



Reno Sparks Convention and Visitors Authority
Board of Directors Meeting
Thursday, July 27, 2023 at 9 a.m.

ADDENDUM #1

ITEM E

DEPARTMENT UPDATES AND 2023 FISCAL YEAR RESULTS

BOARD OF DIRECTORS MEETING

JULY 2023





FACILITIES



RENO-SPARKS CONVENTION CENTER

COMPLETE

AMR DOORS

HALL PAINT

IN PROGRESS

ROOFING

PAVING



RENO EVENTS CENTER

COMPLETE

SUITE RENOVATIONS

IN PROGRESS

ARENA LIGHTING



NATIONAL BOWLING STADIUM

COMPLETE

USBC TOURNAMENT

NEW PICKUP TRUCK

COMPLETE (CITY OF RENO)

MURAL

IN PROGRESS (CITY OF RENO)

NEW FENCING



RENO-SPARKS LIVESTOCK EVENTS CENTER

COMPLETE

NEW ARAMARK SIGNAGE

GRANDSTAND 3 REPAINTING

NEW PICKUP TRUCK





TOURISM SALES



TOURISM SALES - OVERVIEW

THIRD PARTY CHANNELS

PARTNERSHIP MARKETING

TRAVEL ADVISOR TRAINING

SALES PLATFORMS

TRADESHOWS



TOURISM SALES - OVERVIEW



Booking.com

priceline.com®



Pleasant
Holidays®



taCONNECT
Travel Trade Data Intelligence & Sales Solutions

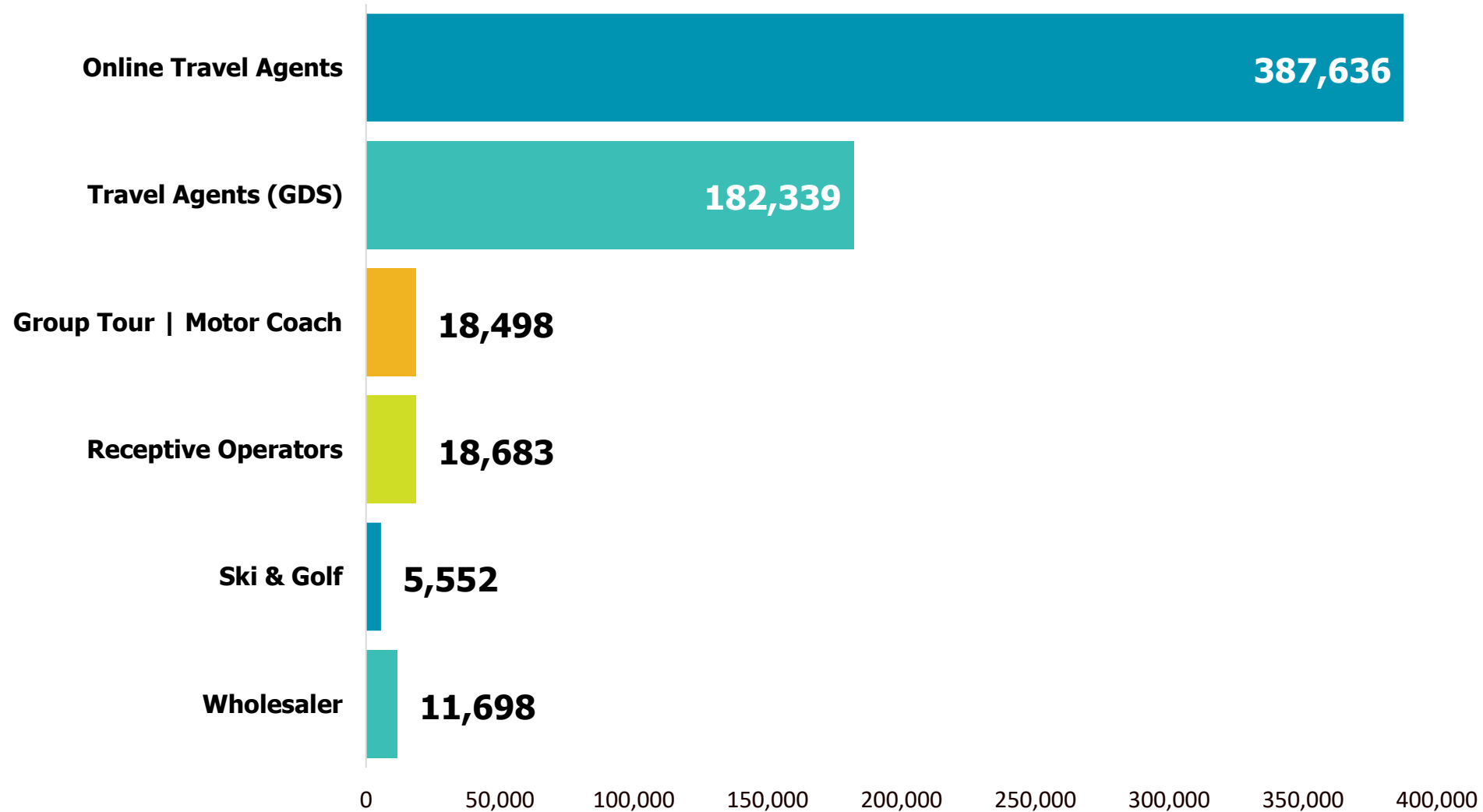
TravPRO
mobile

TOUROPERATORLAND.com



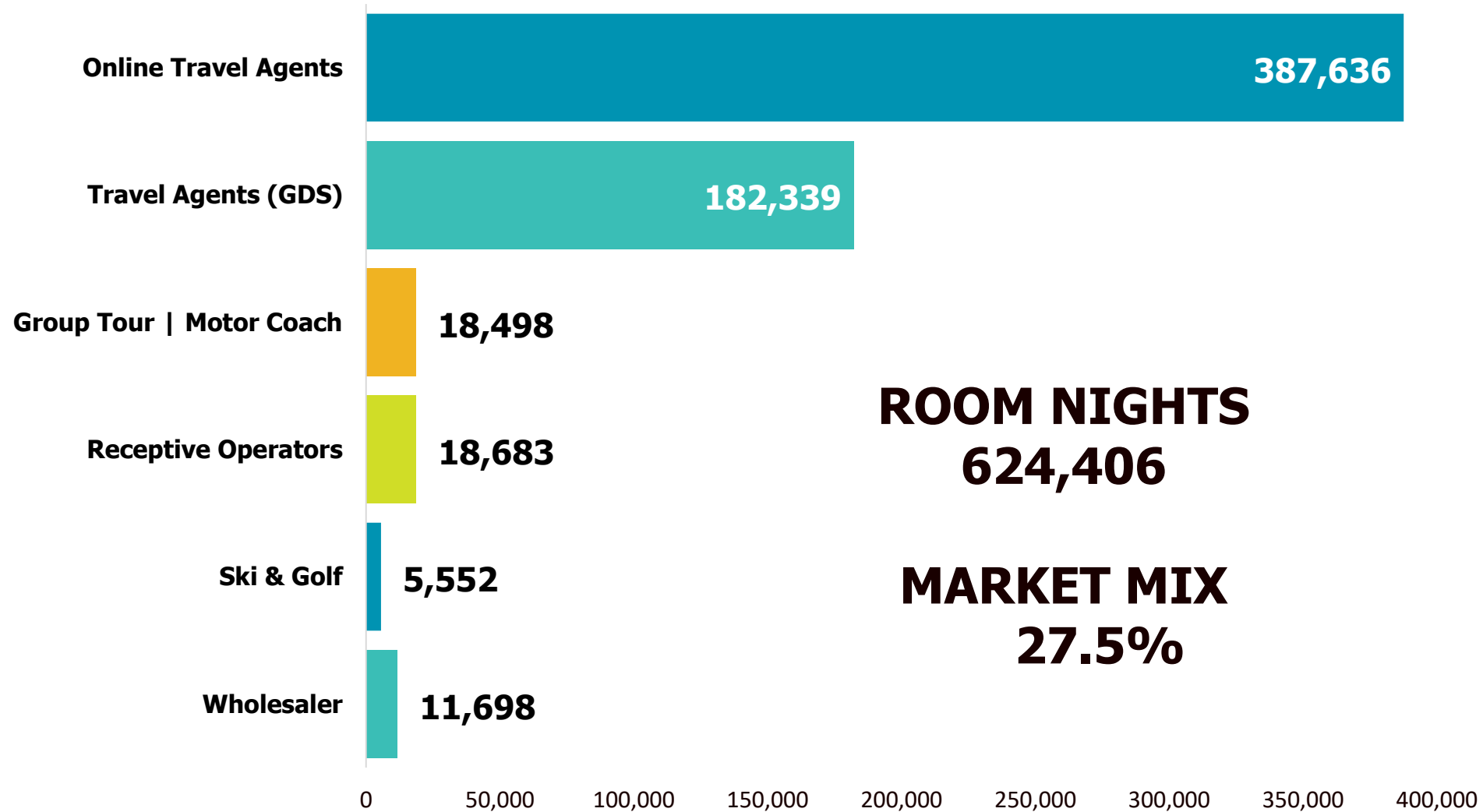
ROOM NIGHTS

Tourism Production Report FY 23



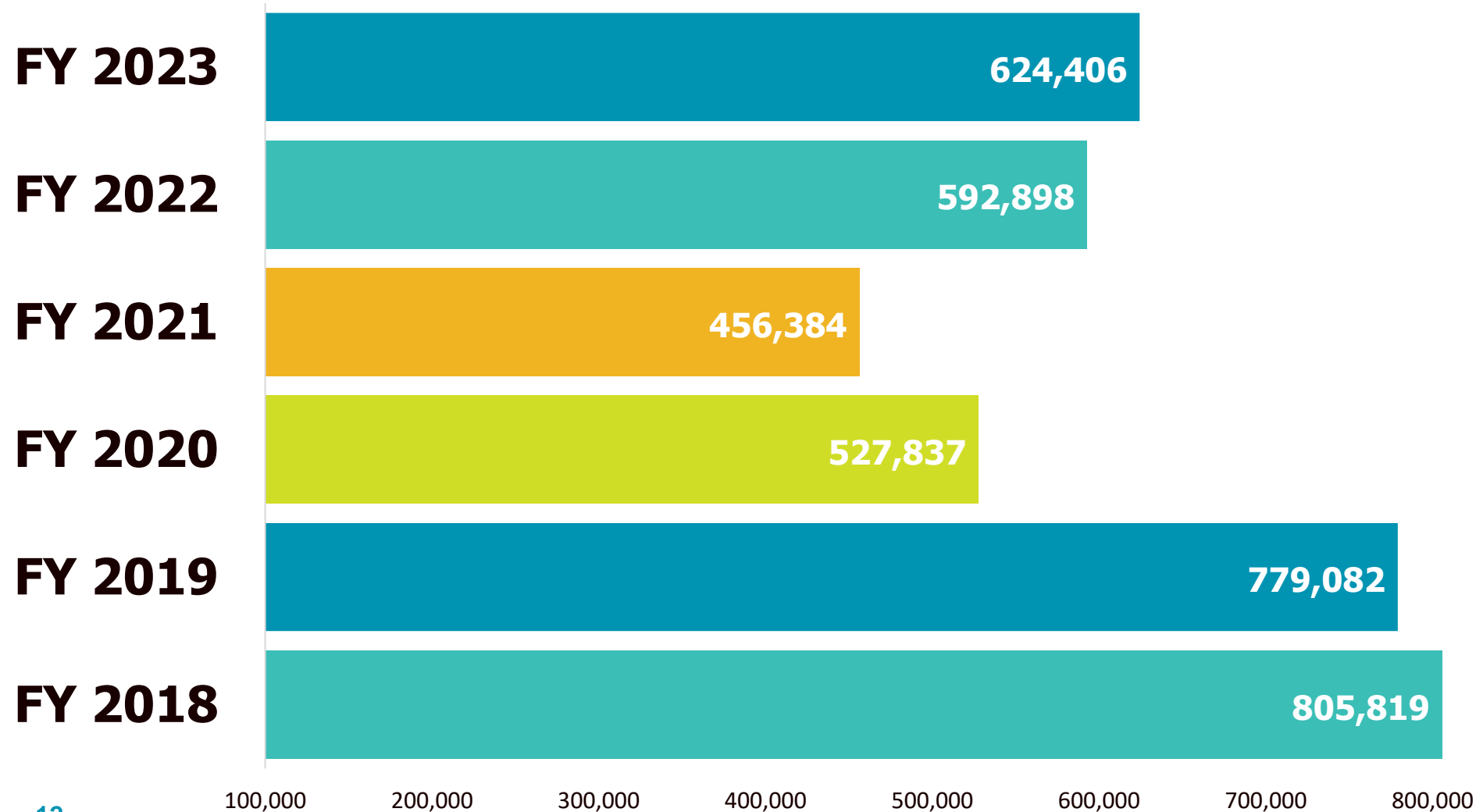
ROOM NIGHTS

Tourism Production Report FY 23



ROOM NIGHTS

Tourism Production Report FY 20 - 23
Consumed Room Nights - Year End





CONVENTION SALES



FY 23 GOALS

GROUP ROOM NIGHT PRODUCTION

249,101

GROUP ROOM NIGHT GOAL

220,400

GROUP ROOM NIGHT % OVER GOAL

113%

NEW GROUP BUSINESS %

**52% OF OUR FY22/23 BOOKINGS
WERE NEW BUSINESS.**

GROUP LEAD TOTAL AND
ROOM NIGHT TOTAL FROM LEADS

ROOM NIGHTS: 763,347 | LEADS: 643

FY 2021 / 2022

GROUP LEAD TOTAL AND
ROOM NIGHT TOTAL FROM LEADS

ROOM NIGHTS: 610,613 | LEADS: 533

FY 2018 / 2019

GROUP LEAD TOTAL AND
ROOM NIGHT TOTAL FROM LEADS

ROOM NIGHTS: 958,466 | LEADS: 739



SALES



SHAUN TRACY

Regional Director of Convention Sales

Start Date: June 19, 2017

Territories: Southeast

Based: Atlanta, GA

TOTAL ROOM NIGHTS BOOKED

74,120

TOTAL BOOKINGS

54

NEW BUSINESS

85%



NEW SALES EMPLOYEES



CHRISTINA HENSHALL

**Regional Director of
Convention Sales**

Start Date: July 10, 2023

Territories: Northern CA/NV
and Pacific Northwest



MISTY SPARKS

**Regional Director of
Convention Sales**

Start Date: July 31, 2023

Territories:
Midwest, Manitoba and Ontario

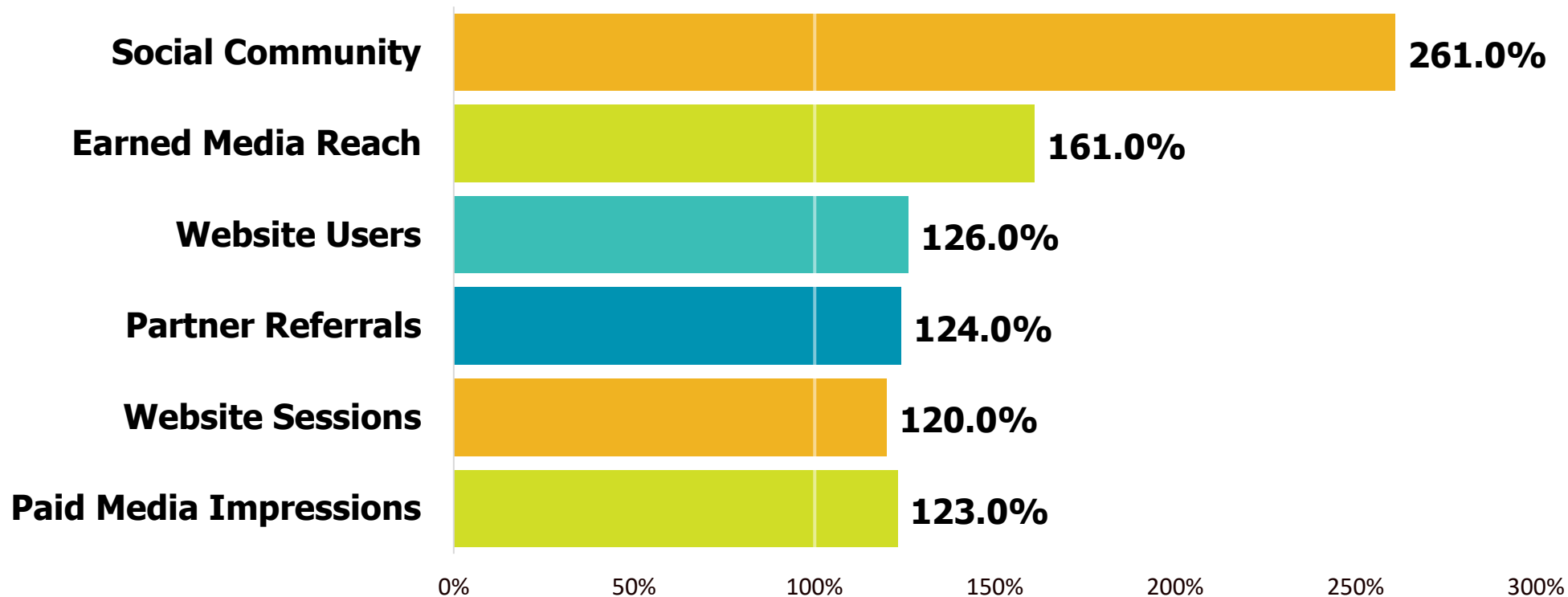




MARKETING



MARKETING GOALS FY23



	TARGET	FY23 ACTUAL	% TO GOAL
SOCIAL COMMUNITY	10,570	27,601	261%
EARNED MEDIA REACH	1,300,000,000	2,086,984,663	161%
WEBSITE USERS	2,224,000	2,832,637	126%
PARTNER REFERRALS	296,940	368,679	124%
WEBSITE SESSIONS	2,746,865	3,303,127	120%
PAID MEDIA IMPRESSIONS	500,000,000	617,046,853	123%

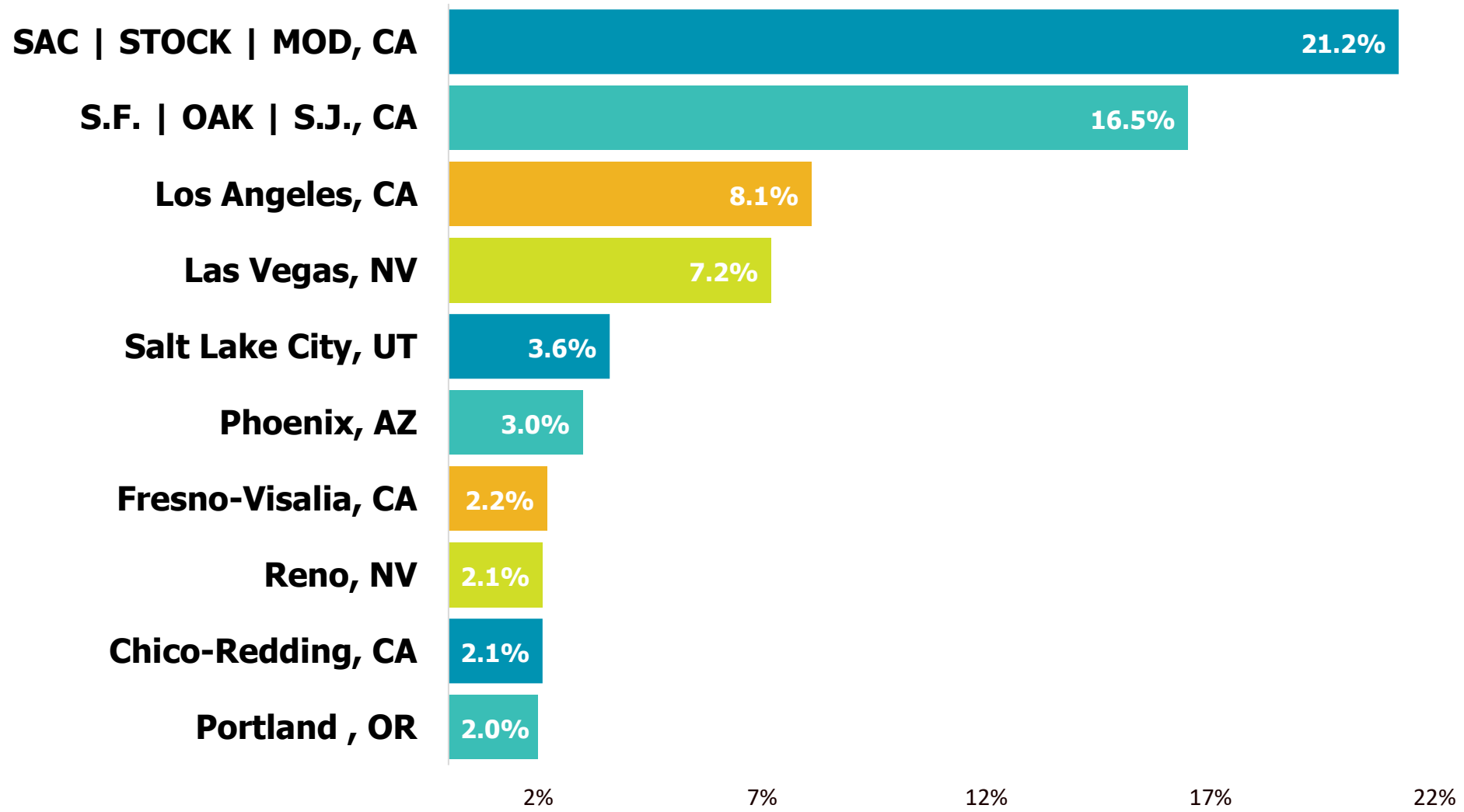


VISITOR PROFILE STUDY

Utilizing the Key Findings from the Visitor Profile Report with Destination Analysts to create new strategies and focused efforts.



TOP DMAS FY23



VENUE MARKETING

DEVELOPED BRAND STANDARDS

NATIONAL BOWLING DAY – AUGUST 20

DISCOVERY GUIDE

NBS COMMEMORATIVE STICKERS

REPLACED SIGNAGE

SOCIAL MEDIA STRATEGY

COMMUNITY COLLABORATION AND CONTESTS



BRAND STANDARDS

We developed new brand standards for the four Reno Tahoe managed venues: National Bowling Stadium, Reno Events Center, Reno-Sparks Convention Center, and Reno-Sparks Livestock Events Center.



Version 1.0 04/2023



Version 1.0 04/2023



Version 1.0 04/2023

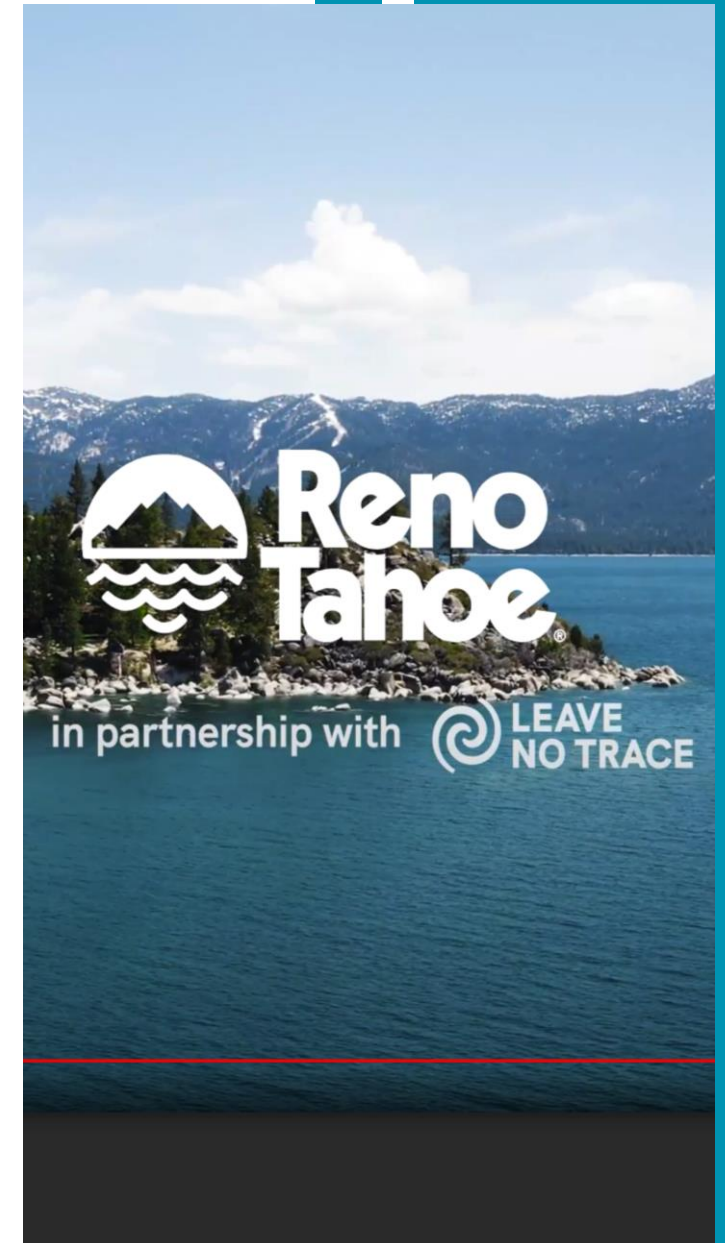


Version 1.0 04/2023



LEAVE NO TRACE PARTNERSHIP

Reno Tahoe partnered with Matador Network and Leave No Trace to produce destination stewardship videos supporting sustainable travel to the destination. The first 30-second video launched before Memorial Day and the final hero edit launched prior to the Fourth of July Weekend. The videos feature local nonprofits – Clean Up the Lake, Keep Truckee Meadows Beautiful and Friends of the Black Rock – to tell the story of how maintaining the health of our environment benefits both residents and visitors.



LEAVE NO TRACE VIDEO



COMMUNITY PARTNERSHIP PROGRAM

As part of our Leave No Trace licensing agreement, we can share the benefits of the partnership with community partners. We are developing a partnership program for local businesses that will support the message of the importance of responsible travel while also showcasing those businesses that align with the Leave No Trace principles.



SOCIAL MEDIA

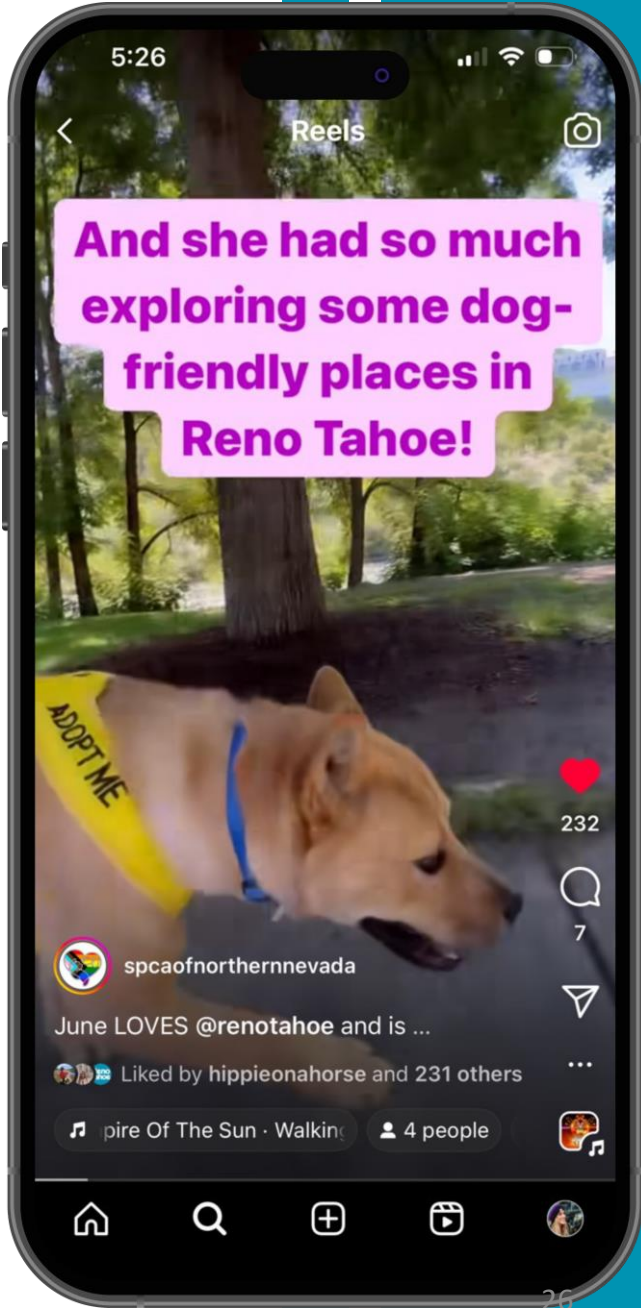
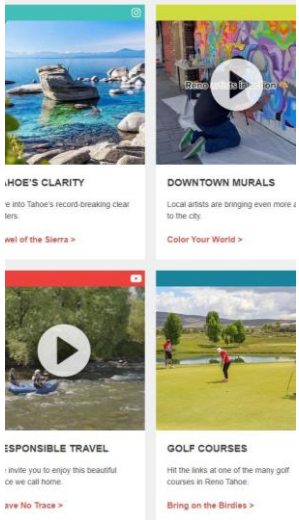
@RENOTAHOE TIKTOK CHANNEL HAS GROWN TO OVER 10,000 FOLLOWERS

MATADOR NETWORK CONTENT CREATORS

SPCA PARTNERSHIP

SOCIAL-FOCUSED EMAIL PROGRAM

EVENT ACTIVATIONS





FINANCE



JUNE 2023 - ROOM TAX STATISTICS

	JUNE 2023	JUNE 2023
TAXABLE ROOM REVENUES	\$50,053,497	\$47,585,033
OCCUPIED ROOMS - CASH	326,069	308,445
AVERAGE RATE - CASH	\$153.51	\$154.27

OCCUPIED ROOMS	JUNE 2023	JUNE 2023
Cash	326,069	308,445
Comp	82,378	70,125
28 Day	85,836	92,032
TOTAL OCCUPIED ROOMS	494,087	470,602

% OF OCCUPANCY	JUNE 2023	JUNE 2023
Cash	48.9%	46.0%
Comp	12.4%	10.5%
28 Day	13.1%	13.7%
TOTAL OCCUPIED ROOMS	74.3%	70.2%

Note: These figures are preliminary.



JUNE 2023 - ROOM TAX STATISTICS

OCCUPIED ROOMS	JUNE 2023	JUNE 2022
Cash	326,069	308,445
Comp	82,378	70,125
28 Day	85,836	92,032
TOTAL OCCUPIED ROOMS	494,087	470,602

OCCUPIED ROOMS (CASH)	JUNE 2023	JUNE 2022
Hotels	268,004	250,108
Motels	17,797	23,019
28 Day Motels	4,635	4,913
R.V. Parks	11,436	11,527
Vacation Rentals	18,364	14,125
Timeshares	3,949	2,582
Home Owner Rentals	1,884	2,171
TOTAL OCCUPIED ROOMS (CASH)	326,069	308,445

Note: These figures are preliminary.



JUNE 2023 - ROOM TAX STATISTICS

	JUNE 2023	JUNE 2022
AVERAGE RATE - CASH	\$ 153.51	\$ 154.27

AVERAGE RATES (CASH)	JUNE 2023	JUNE 2022
Hotels	\$ 158.03	\$ 159.59
Motels	\$ 86.98	\$ 90.74
28 Day Motels	\$ 50.22	\$ 43.93
R.V. Parks	\$ 52.95	\$ 49.96
Vacation Rentals	\$ 247.05	\$ 269.50
Timeshares	\$ 75.34	\$ 111.99
Home Owner Rentals	\$ 255.36	\$ 319.70
TOTAL AVERAGE CASH RATE	\$153.51	\$ 154.27



JUNE 2023 - ROOM TAX STATISTICS

	JUNE 2023	JUNE 2022
RENO B	\$23,720,174	\$22,729,488
RENO D	\$12,178,093	\$9,982,089
RENO E	\$1,350,900	\$1,158,568
TOTAL RENO	\$37,249,166	\$33,870,145
WASHOE A	\$121,392	\$104,625
WASHOE B	\$6,512,342	\$7,561,696
TOTAL WASHOE COUNTY	\$6,633,733	\$7,666,321
SPARKS	\$6,170,597	\$6,048,567
TOTAL TAXABLE REVENUE	\$50,053,497	\$47,585,033

Note: These figures are preliminary.

RENO B	Suburban Reno
RENO D	Downtown Reno
RENO E	1 Mile Radius from Downtown
SPARKS	City of Sparks
WASHOE A	Washoe County (excluding Incline Village)
WASHOE B	Incline Village



FY 2023 ROOM TAX STATISTICS

	FY 2023	FY 2022
TAXABLE ROOM REVENUES	\$478,349,320	\$457,035,590
OCCUPIED ROOMS - CASH	3,235,164	3,220,862
AVERAGE RATE - CASH	\$147.86	\$141.90
	FY 2023	FY 2022
OCCUPIED ROOMS		
Cash	3,235,164	3,220,862
Comp	817,585	778,943
28 Day	1,092,324	1,194,753
TOTAL OCCUPIED ROOMS	5,145,073	5,194,558
	FY 2023	FY 2022
% OF OCCUPANCY		
Cash	41.2%	40.6%
Comp	10.4%	9.8%
28 Day	13.9%	15.1%
TOTAL OCCUPIED ROOMS	65.5%	65.5%

Note: These figures are preliminary.



FY 2023 ROOM TAX STATISTICS

OCCUPIED ROOMS (CASH)	FY 2023	FY 2022
Hotels	2,646,876	2,604,794
Motels	204,087	263,949
28 Day Motels	53,104	56,515
R.V. Parks	92,588	105,722
Vacation Rentals	194,019	152,126
Timeshares	34,902	25,849
Home Owner Rentals	9,588	11,907
TOTAL OCCUPIED (CASH)	3,235,164	3,220,862

% OF OCCUPANCY (CASH)	FY 2023	FY 2022
Hotels	48.7%	47.6%
Motels	48.8%	55.5%
28 Day Motels	6.1%	6.4%
R.V. Parks	17.9%	20%
Vacation Rentals	49.3%	42%
Timeshares	24.3%	18%
Home Owner Rentals	13.6%	16.2%
TOTAL OCCUPANCY % (CASH)	41.2%	40.6%

AVERAGE RATES (CASH)	FY 2023	FY 2022
Hotels	\$ 151.29	\$ 146.66
Motels	\$ 82.87	\$ 80.93
28 Day Motels	\$ 47.56	\$ 44.72
R.V. Parks	\$ 52.83	\$ 43.29
Vacation Rentals	\$ 242.29	\$ 256.55
Timeshares	\$ 103.30	\$ 130.63
Home Owner Rentals	\$ 309.23	\$ 347.82
TOTAL CASH AVERAGE RATE	\$147.86	\$ 141.90

Note: These figures are preliminary.



TAXABLE REVENUE BY DISTRICT

	FY 2023	FY 2022
RENO B	\$223,346,917	\$214,730,543
RENO D	\$111,527,377	\$103,209,474
RENO E	\$13,609,261	\$11,800,505
TOTAL RENO	\$348,483,555	\$329,740,522
WASHOE A	\$951,242	\$1,026,273
WASHOE B	\$66,956,603	\$65,123,087
TOTAL WASHOE COUNTY	\$67,907,845	\$66,149,360
SPARKS	\$61,957,919	\$61,45,709
TOTAL TAXABLE REVENUE	\$478,349,320	\$457,035,590

Note: These figures are preliminary.

RENO B	Suburban Reno
RENO D	Downtown Reno
RENO E	1 Mile Radius from Downtown
SPARKS	City of Sparks
WASHOE A	Washoe County (excluding Incline Village)
WASHOE B	Incline Village



INFORMATION TECHNOLOGY

Shift to a more "people centric" IT Department through the following initiatives:

HELP DESK IMPLEMENTATION

36 unique tickets during the first 3 weeks of implementation

Increased efficiency of IT Staff and employees, through internal items being addressed quickly and efficiently

Still maintaining a personal touch and key interaction with employees

CUSTOMIZED USER EXPERIENCES AND FOCUSING ON A POSITIVE ONBOARDING EXPERIENCE

Giving new hires a choice on computer platforms



HUMAN RESOURCES – NEW HIRES



EDGAR ARELLANO
General Ledger Accountant



ZACHARY HATJAKES
Facilities Audio Visual
Technician



CHRISTINA HENSHALL
Regional Director of Convention Sales



ADAM GREENFIELD
Safety Manager



JOSIE HESTER
Marketing Intern



SEAN MOREY
IT Specialist



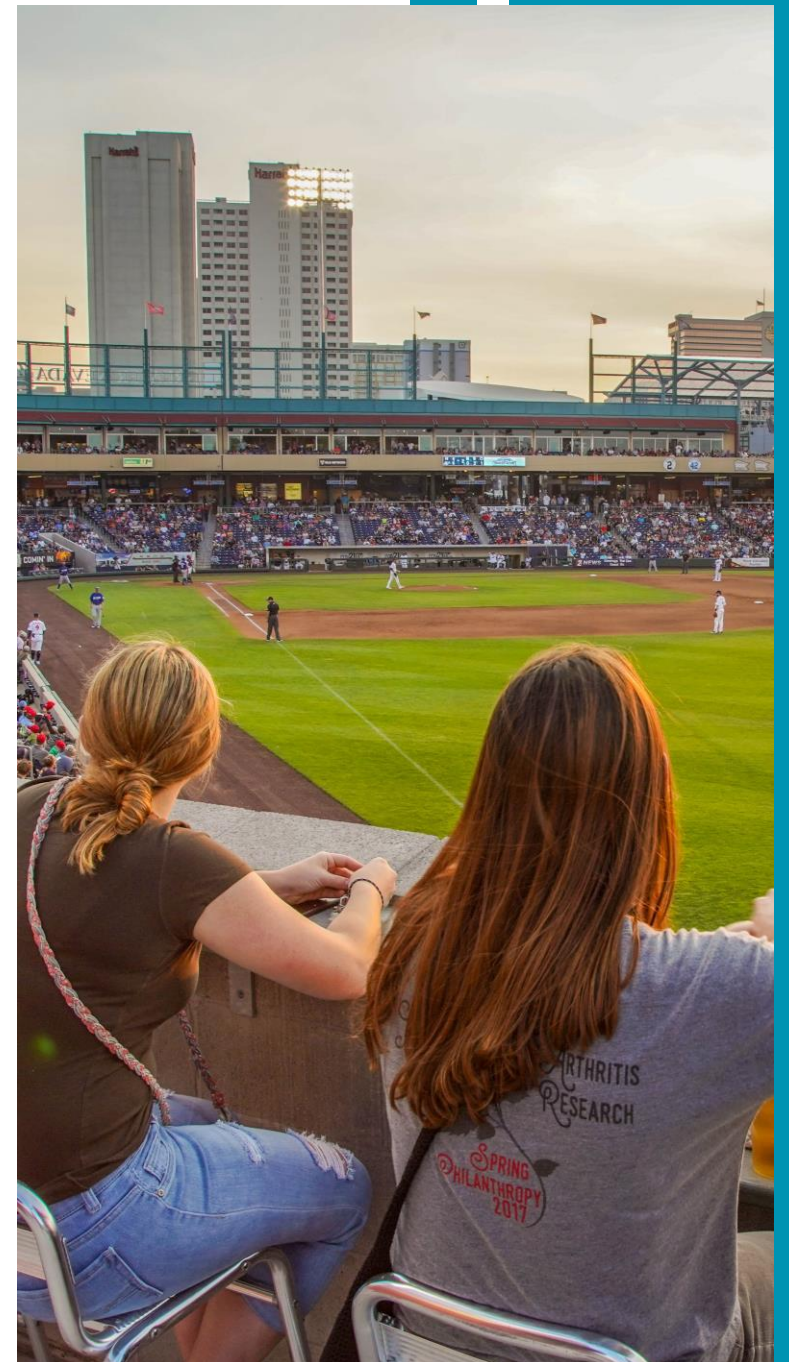
MISTY SPARKS
Regional Director of Convention Sales



HUMAN RESOURCES STAFF OUTING

Human Resources will be focusing on employee engagement during Fiscal Year 2023 - 2024

All-Staff Summer Outing to be held during August 2023 at Greater Nevada Field



EMERGING INITIATIVES

ESTABLISH EMPLOYEE RECOGNITION PLAN

IMPLEMENT EMPLOYEE ANNIVERSARY PROGRAM

REFRESH BRANDING AT VENUES

COMMUNITY ENGAGEMENT AND VOLUNTEER OPPORTUNITIES

REGULAR DEPARTMENT UPDATES

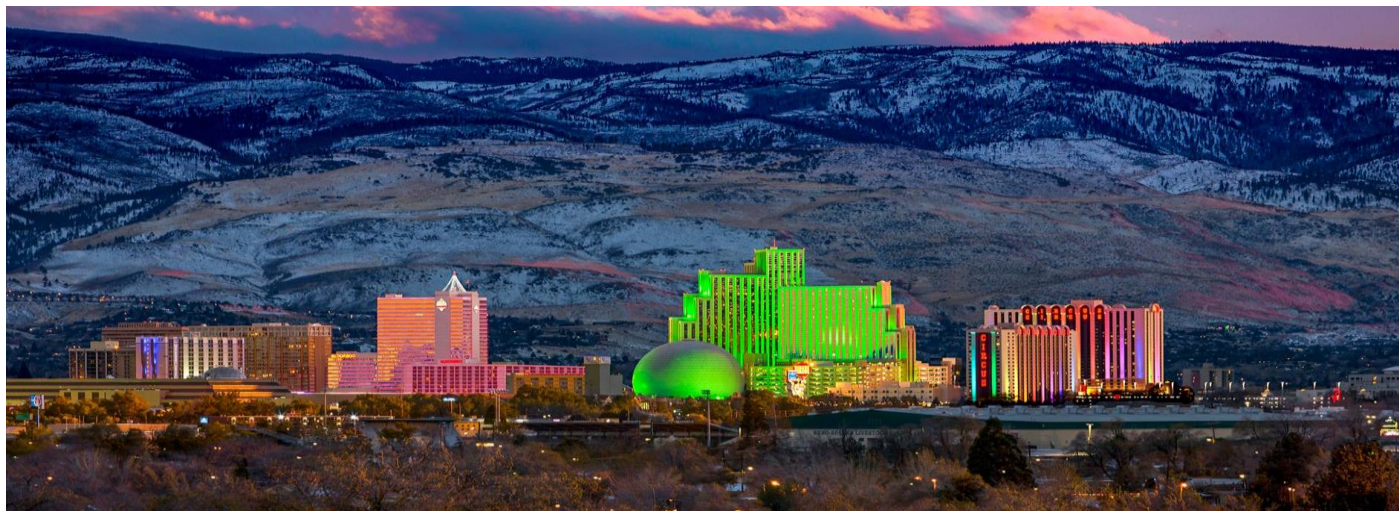
VENUE ACTIVATION PLAN

PRE-CON MEETINGS FOR ALL EVENTS AT MANAGED VENUES

ADVERTISING, SPONSORSHIP, AND REC SUITE SALES PLAN

BOARD MEMBER OPPORTUNITIES AT INDUSTRY AND CLIENT EVENTS





THANK YOU



MEMORANDUM

TO: RSCVA Board of Directors**FROM:** Molly M. Rezac**DATE:** July 25, 2023**SUBJECT:** RSCVA CEO Bonus

Pursuant to the RSCVA CEO Evaluation and Compensation policy (the “Policy”), RSCVA Board of Directors may pay a Bonus to the RSCVA CEO in its reasonable discretion based upon achievement of the Board-approved CEO Goals. The Bonus is limited to a maximum of 35% of the CEO’s salary. For Fiscal Year 2022/2023, 35% of the CEO’s salary is \$111,998.70.

Exhibit A: CEO Goal Outcomes for Fiscal Year 2022/2023.

Exhibit B: Charles Harris written explanation of the results of the following goals:

*Goal #1: Room Night Generation—Produce 8 OTA/FIT program opportunities to hotels for needs periods;

*Goal #2: Destination Awareness—Support Airlift by developing a year-long plan to spend dedicated budget dollars for airlift supporting new long haul flights, fortify current routes, and educate airline decision makers; and

*Goal #5: Long Term Planning—Initiate Destination Master Planning by developing RFP, secure third-party partner and begin developing an overall plan for the next three years.

NOTE THAT THE ATTACHMENTS ATTACHED AS EXHIBIT B HAVE BEEN PREPARED BY CHARLES HARRIS AND ARE PRESENTED TO THE BOARD VERBATIM, WITHOUT MODIFICATION.

EXHIBIT A



Fiscal Year 2022/23 CEO Goals (as approved at July 14, 2022 Board Meeting)

Strategic Goals	CEO Goal	FY 22/23 Target	Weighting	Process	Results
Goal #1: Room Night Generation	Increase produced group nights to 76% of pre-pandemic levels.	220,400 produced group Room Nights	25%	Bonus calculated on following scale: If 220,400 room nights produced, full bonus for this goal awarded. If 215,796 room nights produced, 75% bonus for this goal awarded	249,101 group room nights contracted - achieved
	Produce 8 OTA/FIT program opportunities to hotels for needs periods.	8 programs	10%	Bonus given if goal achieved.	17 programs completed - achieved
Goal #2: Destination Awareness	Increase unique Website sessions by 10% over 2021/22 totals	Total 2,746,865 sessions	10%	Bonus calculated on following scale: If 2,746,865 website sessions realized, full bonus awarded. If 2,497,150 website sessions realized, 75% bonus for this goal awarded	3,303,127 Website sessions - achieved
	Increase referrals to partner sites by 10% over 21/22 totals	Total 296,940 referrals	8%	Bonus calculated on following scale: If 296,940 referrals realized, full bonus for this goal awarded. If 269,946 referrals realized, 75% bonus for this goal awarded	Referrals to partner sites by 10% - 368,679 achieved
	Grow Social community size and followers by 4%	Total 274,824 followers	7%	Bonus calculated on following scale: If 274,824 followers realized, full bonus for this goal awarded. If 264,254 followers realized, 75% bonus for this goal awarded	Social Community size and followers increase by 4% - Goal 10,426 and 27,621 - achieved Goal of 274,824 exceeded
	Support Airlift	Develop year-long plan to spend dedicated budget dollars for airlift supporting new long haul flights, fortify current routes, and educate airline decision makers	5%	Bonus given if goal achieved.	Over \$500k spent during FY 23 on air service partnerships and media. See supporting materials prepared by Mr. Harris included herewith.

Goal #3: Organizational Sustainability	Achieve the Board approved FY22/23 Budget , allowing for expense reductions & augmentations as needed.	5% of fiscal year budget achieved	15%	Bonus given if goal achieved.	<p>The Finance Department is currently completing the year end close process. The external audit will begin after year end close is complete. The audit report is anticipated to be issued later this year. Although FY 2023 data is incomplete, we do not anticipate any budget violations when figures are finalized, based on the following preliminary financial year-to-date financial data:</p> <ul style="list-style-type: none"> - Total revenues, approximately \$6M over final budget (figures will change, but will not drop below final budget) - General Government, approximately \$900k under final budget (figures will change, but will not exceed budget) - Community Support, approximately \$4M under final budget (figures will change, but will not exceed budget) 	
Goal #4: Facility Management	Achieve the approved facilities budget or better in FY22/23, with augmentations	Budgeted number is \$-5,938,000	15%	Bonus given if goal achieved.	<p>The Finance Department is currently completing the year end close process. The external audit will begin after year end close is complete. The audit report is anticipated to be issued later this year. Given that the FY 2023 data is incomplete, it is not possible to definitively state the final loss figure for the facilities. However, at this time, we do not anticipate that the budgeted loss will exceed the amount aside, based on preliminary financial data. The year-to-date loss figure is \$5.2M. While this figure is expected to change, it is not expected to exceed \$5.9M.</p>	
Goal #5: Long Term Planning	Initiate Destination Master Planning by developing RFP, secure third-party partner and begin developing an overall plan.	Secure Partner and lay out road map for the next three years	5%	Bonus given if goal achieved.	See supporting materials prepared by Mr. Harris included herewith.	

EXHIBIT B

Details of Initiatives Supporting Year Long CEO Goals Fiscal 2022-2023.

Room Night Generation – Goal #1

Produce 8 OTA/FIT program opportunities to hotels for needs periods.

Charles, here is the partnership marketing YTD report you requested.

	PARTNERSHIP MARKETING FY23 - as of May 17, 2023	SPEND	HOTEL CONTRIBUTION	CAMPAIGN VALUE*	Campaign Revenue	ROAS**
1	Expedia Spotlight - Jul-Dec - show two campaign periods but only use one line for metrics at this time	\$101,800	\$0	\$101,800	\$6,300,000	61.9
2	Expedia Spotlight - Jan-Jun - show two campaign periods but only use one line for metrics at this time			\$0		
3	Sabre Oct-Dec	\$2,653	\$0	\$2,653	\$1,102,130	415.4
4	Hotelbeds Oct-Nov	\$15,000	\$0	\$15,000	\$1,665,847	111.1
5	Priceline Oct-Mar	\$25,000	\$0	\$25,000	\$1,010,161	40.4
6	Expedia Oct-Dec	\$25,000	\$40,000	\$65,000	\$2,539,000	39.1
7	Expedia Jan-Mar	\$25,000	\$48,000	\$73,000	\$2,900,000	39.7
8	Expedia Travel Nevada - (Oct 1-Dec 15)	\$4,000	\$0	\$4,000	\$1,940,572	485.1
9	Sabre Jan-Apr	\$2,653	\$0	\$2,653	\$1,223,965	461.4
10	Pleasant Holidays (Jul-Dec)	\$3,250	\$0	\$3,250	\$38,617	11.9
		\$204,356	\$88,000	\$292,356	\$18,720,292	64.0
	Campaigns in progress					
11	Pleasant Holidays (Jan-Jun)					
12	Sabre Apr-Jun					
13	Hotelbeds Apr-Jun					
14	Booking.com Apr-Jun					
15	Priceline Apr-Jun					
16	Expedia ACES Game/Hotel Site Visits (will not have metrics)	-	-	-	-	-

*Campaign Value based on total "cash" funding. Important as ROAS are based on campaign value by partners.

**ROAS based on campaign revenue/campaign value.

This chart was produced by Art Jimenez as of Mid-May, 2023. The chart illustrates 10 completed needs-period programs and six additional programs which launched and were slated to be finished at the end of June, 2023.

Goal Achieved.

Destination Awareness – Goal #2 Support Air Lift --

The CEO developed a year-long plan to spend dedicated dollars for airlift supporting new long-haul flights, fortifying current routes and programs, and educating airline decision makers. Along with members of the marketing team, we met with members of the Reno Tahoe airport throughout the year to align the goals and activate the plan.

Additionally, we also engaged with members of RASC to execute against these same goals.

The attached presentation demonstrates specific goals outlined in a year-long plan and action items associated with each initiative. This plan was shared with Chair Bybee during monthly one-one-one meetings between the CEO and the Chair.

Goal Achieved

Long Term Planning – Goal #5 Destination Master Plan

In year one of a three-year Reno Tahoe strategic plan, the goal for FY2022-23 was to research and identify possible partner organizations, develop an RFP, vet the organizations and deliver a presentation to the Board of Directors with the goal of hiring a firm which will help guide the RSCVA and the entire destination to bring all voices into one unified plan.

The marketing team, along with the CEO, initiated research on experienced third-party providers who were able to provide expert services in the destination master planning space for Reno Tahoe. After a thorough vetting, six different companies were identified as potential partners.

The companies included: JLL, Clarity of Place, MMGY, Resonance, CSL (Convention Sports and Leisure) and OnStrategy. An RFP was sent out to the qualified companies and an internal team reviewed and vetted the organizations. From the initial six applicants the team reviewed and rated the applicants and two companies were chosen to make presentations at the May 25, 2023, board of directors meeting. This was presented by the CEO as part of a draft agenda to Chair Charlene Bybee. Chair Bybee made the decision to postpone the presentations from May until the July board of directors meeting. The work has been accomplished and the two companies are prepared to fly to Reno-Sparks to make their presentations.

Goal Achieved.



RENO TAHOE AIR SERVICE STRATEGY 2022-2023



PRIMARY GOAL:

Work with Reno-Tahoe International Airport to maintain and expand year-round air service so that visiting and holding meetings in Reno Tahoe is easy and convenient.

Measurable: Spend dedicated budget dollars for airlift supporting new long-haul flights, fortify current routes, and educate airline decision makers.

Under the Annual Plan Goals and Key Initiatives, the FY23 Goals have been strategically bucketed into three pillars:

Sales & Marketing

Destination Management

Destination Alignment



SALES & MARKETING:

1. Maintain and expand air service in Reno Tahoe through sales, tourism, and media promotions.

Measurable: Dedicate measurable marketing initiatives in at least three markets to promote air service from key markets, collaborating with Reno-Tahoe International Airport and Regional Air Service Corporation (RASC).

Goal Achieved executing specific marketing programs in key markets with specific airline partners: JFK (NYC) and JetBlue, Dallas and United Airlines and Austin and American Airlines



SALES & MARKETING:

2. Assist airlines in their efforts to increase service and enhance destination partnerships to fortify current routes and support long haul flights.

Measurable: Lead or assist advertising in at least five marketing and/or air service partnerships with various airlines, or nonstop partner destinations servicing Reno-Tahoe International Airport.

1. JetBlue – JFK (NYC)
2. Dallas – American Airlines
3. Austin – American Airlines
4. Advertising in LA Basin
5. Advertising in Bay Area
6. Advertising in Las Vegas



SALES & MARKETING:

3. Promote Air Service from JFK on JetBlue to preserve long haul flight route: JFK ➡ RNO

Measurable: Dedicate marketing advertising dollars to be spent in direct collaboration with JetBlue to promote nonstop air service from JFK to RNO.

Goal achieved with a \$200k media buy partnership with JetBlue and their advertising agency to promote JFK service to RNO



SALES & MARKETING:

4. Participate in Sales Missions

Measurable: Participate in a minimum of three Sales Missions, specifically meeting with airlines.

1. Texas (Dallas, Houston, Austin) - October'22
Meetings with American Airlines and SWA Vacations
2. Mexico (Guadalajara, Queretaro, Leon) - October'22
Meetings with American Airlines and SWA Vacations
3. Canada (Toronto, Calgary, Edmonton) - March'23
Meetings with Air Canada, Porter Airlines, Canadian Jetlines
4. Southeast (Miami, Atlanta, Charlotte) - March'23
Meeting with Delta Vacations
5. Midwest (Chicago, St. Louis, Minneapolis) - June'23
Meeting with Sun Country



SALES & MARKETING:

5. Develop and execute OTA Partnership Marketing

Measurable: Launch a minimum of three joint marketing campaigns with partners, specifically targeting airline markets, flight search and flight booking paths.

Partnership Marketing

Expedia - Joint Marketing Campaigns

- Geo-target airline markets
- October-December'22
- January-March'23
- April-May'23

Expedia Travel Spotlight

- Geo-target airline markets
- July'22-June'23

Priceline

- Geo-target airline markets
- October-December'22
- January-March'23
- April-May'23

Sabre (GDS)

- U.S. market
- Ads served in flight search and flight booking paths
- October-December'22
- January-March'23
- April-May'23



SALES & MARKETING:

6. Build and elevate airline relationships at Trade Shows

Measurable: Meet with a minimum of two airlines at industry tradeshow to promote service to the region.

IPW Tradeshow

- Meetings with American Airlines and American Airlines Vacations



DESTINATION MANAGEMENT:

1. Provide data to Reno-Tahoe International Airport, the Regional Air Service Corporation (RASC) and airline partners.

Measurable: Connect Reno-Tahoe International Airport and Regional Air Service Corporation (RASC) with RSCVA data partners (i.e. Zartico, Datify, Visitor Profile Study) to leverage data for decision making as a destination, and provide data to airline partners, in collaboration with the airport.

Data has been shared with RTIA and communicated to airline partners



DESTINATION MANAGEMENT:

2. Make assets available to Reno-Tahoe International Airport when airport staff attends industry tradeshow.

Measurable: Collaborate with airport staff to provide resources to promote the region.

Assets including collateral and promotional items are available



DESTINATION MANAGEMENT:

3. Collaborate with an air service consulting organization (recognized by both Reno-Tahoe International Airport and the destination marketing industry) to develop a long-range plan for furthering engagement, educational opportunities and education to further develop the region.

Measurable: Receive at least one air service consultant proposal that is considered for implementation.

Status: Proposal from Ailevon Pacific Aviation Consulting was received. A contract with Ailevon Pacific Aviation Consulting was signed April 24, 2023 and services are in progress. Achieved.



DESTINATION MANAGEMENT:

4. Dedicate a contingency dollars within the Air Service Annual Fund for opportunities outside of planned initiatives, partnerships, and marketing campaigns.

Measurable: Within the dedicated air service annual fund, plan 20% of budget for contingency opportunities and needs.

Status: Board of Directors Approved to allocate certain FY23 expenditures related to marketing and media initiatives to acquire, expand, and/or maintain flights targeting airline education, long haul services, and JetBlue NYC flight, to the FY23 Air Service Fund. Achieved.

5. Support Reno-Tahoe International Airport expansion.

Measurable: Provide visitor, community, and conventions updated information on the airport expansion through appropriate communication channels such as website, social media, and email.

Status: RSCVA staff regularly connects with the RTIA staff to get the most updated information regarding the airport expansion and communicates updates through appropriate channels. Achieved.



DESTINATION ALIGNMENT:

1. Take an active approach to airline relations and a leading role in the advancement of Regional Air Service Corporation (RASC).

Measurable: Maintain Regional Air Service Corporation (RASC) affiliation, participate on the executive committee and Board of Directors, provide resources and direction.

Achieved – Christina Erny serves on RASC



DESTINATION ALIGNMENT:

2.Align with the Reno-Tahoe International Airport and Regional Air Service Corporation (RASC) to establish key markets for air service marketing support.

Measurable: Define key markets that align with Reno-Tahoe International Airport and Regional Air Service Corporation (RASC) as a top priority and provide support. Current markets for consideration include NYC, Dallas, Austin, Seattle, Denver, LA/SoCal, Portland.

Achieved with airline partnerships or advertising in all markets listed for consideration.



DESTINATION ALIGNMENT:

3.Participate and partner in region FAM trips to educate airline decision makers.

Measurable: Support Reno-Tahoe International Airport, Travel Nevada and regional FAM facilitators to provide resources for in-market and out of market familiarization tips to educate airline executives including route planners.

Executed recent FAM trip with visiting and local airline partners in conjunction with RTIA leadership



THANK YOU.

