has contracted 125 bookings, of which 63 are new bookings, representing over or 50% of the total.

Specific highlights include:

- International Association of Fire Chiefs Wildland Urban Interface Conference - March 23 - 31, 2023 contracting 1,315 room nights.
- Western Association of Food Distribution Programs on Indian Reservations 2023 Regional Conference - April 23 - 30, 2023 contracting 350 room nights.
- Midwest Cheer and Dance High Sierra Showdown contracted a three-year program for 2024, 2025 and 2026 contracting 543 room nights per year.
- Senior Softball May 21 - June 1, 2025 contracting 6,309 room nights.

New Business highlights:

- Association of Nutrition & Foodservice Professional ACE 2024 - June 8 - 14, 2024 contracting 883 room nights.
- A. Philip Randolph Institute Annual Education Conference 2023 - August 7-12, 2023 contracting 1,626 room nights.
- Association of Mathematics Teachers Educators 2025 Annual Conference - February 3 - 9, 2025 contracting 1,312 room nights.

Facility Sales and Events production (non-group room night business) for bookings for July 2022 through February 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 proposals

*These numbers do not include group room bookings

Revenue Conversion: MTD: 59.16%, YTD: 42.59%

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

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

* These numbers do not include group room bookings

February Occupancy:

| | FY2023 | FY2022 | Variance |
|-------|---------------|---------------|-----------------|
| RSCC | 58.22% | 37.88% | +20.34% |
| REC | 39.27% | 24.99% | +14.28% |
| NBS | 0.44% | 8.82% | -8.38% |
| RSLEC | 24.17% | 16.09% | +8.08% |

FY 2023 YTD Occupancy:

| | FY2023 | FY2022 | Variance |
|-------|---------------|---------------|-----------------|
| 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% | +0.93% |

Revenues:

February Rental Revenue

| | Actual | Budget | Variance |
|-------|---------------|---------------|-----------------|
| RSCC | \$150,318 | \$109,720 | +\$40,598 |
| REC | \$103,867 | \$44,740 | +\$59,127 |
| NBS | \$4,550 | \$0 | +\$4,550 |
| RSLEC | \$25,200 | \$5,200 | +\$20,000 |

FY 2023 YTD Rental Revenue

| | Actual | Budget | Variance |
|-------|---------------|---------------|-----------------|
| RSCC | \$1,189,017 | \$916,678 | +\$272,339 |
| REC | \$538,007 | \$291,030 | +\$246,977 |
| NBS | \$218,610 | \$52,814 | +\$165,796 |
| RSLEC | \$312,300 | \$246,460 | +\$65,840 |

Events:**February Ancillary Revenue**

| | Actual | Budget | Variance |
|-------|---------------|---------------|-----------------|
| RSCC | \$110,732 | \$45,450 | +\$65,282 |
| REC | \$76,271 | \$5,000 | +\$71,271 |
| NBS | \$185 | \$0 | +\$185 |
| RSLEC | \$57,134 | \$1,300 | +\$55,834 |

FY 2023 YTD Ancillary Revenue

| | Actual | Budget | Variance |
|-------|---------------|---------------|-----------------|
| RSCC | \$996,238 | \$280,033 | +\$716,205 |
| REC | \$771,384 | \$116,125 | +\$655,259 |
| NBS | \$72,196 | \$4,720 | +\$67,476 |
| RSLEC | \$601,966 | \$192,283 | +\$409,604 |

YTD All Venues Rental

| Actual | Budgeted | Variance |
|-------------|-------------|------------|
| \$2,257,934 | \$1,506,982 | +\$750,952 |

YTD All Venues Ancillary

| Actual | Budgeted | Variance |
|-------------|-----------|--------------|
| \$2,441,785 | \$593,161 | +\$1,848,624 |

Industry Events:

- **Regional Director of Convention Sales in Washington DC, Jennifer Abdinoor** attended the 2nd Annual Business Events Industry Week March 7-9th that was represented by ASAE, AMCI, IAEE, DI, PCMA and other industry organizations to the DC area. The week was filled with events such as the DI Showcase tradeshow and education powered by PCMA, as well as PCMA's signature Visionary Awards, and IAEE's Women's Leadership Forum. The Reno Tahoe booth at DI Showcase had a special tie into an industry charitable organization, The Meeting Industry Fund. Reno Tahoe was able to donate \$316.00 to The Meeting Industry Fund, based on the number of people that stopped by the Reno Tahoe booth. Attendees wrote their names on a balloon stickers, while we explained the importance of making people aware of the funds existence and to pass the word on to those in need, while sharing all about Reno Tahoe's destination updates. The significance of the balloon stickers acknowledged The Great Reno Balloon Race, one of our many festivals. Later in the month Jennifer represented Reno Tahoe as the key sponsor on March 21st for the AMPs - Association of Meeting Professionals, Networking and Volunteer Fair event. Finally she finished off the month by attending ConferenceDirect's Annual Partner meeting in Louisville, KY. March 27 - 29th.
- **Regional Director of Convention Sales in Los Angeles, David Diomedes** participated in Global Meetings Industry Day (March 30) with the MPI Southern California Chapter at the new Top Golf in El Segundo. Over 150 planners and suppliers from the greater Los Angeles area attended.
- **Regional Director of Convention Sales in Sacramento, Charles Mullins** attended the MPI Cascadia Educational Conference (CEC), a joint regional conference for the Oregon and Washington State Chapters of Meeting Professionals International. The Cascadia event featured a two day tradeshow and scheduled appointments with 100 meeting planners from across the Pacific Northwest. The event also featured educational breakouts, motivating

keynotes and networking events. In addition to MPI Cascadia, Charles also attended the JBHH client networking event in Seattle, WA with 200 industry professionals to celebrate Global Meetings Industry Day.

- **Regional Director of Convention Sales in Chicago, Maddie DaMario** attended POP: Business Industry Events Week in Washington DC with Jennifer Abdinoor. The week included a tradeshow targeted at meeting planners, women's leadership forum and the PCMA Visionary Awards. Maddie also co-hosted a client event with 50+ clients at the Chicago Blackhawks Game with Destination Reps, and also participated in hosting a client happy hour with 10+ key decision makers in her market. To close out the month, Maddie participated in Global Meetings Industry Day (GMID) with MPI and PCMA to continue to promote the importance of meetings and events in person.
- **Regional Director of Convention Sales in St. Louis, Emily Flynn,** attended the MIC annual tradeshow and networking event in Denver. The MIC event is a 2 day tradeshow with face-to-face scheduled appointments with a booth sponsorship plus we gave away a kayak which drove a lot of traffic to the booth. In addition, Emily also attended the MPI Rocky Mountain Chapter networking reception in Denver. In St. Louis, Emily also co-sponsored the MPI Educon with a booth, break sponsorship, and scheduled face to face appointments. Spring Break campaign championed by Maddie DaMario targeted specific customers in Emily's territory to promote travel during GMID month. It was an opportunity for planners to submit RFP's or questions in order to try their chance to win the Carry-On Away suitcase. Emily received over 40 customer responses and five leads from this spring break challenge.
- **Regional Director of Convention Sales in Dallas, Roma Giordano** attended and exhibited at MPI DFW Chapter Education Day in Frisco, TX where over 120 meeting professionals gathered from the DFW area to learn, network and meet. Roma also attended the ConferenceDirect Annual Partner Meeting in Louisville. A very productive show full of one on one appointments, round table discussions, educational sessions and networking with one of our very supportive intermediary partners and associates from ConferenceDirect. She arrived home with three large leads totaling over 4,000 total room nights and over a dozen prospects for the team. Roma also traveled to Reno with three meeting planners from Service Nation to site three hotels in the area for their Annual meeting for April, 2024, totaling 700 total room nights.
- **Director of Sales for the National Bowling Stadium, Brent Bowers,** attended the opening ceremonies of the United States Bowling Congress' Open Championships in Reno at the National Bowling Stadium as well as presented his vision to the RSCVA Board of Directors the week after.

- **Director of Equestrian & Sports Sales, Rhonda Leach**, hosted several site visits in the month of March, starting with the German Shepherd Dog Club of America. The next site was with American Farrier's Association. Rhonda also toured other facility and hotel options with World of Wrestling. Rhonda also attended several Reno Rodeo meetings.
- **National Sports Sales Manager, Nick Saccomanno**, initiated a conversation and subsequent agreement with PlayEasy, a lead generation and facility availability tool within sports travel. This is a growing tool in our space, used for both qualified lead generation (customer initiated) and inclusion in a database (RSCVA initiated) that should increase leads to the Sports Team. Nick will manage this tool for the sports department.
- **Director of Business Development, Marcus Johnson** along with Nick Saccomanno of the RSCVA, and Trish Tucker from the Reno-Tahoe International Airport presented a 30-minute webinar with destination updates to 26 HelmsBriscoe Associates on Wed., March 8, 2023. This virtual presentation resulted in one (1) convention lead being issued: Equine Assisted Growth and Learning Association (EAGALA), for Feb. 2024, 258 peak room nights / 1,224 total hotel room nights. On Tues., March 14, 2023, Marcus delivered a welcome greeting and destination overview to 25 spouses/partners within the Institute of Electrical and Electronics Engineers (IEEE) Electrical Safety Conference taking place at the Peppermill Resort. Marcus completed and gave final approval for the 2023 M&C Video on March 2, 2023, <https://youtu.be/aAvZTONMYWM>. This enabled him to launch a third-party specific version of the video to ConferenceDirect four weeks in advance of their Annual Partner Conference in Louisville Kentucky that Jennifer Abdinoor and Roma Giordano attended on March 26-29, 2023. Forty-nine (49) associates out of the 200 that were sent the video engaged with the pre-event campaign. Results to-date include six (6) new convention leads worth a combined 4,134 hotel room nights.

Upcoming Shows:

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

- 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
- HelmsBriscoe ABC 2023 May 3-5, 2023 Denver, CO
- 2023 AMPs Golf Tournament May 5th, 2023 Woodbridge, VA
- 31st Annual Sports ETA Symposium May 8-11, 2023 Kansas City, MO
- 2023 Prestige Partners' Conference May 10-12, 2023 San Juan, Puerto Rico

Finance

Room Tax Statistics: Taxable room revenues for the month of February 2023 are \$31,994,263 and are above February of the prior year by \$707,705 (2.3%). Cash occupied room nights of 230,773 are above prior year by 5,139 (2.3%). Comp occupied room nights of 60,687 are below prior year by 2,251 (3.6%), and 28-day occupied room nights of 82,201 are below prior year by 10,476 (-11.3%). Total occupied rooms for the month of February 2023 (Cash, Comp, 28-day) are 7,588 (-2.0%) below the prior year. Overall, the Washoe County occupancy percentage of 62.6% for the month is -0.8% below the 63.1% level of the prior year. There were 7,616 (-1.3%) less available rooms for the month compared to the prior year. Overall cash average rates for February 2023 of \$138.64 decreased \$0.02 (0.0%), compared to \$138.66 for the prior year.

See below for room tax statistics for February 2023.

| February 2023 | | | | | | |
|------------------|-----------------|---------------------|-------------------|------------|---------------------|---------|
| Segments | Available Rooms | Cash Occupied Rooms | Average Cash Rate | | Increase (Decrease) | |
| | | | Current Year | Prior Year | \$ | % |
| Hotels | 417,220 | 187,044 | \$140.20 | \$139.80 | \$0.40 | 0.3% |
| Motels | 30,620 | 13,724 | \$70.21 | \$72.66 | (\$2.45) | (3.4%) |
| 28 Day | 65,797 | 3,978 | \$47.38 | \$42.93 | \$4.45 | 10.4% |
| RV Parks | 39,508 | 3,725 | \$42.32 | \$44.00 | (\$1.68) | (3.8%) |
| Timeshares | 11,045 | 5,064 | \$89.65 | \$158.15 | \$68.50 | 43.3% |
| Vacation Rentals | 32,302 | 17,238 | \$232.47 | \$267.43 | (\$34.96) | (13.1%) |
| Home Owner | - | - | - | - | - | - |

Year-to-date cash occupied room nights of 2,084,986 are 21,437 (-1.0%) below prior year. Cash average rates year-to-date of \$148.25 are \$7.62 (5.4%) above the prior year.

Year-to-date, total taxable room revenues of \$309,106,521 are \$12,878,621 (4.3%) above prior year.

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

| Eight Month Period Ended February 28, | | | |
|--|----|-------------|----------------|
| | | 2023 | 2022 |
| Total Taxable Room Revenues by Tax District | | | |
| Reno B (Suburban Reno) | \$ | 142,555,541 | \$ 136,346,947 |
| Reno D (Downtown Reno) | \$ | 68,143,556 | \$ 67,807,497 |
| Reno E (1 Mile Radius from Downtown) | \$ | 8,623,041 | \$ 7,343,012 |
| Washoe A (Washoe County (excluding Incline Village)) | \$ | 39,691,661 | \$ 39,326,455 |
| Washoe B (Incline Village) | \$ | 603,826 | \$ 607,861 |
| Sparks | \$ | 49,493,582 | \$ 44,796,130 |

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 February 2023, facilities losses are \$3,181,965. Facilities revenues are \$5,436,308, which is \$1,135,504 above the prior year.

Marketing

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 top feeders are consistent with data reported the previous month, with no significant changes other than Portland replacing Fresno in our Top 10.

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. We would benefit financially by attracting more visitors from the San Francisco DMA (specifically San Jose). Visitors to Reno Tahoe are spending the most money on food, with 28% of all spending attributed to this category. March saw our lowest overnight-to-day-trip ratio in the last 12 months. Our peak was June, when we saw a ratio of 14.1 (14 overnight trips per every 1 day trip). The March ratio was 3.0 (down 80%). Data Source: Zartico

Social Media: Our total social media audience reached 278,297 in March, a net growth of 1,164. This increased 0.42% since February.

Notable growth was seen on TikTok, which grew 5.2% MOM. Our top performing video in March was created by Matador featuring the Sensology experience at Grand Sierra Resort received 10.4k views and received 672 likes. The video received 48k views on

Instagram and received 1,439 likes. This was a great opportunity to feature a unique experience at a local property.



Content across Facebook and Instagram focused on spring skiing and highlighting activities visitors could enjoy during the extended winter weather. To celebrate the first day of spring, local videographer Paul Hamill created a Reel highlighting spring activities around the region. Overall, content was focused on outdoor activities and gearing up for dual days.

Paid Media: March was, by plan, the month with the lowest spend of the entire fiscal year. We saw an additional 18 million impressions from paid media, with over 96 thousand clicks. We spent less on paid media in March vs February (down 41%) but were able to achieve improvements in the efficiency of spend by lowering the CPC by 8%. We also improved the click through rate (CTR) (up 10% MoM) and saw better engagement on the website for those that clicked a CTA. Website average session duration was up 64%, pages per session were up 14%, and the bounce rate improved by 12%. Despite sessions being down 43% MOM (due to the lower budget), we saw a 15% increase MOM in partner referrals from paid media traffic. In a month with low spending, the channel mix was optimized to provide a meaningful impact.

Communications: Following the press trip we coordinated in early March, freelance journalist Jennifer Prince highlighted Reno Tahoe in two stories on Apartment Therapy noting the destination's skiing conditions in the spring at Mt. Rose and NorthStar and local libations from 10Torr. Stemming from the winter press trip last year, journalist James Barrett named Reno Tahoe one of the best winter sports destinations in the US

on Redbook, which syndicated to Yahoo Life, plus Fodor's Travel spotlighted Reno's Riverwalk District in a story on the best river walks in the US. We continued to work with journalists on relevant media leads for publications such as Reader's Digest, Men's Health, Livability and more. March generated proactive coverage with a total potential reach of 39.1M. On the client-relations/community-relations front, we attended the opening ceremonies for the 2023 Special Olympics National Unified Tournament at the NBS, and coordinated color guard, photography for, and attended, the opening ceremonies for the USBC Open Championships.

VisitRenoTahoe.com: In March, VisitRenoTahoe.com had 168,300 users and 196,606 sessions, up 16.2% and 14.6% YOY respectively. At almost 300k, pageviews were up 10% YOY. Among the top pages were the Reno Events Center and NBS pages, likely attributed to the sold-out concerts held at REC in March and the start of the USBC tournament. Other top pages included Things to Do, Events, Snow Report and Winter Activities.

Total organic partner referrals were up 193%, with Events partner referrals leading with a 315% increase, followed by Things to Do referrals with a 60% increase. Lodging partner referrals were also up, with an increase of 30% YOY.

Organic traffic from Google drove the most sessions (40.6%) and was up almost 52% YOY. Organic traffic from Bing and Yahoo makes up a smaller percentage of organic traffic to the site, but both also saw increases over 2022. Paid search was the second-highest traffic source, driving 19.5% of site traffic and 9% of sessions came from Facebook.

Email Marketing: In March we sent 178,985 emails and continued to have above-standard unique open rates, averaging almost 40%. Our most popular content for the month included the extension of the Reno Tahoe ski season, St. Patrick's Day activities and the Cabaret le Cirque event.

Travel Trends: Recent surveys by TripAdvisor and Destination Analysts show that travel is still top of mind for most Americans. 64% of those surveyed plan to travel between March 1 and May 31, and 35% say that travel will be a high priority in their household spending this year. Road trips are popular again this year, with 51% of travelers reporting that they will drive compared to 43% saying they will fly.

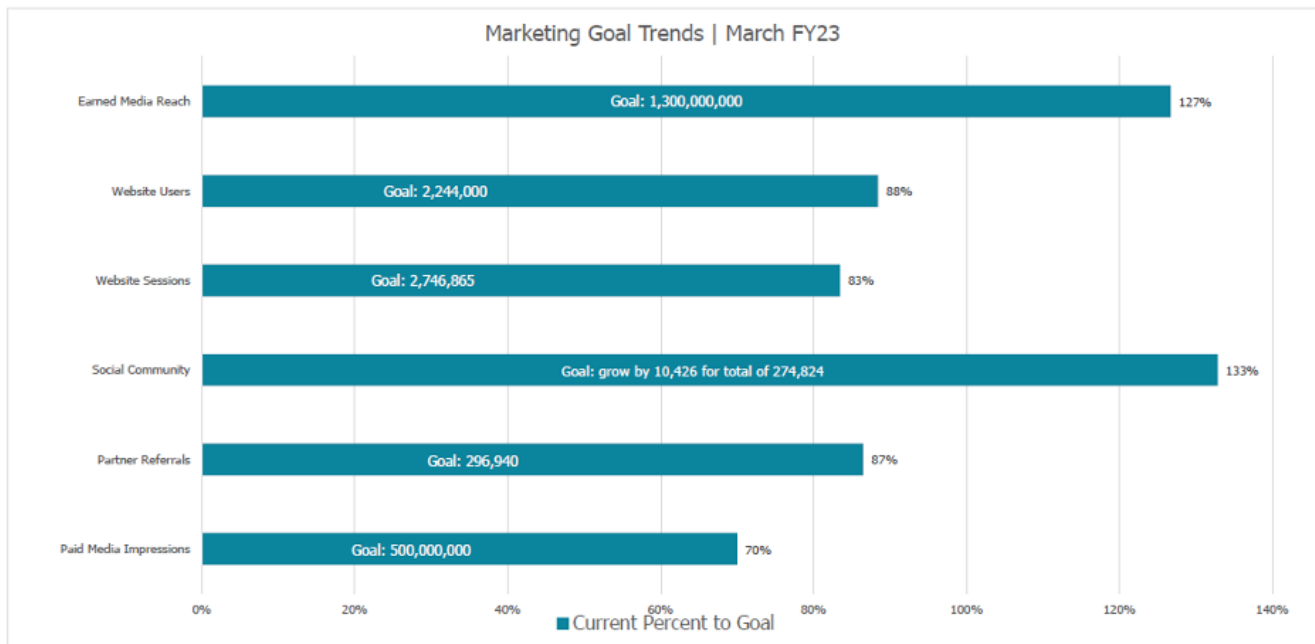
Venue Marketing: The USBC Open Championships got underway at the **National Bowling Stadium** for the first of five months of tournament play. The opening ceremony was held on March 11th with special guests in attendance, including executives from Reno Tahoe, The ROW, and USBC, as well as RSCVA board members. The bowlers were welcomed to Reno in speeches from Mayor Hillary Schieve, THE ROW Reno Senior Vice President and General Manager Ken Ostempowski, Reno-Sparks Convention and Visitors Authority President and CEO Charles Harris and USBC Executive Director Chad Murphy. Reno's very own Logan Keyes, adorned in crown, cape, and scepter, took the throne as "Joe Bowler" for the 2023 Open Championships before

rolling the ceremonial first shot of the tournament. USBC announced that the 2024 Women's Championships will be held at the National Bowling Stadium.

The **Reno Events Center** kicked off March music month with Marco Antonio Solis who, despite the snowy conditions, performed in front of a sold-out crowd on the second stop in his El Buki World Tour. Not to be outdone on the sold-out front, Reba McEntire made her way to Reno to perform in front of a packed house of country music fans. Greta Van Fleet took the stage just three days later for the penultimate stop on their Dreams in Gold Tour. Zach Williams closed out the month at the REC with his A Hundred Highways Tour. With the help of Delicious Designs, we presented custom cookies to crews welcoming Reba, Greta Van Fleet, and Zach Williams to Reno. We announced the upcoming June tour stop from Santa Fe Klan via Ticketmaster eblast and a heavy social media push.

The **Reno-Sparks Convention Center** hosted the Care Flight Community Memorial Service and Tribute, honoring the lives of the three crew members lost in the crash. 1,000 guests, including hundreds of first responders, attended the service held in the Mt. Rose Ballroom. Holabird Auctions, JROTC Military Ball, Just Between Friends, World Wide Dream Builders, RTC, Washoe County Little League, Full Out Cheer, Jam On It, NNSL, Skyline Church, Panasonic, and Soaring Society of America kept the halls and meeting rooms busy with events and practices throughout the month. Reno Expo 2023 closed out the month with their annual RV Show, Motorsports Expo, and Home & Pet Show. We continued promoting ticketed shows at all the venues on the iMiras placed around the Convention Center.

Reno-Sparks Livestock Events Center featured 3 rings of family fun as the Jordan World Circus took over the venue for a weekend chock full of acrobats, animals, and death-defying acts. Music and bull riding were in full effect during Jaripeo en la Piel. UNR's Biggest Little Festival took place at the venue for a day of music and fun headlined by Swae Lee. 4-H held their horse clinic and small animal show. Reno World of Wrestling Championships hit the mats beginning on March 31. Monster Jam continued to be heavily promoted on our social channels and we ran a Monster Jam ticket giveaway at RSCC and RSLEC the last weekend of the month. We facilitated coordination between Feld and the National Automobile Museum to hold a Meet & Greet with Monster Jam driver Colt Stephens on April 20th.



| | Month | March |
|------------------------|---------------|---------------|
| | YTD | Target |
| Paid Media Impressions | 349,993,333 | 500,000,000 |
| Partner Referrals | 256,873 | 296,940 |
| Social Community | 14,043 | 10,570 |
| Website Sessions | 2,292,113 | 2,746,865 |
| Website Users | 1,984,763 | 2,244,000 |
| Earned Media Reach | 1,647,300,000 | 1,300,000,000 |

Tourism

Tourism Production: Fiscal'23 year-to-date, through February, the tourism sales team accounted for 450,136 tourism sales room nights. Online Travel Agents (OTA's) comprised most room nights with 285,733 (63.5%) followed by Travel Agents with 127,738 room nights (28.4%), Wholesale/Receptive Operators with 20,100 room nights (4.5%), Group Tour/Motor Coach Operators 11,438 room nights (2.5%) and Golf/Ski with 5,127 (1.1%).

February four year comparison: February 2020 - 53,477, February 2021 – 37,484, February 2022 – 46,955 and February 2023 – 42,566

Of the overall Washoe County market room night mix, the tourism sales channel continues to represent approximately 29% of the total.

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 completed include Expedia Joint Marketing Campaign, Expedia Travel Spotlight, Priceline, Pleasant Holidays and Sabre GDS.

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

Imagery adjustments have been completed to align with seasonal changes.

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.

The following area DMOs collaborated with us on our Mexico Social Media Influencer FAM April 3-7: North Lake Tahoe Nevada, Virginia City Tourism Commission, Visit Carson City, Visit Carson Valley and Lake Tahoe.

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.

The Experience: Planning has initiated for The Reno Tahoe Experience FAM slated for April 25-29. Twenty-five tour operators, travel advisors and OTA executives will be invited to participate. Additionally, we will host seven tour operators from the UK April 21-23, as part of Brand USA's fam programming. The tourism team conducted a travel podcast with Family Vacationer which aired April 11 and participated in TravPro Media's virtual tradeshow on April 12.

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 Midwest Mission in June (Chicago, St. Louis, and Minneapolis).

As part of Travel Nevada's client development programming, the team concluded a Canadian Sales Mission to Toronto, Calgary, and Edmonton March 15-21 where 108 travel advisors, tour operators and media attended various events. Additionally, we

participated in the Calgary Outdoor Consumer Show which was attended by 11,000 people.

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.

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.

Plans are also being finalized for the International Association of Golf Tour Operators North America conference for this June in Orlando, FL.

Tour Operators/Wholesalers: April-June Programming continues with Hotelbeds and Pleasant Holidays targeting travel advisors in the U.S., Mexico, and Canada.

Misc. We concluded one-of-three Mexico activations with GMS, Travel Nevada's Mexico representation firm, for spring/summer travel trade and consumer programming which included a Mexico Social Media Influencer FAM April 3-7. Four influencers experienced our region and collectively represent 6.1 million followers over various social media channels. Two additional activities include partnerships with Price Travel, Mexico's largest OTA, and a podcast with El Heraldo Media Group.

The team launched a convention sales and tourism sales lead generation golf platform featuring properties selling golf packages and area golf courses. This platform consists of a golf dedicated landing page and programming with NBC's Golf Pass.

Golf Landing Page: <https://www.visitrenotahoe.com/things-to-do/golf/nbc-sports-reno-tahoe-golf-packages/>

NBC Golf Pass: https://drive.google.com/drive/folders/1_YwIBBzsU9fU2dIJbrKu0WjL3gE0POD

Facilities

Below is an update not he four facilities Reno Tahoe currently operates.

Reno-Sparks Convention Center:

- The lighting system project is still in progress.
- The HVAC system project is also in progress.
- We are going to be replacing the traffic spikes around the property in the near future.
- We are replacing a bad cooling coil in air handler #9.

National Bowling Stadium:

- The UPS system that protects the scoring computers had problems and we installed a temporary unit to get us through the tournament and will install a new unit after USBC is out of the building.
- The mural painting on the exterior of the building is ongoing (City of Reno project).
- Trent is having discussions with the City about the dirt lot under the South end of the Stadium. Paving the dirt area, fencing/walls, etc. are on the topic list. This will be a City project.

Reno Events Center:

- The suite renovation project is in the final planning phase. Colors, carpet, furniture, etc. have been chosen and are now in the ordering stage.
- We are starting the planning and spec process for the LED lighting project for the arena.

Reno-Sparks Livestock Events Center:

- We are securing prices for painting of the west exterior of grandstand #3.
- We are also finalizing prices for some paint work needed inside the main arena.
- The floor scrubber has been purchased and delivered for the main arena.

We are completing numerous training programs at all the properties related to safety, equipment operation, procedures, etc. This will an ongoing policy for all existing and new hires. The training will be updated and adjusted as needed moving forward.

MISC

Airport Update: The following information was provided by Carol Chaplin, the Reno Tahoe representative on the Reno Tahoe Airport Board of Directors.

- CEO Daren Griffin reported over one million passengers through RNO in Jan-Mar; Senator Rosen visit to the airport; parking structure is busy; ticketing hall project continues to progress on schedule.

- Approval of public art master plan, which provides strategic direction for the successful integration of the RTAA's current art program. Art Advisory Committee conducted RFQ process. Forecast Public Art was selected for Master Plan development. MP includes guiding principles, roadmap for future public art, collection strategies and funding sources. CEO David Walker NV Museum of Art presented for the Art Advisory Committee.
- Airfield Signage Replacement & Taxiway Professional Service Agreement for Consultant Wood Rogers. Renaming Taxiways for the purpose of less confusing air traffic flow.
- Approval of Airline Use and Lease Agreement – Signatory Airlines (7) for 10 year lease agreement. Ticket counter, gates, airfield access. Maintenance requirements, insurance, shared project governance, rate methodology. 15 months, 20 meeting process. \$570m dollar concourse redevelopment project is facilitated by this agreement. Objectives – governance structure, financial structure that affords investment grade opportunities for future RTAA bonds. Rates and Charges Methodology – Landing Fee Rate, Terminal Rental Rate (new, credit for in-terminal concessions to reduce airline terminal rental rate, baggage handling system charges rate, terminal per use charges, etc. New and different about this new agreement – Premium paid by non-signatory airlines (15%). Will generate \$470m over 10 years
- Approval of Executive Program Management and Support Services – Consultant and RNO Project Management Agreement to support capitol construction projects and associated staff.
- Approval of Administrative and Police Workspace Study Phase 2 Recommendation – Location determined but value engineering is in progress.
- Approval of Terminal Loop Road reconstruction contract with Q&D Construction
- ConRAC Ground Transportation Center Update – Phase 3 will include relocation of rental car facility, rental car counters, additional public parking, walkway from baggage claim and terminal, etc.

PUBLIC AFFAIRS

The following information was submitted by Jesse Wadhams, the public affairs consultants who represent Reno Tahoe.

Deadline: Last week was a major deadline day for the Legislature. This means that any bill that has not passed through a committee work session by midnight on April 14th or has not been granted an exemption to legislative rules is 'dead.' So the pace of the session has increased significantly in the final week. In a development new to this session, there have been committees passing upwards of 20 – 25 bills in a meeting.

Attached is the weekly bill report for RSCVA. A couple of highlights specific to you:

AB129 – This bill would have added a seat to the LVCVA for the Latin Chamber of Commerce. It appears that it will not be processed further and will die today.

SB213 – This bill intended to redirect 1% of the room tax in Douglas to the Governing Body for specific spending – this bill was never heard and will die today.

Your gaming partners have a number of bills, both good and bad moving through the process.

Assembly Joint Resolution 5 – which would amend the Nevada Constitution to allow for the state to hold lotteries was passed out of committee. It was adamantly opposed by the Nevada Resort Association.

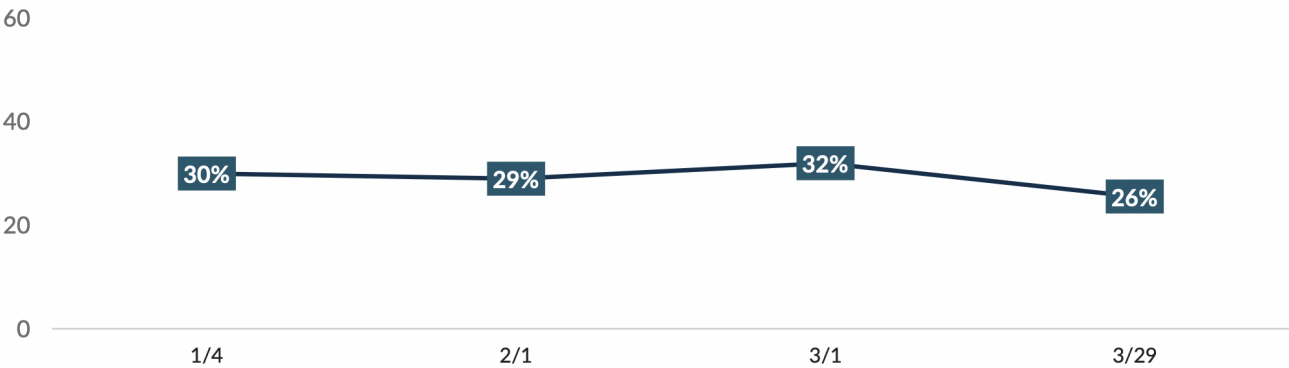
Senate Bill 441 – This bill would repeal the hotel cleaning standards put in place for the pandemic. Gaming supported this measure significantly, and as of this writing it does appear the bill will survive despite a massive opposition by the Culinary Union.

There are a few governance bills continuing through the process, that while they may have some effect on the open meeting law generally, none appear to create any issues for RSCVA and your compliance.

Data Points: The following two slides, are part of an ongoing national monthly tracking survey. The initial surveys, which launched during Covid-19's impact 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. The two slides below are from the April 13, 2023 survey.

IMPACT ON TRAVEL PLANS

Indicated that Inflation* Would Greatly Impact their Decision to Travel in the Next Six Months

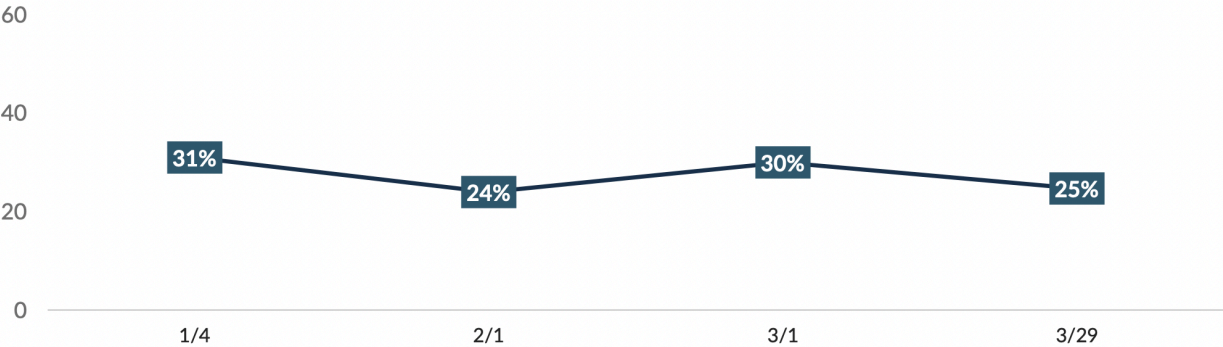


Travel Sentiment Study Wave 72

Longwoods INTERNATIONAL | miles PARTNERSHIP

IMPACT ON TRAVEL PLANS

Indicated that Airfare Prices* Would Greatly Impact their Decision to Travel in the Next Six Months



Travel Sentiment Study Wave 72

Longwoods INTERNATIONAL | miles PARTNERSHIP

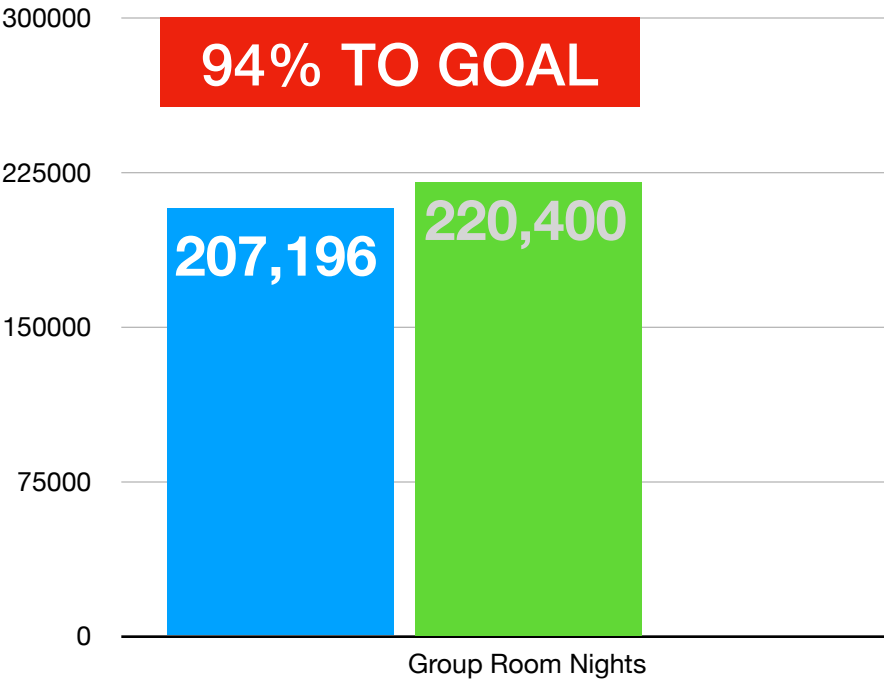
July - March, 2023

Group Room Nights

YTD Goal .

2022-23 Data Breakdown

- 125 Group Bookings
- 63 New Bookings
- 50.4% New Bookings
- 168% to plan in March
- Overall, team is 94% to goal for the year with three months left to report.





RSCVA Report

| Bill # | Sponsor | Description | Status | Position | Notes |
|----------------------|-----------|---|--|----------|---|
| AB14 | Judiciary | Revises provisions relating to the state business portal. (BDR 7-405) | Status: Notice of eligibility for exemption. | | <p>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.</p> <p>April 12, 2023 Work Session</p> <p>The policy analyst reviewed the bill. There is one proposed amendment by Gabriel Di Chiara, Chief Deputy Secretary of State:</p> <ul style="list-style-type: none">- Deletes the bill in its entirety; and- Establishes the Business Licensing Working Group within the Office of the Secretary of State. <p>Amend and do pass. Marzola, Bilbray-Axelrod No nays.</p> |



RSCVA Report

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| AB84 | 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: Rereferred to Committee on Ways and Means. Exemption effective. To committee. | | <p>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.</p> <p>March 20, 2023 Work Session</p> <p>The policy analyst reviewed the bill.</p> <p>Do pass.</p> |
| AB129 | 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. |
| AB149 | 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 |



RSCVA Report

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| AB172 | Natha Anderson Bea Duran Max Carter ... | Revises provisions governing collective bargaining for local government employees. (BDR 23-700) | Status: Read second time. Amended. (Amend. No. 56.) To printer. | <p>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.</p> <p>March 29, 2023 Work Session</p> <p>The policy analyst reviewed the bill. Amendment submitted by Assemblymember N. Anderson. Section 1. Chapter 288 of NRS is hereby amended by adding thereto a new section to read as follows:</p> <p>1. Notwithstanding subsection 3 of this section, at least twice each year, on or before January 1 and July 1, each local government employer shall provide each employee organization recognized by the local government employer the following contact information, they possess for each local government employee of the bargaining unit represented by the employee organization except as otherwise provided in a collective bargaining agreement:</p> <ul style="list-style-type: none"> a. Name b. Address c. Telephone number d. Email e. Work contact information f. Work location <p>2. A local government employer is required to provide an employee organization with the information about a local government employee pursuant to subsection 1 regardless of whether the employee has joined the employee organization.</p> <p>3. A local government employee may elect to withhold their contact information from the employee organization recognized by the local government employer by notifying their employer in writing.</p> <p>4. Nothing in this section shall impact the ability of the Government Employee</p> |
|-----------------------|---|---|--|--|



RSCVA Report

Management Relations Board to order local governments to provide information to employee organizations. Release of the information in subsection 1 does not make a local government employee's personnel information a public record for the purposes of NRS 239.

Section 2 of the proposed bill would have no changes.

Amend and do pass.



RSCVA Report

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|-----------------------|--|--|--|--|---|
| AB353 | Rich DeLong Jill Dickman Ken Gray ... | Revises provisions relating to governmental administration. (BDR 18-930) | Status: Notice of eligibility for exemption. | | Creates the Nevada Office of the Inspector General within the State Controller with authority to audit, investigate, inspect and review the performance of any county school district. The Inspector must be appointed for a term of 4 years by agreement of the Lieutenant Governor, State Treasurer and State Controller. Addresses duties of the office, hiring of staff, reporting and accountability to parents. |
| SB81 | Richard Daly | Revises provisions governing regional planning. (BDR S-536) | Status: Read first time. To committee. | | <p>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.</p> <p>Work Session Date: April 7, 2023</p> <p>The policy analyst reviewed the bill. Amendment clarifies and creates an addition of more members.</p> <p>Amend and do pass. Orenschall, Daly Nay Krasner and Goicoechea</p> |
| SB156 | 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. |



RSCVA Report

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|-----------------------|--------------------|---|-------------------------------------|--|--|
| SB213 | 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

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| SB441 | Marilyn Dondero Loop | Revises provisions relating to public health. (BDR 40-451) | Status: From printer. To committee. | <p>Repeals provisions of SB4 from the 32nd Special Session.</p> <p>April 11, 2023 Hearing Summary</p> <p>Presenter(s): Senator Dondero Loop, Senator Nguyen, Billy Vassiliadis</p> <p>Bill sponsor provided background from her childhood on resilience and perseverance. This is the last order standing from the COVID-19 era. We protected all, including our visitors, during a time of need. This bill was essential for ensuring safety at the time. We did what we did to protect ourselves. SB386 sunsetted last year. SB4 worked then but doesn't work now. We should unburden our hotel operators.</p> <p>This bill will get rid of the housecleaning measures.</p> <p>Testimony Opposition Ted Pappageorge, Culinary Union (was given extra time to present opposition)</p> <p>SB4 was a necessary bill, and we recognize that some areas need to be appealed. Opposed as currently written. Hotel industry have cut costs to achieve downsizing of labor. By cutting labor costs and services, they are cutting sustainable jobs in the community. Gaming hospitality is growing financially, but where is the money going? We will include in our contracts going forward for daily room cleaning.</p> <p>A large contingency of union workers came up in opposition.</p> |
|-----------------------|----------------------|--|-------------------------------------|--|



RSCVA Report

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|-----------------------|----------------------------------|---|--|--|--|
| SB444 | Revenue and Economic Development | Revises provisions relating to the excise tax on live entertainment. (BDR 32-602) | Status: Notice of eligibility for exemption. | | Amends the collection of the excise tax on live entertainment for athletic events and resales. |
|-----------------------|----------------------------------|---|--|--|--|



RENO AIR RACING ASSOCIATION, INC.

ITEM E1

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".

Fred Telling, Chairman & CEO

cc: Tony Logoteta, COO

Tasha Holloway, Senior Marketing Events Manager, RSCVA



April 3, 2023

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

Dear Mr. Harris:

As I am sure you are familiar, the Reno-Tahoe Airport Authority (RTAA) hosts the National Championship Air Races (Air Races) at the Reno-Stead Airport (Stead Airport). This year will mark the 59th anniversary of the Air Races at the Stead Airport, and unfortunately this will be the final year of air racing. The Air Races face a variety of challenges that make their continued operation at the Stead Airport no longer feasible.

On March 9, 2023, the RTAA Board of Trustees approved a financial Relief Package (Package) valued at \$331,656 to help ensure the last Air Races are successful. The Air Races are a premier event for our region and have provided a significant economic impact that is enjoyed by businesses throughout Reno and Sparks. Given the historical significance and impact the Air Races have had on the community, ensuring the final year is a success is an important step in honoring its rich history.

The RTAA supports the request for financial assistance the Reno Air Race Association submitted to the RSCVA as contained in their letter of February 10, 2023. Combined with the RTAA's Package the requested contributions from the RSCVA will solidify the success of the final Air Races and see our region host a highly attended and recognized event. The RTAA understands the RSCVA has limited funding for special events, and appreciates your consideration of this request, and your support of special events across our region.

Thank you for your partnership. We look forward to working together to make the last Air Races a success.

Sincerely,

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

Daren Griffin
President/CEO
Reno-Tahoe Airport Authority



Reno Air Races Presentation for RSCVA



Overview

- Established by Bill Stead in 1964, the Event has called Northern Nevada home for nearly 60 years
- RARA is a 501c3 not-for-profit with a very small staff and more than 1,200 volunteers who help make the event happen
- The National Championship Air Races is comprised of hundreds of thousands of fans, pilots, performers, volunteers, sponsors and vendors from all over the world



Regional Impact: Visitors

- Annual average unique attendance: 68,810
- Annual unique non-local attendance: 51,941
 - This is more than 75% of yearly attendance
- More than 93% of non-local attendees visited Reno Sparks only because of NCAR
- More than 60% of attendees have avg household income of more than \$100,000



Regional Impact: Local Economy

For NCAR guests:

- Average stay in Reno-Sparks is 3.72 days
- 64% of non-local attendees stayed in a hotel
- Average number of room nights per visitor is 3.4
- NCAR creates the equivalent of 811 full-time jobs
- Overall annual estimated economic impact is \$100.3 million

Media Exposure

- The event has generated hundreds of millions of media impressions
- Annual coverage in nearly every major outlet in the country and outlets all over the world
- RARA annually credentials several hundred media from locations all over the world
- The result is hundreds of millions of dollars in media exposure for the Northern Nevada region





Where are we now

- On March 9, the Reno Tahoe Airport Authority, along with the Reno Air Racing Association, announced that 2023 would be the last year for the National Championship Air Races at the Reno-Stead Airport
- The decision was made, in part, due to the region's growth and other related concerns
- Since the announcement, the National Championship Air Races have had:
 - An unprecedented number of visitors to its website
 - Media coverage from around the world, amounting to more than 600,000 earned media impressions, to date
 - Significant interest in spectator and media attendance
 - Several venues in Nevada and elsewhere expressing interest to host NCAR in the future

We have the opportunity to make the 2023 National Championship Air Races one of the biggest in the event's history, generating significant exposure and economic impact for Northern Nevada

2023 National Championship Air Races

- Headlined by over 150 planes
- Military demonstrations by the A-10 and F-18
- Several hands-on displays & experiences
 - GRADD-NVBAA Stem Education Discovery Zone
 - Heritage Aircraft Display
 - Military Static Displays
- 2023 is the third year of competition for the STOL Drag races at Reno



RSCVA Sponsorship

- RARA is extremely appreciative for RSCVA's long-standing support of the event
- RARA sees RSCVA, not as a sponsor, but as a partner, working hand-in-hand to maximize the benefit of this internationally recognized and beloved event
- With RSCVA's help, we can market the National Championship Air Races in a way we've never been able to before, ensuring that anyone who has wanted to attend the event has the opportunity to do so
- This is more than a sponsorship. This is an investment with a proven return that benefits the whole region





Thank you!





RSCVA Monthly Snapshot | February | FY23

| | | February Monthly Performance FY23 | | | February YTD Performance FY23 | | | | |
|-------------------------|----------------------|-------------------------------------|--------------|-------------|---------------------------------|---------------|-------------|---------------|-----------------|
| Destination Performance | Economic Impact KPIs | Actual | Target | % to Target | YTD Actual | YTD Target | % to Target | Annual Target | Annual Pacing |
| | Room Inventory | 598,032 | 597,224 | 100% | 5,206,105 | 5,222,296 | 100% | 7,856,352 | 7,809,158 |
| | Cash Room Nights | 230,794 | 215,674 | 107% | 2,085,065 | 2,015,917 | 103% | 3,001,965 | 3,127,598 |
| | Comp Room Nights | 60,687 | 59,765 | 102% | 542,126 | 488,240 | 111% | 753,057 | 813,189 |
| | Overall Occupancy | 62.7% | 60.3% | 104% | 64.6% | 61.8% | 105% | 62.1% | - |
| | Taxable Revenue | \$31,994,863 | \$28,339,321 | 113% | \$309,111,205 | \$268,835,177 | 115% | \$396,467,011 | \$463,666,808 |
| | A.D.R. | \$138.63 | \$131.40 | 106% | \$148.25 | \$133.36 | 111% | \$132.07 | - |
| | Visitor Volume | 275,562 | 266,079 | 104% | 2,494,437 | 2,416,441 | 103% | 3,627,290 | 3,741,656 |
| | Gaming Win | \$78,831,616 | - | - | \$682,851,431 | - | - | - | \$1,024,277,147 |
| | Air Passengers | 327,934 | - | - | 2,943,364 | - | - | - | 4,415,046 |

| | | February Monthly Performance FY23 | | | February 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 | 32,151,845 | 31,000,000 | 104% | 331,542,948 | 218,000,000 | 152% | 500,000,000 | 497,314,422 |
| | Website Users | 197,025 | 158,000 | 125% | 1,816,463 | 1,217,000 | 149% | 2,244,000 | 2,724,695 |
| | Website Sessions | 223,056 | 190,000 | 117% | 2,095,507 | 1,482,000 | 141% | 2,746,865 | 3,143,261 |
| | Website Partner Referrals | 21,996 | 20,650 | 107% | 227,452 | 146,530 | 155% | 296,940 | 341,178 |
| | Earned Media Reach | 102,800,000 | 418,500,000 | 25% | 1,610,200,000 | 1,089,000,000 | 148% | 1,310,000,000 | 2,415,300,000 |
| | Social Community Size | 277,133 | 270,500 | 102% | 277,133 | 270,500 | 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 | 14,743 | 8,915 | 165% | 89,655 | 71,543 | 125% | 112,048 | 134,483 |
| | Sports Produced Room Nights | 725 | 9,593 | 8% | 57,018 | 86,295 | 66% | 108,352 | 85,527 |
| | Total Gross Produced Room Nights | 15,468 | 18,508 | 84% | 146,673 | 157,838 | 93% | 220,400 | 220,010 |
| | Sales KPIs Tourism | Actual | YoY FY19 | % to FY19 | YTD Actual | YTD FY19 | % to FY19 | FY19 Annual | Annual Pacing |
| | Wholesaler/ Receptive Operators | 2,358 | 1,309 | 180% | 20,100 | 18,652 | 108% | 25,242 | 30,150 |
| | Online Travel Agent | 26,159 | 33,947 | 77% | 285,733 | 345,308 | 83% | 508,581 | 428,600 |
| | Travel Agent | 13,174 | 13,109 | 100% | 149,052 | 109,289 | 136% | 159,702 | 223,578 |
| | Group Tour/Motorcoach | 875 | 1,290 | 68% | 11,438 | 20,564 | 56% | 40,793 | 17,157 |
| | Ski and Golf Production | 0 | 2 | 0% | 5,127 | 10,657 | 48% | 14,839 | 7,691 |
| | Total Gross Room Nights | 42,566 | 49,657 | 86% | 471,450 | 504,470 | 93% | 749,157 | 707,175 |
| | Sales Programs Tourism | In Progress | Completed | % to Target | In Progress | Completed | % to Target | Annual Target | Annual Pacing |
| | OTA/Fit Programs (Executed) | 6 | 7 | - | 6 | 7 | 0.875 | 8 | - |