



RENO-SPARKS CONVENTION AND VISITORS AUTHORITY NOTICE OF PUBLIC MEETING MEETING OF THE BOARD OF DIRECTORS Thursday, September 28, 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 Commissioner Alexis Hill
Mr. Stephen Ascuaga Mr. Richard Jay
Mr. Andy Chapman Mr. Rick Murdock
Mr. John East Mr. Eddie Ableser

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:

Reno City Hall

Evelyn Mount Northeast Community Center

Reno Municipal Court Sparks City Hall

Reno-Sparks Convention & Visitors Authority (RSCVA)

McKinley Arts & Culture Center

Washoe County Administration Building Washoe Co. Reno Downtown Library

RSCVA Website: www.rscva.com/public-meetings 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 Myrra Estrellado, 4065 South Virginia Street, Suite 100, Reno, NV (775) 827-7737.

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:

C1. <u>Approval of the Agenda of the September 28, 2023, Regular Meeting of the Board of Directors</u>

For Possible Action

C2. Approval of the Minutes of the August 24, 2023, Regular Meeting of the Board of Directors

For Possible Action

D. PRESENTATIONS

D1. <u>Cares Campus Update</u>

Presentation by Par Tolles, Cares Campus Capital Campaign Chairman and Kate Thomas, Washoe County, Assistant County Manager, providing an update on the first two phases of the Cares Campus, success with transitioning clients out of homelessness, and upcoming third phase of the Cares Campus development.

Informational Only

D2. **Aramark Presentation and Update**

Andrew Atwell, District Manager for Aramark Sports & Entertainment will present on capital improvements at the Reno-Sparks Convention Center Food Court and other outlet areas.

Informational Only

E. EXECUTIVE UPDATES

E1. Reno-Sparks Convention and Visitors Authority Department Updates

Members of the Senior Leadership Team will deliver updates on current activities and initiatives.

Informational Only

E2. <u>BVK (Agency of Record) Campaign Update</u>

Members of the BVK Leadership Team will deliver an update on the evolution of the RSCVA's advertising campaign creative and initiatives.

Informational Only

F. BOARD MATTERS

F1. Review, Discussion, and Possible Action to Approve the RSCVA's Commitment to host the American Bus Association's Marketplace Convention for FY 2025-2026.

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve the RSCVA's commitment to host the American Bus Association's Marketplace Convention to take place in Reno, NV January 10-14, 2026, with a total sponsorship pledge not to exceed \$665,000.

For Possible Action

F2. Discussion and Possible Action to Revise the Position Description of the RSCVA President and CEO and Approve the Salary Range and Bonus Structure for President and CEO.

Winner Partners will present a summary of findings from the discovery phase of the CEO Search process and make recommendations for revisions to the CEO Position Description and recommend a proposed salary range and bonus structure for the RSCVA CEO position. The Board is being asked to review, discuss, and provide additional guidance to Winner Partners regarding the CEO Position Description, salary range, and bonus structure.

For Possible Action

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

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

Informational Only

Н. **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.

I. **ADJOURNMENT**

For Possible Action

For information or questions regarding this agenda please contact: The RSCVA Executive Office

P.O. Box 837, Reno, NV 89504



P.O. Box 837 Reno, NV 89504 USA t: 775.827.7600 VisitRenoTahoe.com

Reno-Sparks Convention & Visitors Authority Meeting held Thursday, August 24, 2023, at 9:00 a.m. National Bowling Stadium 300 University Way, Reno, Nevada

The Reno-Sparks Convention & Visitors Authority Board of Directors met at 9:00 am on Thursday, August 24, 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 9:03 am.

A2. Pledge of Allegiance

Chair Bybee asked Mr. Ableser to lead the pledge.

A3. Roll Call

The Clerk of the Board took roll call.

Board Members Present:

Board Members Absent:

Richard Jay, RSCVA Board Member

Councilwoman Charlene Bybee, RSCVA Chair

Commissioner Alexis Hill, Board Member

Stephen Ascuaga, RSCVA Board Member

Mayor Hillary Schieve, RSCVA Vice Chair [via zoom]

Andy Chapman, RSCVA Board Member [via Zoom arrived at 9:18am]

John East, RSCVA Board Member

Rick Murdock, RSCVA Board Member

Eddie Ableser, RSCVA Board Member

RSCVA Executive Staff Present:

Mike Larraqueta, Interim President/CEO and VP of Sales [via zoom]

Courtney Jaeger, Vice President, Finance [via zoom]

Trent LaFerriere, Vice President, Facilities

Art Jimenez, Executive Director of Tourism Sales

Christina Erny, Vice President, Marketing [via zoom]

Ben McDonald, Senior Director of Communications & Public Affairs

Renee McGinnes, Senior Director of Venue Sales & Events

RSCVA Legal Counsel:

Benjamin Kennedy, Dickson Wright

Molly Rezac, Ogletree Deakins

Board Clerk:

Myrra Estrellado, Executive Systems & Sales Administrator

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

C. CONSENT AGENDA:

- 1. Approval of the Agenda of the August 24, 2023, Regular Meeting of the Board of Directors
- 2. <u>Approval of the Minutes of the July 27, 2023, Regular Meeting of the Board of Directors</u>
- 3. Approval of Staff's Recommendation to Award RFP2023-OP03, PWP-WA 2023-439 for the Reno-Sparks Convention Center Roof Refurbishment and Replacement of Sections D1, D2-1, and D2-2 to D&D Roofing and Sheet Metal, Inc. in an Amount not to Exceed \$902,974.

Motion: Move to approve the consent agenda as presented.

Moved by: Board Member Ascuaga **Seconded by**: Board Member Hill

Aye: Board Members: Ascuaga, Bybee, Hill, East, Murdock, Schieve, and Ableser

Nay:

Absent: Board Members: Chapman and Jay

Abstain:

Vote: Motion passed 7-0-2

D. <u>EXECUTIVE UPDATES</u>

D1. Departmental Updates from Senior Staff

Chair Bybee opened the floor to the Executive Staff for their updates.

Mr. Mike Larragueta, Interim President/CEO and VP of Sales, started off the update by giving a brief overview of the show he was currently at, Connect Marketplace in Minneapolis, and then introduced Renee McGinnes, Senior Director of Venue Sales and Events.

Ms. McGinnes started her presentation by explaining who was in her department and what their primary focus is. She also stated that revenue numbers were still preliminary but have been vetted by finance. Ms. McGinnes' presentation included her teams conversion rate of 43.2% and an increase in venue occupancy rates of 9% at the Reno-Sparks Convention Center and 23.1% at the National Bowling Stadium. She also stated that

having her Sales Team actively go out and sell increased the ancillary revenue to \$2million. Ms. McGinnes also highlighted a few of the larger groups that we have hosted in the last year.

Mr. Larragueta talked about the "Emerging Initiatives" slide that will be a reoccurring item for each Executive Update. Mr. Larragueta then went on to his departmental and executive updates including pre-cons at each venue, new employee of the month program, venue activation plan, employee anniversary program and the new position for suite sales for the Reno Events Center and advertising at all venues.

Board Member Chapman arrives 9:14 am

E. BOARD MATTERS

E1. Review, Discussion, and Possible Action to Approve the Agreement with Winner Partners for the RSCVA President/CEO Search

Ms. Molly Rezac, Ogletree Deakins, went over the agreement that Winner Partners proposed as well as Exhibit A of the contract. Ms. Rezac then introduced Ms. Tina Winner, Managing Partner with Winner Partners. Ms. Winner then went through details of Exhibit A and her timeline of how they would handle the discovery meetings and findings from those meetings. Ms. Winner also detailed how candidates would be presented to the Board once the final 3 were determined.

Motion: To accept the Winner Partners contract as submitted

Moved by: Board Member Ableser

Seconded by: Board Member Chapman

Ms. Rezac clarified the motion to include a clause on the expenses paragraph that Winner Partners would follow RSCVA's expense policy.

Motion Amendment: Move to accept the Winner Partners contract with a clause to include that Winner Partners will follow RSCVA's expense policy.

Commissioner Hill mentioned that we do not have in the contract the work plan, the meet and greet and then reporting afterwards, could that be included in the work plan?

Ms. Rezac clarified that Commissioner Hill could amend the motion and make sure that Winner Partners was agreeable to including the meet and greet information. Ms. Winner agreed to those terms.

9:49 am Board Member Ascuaga left. He returned at 9:52 am

Second Motion Amendment: Move to include reporting requirements as well as the meet and greet to Winner Partners obligations.

Ave: Board Members: Ascuaga, Bybee, Chapman, Hill, East, Murdock, Scheive and Ableser

Nay:

Absent: Board Member Jay

Abstain:

Vote: Motion passed 8-0-1

Board Member Chapman left the meeting at 10:00 am

E2. Review, Discussion, and Possible Action to Approve of the Fiscal Year 2023-2024 Annual Business Plan – Hold Over

Mr. Larragueta presented the Convention Sales core KPI's and quantitative goals in the annual plan for the board's review and approval. Mr. Larragueta discussed how the Sales Team exceeded their FY 22/23 room night goal of 220,400 so FY 23/24 is proposed at 235,862. He then explained how he accounted for the projected room nights with the indoor track project and a potential decrease in bookings with the departure of 2 Regional Directors of Sales and a major legacy account reducing their block by 4,500 room nights.

10:06am Board Member Murdock left. He returned at 10:07am 10:07am Board Member Ableser left. He returned at 10:08am

Mr. Larragueta then introduced Christina Erny, Vice President of Marketing to present the Marketing KPI's. Ms. Erny started her presentation off by highlighting that the Marketing budget will mostly be flat this year and that the \$1.25 million from Travel Nevada grant funds would not be available to us this year so the paid media impression's goal will be slightly below what was actualized in last fiscal. Next Ms. Erny explained how Google changed their reporting systems from Universal Analytics (UA) to Google Analytics 4 (GA4) on July 1st of 2023. Marketing will be at a 10% increase for each website goals for FY 23/24. Marketing will also be at a 10% increase for website users and partner referrals. Social Media followers will be a 5% increase for this fiscal year.

10:23am Board Member Hill left. She returned at 10:26am. 10:27am Board Member Ableser left. He returned at 10:32am.

Mr. Art Jimenez, Executive Director of Tourism Sales, presented the Tourism Sales Initiatives. Mr. Jimenez went on to explain his FY 22/23 goal for partnership marketing programs was set at 8 and they achieved 16. Mr. Jimenez also elaborated that three of these programs were dedicated to GDS programming which is typically corporate travelers.

10:40am Mayor Schieve left the Meeting

Mr. Jimenez's next goal presented was destination alignment pillar, specifically community engagement. The Tourism Sales Team was able to get 2 other regional DMO's to present to the RSCVA staff as well as collaborative programs such as sales missions and FAM's.

Motion: To approve the annual business plan for the RSCVA

Moved by: Board Member East **Seconded by**: Commissioner Hill

Ave: Board Members: Ascuaga, Bybee, Hill, Jay, East Murdock and Ableser

Nay:

Absent: Board Members: Schieve, Chapman and Jay

<u>Abstain</u>:

Vote: Motion passed 6-0-3

G. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Commissioner Hill asked for an accounting of our facilities/venues. What the strategic plans are for these buildings. She said it would help new board members understand the assets.

Mr. Murdock talked about what a great event the RSCVA, THE ROW and the Reno Police did to host NGAUS and how well the city presented itself.

Mr. Jay sent an airport update to Chair Bybee for her to share with the group. We had a strong summer, outperforming both 2022 and 2019. Construction continues to move quickly with the ticketing hall exterior wall being installed, new road paving and potentially bringing the selected contractor to the October RSCVA Board Meeting.

Commissioner Hill announced that on Tuesday, the board of county commissioners decided not to move forward with caps on short term rentals in the village and bay, and generally in Washoe County, but the county commission did want to move forward with adjusting some of the permitting for short term rentals.

Mr. Ascuaga asked if we could have room tax/financial snapshot in the back of each months packet moving forward.

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 11:15 am.

The meeting may be viewed at the following:

8/24/2023 RSCVA BOD Mtg https://www.youtube.com/watch?v=HjU5l0KCD0M

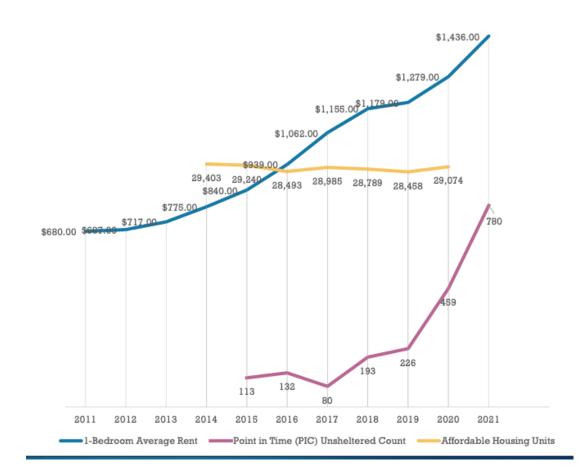




The Need

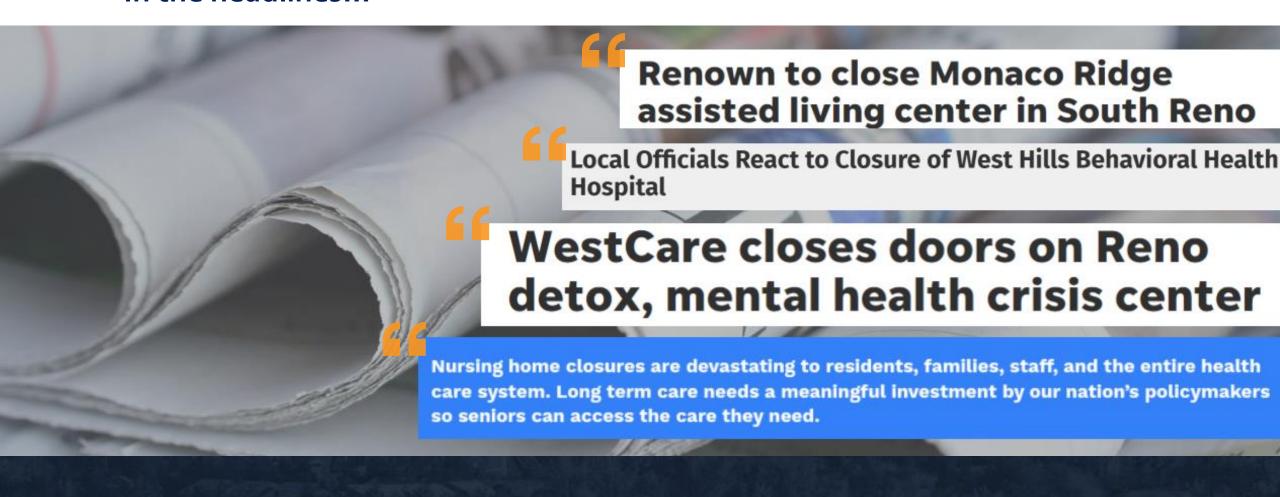
- Increasing rent and housing costs
- Decreasing affordable and supportive housing options
- Other factors: Minimum wage, COVID-19 job loss, Reno growth

Rent, Affordable Housing Units and Unsheltered Count in Washoe County



Loss of Care Facilities and Group Homes

In the headlines...



Where We're Going



Where We're Going



Where We're Going

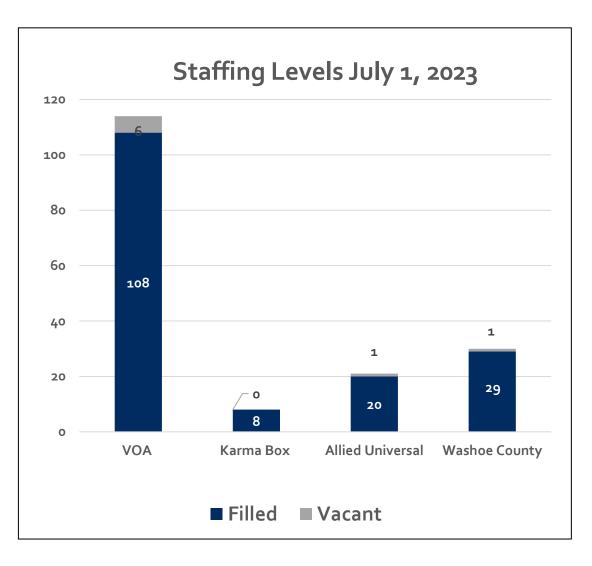




Program Catalyst #1 Appropriate Staffing

Additional Staffing added 2022:

- 14 additional Front Line Staff (VOA)
- Diversion/Intake Team (currently 10, VOA)
- 21 Case Managers (1:30 ratio, Washoe County)
- 6 Mental Health Counselors (Washoe County)
- 2 Additional Admin Staff: (Washoe County)
 - Community Partnerships and Volunteers; Staff Training/Development
 - Medical Billing Specialist
- 24-hour RN/EMS Support (Contracted)



Program Catalyst #2 Shelter Options

Providing a variety of shelter options and addressing different needs supports meeting people where they are at.

Phase I and Phase II



Initial intake in the congregate living bunk room.

Phase II



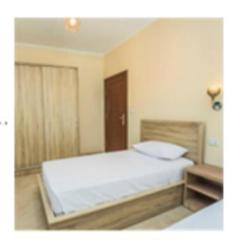
Semiprivate living with cubbies.

Phase II



Semiprivate living in a ModPod at Safe Camp.

Phase III



Supportive Housing.

Program Catalyst #3 Programming and Community

Case Management Behavioral Health Medical Services Benefit Enrollment **Employment Support** Community Outreach

- Anthem
- Bristlecone Recovery Center
- Catholic Charites of Northern Nevada
- City of Reno: Clean and Safe Team
- Department of Employment,
 Training, and Rehabilitation (DETR)
- Downtown Reno Partnership
- Eddy House
- Food Bank of Northern Nevada
- Health Plan of Nevada/United

Healthcare

- Karma Box Project: Street Outreach
- Liberty Dental
- Mobile One Docs
- Molina
- My Journey Home
- Northern Nevada Adult Mental Health Services (NNAMHS)

- Northern Nevada Behavioral Health
- Northern Nevada HOPES
- Reno Behavioral Health
- Reno Housing Authority
- Reno Mobile Outreach Safety Team (MOST)
- Reno-Sparks Gospel Mission
- Reno Initiative for Safety and

Equality (RISE)

- Sierra Regional Center
- Silver Summit
- VOA
- Veterans Administration
- Vitality Unlimited
- Washoe County Health District
- Washoe County Mobile Outreach

Safety Team (MOST)

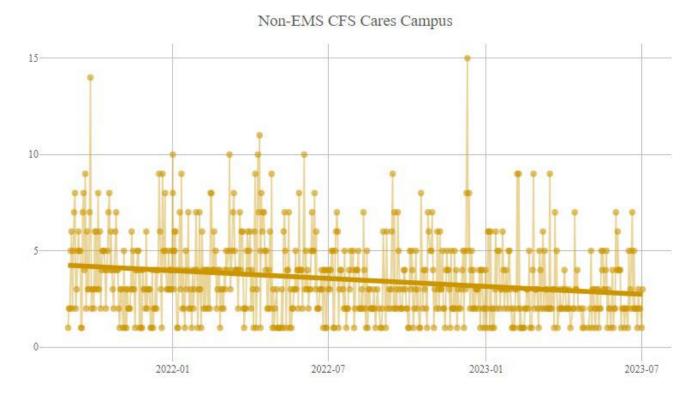
WC Health

Cares Campus Updates: Security

Welcome Center Open

- 1. VOA check-in
 - HMIS/Clarity Cards
- 2. Intake/Diversion Team
- 3. Security updates
 - X-Ray Bag Scanner
 - Walkthrough Metal Detector

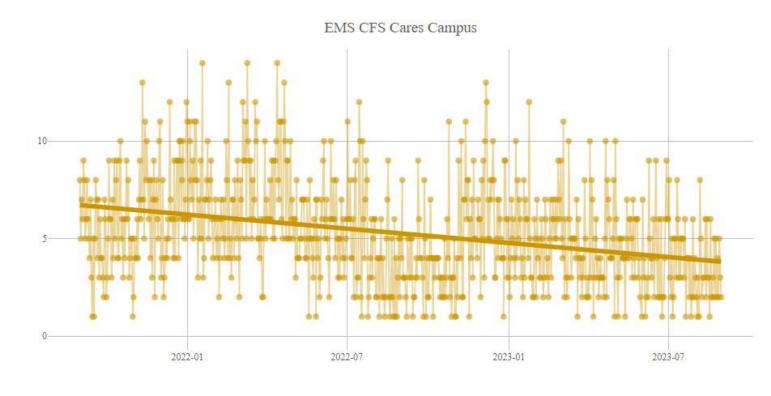
Decrease in Law Enforcement Response

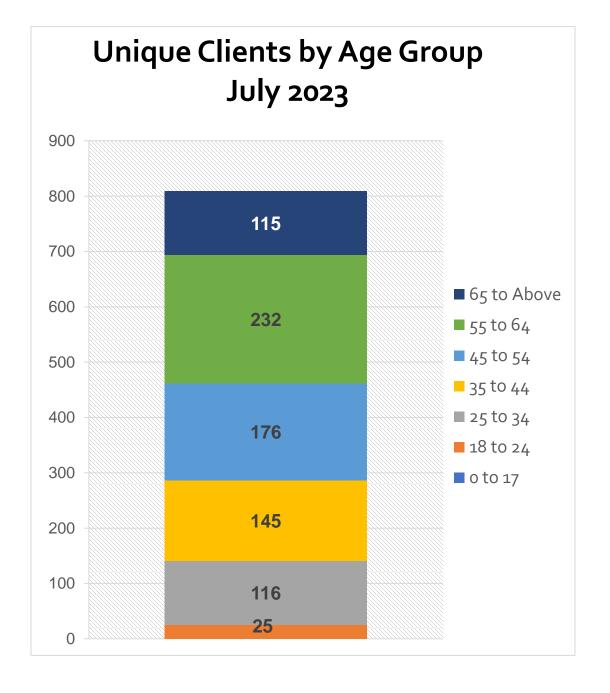


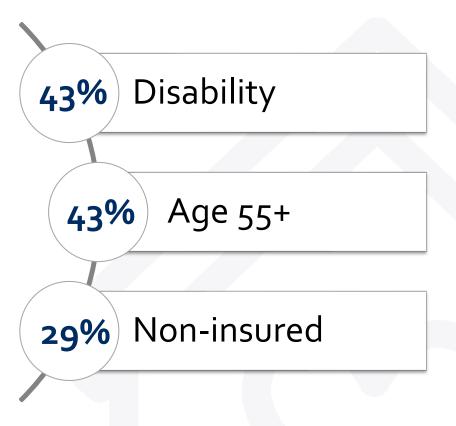
Cares Campus Updates: Medical Services

- Onsite Medical Provider: MedTrust
 - Nurse and CAN 8 hours per day
 - Prescriber 20 hours per week
- 2. Nurse Call Line through REMSA
- 3. Medical/MCO Partners on site

Decrease in Emergency Medical Services Response







National Trends



City of Los Angeles sees a 10% increase in its homeless population

About 46,260 people are homeless on any given night in LA, says the LAHSA homeless count



More Americans Are Ending Up Homeless—at a Record Rate



Homelessness surges in D.C. suburbs, amid national crisis, study finds

The population of homeless in suburban counties surrounding D.C. increased 26 percent over last year, the Metropolitan Washington Council of Governments said Wednesday.



Homelessness Rises 20% in Multnomah County, Annual Count



New Point-in-Time Count reports 36% increase in Spokane County's homeless population



Denver's homeless population grew 31.7% in one year, annual survey finds

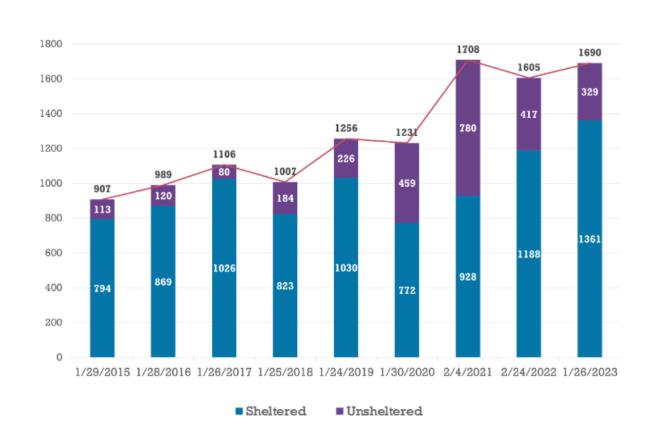
However, in Washoe County...



Decrease of unsheltered individuals:

46.5% in 2022 • 21% in 2023

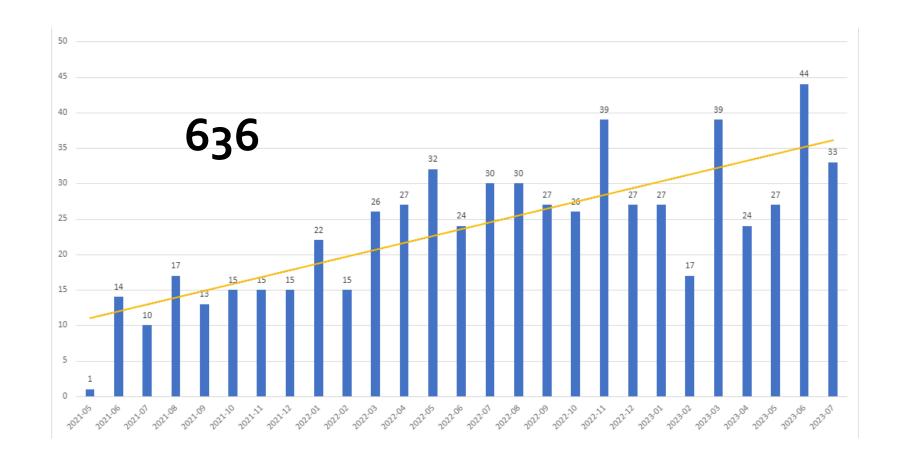
The graph below outlines sheltered and unsheltered data from 2015-2023



Total Permanent Housing Placements

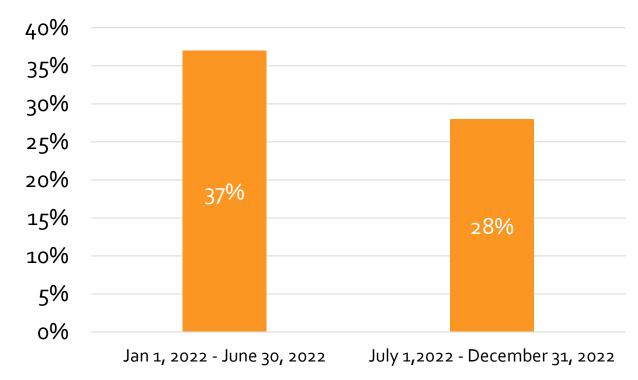


Tripled permanent housing placements since May 2021



Recidivism Rate

% of individuals that have returened to homelessness within 6 months of being housed





Nevada Cares Campus Capital Campaign

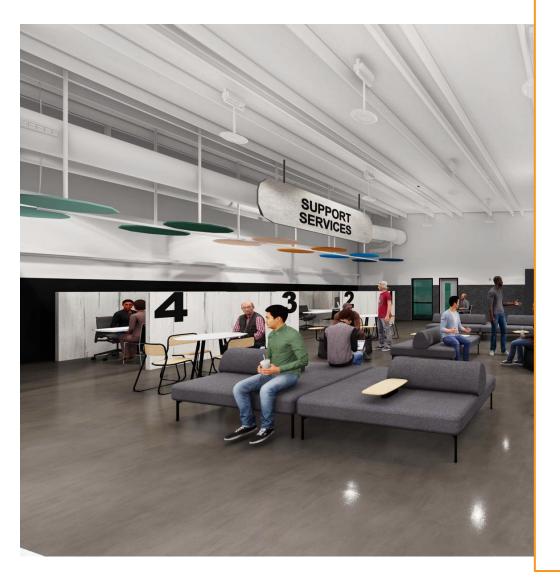




Fundraising Focus The Resource Center

The focus of the campaign is to support the **Resource Center** (seen above). The **Resource Center** will provide diversion services to those who, without critical and immediate support, might become homeless.

Diversion Matters

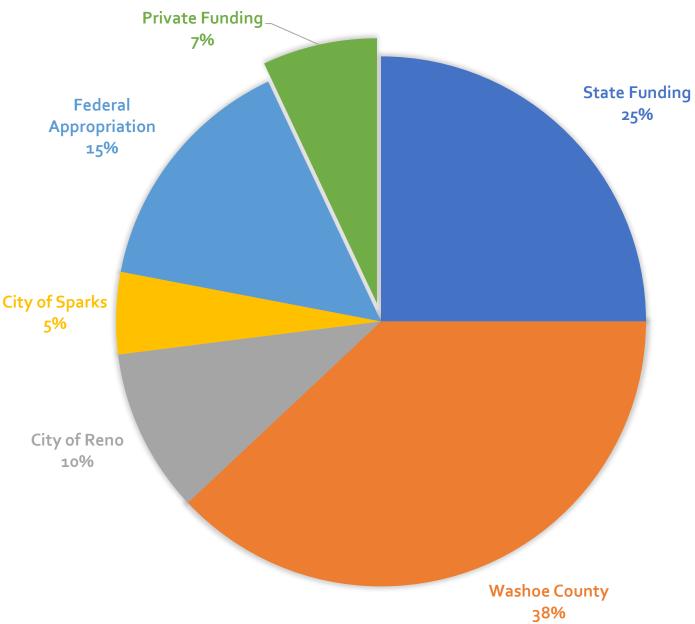


Shelter **diversion** is a nationally recognized best practice for homelessness prevention.

- Diversion services provides financial assistance and robust case management to divert individuals from entering an emergency shelter system.
- Data shows diversion produces <u>better</u> <u>outcomes</u> and is <u>more cost-effective</u> than other method.
- Shelter diversion is for those who have already lost their own housing, are doubled up, and are running out of places to stay.

Public Investment

TOTAL CONSTRUCTION BUDGET: \$78.7 MILLION





Resource Center Construction	\$6,500,000
Funding to date	\$2,900,000
Remaining	\$3,600,000

We can't make this a reality without the investment from the northern Nevada community

CARES CAMPUS

WE NEED YOUR HELP



Par Tolles (Chairman)

Tolles Development

Ron Codd, Co-Chair

Montreux Cares Committee

Eaton Dunkelberger, President & CEO

Community Foundation of Northern Nevada

Allison Gorelick, Managing Member

Gorelick Real Estate Advisors

Commissioner Alexis Hill

Washoe County

Mike Kazmierski, President & CEO EDAWN

Councilwoman Charlene Bybee

City of Sparks

Chad Martinson, CEO

ACOVA Integrated Health

Neoma Jardon

Downtown Reno Partnership

Kate Thomas, Assistant County Manager

Washoe County

Doug Thornley, City Manager

City of Reno



CARES CAMPUS

THANK YOU

ARAMARK

ARAMARK F&B RENO REVIEW

9/28/2023



F&B Collaboration





















AGENDA

9/28/2023

- 1. CAPITAL EXPENSE
- 2. LIVE STOCK EVENT CENTER
- 3. RENO SPARKS CONVENTION CENTER



CAPITAL EXPENSE

Technology and Portables Upgrades





additional

Reno Capital Expense Timeline Overview

	December 2023		October 2023	December 2023
POS /Carts	REC	LEC	RSCC	NBS
Phase-1 \$634K Bypass POS all locations Mashgin RFC + Drink MRKT New Carts REC January Large Bars+7 Back Bars Nacho Cart Popcorn 22 -POS handheld units —	Scope-\$102K • Stand A/B/C- Refresh • A- Crafted Stand (Reno Focused) • B- Refresh Beverage with Coolers • C- Refresh Beverage with Coolers • D- Rebrand Stand – Grill	Scope \$47K • 4 Stand Refresh Signage- New • Paint • Saloon Bar – Update • Equipment Review	Scope \$620K • Sierra Mountain change to 2 concepts market/food concept • Large Concession Stand – Change look and feel with equipment • Stand 4/5 Signage • Smallware's Upgrade	Scope \$10K • Signage Cafe • Digital Mero Board • Install Tountain Soda • Airline Carts • Refit Market Concept • Install Nacho Cart for Tournament (NBS)

\$1.5 million Investment
Forecasted Current Spend \$1.4 Million
2% Reserve Fund for Marketing, Repair and Maintenance

TECHNOLOGY

4 Locations New POS- Bypass

2 Mashgin Units







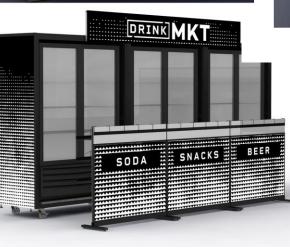


REC-PORTABLES

- 6 Large Bar Carts
- 1 Small Bar Cart
- 7- Back Bar Carts
- 1- Drink MKT
- 1- Loop & Kernel
- 1- Nacho Cart















DRINK MKT

Mashgin POS Technology

• Drive revenue by reducing lines and increase customer experience. Our powerful technology can identify multiple items in under a second so our customers can scan, pay, and be on their way.





New Portable Transactions

Mashgin Point of Sale

400% Faster Checkout than Traditional POS



Portable Bars \$400K 33,000 Items Sold

Food Carts \$95k 13,500 Items Sold

Drink MKT \$67K 8,700 Items Sold



2

LIVE STOCK EVENT CENTER

Concessions Refresh



LIVESTOCK EVENT CENTER UPGRADES

F&B Capital Project
Sunny Side Saloon – The Saloon
Infrastructure Equipment Enhancements











LIVESTOCK EVENT CENTER BEFORE **UPGRADES**



F&B Capital Project Rodeo Grill

Infrastructure Equipment Enhancements









LIVESTOCK EVENT CENTER BEFORE **UPGRADES**

F&B Capital Project

Non Branded - Smoke Shack (Local BBQ)

Infrastructure Equipment Enhancements











LIVESTOCK EVENT CENTER UPGRADES

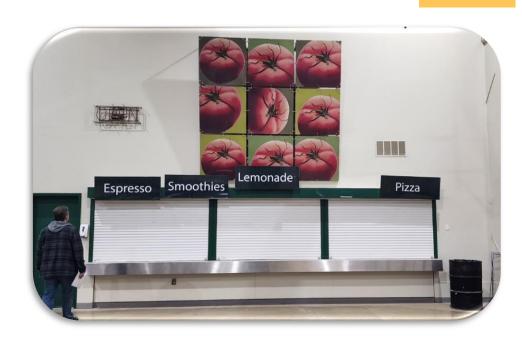
F&B Capital Project

Non Defined - Crafted Food Stand

Infrastructure Equipment Enhancements













RENO SPARKS CONVENTION CENTER

Concessions Upgrades



RSCC

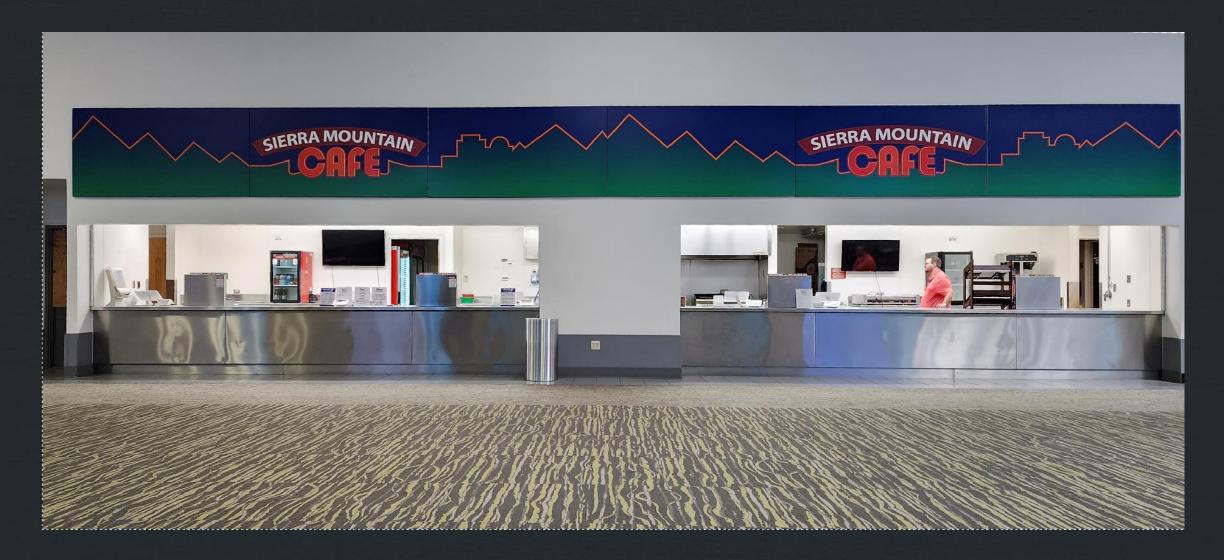
F&B Capital Projects
Sierra Mountain (Current)
775 Coffee Company
Virginia St Market





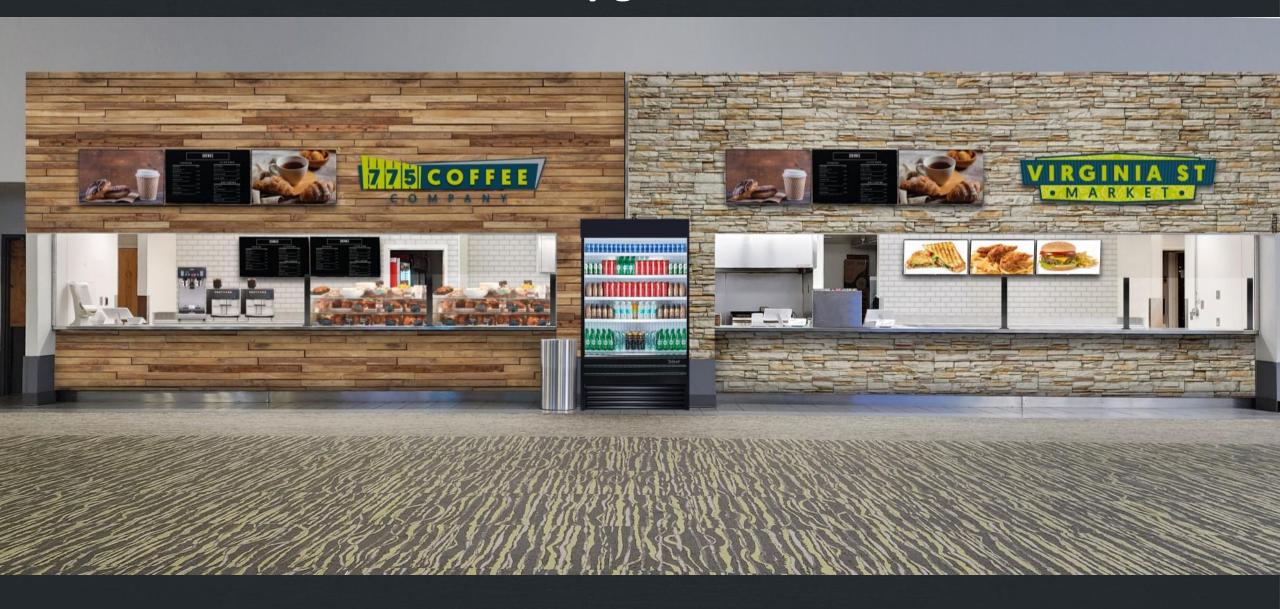


Current





Upgrade



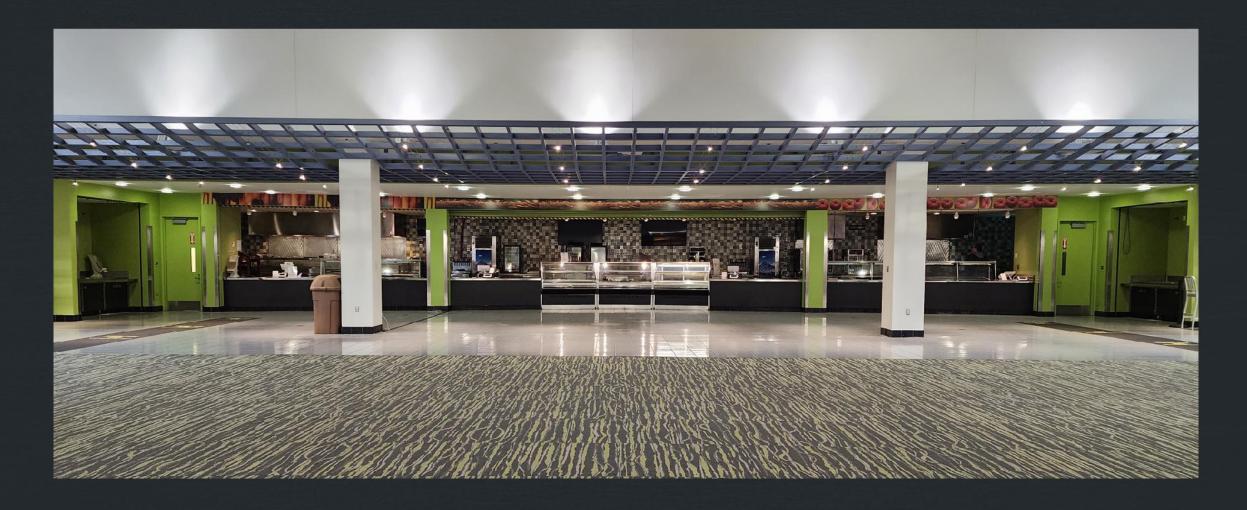


RSCC F&B Capital Project Food Court Refresh aramark

DINING DISTRICT

THE GRILL
GRAB & GO
PIZZA

Current





Refresh







EXECUTIVE UPDATES

BOARD OF DIRECTORS SEPTEMBER 28



DIRECTOR OF EVENT DEVELOPMENT POSITION

RECOMMENDED EVENT QUALIFICATIONS

Established with strong brand following

Economic impact value

Room night generation

Prioritizes philosophies related to diversity, equity and inclusion

Takes place during shoulder-season dates

Extends visitor attendance as an add-on to existing event

Media value, measurable out-of-market reach

If event is multi-year, goals will be established to determine length of funding time



EMERGING INITIATIVES

COMPLETE

ESTABLISH EMPLOYEE RECOGNITION PLAN

REGULAR DEPARTMENT UPDATES

PRE-CON MEETINGS FOR ALL EVENTS AT MANAGED VENUES



BOARD MEMBER OPPORTUNITIES AT INDUSTRY AND CLIENT EVENTS



RSCC CONCESSION AND FOOD OUTLET REFRESH



CAMPAIGN CREATIVE EVOLUTION

IN PROGRESS

REFRESH BRANDING AT VENUES

COMMUNITY ENGAGEMENT AND VOLUNTEER OPPORTUNITIES

VENUE ACTIVATION PLAN

IMPLEMENT EMPLOYEE ANNIVERSARY PROGRAM

ADVERTISING, SPONSORSHIP, AND REC SUITE SALES PLAN



DIRECTOR OF EVENT DEVELOPMENT



CANCELLATION OF THE 800 NUMBERS FOR IMPROVED EFFICIENCY AND COST SAVINGS



RenoTahoe Room Tax Refresher

VisitRenoTahoe.com

Definitions

Transient Lodging Tax (Room Tax)

• "Transient Lodging Tax" means the License tax or taxes levied pursuant to NRS 244.3351 to NRS 244.3359 of the County Tax Act and NRS 268.096 to NRS 268.0968 of the City Tax Act and heretofore, hereby or hereafter any other License tax or taxes appropriated or assigned by the county or city levying, fixing or imposing the same for administration by the recreation board.

Transient Lodging Definition

"Transient Lodging" means any facility, structure, or portion thereof occupied or intended or designed for
occupancy by Transient Guests who pay rent or other consideration for dwelling, lodging, or sleeping
purposes, and includes any hotel, resort hotel, motel, motor court, motor lodge, bed and breakfast,
lodging house, rooming house, resident hotel and motel, guest house, tourist camp, resort and "dude"
ranch, cabin, condominium, timeshare properties, vacation home, apartment house, recreational vehicle
park/campground, guest ranch, or other similar structure or facility.



Room Tax Licensing

- All operators engaged in the business of Transient Lodging within the boundaries of Washoe County, shall obtain and maintain a Transient Lodging Tax License from the RSCVA.
 - It is unlawful for any person or other entity to engage in a Transient Lodging business located within the boundaries of Washoe County without first obtaining a License from the RSCVA.
- All operators are re-licensed by the RSCVA every 4 years.
 - Next renewal is in 2026



Taxpayer Categories

Hotel: Property may offer a full range of services, including a restaurant and/or gaming. The building is occupied or intended to be occupied for compensation, as the temporary residence for Transient Guests, primarily persons who have residence elsewhere. A hotel has an interior hall and lobby with access to each room from the interior hall or lobby.

Motel: Property rents predominantly on a daily basis typically having rooms adjacent to an outside parking, and which does not meet the definition of a Hotel.

28-Day Rentals: Property derives at least one-third of its annual gross income from 28-day rentals.

RV Park: Property rents overnight parking for recreational vehicles and campers.

Timeshare: Property rents timeshares, condominiums, or vacation homes.

Vacation Rental: Private home, townhome, or condominium available for rent through a property management service.

Homeowner Rental: Private home, townhome, condominium, or timeshare available for rent directly through the homeowner, an internet site, or other similar means.

Room Tax Districts

Reno D 13.5%

Downtown Reno

Reno E 13.5%

1 Mile Radius from Downtown



Reno B - 13.0%

Suburban Reno

Washoe A - 13.0%

Washoe County (Excluding Incline Village)

Washoe B - 13.0%

Incline Village

Sparks – 13.5%

City of Sparks

Licensed Properties by Tax District

	RENO B - SL	JBURBAN	
HOTEL	MOTEL_	28-DAY	TIMESHARE
ALOFT RENO	AIDEN BY BEST WESTEN	7350 W. 4TH STREET	CLUB LAKERIDGE
ATLANTIS	AMVERICA'S BEST	777 MOTEL	EXTRA HOLIDAY
BOOMTOWN	ECONO LODGE	ALAMO	RESORT RENTAL
COMFORT	LA QUINTA	BEST VALUE	
ELEMENT BY MARRIOTT	MOTEL 6 RENO LIVESTOCK	COMMON GROUND	
EXTENDED STAY AMERICA	KRAMER'S MIDTOWN	EASY INN	VACATION RENTAL
GSR	TRAVELLER'S INN	ECONOMY INN	AIRBNB
HAMPTON		EL TAVERN	CALIZA
HAMPTON WEST		GATEWAY	CRIBBINK
HILTON GARDEN INN		GOLD COIN	KASA LIVING
HOLIDAY INN EXPRESS	RV Park	HI HO MOTOR	MISTER B&B
HOME2 SUITES	BONANZA RV	HIGHWAY 40	ROOMLY
HOMEWOOD SUITES	BOOMTOWN RV	HO HUM	SIGUA VACATIONS
HYATT PLACE	GOLD RANCH	KAY MARTIN	
INN AT RENOWN	GSR RV PARK	LUCKY MOTEL	
MARRIOTT COURTYARD	KEYSTONE RV	OLD 40 WEST	
PEPPERMILL	RENO AIR RACES	PONDEROSA HOTEL	
RAMADA RENO	RENO RV PARK	RANCHO 777	
SONESTA	G-4CE CHISM - RIVER WEST	RANCHO NAVALTO	
SPRINGHILL SUITES	SHAMROCK RV	SANDMAN	
STAYBRIDGE SUITES	RENO-SPARKS LIVESTOCK	SUTRO	
SURESTAY PLUS	SILVER SAGE	TAHOE MOTEL	
	ST. MICHAEL'S	TOMBSTONE TERRITORY	
		VIRGINIA MOTEL	
		VIRGINIAN MOTEL	
		WAYSIDE INN	

RENO D - DOWNTOWN					
HOTEL	<u>MOTEL</u>	28-DAY	TIMESHARE		
J RESORT	HOWARD JOHNSON	GATEKEEPER INN	INTERVAL		
PLAZA RESORT	SEASONS INN	RENO ROYAL	LEGACY VACATIONS		
RENAISSANCE	THUNDERBIRD MOTEL	SHOWBOAT	RESORT RENTAL		
RENO SUITES	TRAVELODGE	TOWNSITE	VVV RENTAL		
THE ROW		TRUCKEE RIVER			
WHITNEY PEAK		VACATION MOTOR	VACATION RENTAL		
WORLDMARK		WINDSOR HOTEL	AIRBNB		
			BARSALA INTERNATIONAL		
			CALIZA		
			MISTER B&B		

RENO E - 1 MILE	RADIUS OF DOWNTOWN	
HOTEL	28-DAY	VACATION RENTAL
COURTYARD DOWNTOWN	CAPRI MOTEL	AIRBNB
THE JESSE	CENTER STREET FLATS	EVOLVE
	DESERT ROSE	MISTER B&B
	EASY 8 MOTEL	
	FIRESIDE INN	
	HORSESHOE MOTEL	
	LAKEMILL LODGE	
	MIDTOWN MOTEL	
	SILVER DOLLAR MOTEL	
	SWAN INN	
	TIME ZONE MOTEL	
	WHITE COURT MOTEL	

		SPARKS	
HOTEL	MOTEL	28-DAY	TIMESHARE
AMERICA' S BEST	SUNRISE MOTEL	ALOHA INN	INTERVAL
BEST WESTERN PLUS	MOTEL 6	CRAIG MOTEL	RESORT RENTAL
FAIRFIELD SUITES		LARIAT QM	THUNDERBIRD
HAMPTON INN	RV Park	PONEY EXPRESS	
NUGGET	SPARKS MARINA	SAFARI MOTEL	VACATION RENTAL
RESIDENCE INN	VICTORIAN	TARRY MOTEL	AIRBNB
WESTERN VILLAGE		THE SPARKS STUDIOS	EVOLVE
WOODSPRING SUITES		VICTORIAN INN	MISTER B&B
		WAGON TRAIN	RED HAWK
1		WINDSOR INN	ROOMLY
1			SIGUA VACATIONS
			SYNERGY GLOBAL HOUSING

WASHOE A - UNINCORPORATED EXCEPT I	NCLINE/CRYSTAL BAY
MOTEL BRUNO'S COUNTRY CLUB	VACATION RENTAL EVOLVE SIGUA VACATIONS
<u>RV Park</u> BORDERTOWN	SIGOT VICTORS

	WASHOE B - INCLINE VILLAGE/CRYSTAL	BAY
HOTEL HYATT REGENCY	MOTEL BORDERHOUSE CRYSTAL BAY MOTEL THE INCLINE LODGE	TIMESHARE CLUB TAHOE HIGH SIERRA INTERVAL NORTH LAKE LODGES REDWEEK REAL ESTATE RESORT RENTAL TAHOE CHAPPARAL
		VACATION RENTAL AIRBNB AVANSTAY EVOLVE GOLDFISH PROPERTIES GRAND WELCOME INCLINE AT TAHOE LAKE TAHOE PROPERTIES MG VACATIONS MISTER B&B OPULENT VACATION SIGUA VACATIONS TAHOE LUXURY VACASA VACATION STATION

	INDIVIDUALLY LIC	ENSED HOMEOWNERS	
<u>RENO</u>	<u>SPARKS</u>	WASHOE A	WASHOE B
51	7	2	211
~ =	*	=	

Room Tax Matrix

VisitRenoTahoe.com

Washoe County Transient Lodging Tax Districts and Rates							
		Room Tax Rates					
		Reno B	Reno D	Reno E	Sparks	Washoe A	Washoe B
Description	Jurisdiction Receiving Funds	Reno General	Reno Downtown	Reno Greater Downtown	Sparks	Washoe	Lake Tahoe
RSCVA General Fund	RSCVA	6.625%	6.625%	6.625%	6.625%	6.625%	6.625%
Convention Center - Debt (SB 477)	RSCVA	2.000%	2.000%	2.000%	2.000%	2.000%	2.000%
National Bowling Stadium - Debt (SB 112)	City of Reno	1.000%	1.000%	1.000%	1.000%	1.000%	1.000%
City/Civic Center (SB 112)	City of Reno	-	1.500%	1.500%	-	-	-
Reno Parks & Recreation	City of Reno	1.000%	1.000%	1.000%	-	-	-
Reno-Railroad District	City of Reno	-	1.000%	-	-	-	-
Sparks	City of Sparks	-	-	-	2.500%	-	-
City/Civic Center (SB 477)	Reno/Sparks/RSCVA	1.000%	-	1.000%	1.000%	1.000%	1.000%
Nevada Commission on Tourism (NCOT)	State of Nevada	0.375%	0.375%	0.375%	0.375%	0.375%	0.375%
State General Fund & School Support Fund (IP-1)	State of Nevada	1.000%	-	-	-	1.000%	1.000%
Washoe County	Washoe County	-	-	-	-	1.000%	1.000%
Total Rate		13.000%	13.500%	13.500%	13.500%	13.000%	13.000%
Tourism Surcharge (Unlimited Gaming)*	RSCVA	\$2.00	\$1.00	\$2.00	\$2.00	-	-
Tourism Surcharge (Remainder of Reno D)	ROCVA	-	\$2.00	-	-	-	-
Capital Projects Surcharge (Unlimited Gaming)*	City of Reno	-	\$2.00	-	-	-	-

^{*} Unlimited Gaming properties are: The Row, (Eldorado, Silver Legacy, Circus Circus), J Resort

Legislation enacted in 1999 requires one-half of the proceeds received from transient lodging taxes collected in Incline Village, Nevada and Crystal Bay, Nevada to be granted to the Travel North Tahoe (Formerly Incline Village Crystal Bay Visitors Bureau).

Taxable Revenues By District

Reno B
Reno D
Reno E
Washoe A
Washoe B
Sparks
Total Taxable Room Revenues

ıaxa	able Revenues
	FY 22
\$	214,730,543
\$	103,209,474
\$	11,800,505
\$	1,026,273
\$	65,111,372
\$	61,145,709
\$	457,023,876

Tax	Taxable Revenues		
	FY 23		
\$	223,351,296		
\$	111,527,377		
\$	13,610,421		
\$	951,243		
\$	66,968,317		
\$	61,979,369		
\$	478,388,023		



Tayahle Revenues

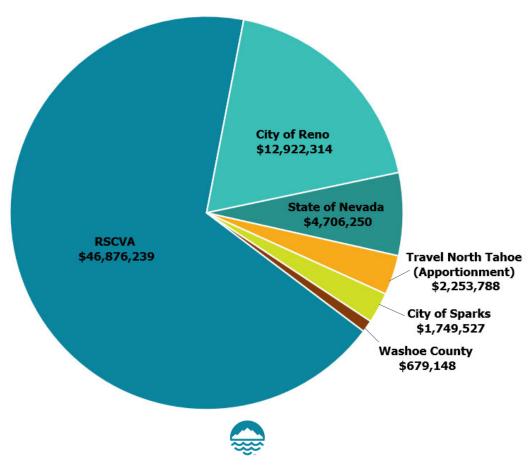
Tavable Revenues

Taxable Revenues By Category

	I ax	able Kevellues	Taxable Reveilues				
		FY 22	FY 23				
Hotels	\$	382,025,622	\$	400,443,266			
Motels	\$	21,360,556	\$	16,911,940			
28-Day Rentals	\$	2,527,194	\$	2,526,019			
RV Parks	\$	4,576,320	\$	4,891,107			
Vacation Rentals	\$	39,027,624	\$	47,029,349			
Timeshares	\$	3,376,727	\$	3,605,915			
Home Owner Rentals	\$	4,129,833	_\$	2,980,427			
Total Taxable Room Revenues	\$	457,023,876	\$	478,388,023			



FY 23 Room Tax Distributions



Room Tax Statistics

- Each month, we prepare room tax statistics that we make available to the public.
- We distribute these statistics via email to Board Members and community stakeholders. The statistics are also made publicly available on RSCVA.com





HEALTH AND SAFETY

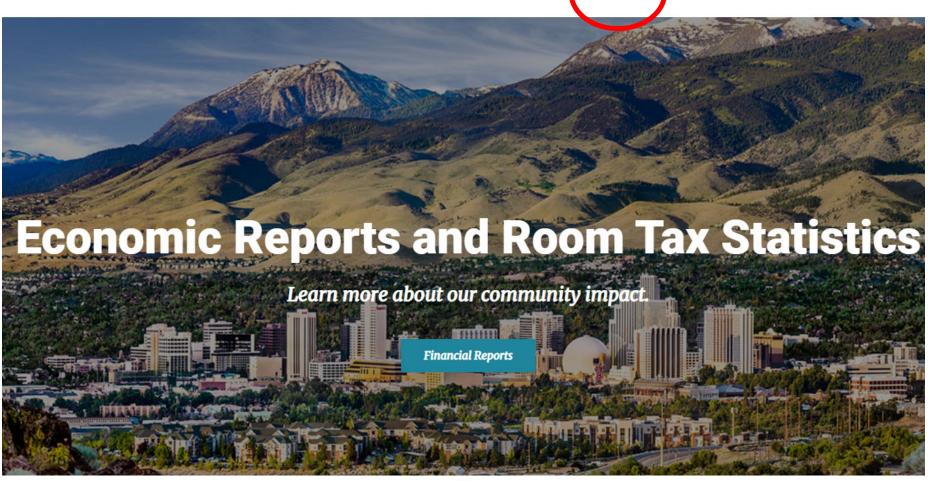
ABOUT RSCVA

WHAT WE DO

IMPACT PUBLIC MEETINGS

CAREERS

Q







HEALTH AND SAFETY ABOUT RSCVA WHAT WE DO **IMPACT Room Tax and Occupancy Statistics** • Room Tax and Occupancy Statistics - August 2022 • Room Tax and Occupancy Statistics - September 2022 • Room Tax and Occupancy Statistics - October 2022 • Room Tax and Occupancy Statistics - November 2022 • Room Tax and Occupancy Statistics - December 2022 • Room Tax and Occupancy Statistics - January 2023 • Room Tax and Occupancy Statistics - February 2023 • Room Tax and Occupancy Statistics - March 2023 • Room Tax and Occupancy Statistics - April 2023 • Room Tax and Occupancy Statistics - May 2023 • Room Tax and Occupancy Statistics - June 2023 (Preliminary) Room Tax and Occupancy Statistics – July 2023 · Hotel Statistics 2007 through July 2023 • RSCVA Statistics Trends FY 16-17 through FY 22-23 (Preliminary) · Estimated Visitor Counts to Reno-Sparks and Washoe County Area Statistics for August will be available by September 28, 2023. **Transient Lodging Tax and Surcharge Regulations Transient Lodging Tax Forms** Transient Lodging Tax - Frequently Asked Questions (FAQs) Hotel 28-Day Exemption Agreement (Multi-Language)

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

July 2023

Room Statistics Compared to the Prior Year

Taxable room revenues for the month of July 2023 are \$53,398,387 and are above July of the prior year by \$2,567,832 (5.1%). Cash occupied room nights of 328,338 are above prior year by 16,629 (5.3%). Comp occupied room nights of 89,744 are above prior year by 10,911 (13.8%), and 28-day occupied room nights of 91,827 are below prior year by 2,858 (-3.0%). Total occupied rooms for the month of July 2023 (Cash, Comp, 28-day) are 24,682 (5.1%) above the prior year.

Description

Taxable Room Revenues

Occupied Rooms - Cash

Average Rate - Cash

Occupied Rooms

Cash

Comp

28 Day

Total Occupied Rooms

Comp 28 Day

Hotels
Motels
28 Day Motels
R.V. Parks
Vacation Rentals
Timehares
Home Owner Rentals

Total Occupied - Cash

Percentage of Occupancy - Cash

Hotels Motels 28 Day Motels R.V. Parks Vacation Rentals Timeshares Home Owner Rentals

Percentage of Occupancy

Total Percentage of Occupancy Market Segments Occupied Rooms - Cash

Total Occupancy Percentage - Cash

https://www.rscva.com/impact/finance/

Overall, the Washoe County occupancy percentage of 76 for the month compared to the prior year.

Overall cash average rates for July 2023 of \$162.63 dec

Reno-Sparks Convention and Visitors Authority

Combined Room Statistics

July 2023

Segments	Avai Roc
Hotels	46
Motels	3
28 Day	7
RV Parks	4
Timeshares	,
Vacation Rentals	3
Home Owner	
Totals	669

		Increase (Decr	rease)		Increase (Decr	ease)
Actual	Budget	\$	%	Last Year	\$	%
\$53,398,387	\$51,028,119	\$2,370,268	4.6%	\$50,830,555	\$2,567,832	5.1%
328,338	316,004	12,334	3.9%	311,709	16,629	5.3%
\$162.63	\$161.48	\$1.15	0.7%	\$163.07	(\$0.44)	(0.3%)
328,338	316,004	12,334	3.9%	311,709	16,629	5.3%
89,744	81,979	7,765	9.5%	78,833	10,911	13.89
91.827	94.091	(2.264)	(2.4%)	94.685	(2.858)	(3.0%

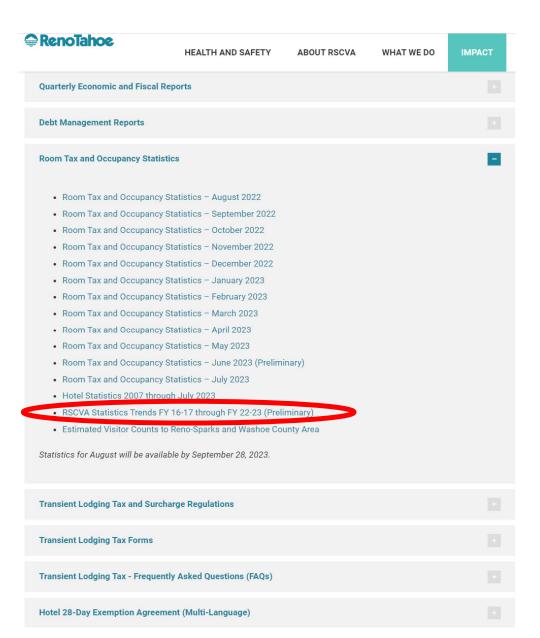
Reno-Sparks Convention and Visitors Authority Taxable Revenue by District July 2023

1		July	July	Increase (Decre	ease)	Year to Date Prior Year		Increase (Decrease)			
1		2023	2022	\$	%		July 2023	July 2022		\$	%
	Reno B	\$ 23,443,252	\$ 21,840,060	\$ 1,603,192	7.3%	\$	23,443,252	\$ 21,840,060	\$	1,603,192	7.3%
	Reno D	\$ 12,014,454	\$ 10,904,955	\$ 1,109,500	10.2%	\$	12,014,454	\$ 10,904,955	\$	1,109,499	10.2%
	Reno E	\$ 1,409,469	\$ 1,227,056	\$ 182,413	14.9%	\$	1,409,469	\$ 1,227,056	\$	182,413	14.9%
I	Total Reno	\$ 36,867,175	\$ 33,972,072	\$ 2,895,105	8.5%	\$	36,867,175	\$ 33,972,072	\$	2,895,104	8.5%
I											
I	Washoe A	\$ 93,153	\$ 126,229	\$ (33,075)	-26.2%	\$	93,153	\$ 126,229	\$	(33,075)	-26.2%
	Washoe B	\$ 10,158,222	\$ 10,446,281	\$ (288,059)	-2.8%	\$	10,158,222	\$ 10,446,281	\$	(288,059)	-2.8%
I	Total Washoe County	\$ 10,251,375	\$ 10,572,509	\$ (321,134)	-3.0%	\$	10,251,375	\$ 10,572,509	\$	(321,134)	-3.0%
I	•										
I	Sparks	\$ 6,279,836	\$ 6,285,975	\$ (6,139)	-0.1%	\$	6,279,836	\$ 6,285,975	\$	(6,139)	-0.1%
	-										
	Total Taxable Revenue	\$ 53,398,387	\$ 50,830,555	\$ 2,567,832	5.1%	\$	53,398,387	\$ 50,830,555	\$	2,567,832	5.1%
ı											

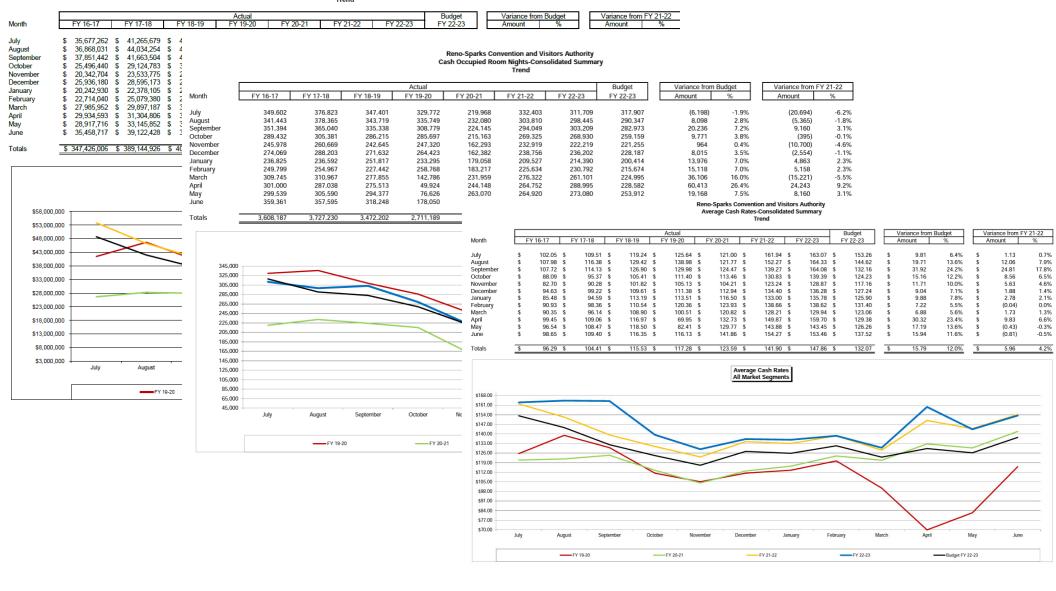
Tax District	Location
Reno B	Suburban Reno
Reno D	Downtown Reno
Reno E	1 Mile Radius from Downtown
Sparks	City of Sparks
Washoe A	Washoe County (excluding Incline Village)
Washoe B	Incline Village

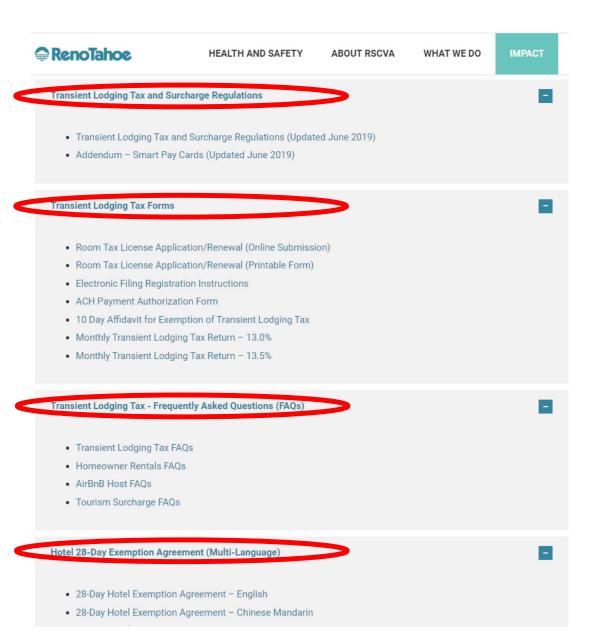
Reno-Sparks Convention and Visitors Authority Hotel Statistics by Region

	cupancy Percentage Basic Room Average Cash Rate
Location Year %	% Year % FY 22-23 Change FY 23-24 FY 22-23 Change
Reno - Suburban (Reno B) 83,583 76,574 9.2% \$ 164.89 \$ 171.35 -3.8% \$ 13,781,706 \$ 13,120,849 5.0% 56.3% 51.6% 9.1% 47,644 47,306 0.7% 88.4%	83.4% 5.9% \$ 132.82 \$ 137.56 -3.4%
Reno - Downtown (Reno D) 71,314 62,912 13.4% \$ 133.21 \$ 130.04 2.4% \$ 9,499,768 \$ 8,181,086 16.1% 50.1% 45.9% 9.1% 30,261 22,440 34.9% 71.4%	62.3% 14.6% \$ 99.41 \$ 99.26 0.2%
North Lake Tahoe (Washoe B) 11,756 11,266 4.3% \$ 498.65 \$ 556.58 -10.4% \$ 5,862,073 \$ 6,270,481 -6.5% 89.9% 86.1% 4.3% #DIV/0! 89.9%	86.1% 4.3% \$ 461.15 \$ 521.89 -11.6%
Sparks 25,152 27,264 -7.7% \$ 116.81 \$ 115.80 0.9% \$ 2,937,903 \$ 3,157,043 -6.9% 51.5% 55.7% -7.5% 11,576 8,851 30.8% 75.2%	73.8% 1.9% \$ 97.96 \$ 96.08 2.0%
Non-Gaming 76,084 73,681 3.3% \$ 162.20 \$ 155.47 4.3% \$ 12,340,544 \$ 11,454,869 7.7% 66.6% 67.9% -1.9% 42 47 -10.6% 66.6%	68.0% -1.9% \$ 161.21 \$ 154.66 4.2%
Total 267,889 251,697 6.4% \$ 165.82 \$ 167.60 -1.1% \$ 44,421,994 \$ 42,184,329 5.3% 57.4% 55.2% 4.0% 89,523 78,644 13.8% 76.6%	72.4% 5.7% \$ 143.12 \$ 145.70 -1.8%
Fiscal Year to Date - July through June 2023	
Location Vear % Vear % Vear % Vear % Vear % Vear % Vear	cupancy Percentage Basic Room Average Cash Rate % Year %
FY 22-23 FY 21-22 Change FY 22-23 FY 21-22 Cha	FY 21-22 Change FY 22-23 FY 21-22 Change
Reno - Suburban (Reno B) 833,825 819,139 1.8% \$ 158.36 \$ 154.79 2.3% \$ 132,041,358 \$ 126,792,659 4.1% 46.9% 46.1% 1.7% 464,646 473,325 -1.8% 73.0%	72.7% 0.4% \$ 125.07 \$ 125.51 -0.3%
Reno - Downtown (Reno D) 635,924 603,739 5.3% \$ 131.48 \$ 125.26 5.0% \$ 83,608,668 \$ 75,621,372 10.6% 39.4% 37.4% 5.3% 251,821 208,257 20.9% 55.0%	50.3% 9.3% \$ 99.01 \$ 98.76 0.3%
North Lake Tahoe (Washoe B) 99,232 103,883 -4.5% \$ 340.73 \$ 318.61 6.9% \$ 33,811,313 \$ 33,098,051 2.2% 64.4% 55.9% 15.2% - 931 -100.0% 64.4%	56.4% 14.2% \$ 302.42 \$ 285.41 6.0%
Sparks 259,311 280,158 -7.4% \$ 110.89 \$ 110.00 0.8% \$ 28,755,838 \$ 30,817,805 -6.7% 44.6% 48.3% 15.2% 99,066 93,865 5.5% 61.6%	64.4% -4.3% \$ 87.71 \$ 88.55 -1.0%
Non-Gaming 818,584 797,875 2.6% \$ 149.31 \$ 145.00 3.0% \$ 122,226,088 \$ 115,695,736 5.6% 62.5% 61.0% 2.5% 236 340 -30.6% 62.5%	61.0% 2.5% \$ 148.51 \$ 144.21 3.0%
Total 2,646,876 2,604,794 1.6% \$ 151.29 \$ 146.66 3.2% \$ 400,443,266 \$ 382,025,622 4.8% 48.7% 47.6% 2.1% 815,769 776,718 5.0% 63.7%	61.8% 2.9% \$ 129.05 \$ 127.44 1.3%
Fiscal Year - July through June 2022	
	h/Comp Occupancy Basic Room Average Cash Rate
Location Year %	FY 20-21 Change FY 21-22 FY 20-21 Change
Reno - Suburban (Reno B) 819,139 660,854 24.0% \$ 154.79 \$ 133.52 15.9% \$ 126,792,659 \$ 88,235,751 43.7% 46.1% 36.2% 27.1% 473,325 498,580 -5.1% 72.7%	63.5% 14.3% \$ 125.51 \$ 103.29 21.5%
Reno - Downtown (Reno D) 603,739 331,954 81.9% \$ 114.85 \$ 117.80 -2.5% \$ 69,341,597 \$ 39,105,015 77.3% 37.4% 29.5% 26.4% 208,257 178,087 16.9% 50.3%	45.4% 10.8% \$ 98.76 \$ 90.45 9.2%
North Lake Tahoe (Washoe B) 103,883 95,414 8.9% \$ 318.61 \$ 284.83 11.9% \$ 33,098,051 \$ 27,177,212 21.8% 58.4% 50.6% 15.4% 931 1,691 -44.9% 59.0%	51.5% 14.6% \$ 285.41 \$ 242.71 17.6%
Sparks 280,158 268,589 4.3% \$ 110.00 \$ 89.61 22.8% \$ 30,817,805 \$ 24,069,394 28.0% 50.9% 46.1% 10.4% 93,865 70,244 33.6% 68.0%	58.1% 17.0% \$ 88.55 \$ 68.64 29.0%
Non-Gaming 797,889 698,962 14.2% \$ 145.00 \$ 114.02 27.2% \$ 115,695,736 \$ 79,695,980 45.2% 61.0% 54.5% 11.9% 340 355 4.2% 61.0%	54.5% 11.9% \$ 144.21 \$ 113.29 27.3%
Total 2,604,808 2,055,773 26.7% \$ 144.25 \$ 125.64 14.8% \$ 375,745,847 \$ 258,283,353 45.5% 47.7% 40.8% 17.0% 776,718 748,957 3.7% 62.3%	56.1% 11.1% \$ 127.44 \$ 106.56 19.6%
Fiscal Year - July 2020 through June 2021	
	h/Comp Occupancy Basic Room Average Cash Rate
Cash Occupied Rooms Overall Average Cash Rate Overall Taxable Revenue Percent of Cash Occupancy Comp Occupied Rooms Percent of Cash	
Location Year % Year % Year % Year % Year % Year % Year	% Year % FY 19-20 Change FY 20-21 FY 19-20 Change
Location Year % Year % Year % Year % Year % Year	% Year %
Location Year %	% Year % FY 19-20 Change FY 20-21 FY 19-20 Change
Location Year % Year Year % Year % Year Year Year Year Year % Year Year Year Year Year Year Year Year	FV 19-20 Change FV 20-21 FV 19-20 Change 72.9% -12.9% \$ 103.29 \$ 104.84 -1.5%
Vear	FV 19-20 Change FV 20-21 FV 19-20 Change 72.9% -12.9% \$ 103.29 \$ 104.84 -1.5% 49.6% -10.7% \$ 90.45 \$ 82.75 9.3%
Vear	FV 19-20 6% Vear % % 72.9% -12.9% \$ 103.29 \$ 104.84 -1.5% 49.6% -10.7% \$ 90.45 \$ 82.75 9.3% 58.1% -11.4% \$ 242.71 \$ 257.51 -5.7%



Reno-Sparks Convention and Visitors Authority Taxable Room Revenues-Consolidated Summary Trend





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Thank you.

VisitRenoTahoe.com



AdAge Top 20 Independent

180+ Employees

35 States

\$310M annual billings

Strong historic growth

40 years travel expertise







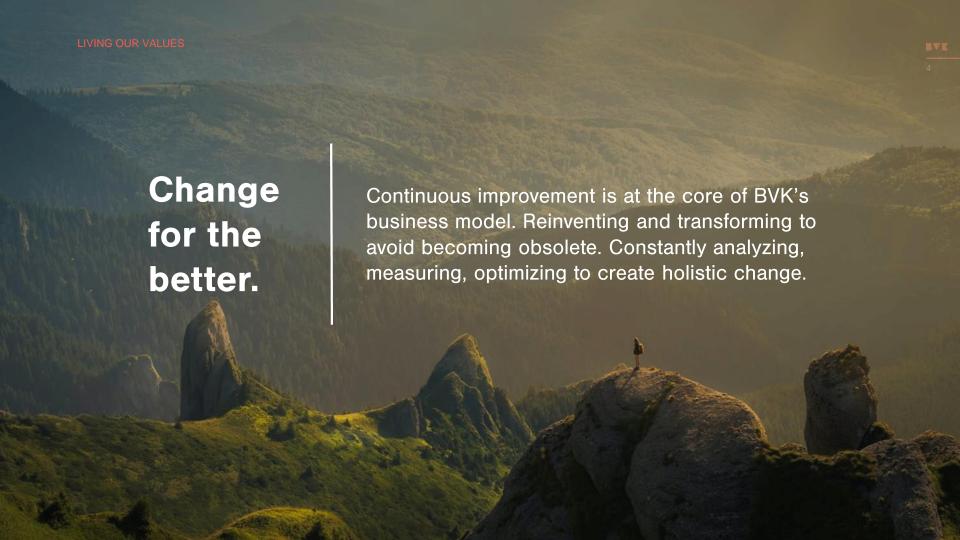
Purpose: We improve lives.

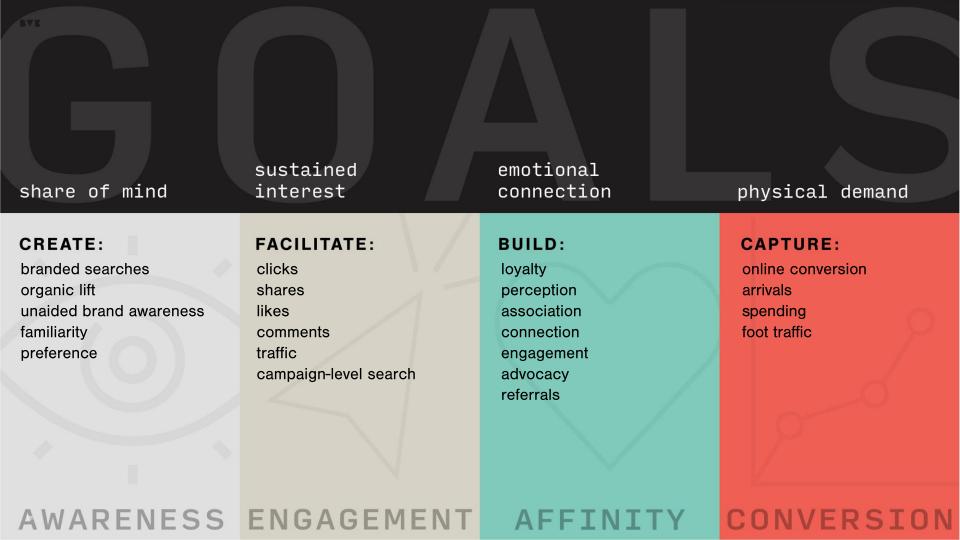
We believe improving lives makes for a better world.

Build strong economies

Regenerate environments & communities

Spur societal progress





Our client tenure

average.

is 3x the industry



























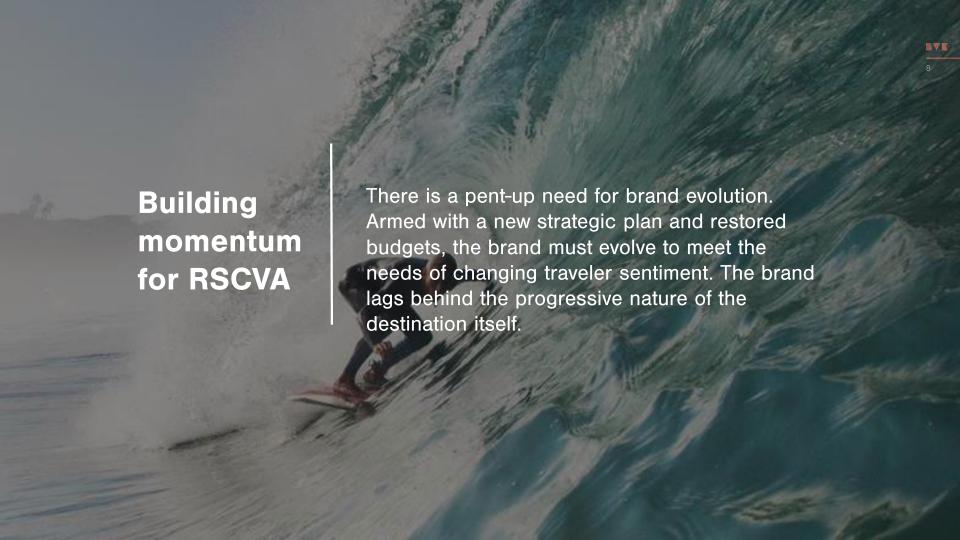


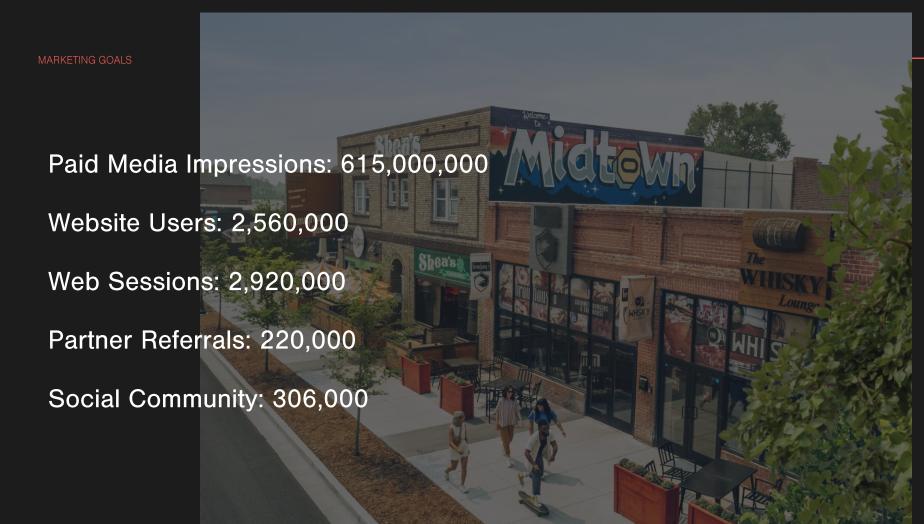




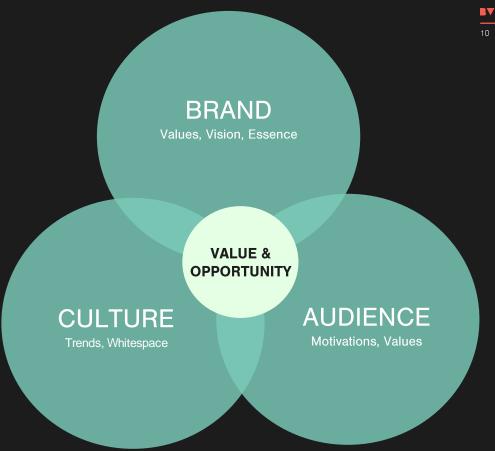








We build valuesbased brands that lean into competitive whitespace, cultural trends, audience cravings and brand DNA to create sustainable growth.



CULTURAL TRENDS TO LEVERAGE

Trends to Explore

- Sustainable Travel
- Outdoors Abound
- Desire for Full Living
- Authentic Inclusivity
- Resident Spotlight
- Bleisure Travel
- Bold Self-Expression

76%

Of Millennials say they are more likely to choose a brand if it exposes them to new sensations and experiences.

- KANTAR U.S. MONITOR

69%

Of travelers are actively seeking sustainable tourism options.

-WTTC

6/10

Six in 10 consumers are interested in learning more about travel options that support local cultures and communities, and nearly two-thirds of consumers would choose a travel option that supports local cultures and communities, even if it was more expensive.

- EXPEDIA GROUP

Travelers Seek to Grow and Learn

While on vacation, travelers are looking to live life to the fullest and try new things.

Many hope to indulge passions for food and the arts.

TOP MOTIVATORS FOR POTENTIAL VISITORS

78%

To live life to the fullest

76%

To explore and do new things

69%

To try/learn new things

56%

To indulge my passion for food and cuisine

34%

To immerse myself in the arts

13

Unique Experiences Are Key Growth Areas

Unique cultural experiences like events and festivals, shopping, museums and art galleries and local cuisine emerged as key opportunity areas for Reno Tahoe.

These experiences are of high importance to potential visitors but currently have lower association with the destination among this audience.

DESTINATION PERFORMANCE VS.

IMPORTANCE TO POTENTIAL VISITORS

	Reno Tahoe Rating	Importance Rating	Category
Shopping—boutiques and local artisans	42%	33%	Opportunity
Variety of special events and festivals	42%	35%	Opportunity
Variety of museums and art galleries	31%	34%	Opportunity
Easily accessible	42%	53%	Opportunity
Unique local cuisine	36%	51%	Opportunity
Good value for money	33%	78%	Opportunity



EDI Is a Key Travel Driver

Many travelers prioritize diversity and inclusion while selecting a destination.

While those who have recently visited are aware of the destination's inclusive environment, there is an opportunity to further grow this perception among potential visitors.

40%

Of potential visitors research the cultural and ethnic diversity of a destination before they visit

71%

Of potential visitors rate an inclusive/welcoming atmosphere as important

ASSOCIATE RENO TAHOE WITH AN INCLUSIVE/WELCOMING ATMOSPHERE

72% 48%

Recent Visitors Potential Visitors

Diverse Outdoors Are a Key Strength

Potential visitors strongly prioritize and associate Reno Tahoe with the outdoors, including attributes like outdoor activities and recreation, water access, winter sports, golf and water activities.

DESTINATION PERFORMANCE VS.



IMPORTANCE TO POTENTIAL VISITORS

	Reno Tahoe Rating	Importance Rating	Category
Outdoor activities and recreation	59%	35%	Strength
Fine dining	49%	34%	Strength
Family-friendly activities	47%	48%	Strength
Water access	49%	52%	Strength
Inclusive/welcoming atmosphere	48%	66%	Strength
Gambling/casinos	61%	18%	Maintain
Winter sports	52%	15%	Maintain
Golf	44%	13%	Maintain
Nightlife scene	50%	21%	Maintain
Spas and wellness activities	46%	24%	Maintain
Water activities	48%	28%	Maintain
Variety of short-term rentals	45%	26%	Maintain



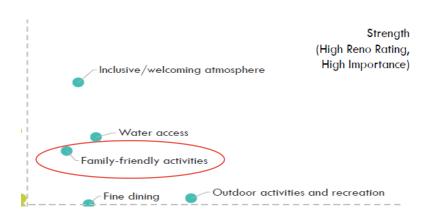
Reno Tahoe Past and Potential Visitor Study 2022

Young Families Emerge as Opportunity Audience

Travel intenders skew younger in age than recent and lapsed visitors and are more likely to be traveling with children.

Family-friendly activities is a core strength to leverage.





KEY GROWTH AREAS



Drive growth with **travel intenders** who are younger, family travelers who vibrant, inspiring experiences.



Focus on Reno Tahoe's **evolution**: new areas, flights, special events, offerings that all reflect the maverick spirit of progress.



Increase Reno Tahoe's association with **cultural experiences**: public art, festivals, inclusive culture, culinary and nightlife.



Cement association with Reno Tahoe as an **outdoor mecca** with diverse, close outdoor opportunities and a focus on sustainability.

RENO TAHOE TARGET AUDIENCE

- Male (55%) / Female (45%)
- 25-34 (27%), 35-44 (38%), 45-54 (35%)
- Married (68%), Single (17%), In a relationship (14%)
- With children (56%) / Without children (44%)
- \$100-\$200K HHI (75%), \$200K+ (25%)
- Graduate degree (21%), Bachelor's Degree (57%), High school education (22%)
- White (76%), Asian (18%) and/or Hispanic (26%)

LIFESTYLE

- · Enjoys entertaining guests and socializing
- They are very busy, prioritizing their careers but also seeking out adventure, new cultural influences and variety in their free time
- They are progressive, valuing open-mindedness and sustainability. They will
 purchase environmentally safe products even if it means paying more or
 sacrificing convenience.
- They are interested in art, design, tech and the outdoors

TRAVEL

- · Seeks out new and foreign places to visit
- Stays active on vacation, engaging in a variety of activities like backpacking/hiking, skiing, attending events, and visiting National parks and cultural sites
- · They are travel dreamers, enjoying researching destinations before they visit

The target audience for Reno Tahoe is ambitious, outgoing and curious. They enjoy a high household income, seeking to succeed in their careers and be a leader. They seek out variety in their free time, enjoying the outdoors, art, socializing, tech and design. They value power and ambition, open—mindedness and creativity, and adventure and excitement. While traveling, they seek out new, foreign places and cultural influences, staying active with a variety of activities.

VALUES

- BEING IN TUNE
 WITH NATURE
- CREATIVITY
- FREEDOM

- CURIOSITY
- OPEN-MINDEDNESS
- ADVENTURE



Target Audience Sub-Segments

	CULTURED CREATIVE	AMBITIOUS ADVENTURER	MINDFUL MOM
Description	31% of target	32% of target	37% of target
	Art. Culture. Adventure.	Risk-taking. Outdoors. Nightlife.	Wellness. Design. Nature.
Primary	Eclectic, expressive arts Festivals and events	Ample, diverse outdoors	Family-friendly outdoors
Messages		Proximity to urban nightlife	Small city access, value
Secondary	Outdoor adventure	Gaming, entertainment	Wellness offerings
Messages	Creative dining	Environment, sustainability	Accessible, public art





BRAND FRAMEWORK

PLATFORM

No Limits

POSITIONING

In Reno Tahoe there are no sidelines, so step up and shape your world.

CORE VALUE

Ambition: To be bold and independent. To live with intention and purpose. To be engaged and active. To have an eternal hunger for more. To believe in endless possibility. To answer the call to leave the sidelines of life.

BRAND PERSONALITY

LOOKS | ECLECTIC. VIBRANT. MAGNETIC. BOLD.

FEELS | ORIGINAL. FREE-SPIRITED. UNAPOLOGETIC. DYNAMIC.

ACTS | CONFIDENT. MAVERICK. SPONTANEOUS. LIVELY.

PILLARS

Intentional Outdoors: a place that calls the adventurer, with diverse landscapes and terrains and a variety of adventure levels where outdoor meets urban.

Endless Possibility: a fusion of edge and sophistication, a strong spirit of innovation and reinvention, fewer barriers and more opportunities; an agile place set up for challenge.

Maverick Spirit: a culture of selfexpression and inclusion that welcomes unconventional spirits, arts and culture, and one-of-a-kind events and festivals.

REASONS TO BELIEVE

- Outdoor living: accessibility to the outdoors from Reno. Truckee River, Riverwalk and hiking trails. Art and dining live outside.
- Environment of purpose: adventurers are called to a place with easy access to diverse landscapes and terrains. Nature brings inspiration and beckons adventure.
- Wide range and niche offerings for all levels in all seasons: ski, mountain biking, camping, fishing, watersports

- Innovation and entrepreneurship: a magnet for techies, creatives and entrepreneurs. Ambitious individuals are called to live here boldly. Constant reinvention.
- The Biggest Little City: No traffic. Easy access to outdoors.
 Low taxes. Business-friendly.
- Exciting nightlife: casinos, gaming, and nightclubs
- Mix of grit and sophistication: high tech and nature, rugged outdoors and urban. Forever evolving and increasing in sophistication.
- Thriving culinary scene: farm-to-table, fine dining, food trucks, breweries, craft cocktails

- Inclusivity and self-expression: draws in creatives and unique individuals, a progressive and inclusive community where you can truly express yourself.
- Vibrant arts and culture: public art, 100+ murals, museums, art galleries.
- Gateway to Burning Man (and other festivals): closest metro to Burning Man / Black Rock City, Reno River Festival, Artown, Shakespeare Festival, Hot August Nights, Great Reno Balloon Race

CREATIVE WILL BE PRESENTED AT THE BOARD MEETING



P.O. Box 837 Reno, NV 89504 USA t: 775.827.7600 VisitRenoTahoe.com

To: Reno Tahoe Board of Directors

From: Mike Larragueta, Vice President of Sales/Interim President/CEO

Cc: Charlene Bybee, RSCVA Board Chair

Date: September 28, 2023

Subject: Review, Discussion and Possible Action to approve Staff's Recommendation to

provide sponsorship Funding for the American Bus Association 2026 Marketplace.

Executive Summary

The Board of Directors is being asked to review, discuss, and possibly approve a request by RSCVA staff to provide funding to host the American Bus Association (ABA) 2026 Marketplace that will bring approximately 3,500 attendees to Reno in 2026 (2,300 motorcoach/tour operators and 1,200 suppliers).

The American Bus Association is the most trusted motorcoach, group tour and travel association in the industry. ABA represents its members in Washington D.C. through legislative and regulatory assistance as well was provide education and business opportunities throughout the year.

Marketplace is an appointment-based show for Motorcoach, Tour Operators and Travel Industry Suppliers who want to expand group tour & travel business.

Background/Analysis

On June 23, 2023, the RSCVA received a notification of being awarded the bid to host the American Bus Association 2026 Marketplace January 10-14, 2026.

January 2026 will be the first time that ABA has held their Marketplace on the west coast of the country. Reno was selected from a finalist list consisting of Portland, Oregon and Long Beach, California.

ABA Marketplace is projected to generate the following estimated economic impact:

- 8,000 cash room nights
- Estimated economic impact of \$3,765,359

The proposal provided by ABA details sponsorship requirements and amenities to be provided by the host city/CVB, including complimentary Reno Sparks Convention Center exhibit space/breakout rooms and associated amenities to include skirted stage, in-house public address system, janitorial services, utilities, and complimentary internet service.

Additionally, the host city/CVB provides the following service and products in FY25 and FY26.

FY25 - Prior year activity.

- Host the closing night event in Philadelphia, PA on February 4, 2025, for 1,400 delegates.
- Estimated funding request not to exceed: \$200,000.

FY26 - Host year activity.

- Host the opening night in Reno, NV on January 10-14, 2026, for 2,200 delegates.
- Complimentary daily shuttle service from the Reno Sparks Convention Center and host hotels.
- Complimentary airport shuttles service on assigned arrival/departure days.
- Complimentary evening shuttles to and from all ABA events and hotels during entire week.
- Transportation coordinator.
- Hotel room rebate of \$50 per room.
- Advertising, promotions, signage.
- Coordinate Dine Around program.
- Sightseeing tours.
- Pre/Post Marketplace Familiarization Tours.
- Staff meals for thirty-five ABA personnel for eight days.
- Airport welcome staff and signage.
- Volunteer personnel.
- NOTE: ABA to spend a minimum of \$250,000 in food/beverage.
- Estimated funding request not to exceed: \$465,000
- Estimated room rebate revenue: \$425,000

Fiscal Impact

- FY25 expense not to exceed \$200,000*.
- FY26 Estimated funding request not to exceed: \$465,000*.
- Estimated room rebate revenue: \$425,000 to offset FY26 transportation, hosted event and facility rental expenses.

*To be ratified by the Board in fiscal year in which funds are expended per the provisions of NRS Chapter 354.

Recommendation

Based on the staff's evaluation of the bid request staff recommends accepting ABA's proposal to host the 2026 the American Bus Association 2026 Marketplace



AMERICAN BUS ASSOCIATION (ABA) MARKETPLACE 2026

BOARD OF DIRECTORS MEETING

September 28, 2023



WHAT IS ABA

- The American Bus Association is the most trusted motorcoach, group tour and travel association in the industry.
- ABA represents its members in Washington through legislative and regulatory assistance as well was provide education and business opportunities throughout the year.





MARKETPLACE

- Marketplace is an appointment-based show for Motorcoach and Tour Operators and Travel Industry Suppliers who want to expand group tour & travel business.
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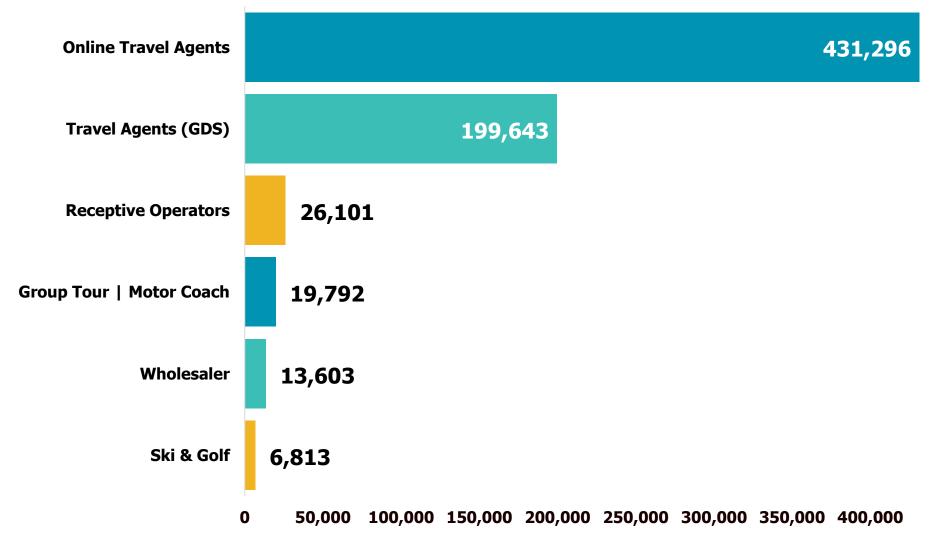


IMPACT



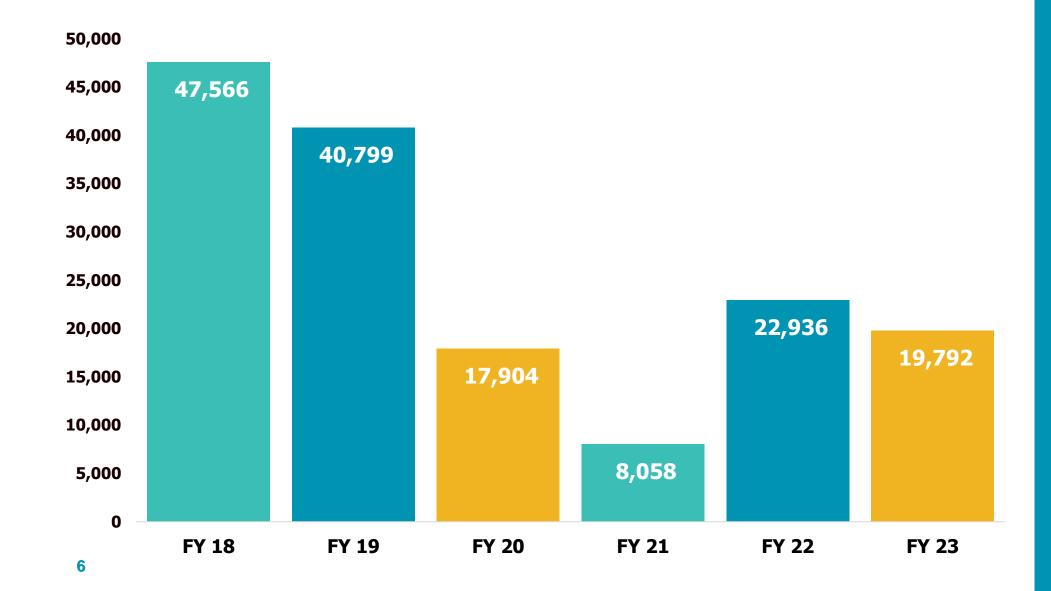
ROOM NIGHTS

Tourism Production Report FY23





MOTORCOACH ROOM NIGHTS





ABA BY THE NUMBERS

3,500 ATTENDEES

2,300 Motorcoach/Tour Operators

1,200 Suppliers

8,000 CASH ROOM NIGHTS

SHOULDER SEASON – JANUARY AND MIDWEEK

POTENTIAL 10% INCREASE*

Overall group tour business

For five consecutive years

EXPOSE NEW MOTORCOACH COMPANIES TO DESTINATION

\$3,765,359 ECONOMIC IMPACT

SOURCES

*John Dunham & Associates, Inc. New York (2019)





FINANCIAL COMMITMENTS

FY25 EXPENSE NOT TO EXCEED \$200,000

To host the closing night event in Philadelphia, PA February 4, 2025

1,400 delegates

FY26 ESTIMATED FUNDING REQUEST NOT TO EXCEED \$465,000

To host the opening night event in Reno, NV January 10, 2026 – 2,200 delegates

&

Transportation, RSCC space, sightseeing tours, etc.

ESTIMATED ROOM REBATE REVENUE: \$425,000

Offset FY26 transportation, hosted event and facility rental expenses







THANK YOU





Reno-Sparks Convention and Visitors Authority

Interim Financial Report

July 2023



Reno-Sparks Convention and Visitors Authority Interim Financial Report July 2023

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Transient Lodging Tax Collections and Statistics	3

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Financial Summary by Category

	One Month Period Ended July 31,								
	2023		2022		2021			Total Budget Fiscal Year 2024	
Revenues									
Room Tax Collections	\$	4,606,058	\$	4,383,958	\$	4,652,511	\$	39,374,453	
Tourism Surcharge		465,219		443,923		482,392		4,507,123	
Facilities Revenues		787,798		398,298		302,376		7,276,219	
Other Income		83,956		80,461		212,940		1,350,708	
Total Revenues	\$	5,943,032	\$	5,306,641	\$	5,650,219	\$	52,508,503	
Operating Expenses (by Category)									
Payroll & Related	\$	927,847	\$	775,108	\$	355,323	\$	16,895,134	
Supplies & Services		2,009,367		1,255,391		1,472,034		9,344,862	
Travel & Entertainment		48,578		53,756		9,629		1,281,826	
Promotion & Advertising		1,100,261		467,778		528,775		11,408,702	
Special Projects		424,615		625,473		159,634		2,786,400	
Other		14,944		4,823		869		154,100	
Total Operating Expenses	\$	4,525,612	\$	3,182,329	\$	2,526,265	\$	41,871,024	
Non-Operating Expenses/General Fund Transfers Out									
Incline Village/Crystal Bay Apportionment	\$	216,098	\$	251,711	\$	248,152	\$	2,219,343	
Debt Service Transfers	'	673,263	'	682,513		671,471	'	8,079,150	
Capital Improvements		791,246		195,964		17,793		4,293,000	
Contingency		-				-		200,000	
Total Non-Operating Expenses/Transfers	\$	1,680,607	\$	1,130,188	\$	937,416	\$	14,791,493	
Net Revenues (Expenses)	\$	(263,187)	\$_	994,124	\$	2,186,538	\$	(4,154,014)	

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Financial Summary by Department

	One Month Period Ended July 31,							
	2023		2022		2021			Total Budget Fiscal Year 2024
Revenues								
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Operating Expenses (by Department)		. === ===		224 - 22		0.7		40.000.000
Facilities Operations		1,528,017		891,790		817,466		13,028,539
Marketing		1,386,179		819,793		713,043		13,157,828
Sales		562,872		647,113		238,689		9,186,518
General Government, Finance, and Administrative		1,048,543		823,633		757,067		6,498,139
Total Operating Expenses		4,525,612		3,182,329		2,526,265		41,871,024
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RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Transient Lodging Tax Collections and Statistics

	One Month Period Ended July 31,			Increase (Decrease)				
		2023		2022		\$	%	
Room Tax Collections								
Lodging (6 5/8%)	\$	3,537,987	\$	3,573,668	\$	(35,681)	(1.0%)	
Convention Center (2%)		1,068,071		1,078,843		(10,772)	(1.0%)	
Tourism Surcharge		465,219		482,392		(17,173)	(3.6%)	
Total Tax Collections	\$	5,071,277	\$	5,134,903	\$	(63,626)	(1.2%)	
Total Taxable Room Revenues	\$	53,401,387	\$	50,830,555	\$	2,570,832	5.1%	
Average Rate - Cash	\$	162.63	\$	163.07	\$	(0.44)	(0.3%)	
Occupied Rooms								
Cash		328,360		311,709		16,651	5.3%	
Comp		89,744		78,833		10,911	13.8%	
28 Day		91,827		94,685		(2,858)	(3.0%)	
Total Occupied Rooms		509,931		485,227		24,704	5.1%	
Total Percentage of Occupancy		76.4%		73.4%		3.1	4.2%	
Total Taxable Room Revenues by Tax District								
Reno B (Suburban Reno)	\$	23,446,252	\$	21,840,060		1,606,192	7.4%	
Reno D (Downtown Reno)	\$	12,014,454	\$	10,904,954	\$	1,109,500	10.2%	
Reno E (1 Mile Radius from Downtown)	\$	1,409,469	\$	1,227,056	\$	182,413	14.9%	
Sparks	\$	6,279,836	\$	6,285,975	\$	(6,139)	(0.1%)	
Washoe R (Washoe County (excluding Incline Village)	\$	93,153	\$ #	126,229	\$ ¢	(33,075)	(26.2%)	
Washoe B (Incline Village)	\$	10,158,222	\$	10,446,281	\$	(288,059)	(2.8%)	