

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
MEETING OF THE BOARD OF DIRECTORS
Thursday, April 25, 2024, at 9:00 a.m.
Reno-Sparks Convention and Visitors Authority
4065 S. Virginia Street, Board Room
Reno, Nevada
BOARD OF DIRECTORS:
Councilwoman Charlene Bybee, Chair

Mayor Hillary Schieve
Mr. Stephen Ascuaga
Mr. Greg Long
Mr. John East

Commissioner Alexis Hill
Mr. Richard Jay
Mr. Rick Murdock
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:

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

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

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

Items on the agenda are for possible action by the Board of Directors unless stated otherwise. Items will not necessarily be considered in the order listed. The Board may combine two or more agenda items for consideration, may remove an item from the agenda, or may delay discussion relating to an item on the agenda at any time. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is 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. Approval of the Agenda of the April 25, 2024, Meeting of the Board of Directors
For Possible Action
- C2. Approval of the Minutes of the March 28, 2024, Meeting of the Board of Directors
For Possible Action

D. PRESENTATIONS

- D1. Reno-Tahoe Airport Authority Air Service Development Update
Reno-Tahoe Airport Authority consultants Kirk Lovell, Managing Director, Air Service Consulting at Mead & Hunt and Scott Schult, Head of Strategy at Orange 142 will provide an update on the **airport's air service development and marketing strategies, including** an overview of the industry, challenges, opportunities, how minimum revenue guarantees work, and how the airport determines its target markets for air service development and works to strategically market them.

Informational Only
- D2. Reno-Sparks Convention and Visitors Authority Department Updates
Members of the Senior Leadership Team will deliver updates on current activities and initiatives.

Informational Only

E. BOARD MATTERS

- E1. Review, Discussion, and Possible Action to Approve Funding for the Incline Village/Crystal Bay TART Connect Micro-Shuttle Project
The RSCVA Board of Directors is being asked to review, discuss, and possibly take action to approve a request to provide matching funds for the FY 2023-24 TART Connect Incline Village Crystal Bay Zone 3 Micro-Shuttle project in an amount not to exceed \$200,000.

For Possible Action
- E2. Update regarding the Budget for Fiscal Year 2024/2025 for the Reno-Sparks Convention and Visitors Authority
The RSCVA Board of Directors will be presented with an update regarding the fiscal year 2024/2025 Budget. The Board of Directors may discuss and provide direction to staff regarding the fiscal year 2024/2025 Budget.

For Possible Action
- E3. Approval of President/CEO Employment Agreement
The RSCVA Board of Directors is being asked to review, discuss, and possibly take action to approve or revise and approve the Employment Agreement for Mike Larragueta as the President/CEO of the RSCVA, at an annual base salary equal to \$315,000.00.

For Possible Action
- E4. Interim President/CEO Evaluation and Compensation Review
The RSCVA Board of Directors is being asked to review, discuss and possibly take action to approve a bonus for Mike Larragueta for the time in which he served as the Interim President/CEO, in an amount equal to \$35,000.

For Possible Action

E5. **Approval of Cancellation of June's Scheduled Board Meeting**

The RSCVA Board of Directors is being asked to review, discuss and possibly take action to cancel the regularly scheduled June Board of Directors Meeting.

For Possible Action.

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

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

Informational Only

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

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

H. **ADJOURNMENT**

For Possible Action

For information or questions regarding this agenda please contact:
The RSCVA Executive Office
P.O. Box 837, Reno, NV 89504
775-827-7618



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

Reno-Sparks Convention & Visitors Authority
Meeting held Thursday, March 28, 2024, at 9:00 a.m.
4065 S. Virginia Street, Board Room
Reno, Nevada

The Reno-Sparks Convention & Visitors Authority Board of Directors met at 9:00 am on Thursday, March 28, 2024. 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 Board Member East to lead the pledge.
- A3. Roll Call
The Clerk of the Board took roll call.

Board Members Present:	Board Members Absent:
Councilwoman Charlene Bybee, RSCVA Chair	
Commissioner Alexis Hill, Board Member	
Stephen Ascuaga, RSCVA Board Member	
Mayor Hillary Schieve, RSCVA Vice Chair [via Zoom]	
Greg Long, RSCVA Board Member [via Zoom]	
John East, RSCVA Board Member	
Richard Jay, RSCVA Board Member	
Rick Murdock, RSCVA Board Member	
Eddie Ableser, RSCVA Board Member [via Zoom]	

RSCVA Executive Staff Present:
Mike Larragueta, Interim President & CEO
Courtney Jaeger, Vice President, Finance
Trent LaFerriere, Vice President, Facilities
Art Jimenez, Executive Director of Tourism Sales
Christina Erny, Vice President, Marketing
Ben McDonald, Senior Director of Communications & Public Affairs
Renee McGinnes, Senior Director of Venue Sales & Events
RSCVA Legal Counsel:
Benjamin Kennedy, Argentum Law
Molly Rezac, Ogletree Deakins
Board Clerk:
Myrra Estrellado, Sales Office Manager & Board Clerk

*Minutes prepared by Enza Apa of Minutes Solutions Inc. from a video recording.

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:

C1. Approval of the Agenda of the March 28, 2024, Special Meeting of the Board of Directors

Chair Bybee asked that item C1 be removed from the consent agenda, as there were agenda changes to be made.

Motion: Approval of the consent agenda without item C1.

Moved by: Board Member Hill

Seconded by: Board Member Ascuaga

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

Nay:

Absent:

Abstain:

Vote: Motion passed unanimously 9-0-0

Chair Bybee requested that item D1 be moved after item E2 in order to accommodate guest speakers arriving late due to the icy roads. Information for items E3 and E4 were not ready to be presented to the Board and would be removed from the agenda.

Motion: Approval of the revised agenda, as stated.

Moved by: Board Member Hill

Seconded by: Board Member Murdock

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

Nay:

Absent:

Abstain:

Vote: Motion passed unanimously 9-0-0

D. PRESENTATIONS

Chair Bybee requested that item D1 be moved after item E2 in order to accommodate guest speakers arriving late due to the icy roads.

D1. Lake Tahoe Destination Stewardship Plan

Amy Berry, CEO of the Tahoe Fund, thanked the Board for their support on the stewardship plan and introduced her colleagues, Nettie Pardue (Managing Director, Lake Tahoe Destination Stewardship Plan) and Devin Middlebrook (Government Affairs Manager, Tahoe Region Planning Agency) who made a presentation to the Board on the Lake Tahoe Destination Stewardship Plan, a collaboration of more than 20 regional organizations with a shared vision to preserve Lake Tahoe for future generations. The plan is available online at: <https://stewardshiptahoe.org>.

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

Devon Middlebrook presented information gathered in 2022 on Tahoe recreation trends that showed two million unique visitors spending 17 million visitor days in the area, with direct spending of \$4.5 billion and a total economic impact of \$10 billion. Despite the changes in visitor and traffic patterns since the 1990s, the overall travel times in the region have remained the same.

Amy Berry stated that COVID-19 allowed Tahoe area stakeholders to come together to create a unique partnership to focus on prioritizing destination stewardship. The group undertook public engagement sessions and learned that 21% of residents agreed that tourism and recreation support quality of life and a strong sense of community, and 88% of visitors indicated that support of environmental stewardship is important. The research gathered from the public engagement sessions was put into a plan called the Lake Tahoe Destination Stewardship Plan.

Tahoe's shared vision is of a cherished place, welcoming to all, where people, communities, and nature benefit from a thriving tourism and outdoor recreation economy. The four main pillars of the shared vision are to:

- Turn a shared vision into a shared action
- Foster a tourism economy that gives back
- Improve the Tahoe experience for all
- Advance a culture of caring for Tahoe

Nettie Pardue spoke on her job to turn the destination stewardship plan into reality by helping to coordinate the work and amplify the message. The first action involved creating a destination stewardship council to meet regularly, build capacity, secure funding, establish work plans, and develop a communications strategy. Monies raised thus far include \$215,501, with commitments of \$330,000 over two years, with additional contributions pending.

Chair Bybee opened the floor to questions from the Board.

Commissioner Hill shared that she appreciated their efforts to make Tahoe a tourism destination where people contribute to the community rather than taking away from it.

Mayor Schieve asked for a background on when the work began, and what specifically they were asking of the Board.

Amy Berry replied that the workshops began in January, 2021, and the destination stewardship plan was finalized in June, 2023. Work has commenced to develop action items. The work is a combination of how to support tourism while taking care of the environment and the community. Amy asked the Board to continue being a partner, participate in meetings, and support the work of the destination management plan.

11:18am Board Member Murdock left. He returned at 11:22am

11:27am Board Member Schieve left. She returned at 11:28am

11:27am Board Member Ascuaga left the meeting.

11:44am Board Member Murdock left the meeting.

E. BOARD MATTERS

E1. Review, Discussion, and Possible Action to Approve Funding for the Firefighter Regional Games.

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

Tyler Gayton, Battalion Chief and Yazir Nauhm, Firefighter of the Sparks Fire Department gave a presentation requesting sponsorship for the Firefighters Regional Games to be held in Sparks from May 16 to 18, 2024.

Tyler Gayton shared the history of the games that started 32 years ago and expressed their desire to host the nationals and a world competition in the future, and to grow this into a multi-year event. This year, the Western Regional event is being held at the Nugget Center and is being hosted by the Sparks Fire Department and the Sparks Firefighters Association. The Association is a federally recognized non-profit, a charitable organization, and a benevolent fund, and is seeking sponsorship to assist in running the large event.

Yazir Nauhm stated that the Firefighters Challenge is open to all firefighters and is a free event accessible to the public. He shared a short video of one of the competitions **during last year's event.**

The total estimated cost of the event is approximately \$50,000. The ask to RSCVA is \$35,000. Thus far, approximately \$18,000 has been raised from Servepro, REMSA, and NV Energy.

Commissioner Hill said there was a desire to brand the community as recreational. This type of event would help to achieve that goal and would help get more people interested in the fire service.

Mr. Jay asked how many room nights were estimated.

Tyler Gayton replied that the goal is to host 150 participants who would generate room revenue and spending within the community. He anticipates 180 room nights at minimum (30 rooms for 6 nights).

Mr. Murdock asked if this event was open to firefighters state-wide. He agreed that this type of event could grow and be successful in the long run.

Tyler Gayton replied that there are already registrations from across the state, and the number of competitors will increase as the event approaches. He has a meeting scheduled with the venue for early April to outline all the costs associated with setting up the event. Commissioner Hill said that in-kind sponsorship could be helpful with costs associated with running the event including police assistance or marketing.

Mr. East stated that growing spectator attendance would be key to the future success of this event, in addition to raising awareness and participation in it.

Chair Bybee agreed that the event was a stepping stone to create more community-based events, and said it would be important to sit down with the organizers of the **Firefighters Challenge while they are here in May to express the region's desire to host** this event in the future and help grow it.

Mr. Ascuaga stated that if the Board were to fund this, monies would come from the booking or event opportunity fund.

Mr. Murdock said that there is established criteria on the sales side regarding what is funded based on room nights, and that the event seems to be a hybrid between a new event and a potential convention that could grow every year.

Mayor Schieve reiterated that getting together with the organizer in May would be important. When there is a sponsorship, there should be a branding opportunity tied to it. She expressed her support of this partnership as a good opportunity for community partnership.

Board member Mayor Schieve then called for a motion to approve.

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

Motion: Approval of item E1 for funding the Firefighter Regional Games in the amount of \$35,000.

Moved by: Board Member Schieve

Seconded by: Board Member Jay

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

Nay:

Absent:

Abstain:

Vote: Motion passed unanimously 9-0-0

Mr. Ableser asked for guidance and clarification on the process the Board should use when organizations request money from the RSCVA.

Mr. Kennedy stated that due to the timeliness of this event, the request came straight to the Board. Normally the policy is an unsolicited solicitation process when these requests are received. He suggested the current policy should be included in the review of the general Board policies so it is clear and easily available.

Mr. Larragueta said that there is defined criteria as it relates to sales and events opportunities that have to be met in order for funding to be considered. They plan to look at the Board policies and define what would qualify based on that established criteria since they receive significant requests for funding.

Mr. Ableser asked to see a copy of the Board policies and whether some requests should first go to sub-committees for their research and review.

ACTION – Mr. Kennedy will distribute the Board policies to the group for their review.

Commented [cm1]: Client to confirm action item formatting.

Mr. Murdock asked for clarification on the core mission of the Board and what the RSCVA should do with the room tax dollars.

Chair Bybee shared that the Board policy has not been updated since 2017. There is an opportunity to update it while considering the bigger picture of the goals of the RSCVA, and to set guidelines to make it easier to come to decisions as a group.

E2. Review, Discussion, and Possible Action to Approve Funding for the exhibit "Deep Time: Sea Dragons of Nevada".

Mr. Jay recused himself from discussion on E2 due to a conflict of interest. A letter was read and submitted to the clerk to enter into the record.

David Walker, CEO, Nevada Museum of Art introduced his team: Ann Wolfe, Chief Curator and Associate Director, Nevada Museum of Art; Don Vetter, Don Vetter PR; and **Tim O'Brien, Creative Director**, Nevada Museum of Art. They gave a presentation on the upcoming exhibit, "Deep Time: Sea Dragons of Nevada."

Ann Wolf spoke about the blockbuster exhibition to be held from September 7, 2024, to January 11, 2026. The exhibit, curated by Ann Wolfe and paleontologist Martin Sander of the University of Bonn, is designed by Nik Hafermaas from Berlin, Germany. The exhibit will be a huge draw for European audiences and the curatorial and design teams have worked together to create a specific aesthetic suitable for the subject matter. The exhibit

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

will be immersive and will guide visitors into deep time by featuring fossil specimens on loan from major museums across the country. It will also introduce visitors to **Annie Alexander, Nevada's first female paleontologist and will help reframe the narrative around Nevada's history while encouraging dinosaur and fossil enthusiasts to travel throughout northern Nevada.**

Don Vetter shared how cultural offerings can drive destination visitation and how the exhibition is rich with media stories that align with the priorities of the RSCVA. It targets culture, outdoor adventure, and opportunities for families. He stated that the museum can **use RSCVA's help with shoulder season advertising, media targeting, social media and content creation, and TV and print out-of-market.**

David Walker concluded with an ask for RSCVA to be the title sponsor and for \$350,000 cash to support the exhibit as well as a matching shoulder season advertising commitment **as part of RSCVA's annual media buy.**

Mr. Ascuaga asked if there were other requests for partnership at this level, and when the construction of the building will be complete.

David Walker responded that they have raised \$425,000 and are in the middle of their fundraising efforts for the project. Reno Orthopedic will be the lead sponsor, but there is no one over the \$125,000 level at the moment. Construction will be complete in December, 2024.

Commissioner Hill said that this should be considered as it would create significant room nights over the 14 months of the exhibition and would bring in travelers that would not normally come to Reno.

Mr. Murdock stated that \$350,000 is a large ask and he would not feel comfortable deciding until the Board policy on the process for funding requests is clarified. He suggested the museum should approach NCOT for support and funding.

Mr. East agreed, **asked about the exhibition's total cost and** whether the museum would be open to other levels of sponsorship.

David Walker replied that they would consider other levels of sponsorship. The total cost to produce the exhibit was close to \$900,000. The admission price would remain the same since it is a priority for the museum to be accessible to all.

Mr. Ableser re-emphasized that large requests should have a pre-engaged process with a subcommittee and that he was not comfortable making a decision today. His inclination would be to defer to a subcommittee so further discussion could be had.

Mayor Schieve expressed her concern that the Board is unsure of where the allocation lies within the budget and how decisions cannot be made when the parameters and benchmarks are not clear. She agreed that coming up with a better process for funding decisions is paramount to help RSCVA become a better partner in the community.

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

Chair Bybee stated that staff can be directed to take the proposal to the finance subcommittee meeting in May as they will have a better understanding of the budget at that time. Members of the finance subcommittee include Councilwoman Bybee, Mr. Ascuaga, Mr. Jay, and Mr. Murdock.

Mr. Ableser mentioned that since Mr. Jay had to recuse himself from this discussion, he may also need to recuse himself during discussion of that item during the finance subcommittee.

Motion: Approval to have the proposal "Deep Time: Sea Dragons of Nevada" be reviewed by the finance committee, then be brought to the RSCVA Board in May, 2024.

Moved by: Board Member Hill

Seconded by: Chairperson Bybee

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

Nay:

Absent:

Abstain: Board Member Jay

Vote: Motion passed unanimously 8-0-1

9:59am Board Member Ascuaga left. He returned at 10:01am

10:00am Board Member Hill left. She returned at 10:04am

10:37am Board Member Jay left. He returned at 10:39am

11:06am Board Member Ascuaga left.

11:08am Board Member Ascuaga joined the meeting via Zoom.

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Chair Bybee said that the Spotlight winner for the month of February is Tom McLean.

Mr. Larragueta shared that Tom McLean is an energetic employee with a phenomenal attitude and is a great asset to the organization.

Mr. Jay gave an airport update and stated that April 11, 2024, is the ribbon-cutting ceremony for the new ground transportation center. Non-stop service flights to Atlanta have resumed after a multi-year hiatus. March 28 was one of the busiest days in regards to passenger counts.

Mr. Ableser asked if the Board wished to take a break by skipping the June meeting.

Mayor Schieve asked if there would be any CEO or staff presentations, and if there was a better way to refine the agenda to make the Board meetings more streamlined and productive. The CEO and staff reports are important and should be considered a regular part of the Board meetings.

Chair Bybee said that she is dependent on the CEO to help create an agenda that covers what is needed from an operational standpoint. There is much work to be done and it was agreed that managing the next couple of months will be important.

Mayor Schieve asked if there will be an opportunity to review the budget before it must be adopted in June.

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

Chair Bybee responded that there will be workshop, then a pre-approval of the budget prior to the final budget being presented to the Board. A preliminary budget with highlights can be shared with the Board on the April 28, 2024 meeting.

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

H. ADJOURNMENT

Chair Bybee adjourned the meeting at 12:04 pm.

The meeting may be viewed at the following:

03/28/2024 RSCVA BOD Mtg <https://www.youtube.com/watch?v=v9ag7xuSgdw>



Reno-Tahoe
International
Airport

Air Service Development

Reno-Sparks Convention & Visitors Authority

April 2024



Agenda

- Aviation Industry Overview
- RNO & Peer Markets
- RNO Domestic Trends
- Identifying New Opportunities
- Incentive Programs
- Air Service Strategy
- Air Service Marketing



Reno-Tahoe
International
Airport

Aviation Industry Overview

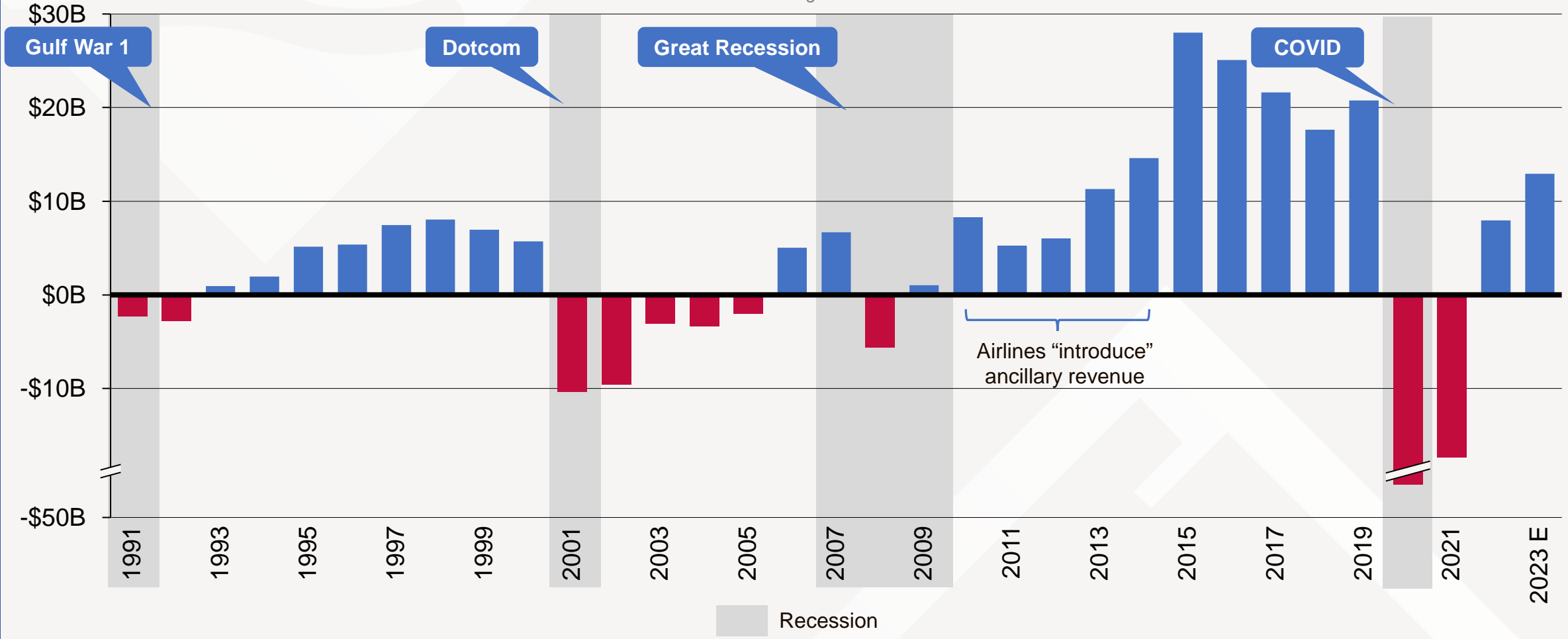


Optimizing Output

The airline industry's objective is to maximize profits.

Operating Profit/Loss (\$B)

U.S. Passengers Airlines



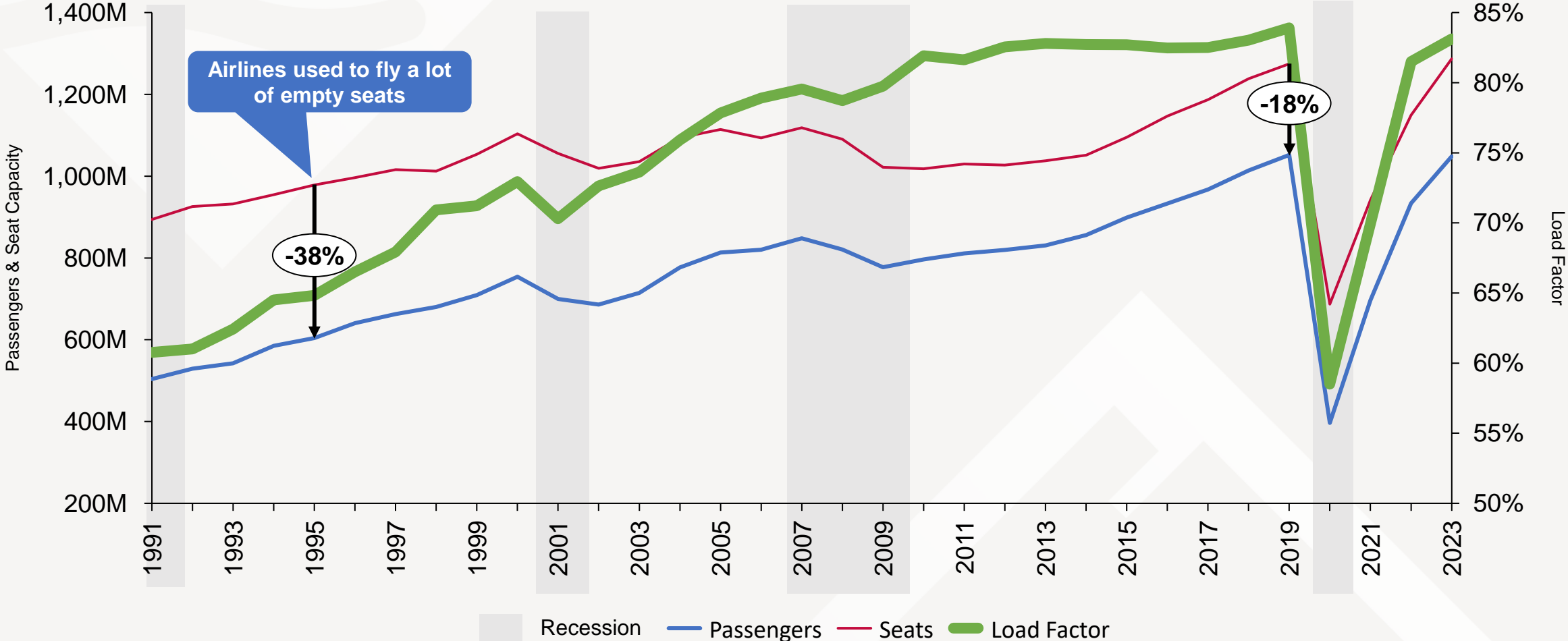


Maximizing Assets

Airlines strive to fill all seats; air carriers have been averaging 85% load factors for nearly a decade.

U.S. Passenger Traffic & Seat Capacity

YE Jan 1991 – YE Dec 2023



Source: Cirium; Federal Reserve of St. Louis



Strategic Growth

Airlines develop their route networks around strategic markets.

Airline Hub, Focus City, Crew Base

"X" RNO has air service

Airline	Airport	ABE	ACY	ANC	ATL	ATW	AUS	AVL	BDL*	BLI	BNA	BOS*	CHI*	CHS	CLE	CLT	CVG	DAL*	DEN	DSM	DTW	FNT	GRR	HNL	HOU*	IND	LAS	LAX*	MIA*	MSP	MSY	NYC*	ORF	ORL*	PDX	PGD	PHL*	PHX*	PIT	PVU	SAN	SAV	SEA	SFO*	SJU	SLC	TPA	TYS	VPS	WAS*				
AS	Alaska			x																								X								X						x		X	x									
G4	Allegiant	x				x	x	x		x							x			x		x	x				x	X	x	x					x		x										x		x	x				
AA	American												X			x		X										X	x				x					x	X												x			
XP	Avelo								x																			x	x					x																				
MX	Breeze								x			x		x																		x		x	x											x								
DL	Delta				X						x											x							X		X		x												x			X						
F9	Frontier				x								x		x		x	x											x		x						x										x							
HA	Hawaiian																								x					x																								
B6	JetBlue											x																																										
WN	Southwest				x		x				x		X						X	X						x		X	X		x																						x	
NK	Spirit		x		x								x									x							X		x																							
SY	Sun Country																												x				X																					
UA	United												X														X			X																								x

Source: Mead & Hunt, Inc.; Diio Mi Schedules 4/2/2024
Notes: Continental U.S.; sorted by Airport and Airline Name; as of 4/3/2024

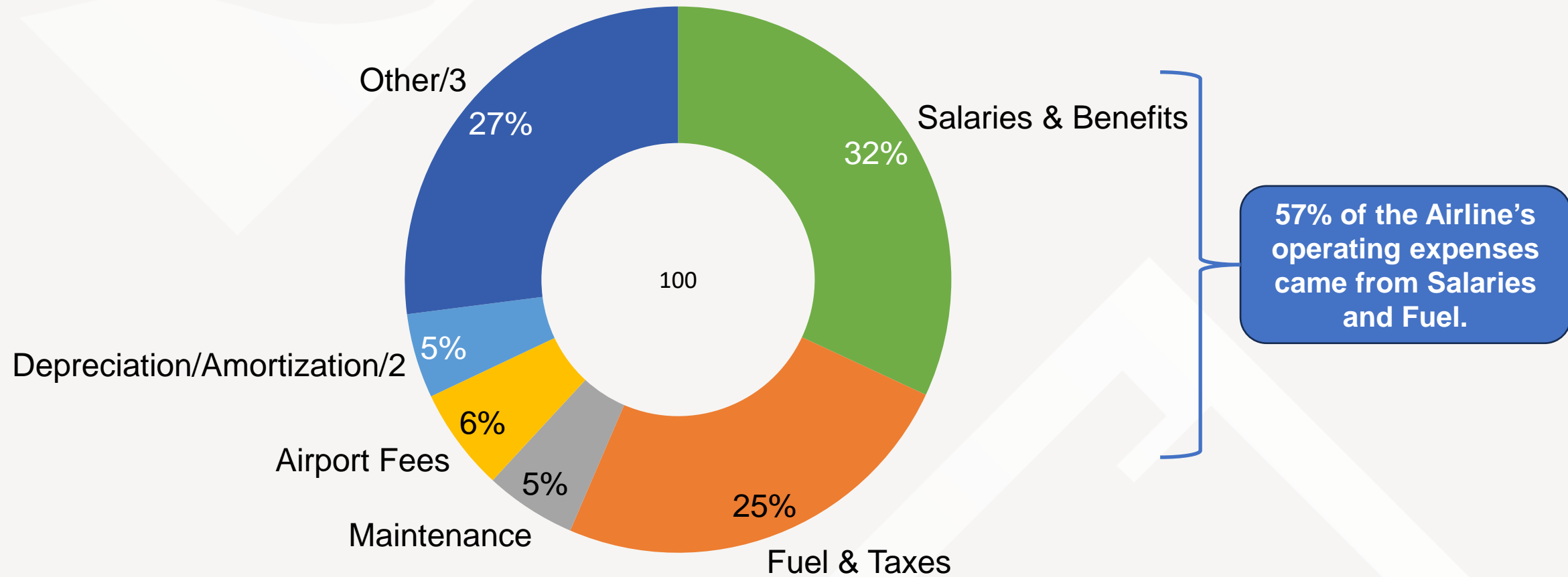


Air Carrier Operating Expenses

In 2023, operating expenses increased 10% over 2022.

2023 Share of Airline Operating Expenses

U.S. Carriers









Pilot Contracts

Renegotiated contracts add \$39.0B in incremental operating expenses to the bottom.

Renegotiated Pilot Contracts

List is Not Exhaustive (Alpha order by airline name)

Airline	Incremental Contract Value	Contract Approved	Contract Term
American Airlines 	\$9.6 billion	Aug 2023	4 years
 DELTA	\$7.2 billion	Dec 2022	4 years
Southwest 	\$12.0 billion	Jan 2024	4 years
UNITED 	\$10.2 billion	Sep 2023	4 years
Total Incremental Expense	\$39.0 billion		



Reno-Tahoe
International
Airport

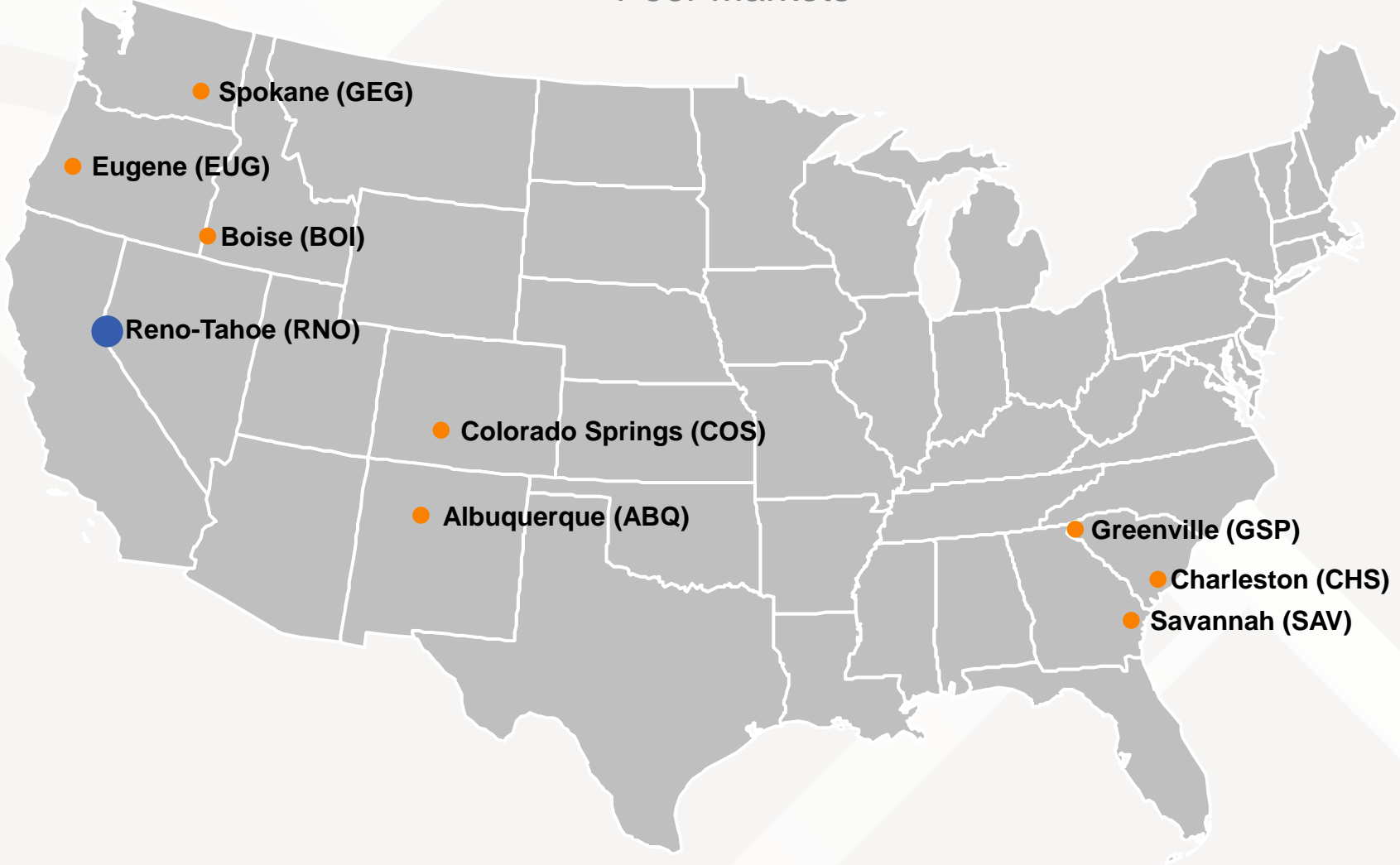
RNO & Peer Markets



Peer Markets

RNO serves a diverse leisure/business market with unique characteristics.

Peer Markets



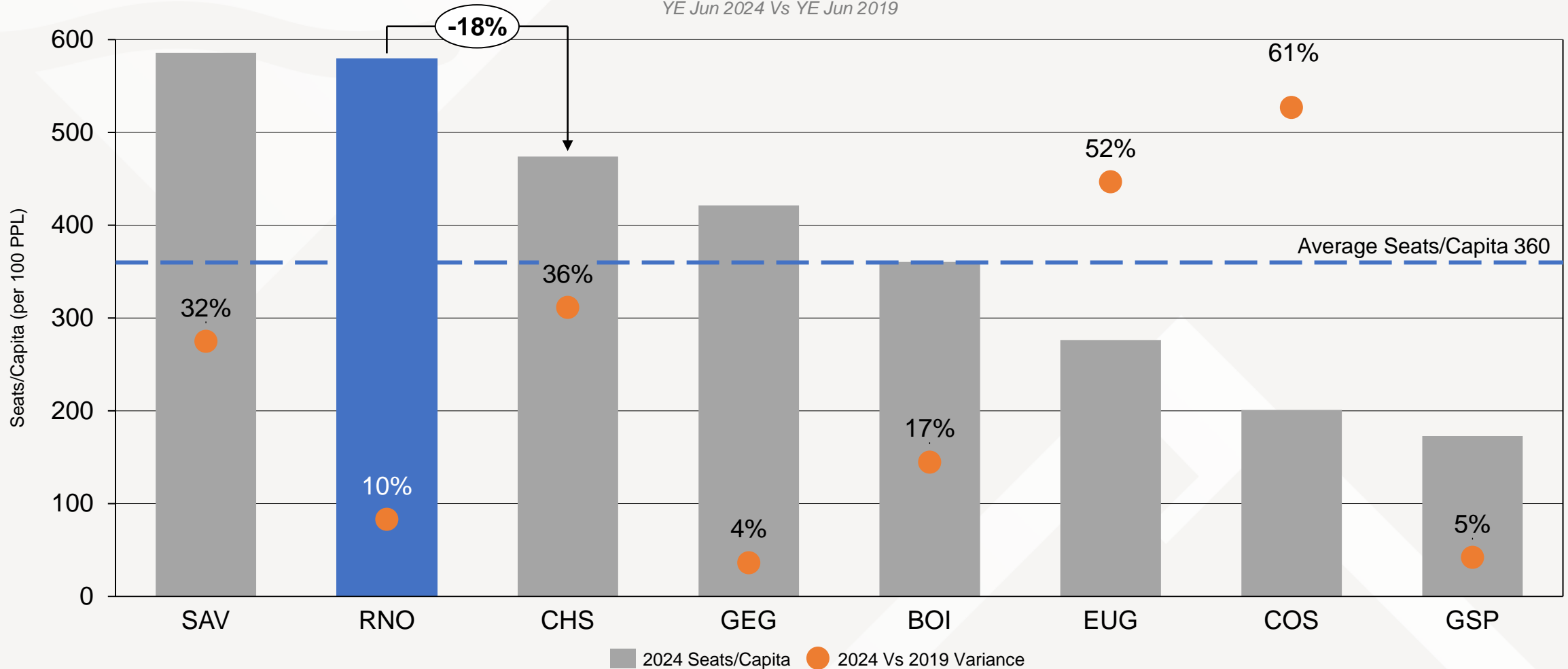


Seats per Capita

RNO offers more seats per capita than the peer average.

Seats per Capita (per 100 ppl)

YE Jun 2024 Vs YE Jun 2019



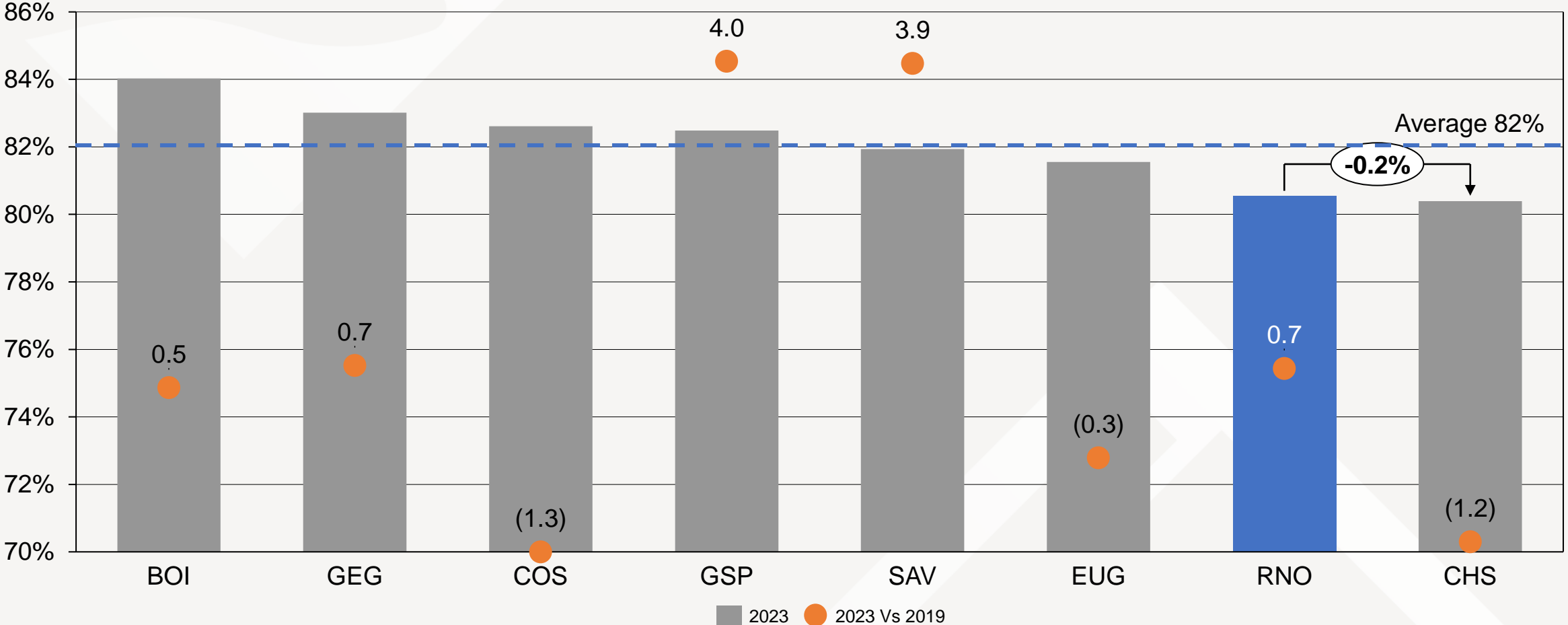


Maximizing Assets

RNO's average load factors are below par but are improving.

Load Factors

2023 Load Factor, 2023 vs. 2019 % Load Factor Variance



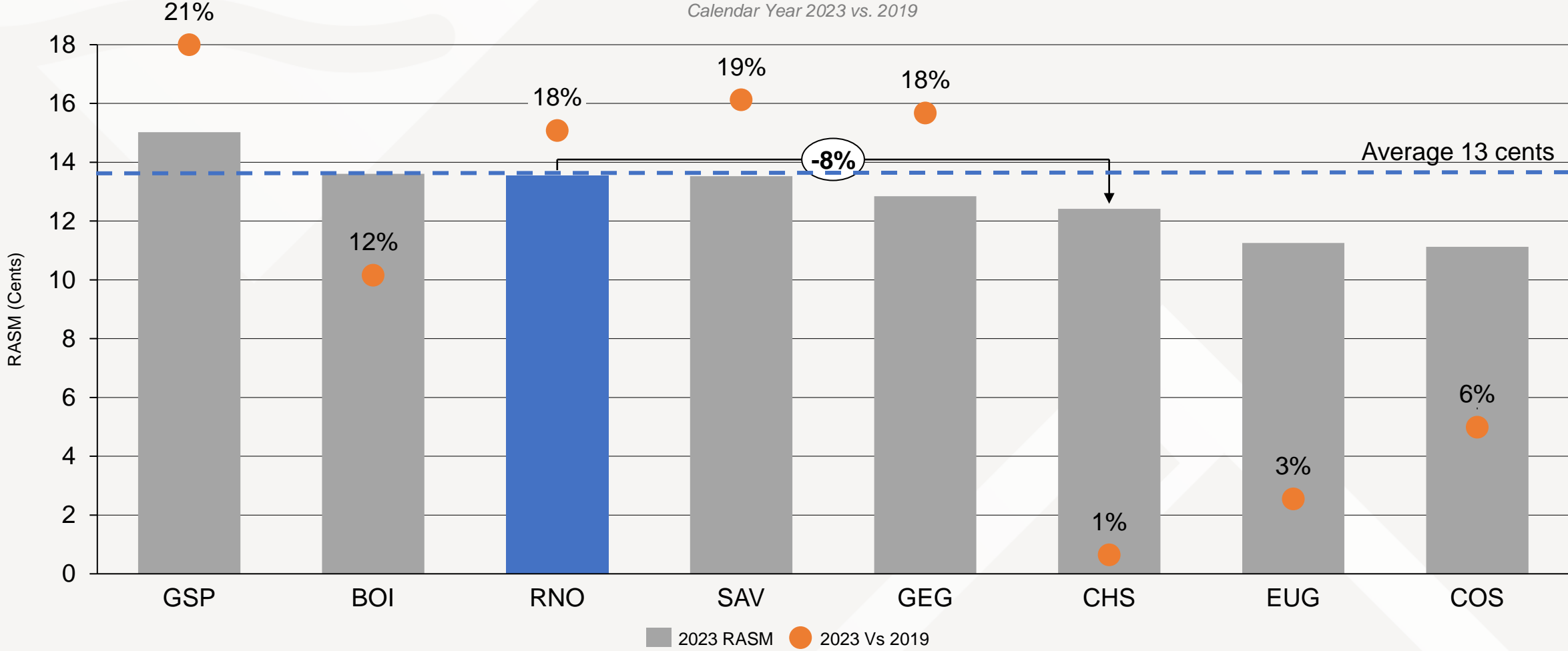


Optimizing Output

RNO's RASM is increasing and trending above the peer average.

Revenue Per Available Seat Mile (RASM)

Calendar Year 2023 vs. 2019





Reno-Tahoe
International
Airport

RNO Domestic Trends

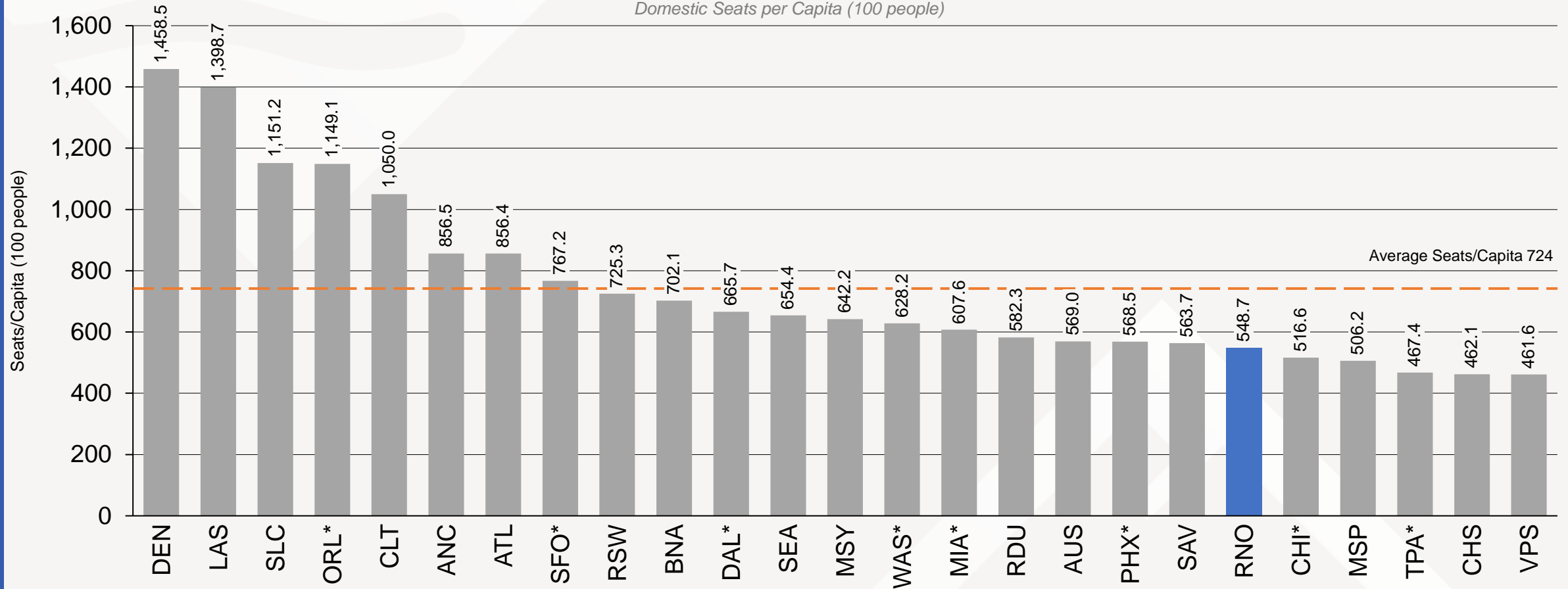


Seats per Capita

RNO offers the 20th most per capita in the U.S.

U.S.¹ Top 25 Markets - 2023

Domestic Seats per Capita (100 people)

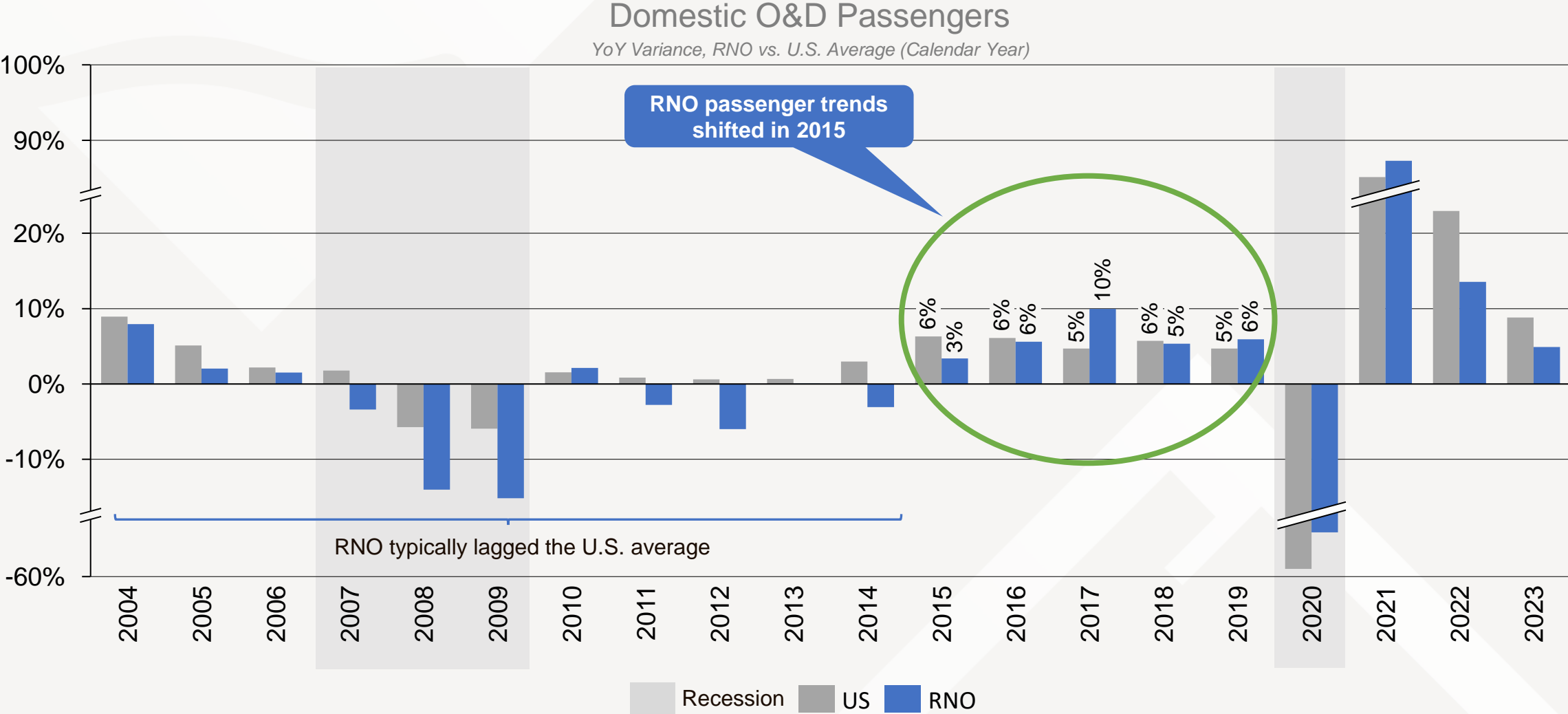


Average Seats/Capita 724



Passenger Trend Comparison

RNO passenger trends began outpacing the U.S. in 2015.

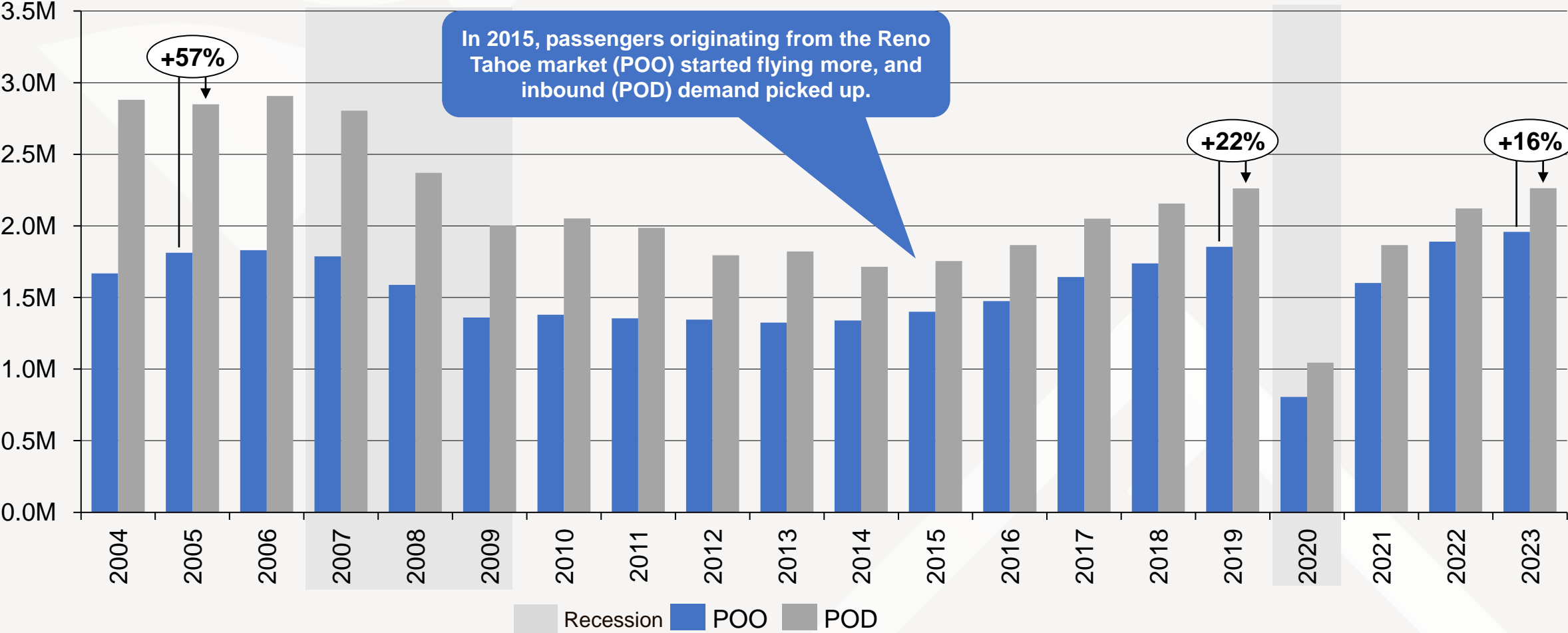




Passengers by Point of Origin

In 2023, passenger travel originating from RNO (POO) was at a record high.

O&D Passenger
2004 - 2023



Source: Diio Mi"
Note: POO – passenger originating their travel itinerary at RNO (likely Reno Tahoe area residents);
POD – passenger originating their travel itinerary from another market (likely visitors to the Reno Tahoe area)

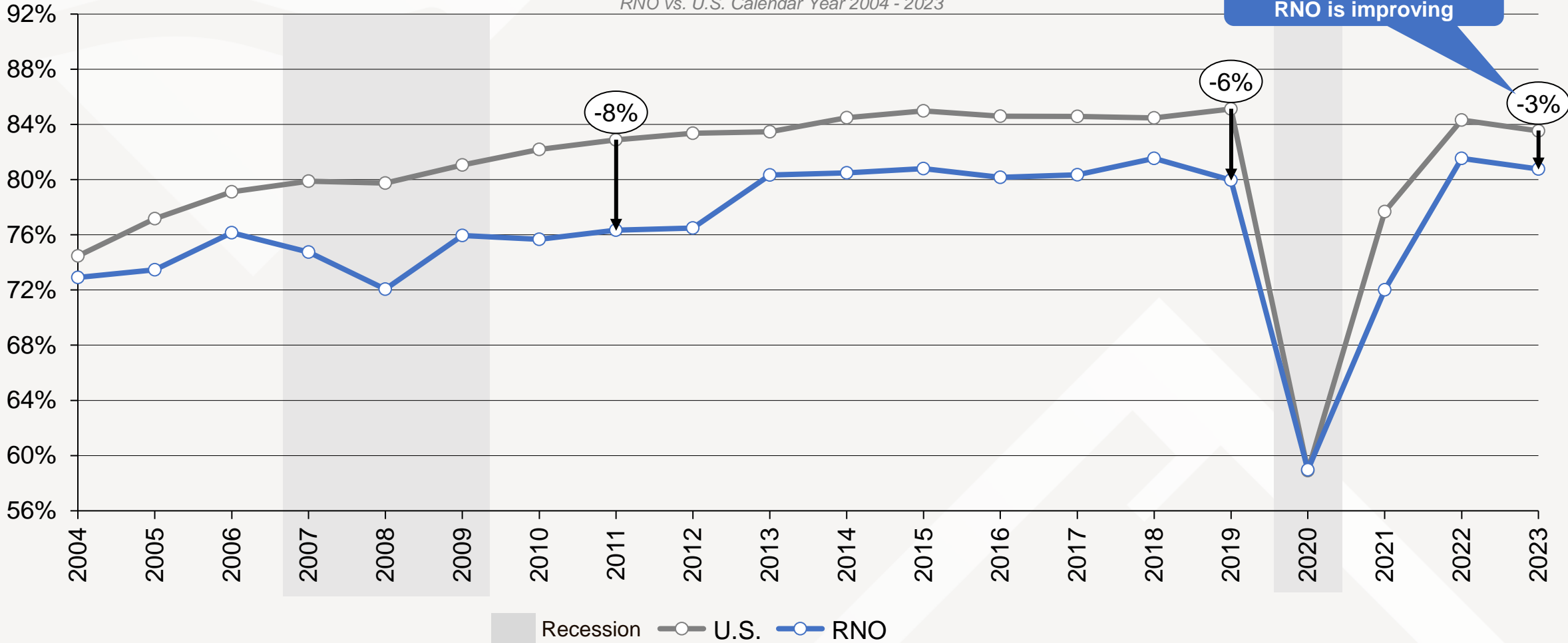


Maximizing Assets

RNO's load factor gap with the U.S. is decreasing.

Load Factors

RNO vs. U.S. Calendar Year 2004 - 2023



Aircraft utilization at RNO is improving

-8%

-6%

-3%

Recession U.S. RNO

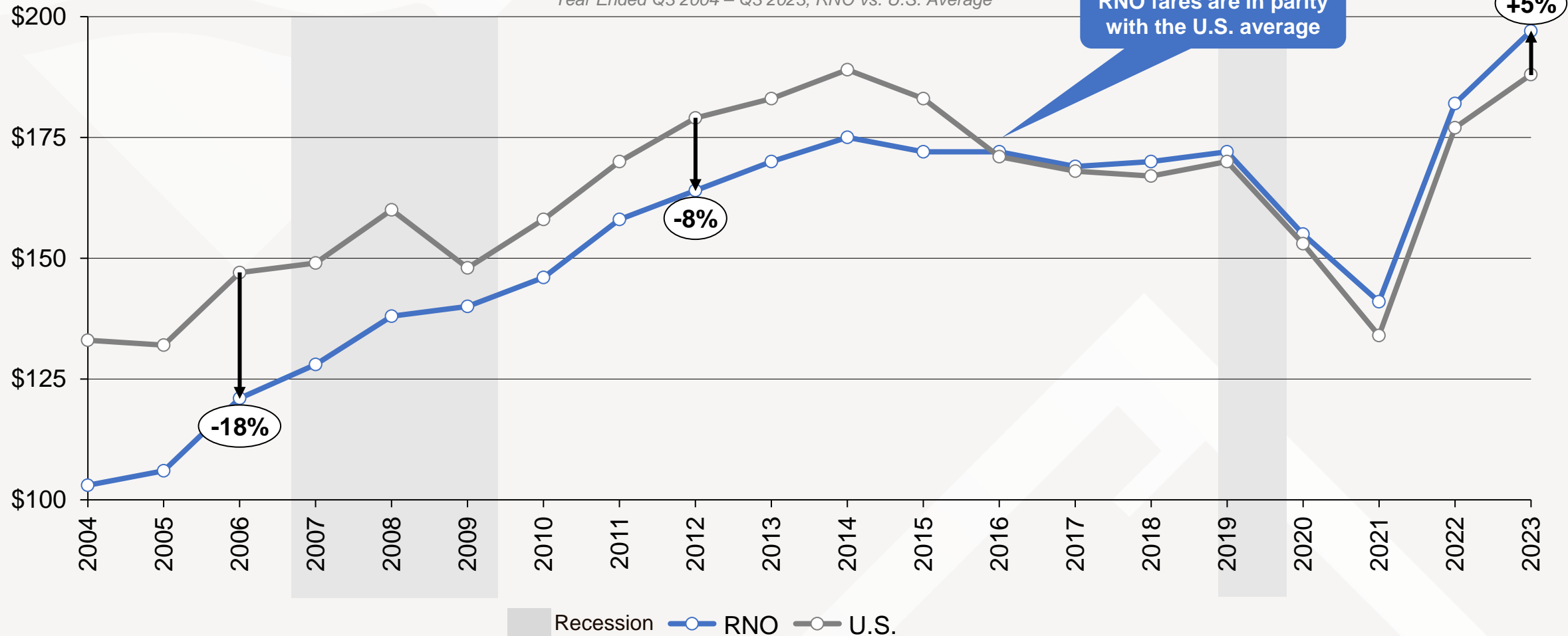


Optimizing Output

RNO average airfares reached parity with the U.S. average shortly after 2015.

Average Domestic One-Way Fare

Year Ended Q3 2004 – Q3 2023; RNO vs. U.S. Average



RNO fares are in parity with the U.S. average

-8%

-18%

+5%

Recession RNO U.S.



Maximizing Assets & Optimizing Output

RASM and load factors are two KPIs used to monitor air service performance.

■ Above Average
■ Below Average

RASM and Load Factor

Q4 2023 (Alpha order by Market Code)

Market		RNO Avg/Day		Load Factor		RASM		Market		RNO Avg/Day		Load Factor		RASM	
Market	Airline	Depts	Seats	RNO	Avg	RNO	Avg	Market	Airline	Depts	Seats	RNO	Avg	RNO	Avg
AUS	AA	0.7	50	64%	82%	11.0	11.9	LGB	WN	2.0	329	65%	71%	16.3	18.4
BUR	WN	1.0	143	70%	70%	19.9	21.1	MDW	WN	0.1	17	92%	86%	7.5	7.5
DAL	WN	0.1	16	89%	83%	10.0	9.7	MSP	SY	0.2	36	76%	87%	4.2	7.5
DEN	UA	3.5	531	85%	86%	17.1	17.9	OAK	WN	1.8	289	62%	69%	22.0	20.0
DEN	WN	2.9	446	81%	75%	10.6	10.1	ONT	7H	0.1	20	27%	-	11.0	-
DFW	AA	2.8	484	85%	87%	13.0	14.0	ORD	UA	0.2	24	78%	89%	10.4	12.8
IAH	UA	0.1	18	80%	88%	10.6	14.1	PDX	AS	1.8	138	85%	81%	28.3	24.9
JFK	B6	0.2	30	74%	83%	8.2	10.1	PHX	AA	3.7	422	84%	82%	18.8	20.2
LAS	G4	0.3	48	71%	72%	6.1	8.8	PHX	WN	2.3	362	74%	76%	14.6	15.7
LAS	NK	2.4	436	77%	81%	10.2	10.2	SAN	WN	2.3	338	61%	74%	19.5	18.6
LAS	WN	9.9	1566	63%	72%	20.1	19.8	SEA	AS	3.0	366	77%	79%	18.7	18.1
LAX	B6	0.9	146	58%	74%	14.3	16.1	SFO	UA	3.8	389	79%	82%	45.1	31.7
LAX	DL	2.9	205	86%	88%	28.4	27.2	SJC	WN	1.0	153	64%	72%	32.0	22.4
LAX	UA	2.0	141	86%	84%	29.2	30.9	SLC	DL	2.9	359	81%	81%	27.6	22.7
LAX	WN	1.1	176	73%	77%	16.7	20.9								

Source: Dlio Mi

Note: RASM – revenue per available seat mile; AA – American; WN – Southwest, UA – United, B6 – JetBlue, G4 – Allegiant, NK – Spirit, SY – Sun Country, AS – Alaska, 7H – New Pacific Airlines



**Reno-Tahoe
International
Airport**

Identifying New Opportunities

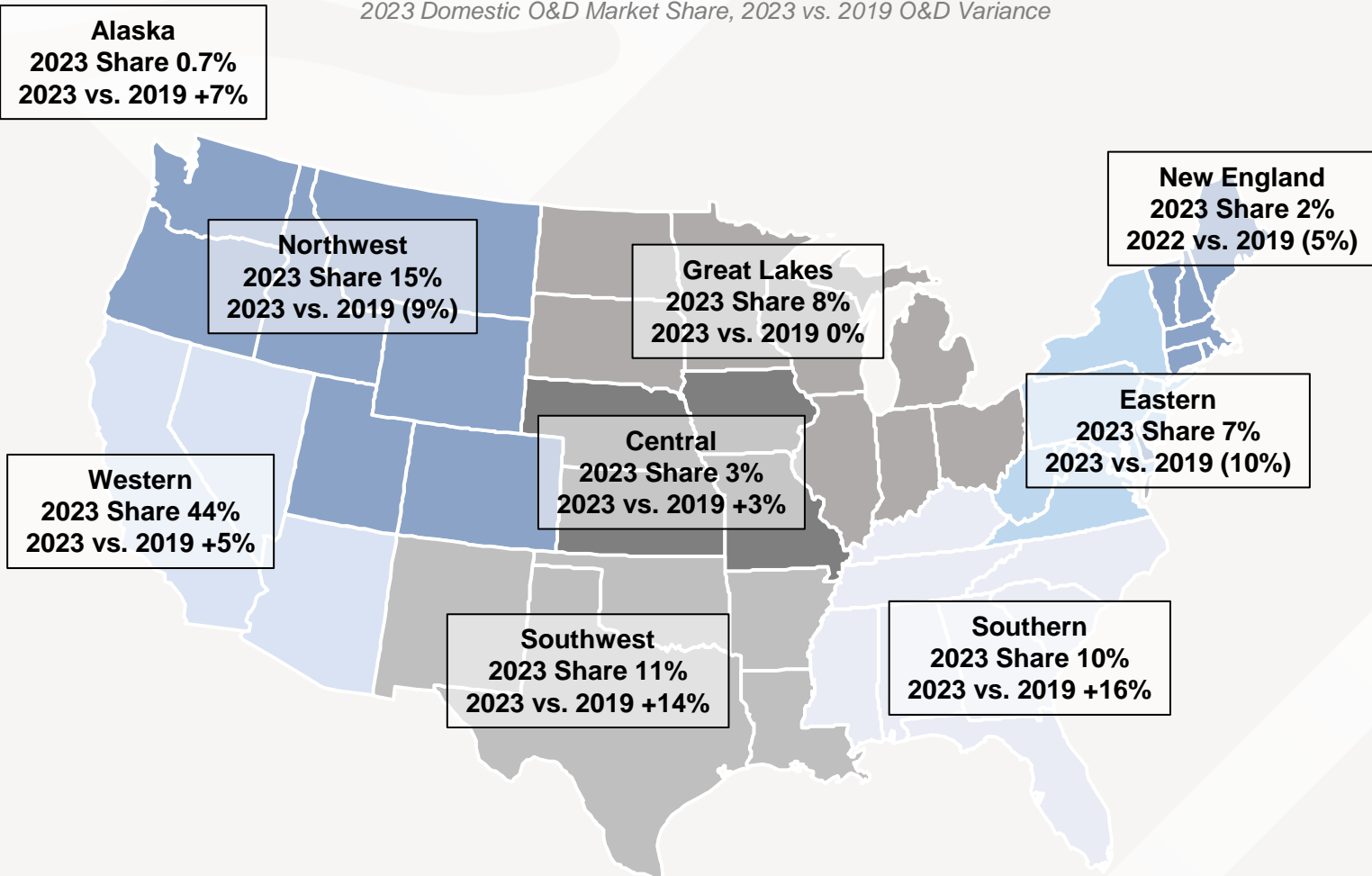


Demand Trends

Most of RNO demand is associated with the Western region, but the “South” regions show the most growth.

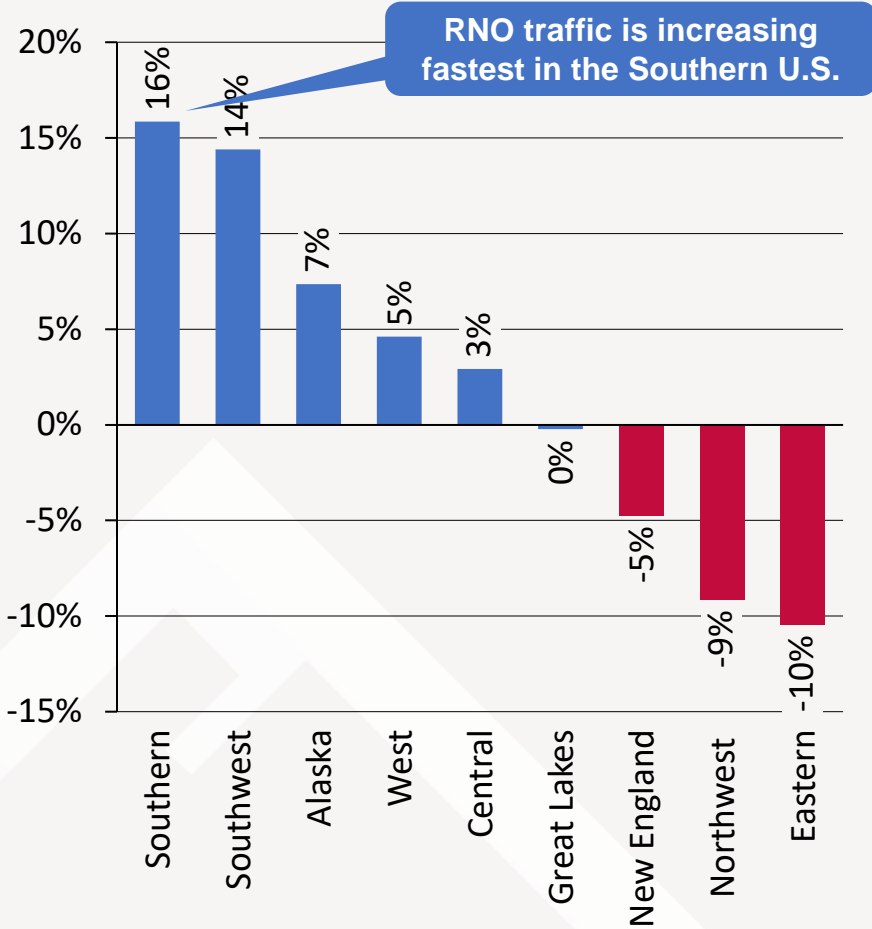
RNO Passenger Trends by Region

2023 Domestic O&D Market Share, 2023 vs. 2019 O&D Variance



RNO Passenger Trends by Region

2023 vs. 2019 O&D Variance



Source: Diio Mi
Note: Due to rounding sum might not equal 100%

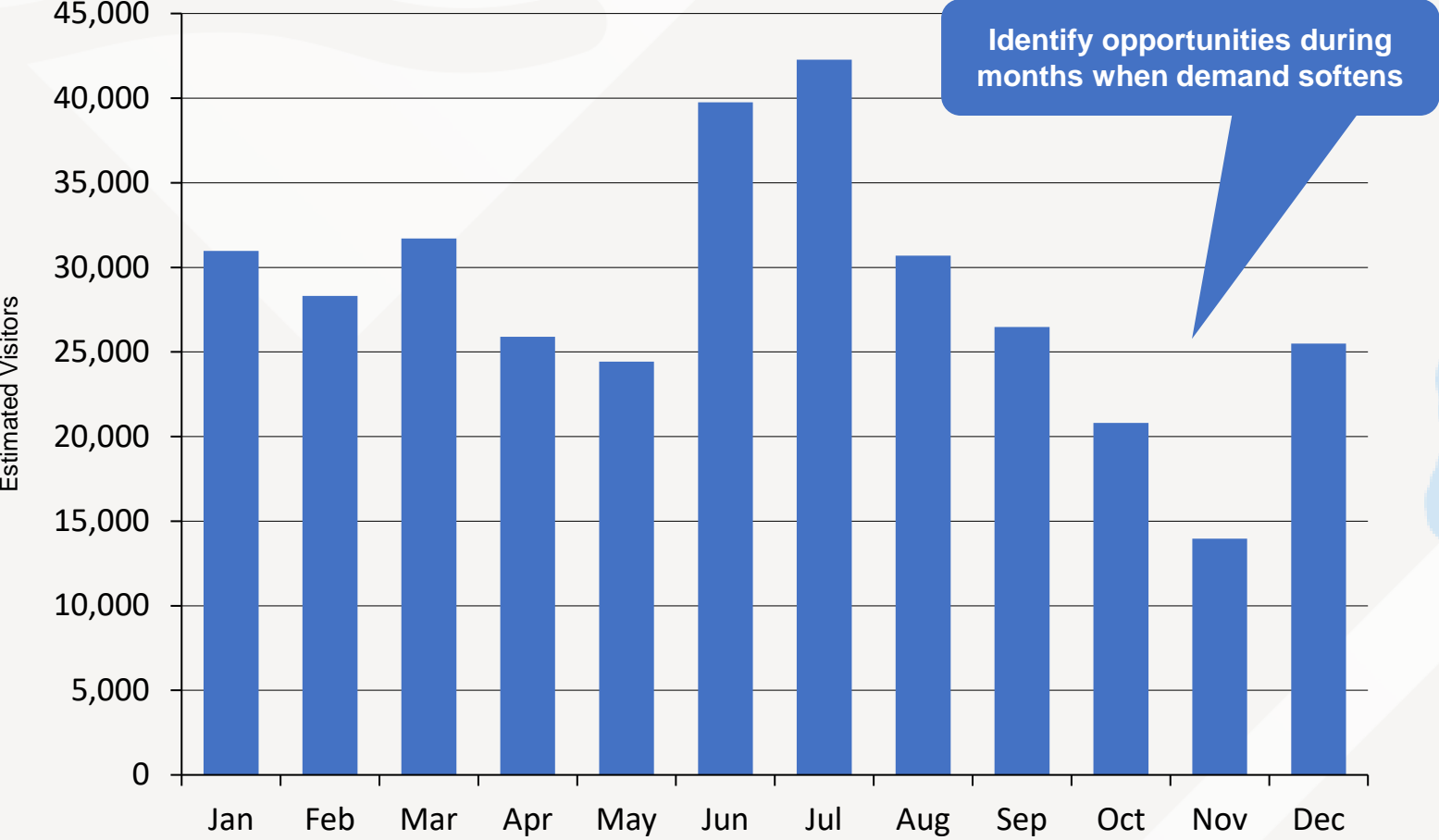


Understanding Visitor Trends

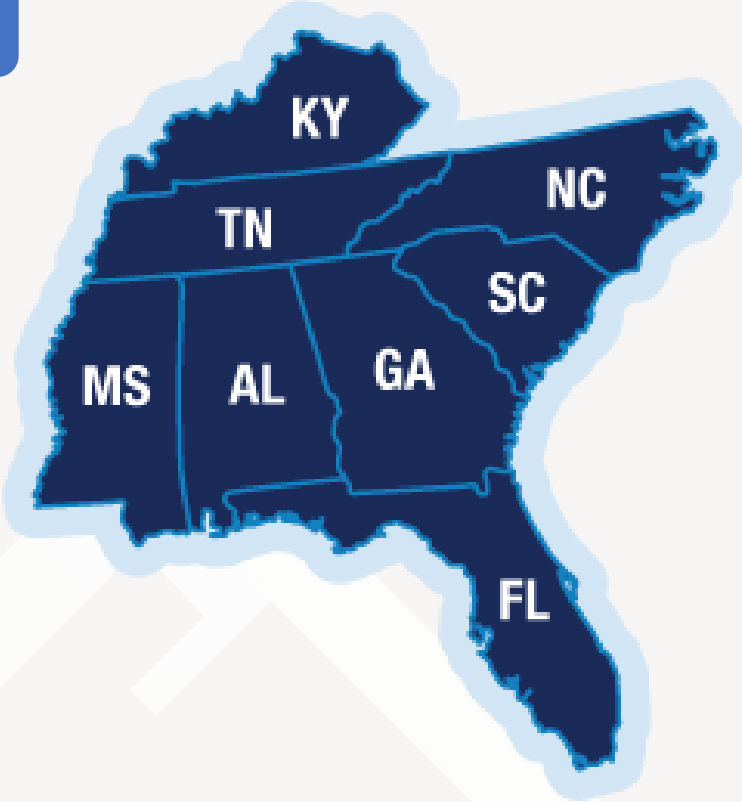
Building new tourism revenue pipelines and obtaining year-round air service.

Southern Region

Visitors to the Reno-Tahoe Study Area, 2023



Southern Region





Business Travel Air Service Focus

Where does the business community need to fly?

The “most important” market is Las Vegas (based on “Priority” and “Total Count”), while Washington, DC, is the 2nd “most important” (based on “priority”)

Top 20 Domestic Market Matrix

Rank	Market	Air Service Priority (“1” is the Top “Priority” Market, “10” is “Lowest”)										Total Count <i>(sort)</i>	Business Level Air Service
		1	2	3	4	5	6	7	8	9	10		
1	Las Vegas, NV	27	13	7	2	1	2				1	53	Y
2	Washington, DC	7	8	4	3	2	1		1	1	1	28	-
3	Los Angeles, CA	6	8	4	1	8			1			28	Y
4	Phoenix, AZ		8	3	6	6	1	1	1	1		27	Y
5	San Francisco, CA	3	6	5	3	2	2	1	1		1	24	Y
6	New York City, NY	6	2	2	2	1	1	3	1	4		22	-
7	Dallas, TX	5	5	2		3		3	2		1	21	Y
8	Chicago, IL	4	1	3	3		2		1	3	3	20	Y
9	Seattle, WA	3	1	4	3		2	2	3		1	19	Y
10	Denver, CO	1	1	2	7			2	1	2	2	18	Y
11	Atlanta, GA		3	3	3	2	3	1	2			17	Y
12	Salt Lake City, UT	4	3	3	1	1	1	2				15	Y
13	San Diego, CA	2	2	2	1	2	3	2	1			15	Y
14	Orlando, FL	1	1	3	2	2	1		1	1		12	-
15	Houston, TX	1		1		1	3	2			2	10	Y
16	Austin, TX	1	3		3					1	1	9	-
17	Boston, MA	1					2	3		1	1	8	-
18	Philadelphia, PA	1	1		3				3			8	-
19	Miami, FL			1	1	3		1				6	-
20	Portland, OR	1	1		1	1		1	1			6	Y

Source: RNO Corporate Travel Survey as of 3/13/2024

Note: “Business Level Air Service” refers to daily, year around: 80 unique markets listed by respondents



**Reno-Tahoe
International
Airport**

Incentive Programs



Competition

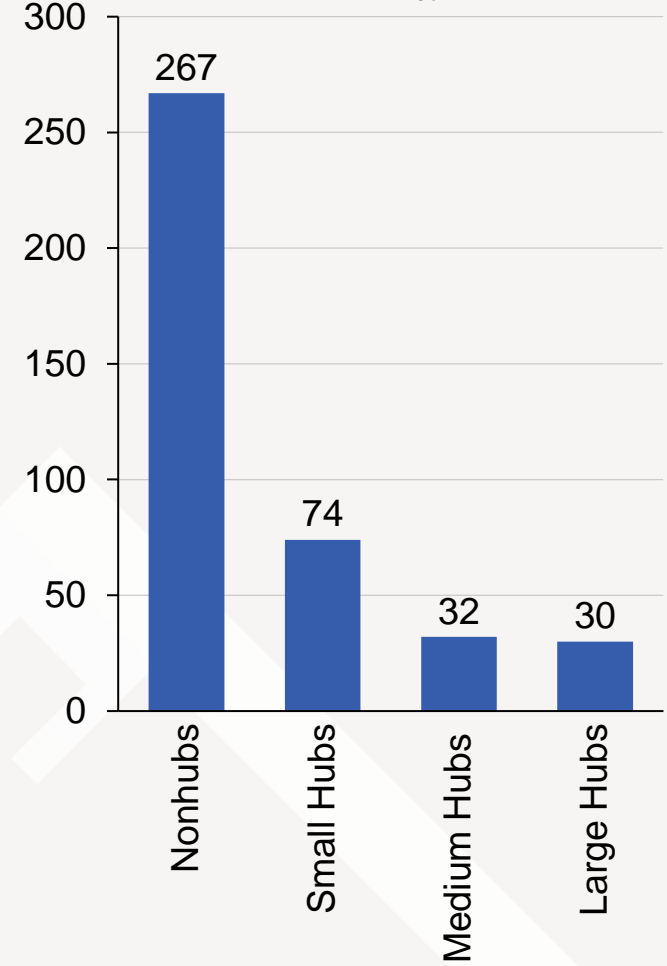
There are 400+ “hub” airports (“blue dots” below) in the U.S. with commercial air service.

Domestic Airports



Domestic Airports

FAA Hub Type





Air Service is Economic Development

Air service development is competitive, and local communities and state governments are starting to realize its importance.



- Indiana Economic Development Corporate (IEDC) created a **\$10.0M “Direct Flight Fund”** to support direct, regional, and international flights to and from Indiana.



- JobsOhio established the “Air Service Restoration Program,” providing a revenue guarantee of up to **\$1.0M per domestic route** (leisure or business).



- West Virginia Department of Tourism provided Breeze a revenue guarantee, not to exceed **\$2.5M for less than daily air service** from Charleston, WV (CRW) to Orlando, FL (MCO), and Charleston, SC (CHS).



Reno-Tahoe
International
Airport

Air Service Strategy



Strategy: Retain, Expand, & Attract



Retain, Expand	& Attract
New York City	Washington, DC
Chicago	Orlando
Seattle	Nashville
Atlanta	Charlotte
Salt Lake City	Charleston
Houston	Kansas City
Austin	Hawaii
Portland	Cancun
	Puerto Vallarta

“**Bold**” – Retain & Expand Markets

“**Blue**” – Attract Markets



Objectives

RNO's air service strategy is to **Retain** existing service, **Expand** existing service, and then **Attract** new service

#1

Develop in-
and out-of-
market
partnerships

#2

Generate net
new visitors
& support
growing
business
sector

#3

Retain and
expand
existing air
service

#4

Revisit
marketing
campaigns &
alignment



Reno-Tahoe Air Service Marketing



A Direct Digital Holdings Company

April 2024





AIR SERVICE MARKETING

Agenda

Goals

Strategy

Timeline

2024 Air Service Marketing

GOALS

Raise Awareness & Increase Demand

Generate New Visitors

Improve Carrier Performance

**AIR SERVICE
MARKETING**



2024 Air Service Marketing

STRATEGY

Position for Success

Lead with Leisure Promotion

Integrated & Hyper Targeted Marketing

AIR SERVICE
MARKETING



POSITION FOR SUCCESS

Roles & Responsibilities

AIR SERVICE MARKETING

RTAA

1. Leads Air Service Development and Marketing Strategies
2. Guides **Outbound** Marketing (Catchment Area)

RASC

Supports Minimum Revenue Guarantees (MRGs) plus marketing support - airline specific and catchment area

CVBs
DMOs

Provides **Inbound** Air Service Marketing

Others

Provides **Inbound** Marketing Support



AIR SERVICE MARKETING

POSITION FOR SUCCESS

RTAA
OUTBOUND
MARKETING

**CVBs
&
DMOs**
INBOUND
MARKETING



AIR SERVICE MARKETING

POSITION FOR SUCCESS



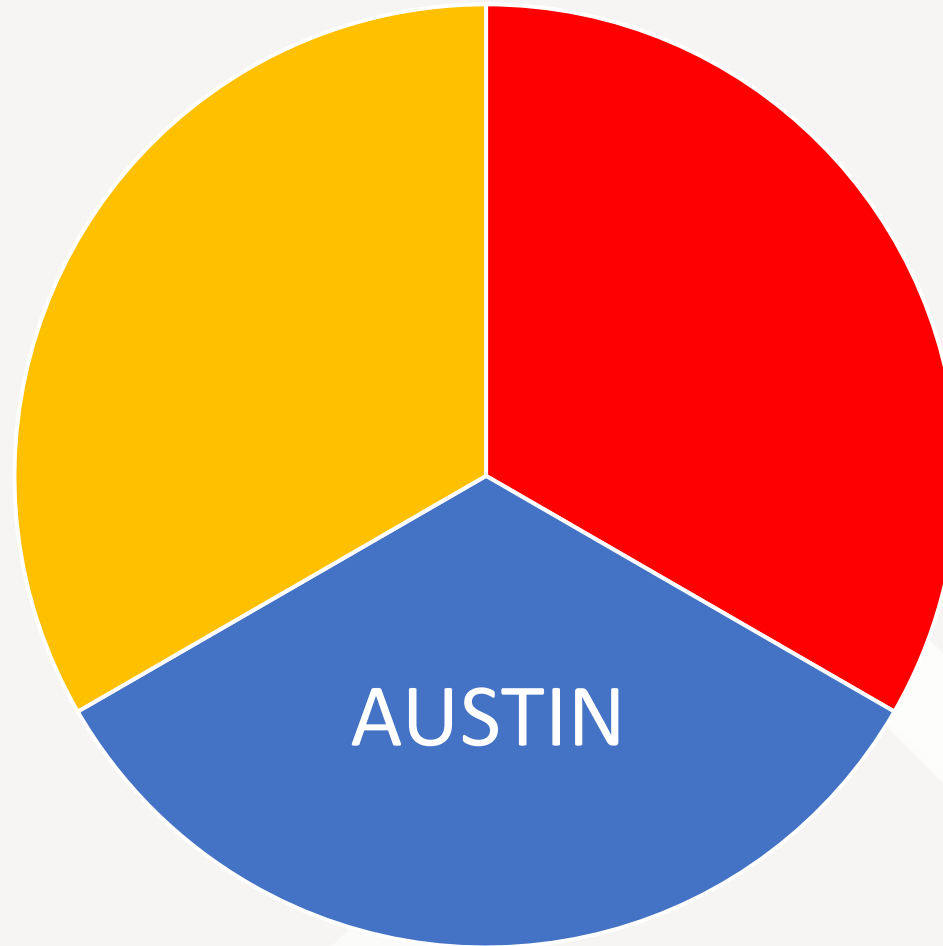
- Ensure Continuity of Efforts**
- Develop Airline Marketing Programs**
- Cultivate CVB | DMO Programs**
- Create Beneficial Partnerships**



AIR SERVICE
DEVELOPMENT

Mead
& Hunt

2024 Priority Markets



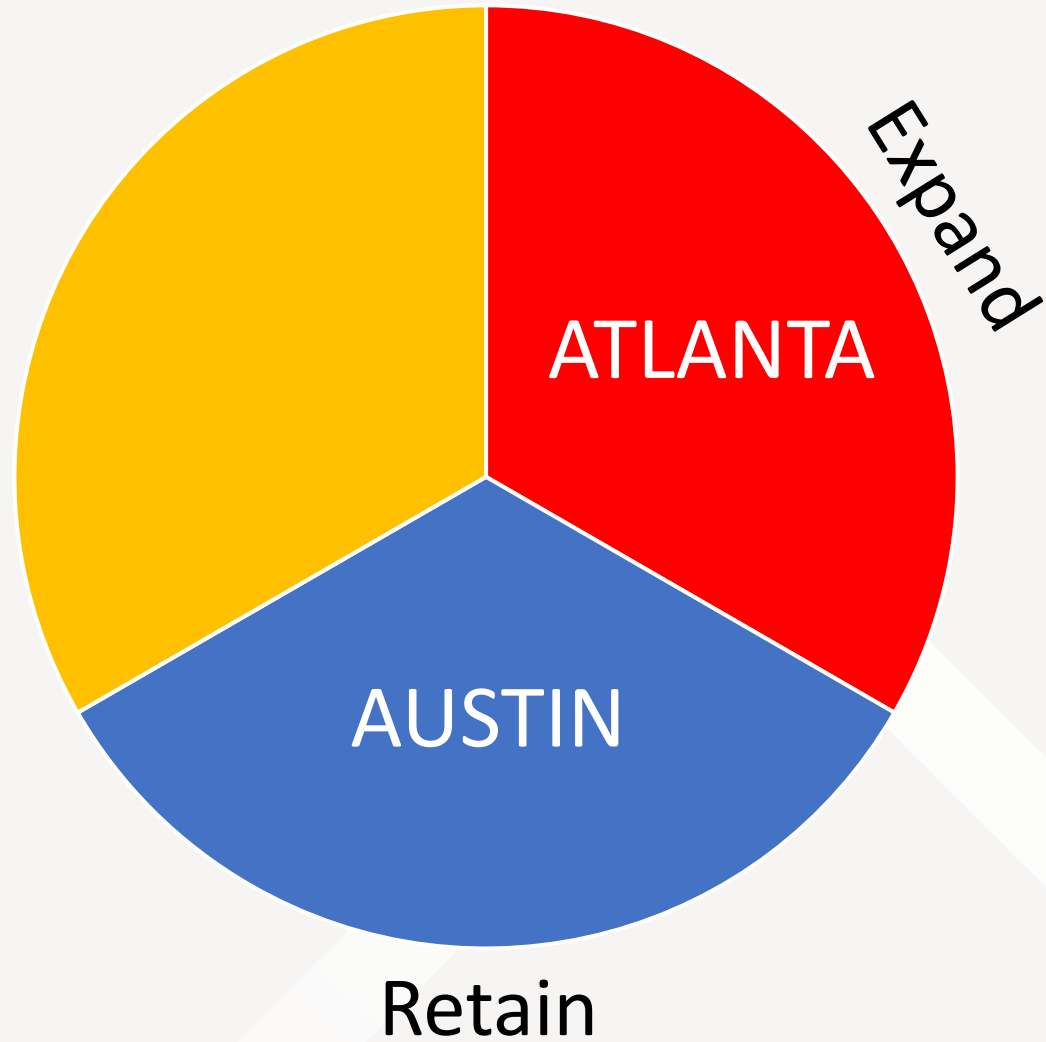
Retain



**AIR SERVICE
DEVELOPMENT**

**Mead
& Hunt**

2024 Priority Markets





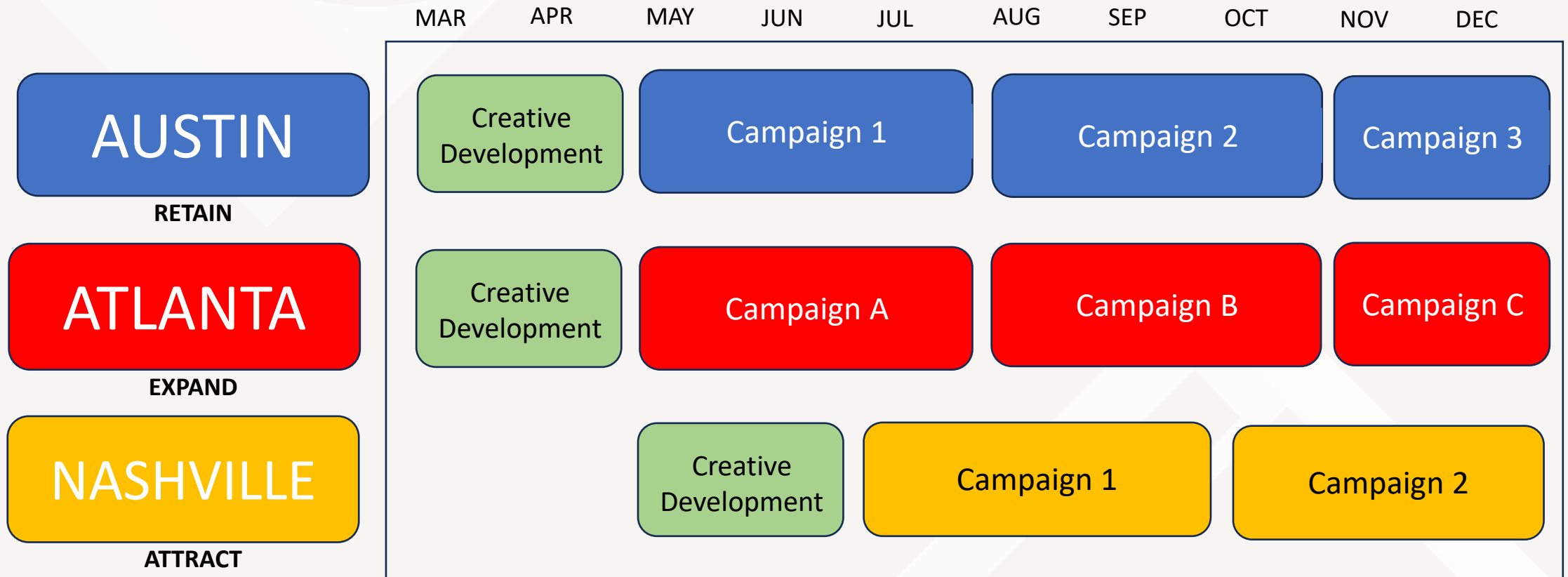
**AIR SERVICE
DEVELOPMENT**

**Mead
& Hunt**

2024 Priority Markets



2024 Market Timing



Reno-Tahoe Air Service Marketing



A Direct Digital Holdings Company



EXECUTIVE UPDATES

BOARD OF DIRECTORS
APRIL 25, 2024



USBC WOMEN'S CHAMPIONSHIP

APRIL 27 - JUNE 29

14,800 BOWLERS

34,000 ROOM NIGHTS

3,700 TEAMS

ECONOMIC IMPACT

\$26,329,577



PUBLIC BOWLING DAYS

5 EVENTS

EDDY BOWL

HOLIDAY BOWL

ART BOWL

BOXERS & BUDDIES BOWL

BASKET BOWL

450+ BOWLERS

\$8,714.05 PROCEEDS
TO CHARITIES



RSCC CONCESSIONS COMPLETE



UPCOMING CONVENTIONS, MEETINGS AND EVENTS



HEALTH AND SAFETY

ABOUT RSCVA

WHAT WE DO

IMPACT

PUBLIC MEETINGS

CAREERS



April 23-28	300	Educational	Peppermill Resort Spa Casino	Peppermill Resort Spa Casino
April 26 – May 3	380	Trade/Commercial/Business	Grand Sierra Resort	Grand Sierra Resort
May 4-9	1,500	Trade Show Management	Atlantis Casino Resort Spa	Atlantis Casino Resort Spa
May 6-10	50	Trade, Commercial/Business	Peppermill Resort Spa Casino	Peppermill Resort Spa Casino
May 7-16	5,000	Youth Sports	City Wide	RSCC
May 9-13	1,500	SMERF	Circus Circus Hotel Casino	RSCC
May 11-19	1,100	Trade, Commercial/Business	Silver Legacy Resort Casino	REC

Qualifier

- > Reno Tahoe Gets Ready to Kick Off the Summer Events Season
- > Sierra Arts Foundation and Reno Tahoe Unveil New Mural Installation at the Reno-Sparks Convention Center
- > Nevada Interscholastic Activities Association and Reno Tahoe Team Up for Basket Bowl at the National Bowling Stadium
- > Powerlifting America Hosts 2024 Classic (Raw) Open Nationals in Reno Tahoe







TOURISM ECONOMICS





Reno Tahoe Tourism Market Indicators

February 2024 - Fiscal Year to Date

Fiscal Year to Date (July 2023 - February 2024), all Lodging Properties (inclusive of all lodging types except Home Owner Rental) ran 63.9% occupancy, generating \$310.07M in revenue. Occupancy declined 1.6% to prior year. Despite ADR growing 1.0% - revenue declined 0.8% versus the prior Fiscal YTD.

During the FYTD period, hotel occupancy in total was 55% with ADR of \$135; compared to 66% occupancy and \$154 ADR in Prior year's FYTD. Vacation Rental occupancy in total was 77% while ADR was \$204. Prior year's FYTD occupancy for Vacation Rentals was 74% and ADR was \$195.

Leisure & Hospitality Employment in the Reno metro area has averaged 39.1 jobs this fiscal year. For FYTD February 2023, the average jobs in the region were 36.9k. This year's average is 5.9% higher than prior year. The month with the highest count of jobs this fiscal year was August, 39.8k.

Visitor Spending (in the TransUnion sample of data) totaled \$420.1M for the FYTD period. Top visitor origin markets for spend were Sacramento area - \$85.7M or 20.4% of total; San Francisco Bay Area - \$37.3M or 8.9% of total; Los Angeles area - \$16.6M or 4%; Las Vegas - \$11.1M or 2.6%; and Salt Lake City - \$6.4M or 1.5%.

Top visitor markets (according to Near) to Reno for the Fiscal year were: Sacramento, San Francisco, Las Vegas, Los Angeles, and Salt Lake City. Those markets comprised over 50% of all visitors in the sample (51.3%). Nearly half of all visitors were from California, while the next highest out of state markets were Oregon, Texas, and Arizona. Just under 30% of visitors (28.5%) traveled more than 500 miles to visit Reno during this period.

Indicator Growth

% change relative to same month of previous year



63.9%

Lodging Occupancy
▼ -1.6% YOY



\$310.07M

Lodging Revenue
▲ 0.9% YOY



1,609.79K

Airport Throughput
▲ 19.3% YOY, ▲ 4.4% vs. 2019



38.4K

Leisure and Hospitality Jobs
▲ 5.5% YOY, ▲ 0.8% vs. 2019

Powered by: SYMPHONY TOURISM ECONOMICS

Data Sources: Visit Reno Tahoe, TSA, Bureau of Labor Statistics





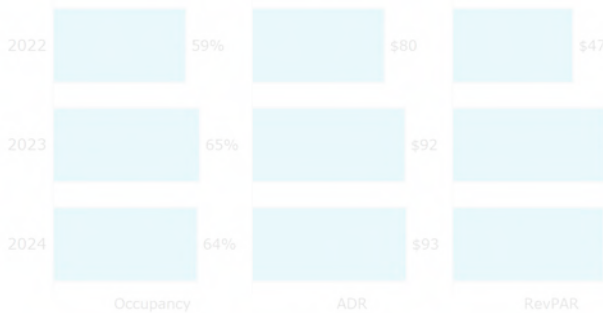
Lodging Performance

February 2024 - Fiscal Year to Date

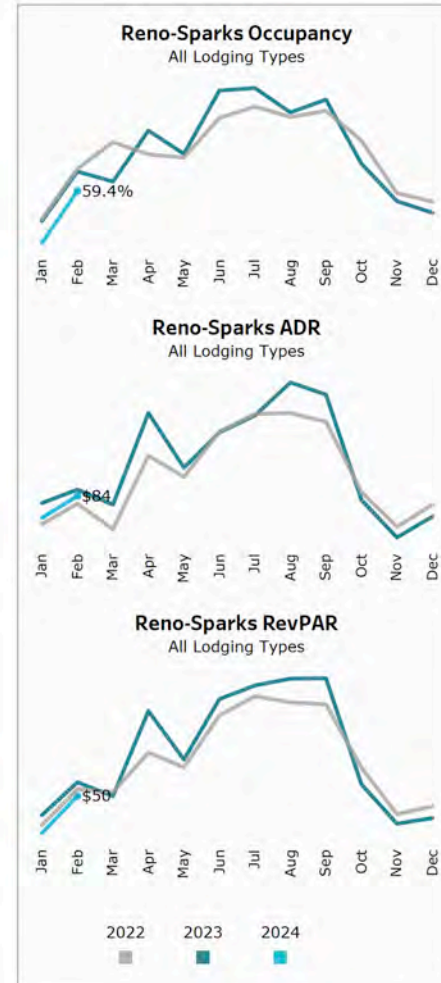
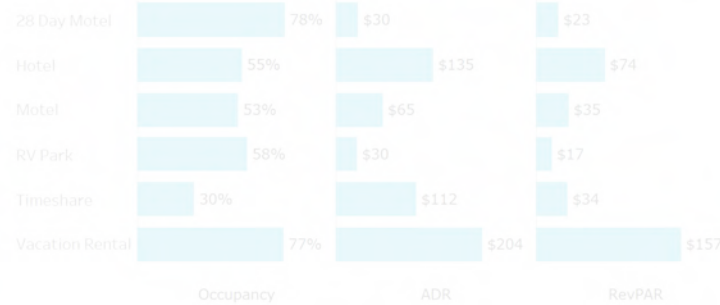
Lodging Performance: Fiscal Year-to-Date

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
63.9%	\$93	\$59	5,245.9K	3,351.6K	\$310.1M
YOY ▼ -1.6%	YOY ▲ 1.1%	YOY ▼ -0.6%	YOY ▲ 1.5%	YOY ▼ -0.1%	YOY ▲ 0.9%

July - February Performance, Fiscal Year
Total: Reno-Sparks



July - February Performance, Fiscal Year Category Comparison
Reno-Sparks



Data Source: Visit Reno Tahoe

Powered by: **SYMPHONY** TOURISM ECONOMICS



Domestic Visitors



Start Date
July 01, 2023

End Date
February 29, 2024

Trip Type
All

Weekend/Weekday Trips
All

Sample Size: 540,752



2.5 days
Avg Length of Stay



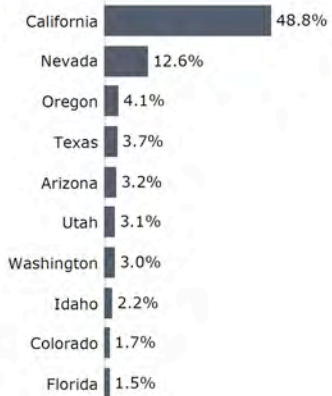
83.5%
Overnight



63.1%
Repeat

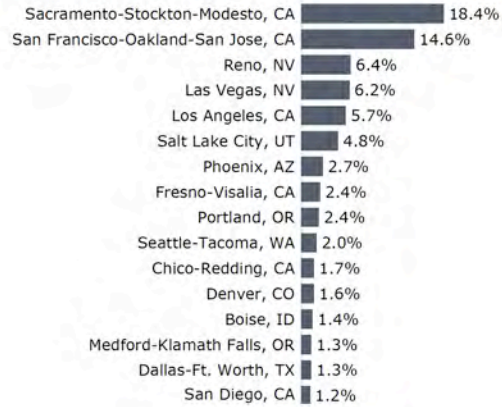
Top Visitor Origin States

% share of total

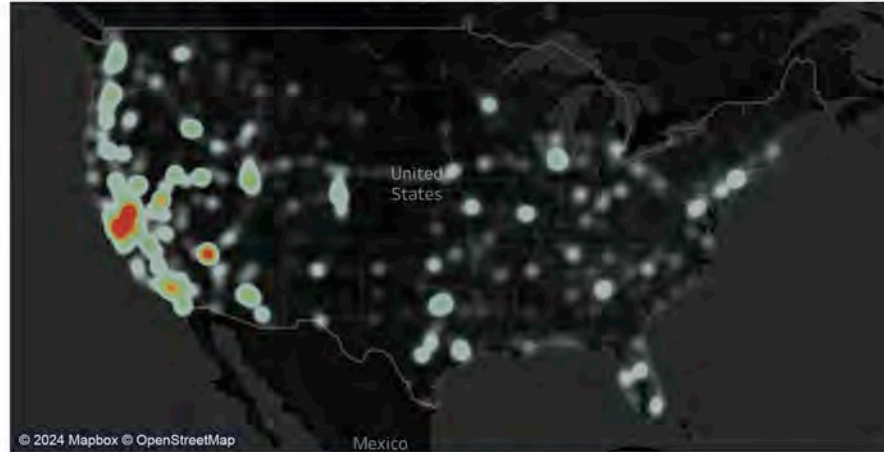


Top Visitor Origin DMAs

% share of total

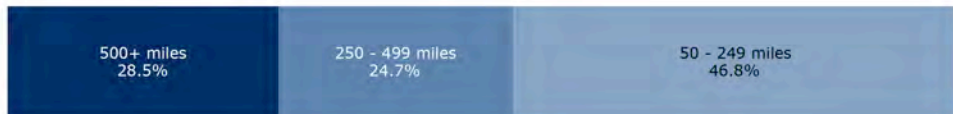


US Mainland Origin Heat Map

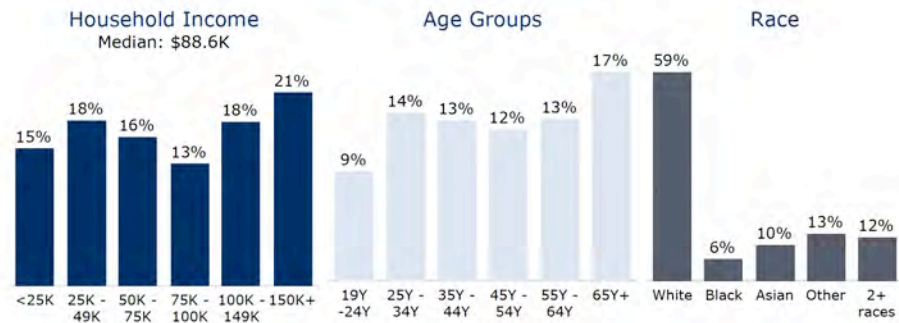


Distance Share

% share of total



Demographic Estimates



Source: Near & US Census Bureau

SYMPHONY TOURISM ECONOMICS



National Travel Indicators

February, 2024

Compare to Prior Year or 2019
Previous Year

U.S. TRAVEL
ASSOCIATION®



Travel Spending (Tourism Economics)

↗ **+2.2%**
February vs. Previous Year

↗ **+1.8%**
YTD vs. Previous Year



Air Passengers (TSA)

↗ **+10.7%**
February vs. Previous Year

↗ **+8.2%**
YTD vs. Previous Year



Overseas Arrivals (NTTO)

↗ **+25.8%**
February vs. Previous Year

↗ **+24.9%**
YTD vs. Previous Year



Hotel Demand (STR)

↘ **-1.2%**
February vs. Previous Year

↘ **-1.2%**
YTD vs. Previous Year



Short-term Rental Demand (AIRDNA)

↗ **+15.7%**
February vs. Previous Year

↗ **+8.3%**
YTD vs. Previous Year

Insights

Air passenger volume growth accelerated year-over-year to 11% in February from 6% in January.

Overseas arrivals year-over-year growth increased to 26% in January from 24% in February.

Hotel room demand growth versus 2023 remained negative in February, declining 1%.

Group room demand growth recorded its strongest year-on-year growth since March 2023, registering 10% in February.

Short-term rental demand growth grew at a stronger pace in February relative to 2023 (+16%) compared to January (+1%).

Travel Indicators

% change relative to same month vs. Previous Year

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Travel Spending (Tourism Economics)	7%	6%	7%	6%	7%	7%	8%	5%	6%	5%	1%	2%
Air Passengers (TSA)	15%	10%	10%	13%	12%	11%	10%	11%	10%	10%	6%	11%
Overseas Arrivals (NTTO)	56%	26%	28%	24%	21%	27%	28%	21%	24%	24%	24%	26%
Hotel Demand (STR)	3%	-1%	0%	0%	0%	0%	0%	-1%	-1%	-1%	-1%	-1%
Top 25 Group Hotel Demand* (STR)	26%	4%	6%	-1%	2%	3%	-1%	2%	2%	-8%	9%	10%
Short-term Rental Demand (AIRDNA)	19%	15%	14%	16%	11%	8%	10%	17%	8%	4%	1%	16%
National Park Visits (National Park Service)	0%	3%	7%	3%	3%	4%	2%	4%	1%	5%	-9%	0%

-9% 56%

*STR group hotel demand at upper-tier hotels (luxury and upper upscale classes)

SYMPHONY TOURISM ECONOMICS



U.S. Economic Conditions

February, 2024

Compare to Previous Year

Insights

Economic activity data has recently surprised to the upside, with the strength of the labor market, easing financial market conditions, solid household and non-financial corporate balance sheets, and less drag from inventories all pointing to resilience in the US economy.

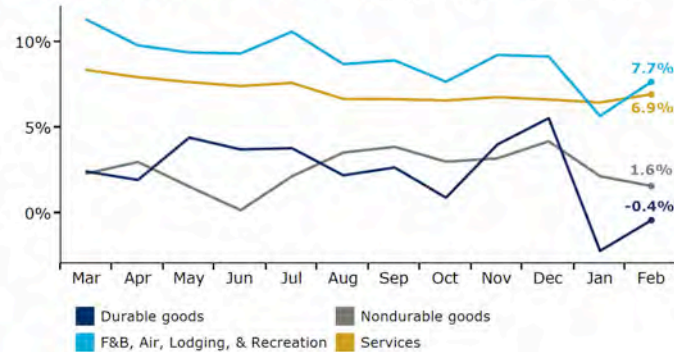
The modest rebound in retail sales in February suggests that consumer spending growth slowed in early 2024. Gas station and building material sales picked up, and when accounting for inflation, real consumption growth was flat in February. Food services spending continued to rise at a solid pace, and other indicators suggest the services sector is driving much of the gain in consumption growth. We expect consumption growth to be supported by firm labor market conditions over the year which will keep real disposable income growth strong, while the resilience of households' balance sheets means the saving rate rises only modestly.

The February NFIB survey provided more evidence that the labor market is easing from the perspective of small businesses. Hiring plans have declined to their lowest level since the early recovery from the pandemic, fewer firms are grumbling about labor quality amid a reduction in quits, and compensation plans decreased notably, suggesting that official measures of wage growth will follow suit. Slower wage growth will reduce the need for firms to pass more of their labor costs onto their customers in the form of higher selling prices.

In February 2024, CPI inflation came in hotter than expected, increasing to 3.2% y/y, compared to 3.1% the month prior, as higher gas prices fed through to higher goods prices. Meanwhile, TPI y/y growth declined to 0.8% in February from 1.2% in January, a result of lower transportation and lodging prices versus 2023, as well as slowing growth in other components.

Consumer Spending

% change relative to same month vs. Previous Year, prior 12-month trend



Source: BEA

Consumer Confidence & Sentiment Index

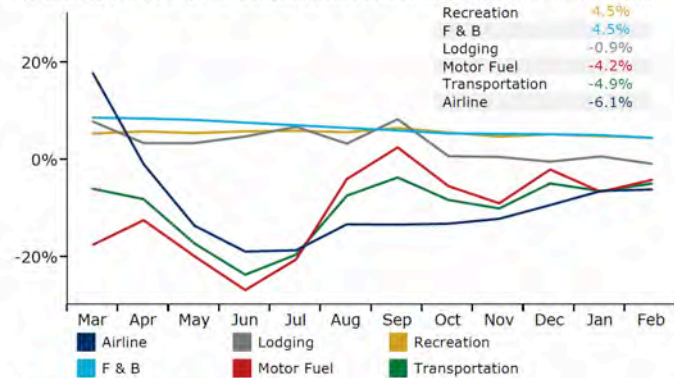
Index, 1985=100, prior 5-years



Source: Conference Board and University of Michigan

Travel Price Index, Major Components

% change relative to same month vs. Previous Year, prior 12-month trend



Source: Tourism Economics

Travel (TPI) and Consumer (CPI) Price Indices

% change relative to same month vs. Previous Year, prior 12-months



Source: BLS (CPI); and Tourism Economics (TPI)



U.S. Hotel Forecast

Forecasted in February 2024



Insights

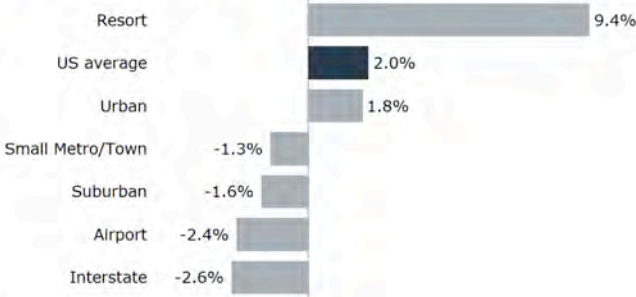
The updated forecast released in February by Tourism Economics and STR anticipates the hotel industry will continue to expand despite expectations of slower economic growth this year. Strength in the group segment and growth in international arrivals will help offset economic headwinds, contributing to solid gains in room revenue and RevPAR.

Overall, room revenue is forecast to grow 5% in 2024, putting it more than 20% above the pre-pandemic benchmark from 2019 and an all-time high of \$210 billion.

RevPAR is projected to rise 4.1% this year, unchanged from the previous forecast. Growth in RevPAR will be led by a 3% increase in ADR, while occupancy rises 1% with increased supply partially offsetting the nearly 2% growth forecast for demand.

U.S. Actual RevPAR Growth by Location

February 2024, % change relative to last year



Source: STR

U.S. Hotel Forecast Summary

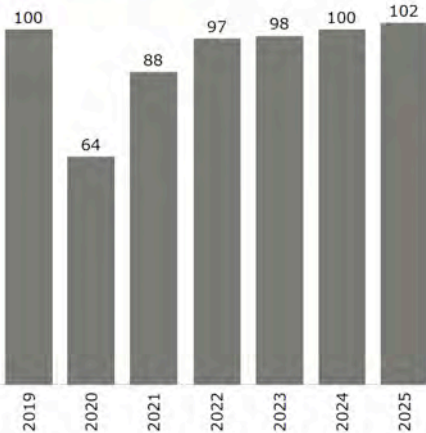
YOY % change, Forecast released February 2024

	2020	2021	2022	2023	2024	2025
Supply	-4.0%	4.9%	1.8%	0.3%	0.9%	1.1%
Occupancy	-33.4%	-12.7%	-5.0%	-4.4%	-3.4%	-2.8%
Demand	-36.0%	37.5%	10.7%	0.9%	1.9%	1.7%
ADR	-21.6%	20.7%	20.0%	4.3%	3.1%	2.8%
RevPAR	-47.8%	58.3%	30.6%	4.9%	4.1%	3.5%
RevPAR relative to 2019	-47.8%	-17.3%	7.9%	13.2%	17.9%	22.0%

Source: STR; Tourism Economics

Occupancy Index

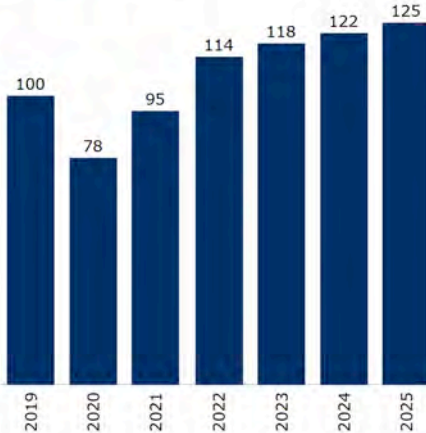
Index (2019 = 100)



Source: STR; Tourism Economics

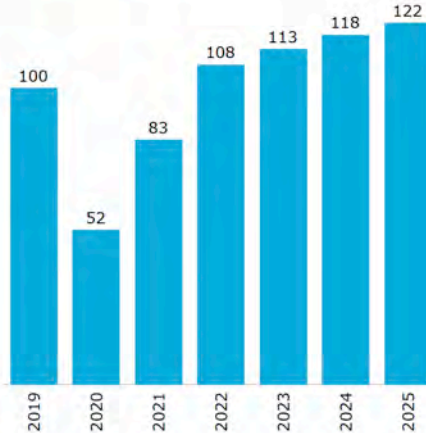
ADR Index

Index (2019 = 100)



RevPAR Index

Index (2019 = 100)



SYMPHONY TOURISM ECONOMICS





MARKETING



LEISURE PAID MEDIA IMPACT

MARCH 2024



ADS IN-MARKET

Total ads across all channels

355

AD INTERACTIONS

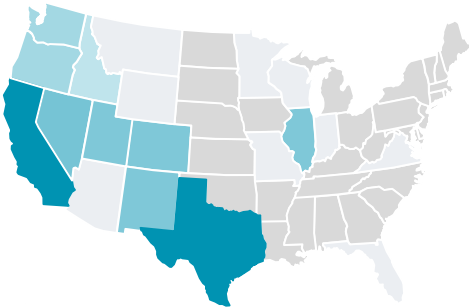
Clicks, Completed Views, Comments, Shares, and Likes

4.9MM

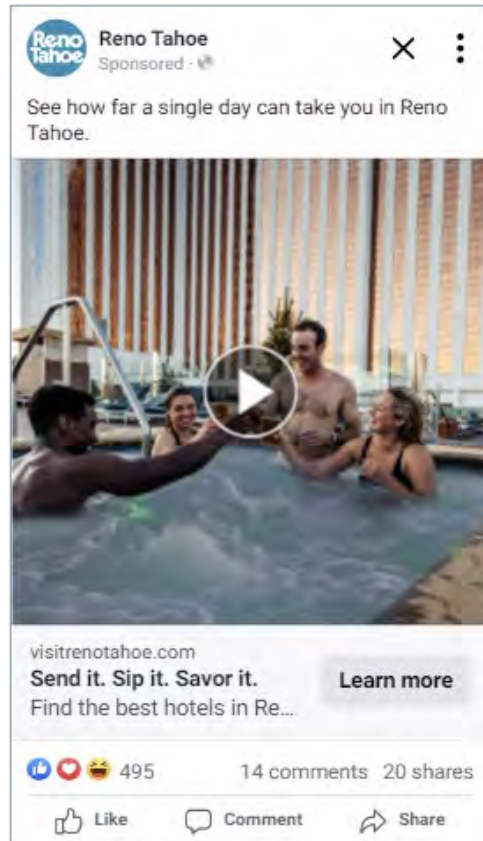
SPEND ALLOCATION





WHERE OUR ADS ARE BEING SEEN






PAID MEDIA FEATURED ADS






Reno Tahoe
Sponsored ·  

See how far a single day can take you in Reno Tahoe.


visitrenotahoe.com
Send it. Sip it. Savor it. [Learn more](#)
Find the best hotels in Re...

   495 14 comments 20 shares

 Like  Comment  Share

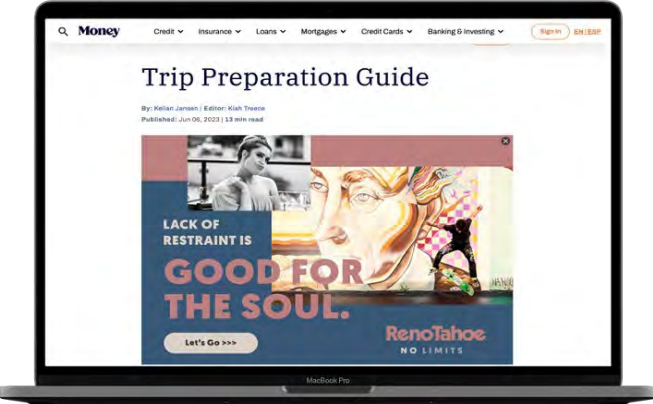
ADVERTISEMENT

RenoTahoe Your soul will find exactly what it needs in Reno Tahoe.



Jaw-dropping mountain views. Epic trails made for adventure. Winding whitewater rivers. Come explore all the landscapes you've been seeking.


Sponsored By Visit Reno Tahoe



Money Credit Insurance Loans Mortgages Credit Cards Banking & Investing [Sign in](#) [EN](#) [ES](#) [FR](#)

Trip Preparation Guide

By: Kellan James | Editor: Kiah Traves
Published: Jun 06, 2023 | 13 min read



Let's Go >>>



BET ON YOURSELF AND YOU'LL OWN THE NIGHT.

RenoTahoe

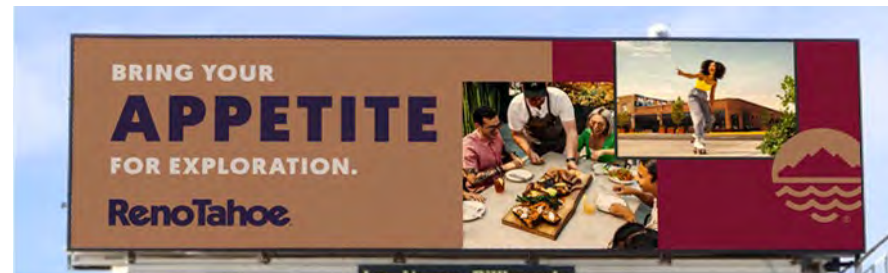
Let's Go >>>



OOH: LAS VEGAS, LOS ANGELES, SAN FRANCISCO

SUMMARY

- Billboard campaign launched in March with a mix of static and digital bulletins in key markets – Los Angeles, San Francisco & Las Vegas
- March campaign delivered 71MM impressions, supporting annual marketing goals

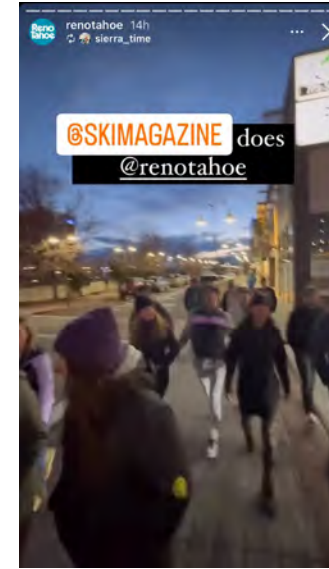
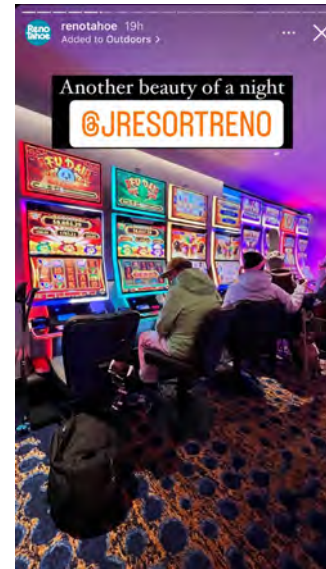
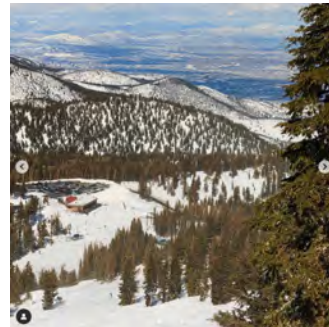


OUTSIDE SKI & SNOW GEAR TEST

MARCH 2024

2025 Ski & Snow Test Sponsorship showcases Reno Tahoe as an outdoor mecca with strong editorial alignment

- Sponsorship includes photographing the guide in Reno Tahoe being the featured host destination, editorial content, custom content, social media and traditional media promotion
- Paid media campaign will run beginning August 2024; however, social media support was also included during and after the test
- Social media delivered more than 88K+ impressions, 1.4K engagements, and an engagement rate of 1.6%
- Midweek activation at Mt. Rose Ski Resort (ski test) and Diamond Peak Ski Resort (snowboard test)



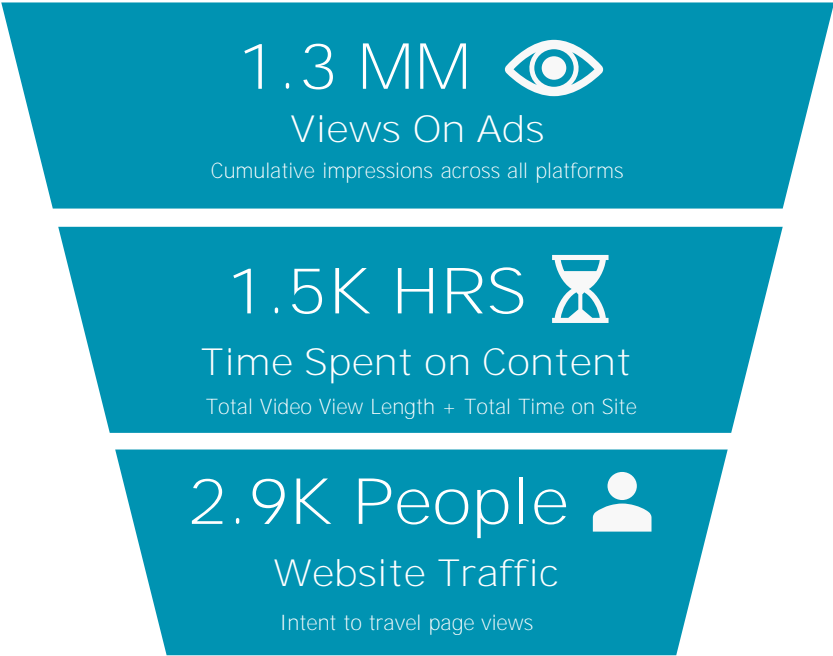
Outside

SKI



M&C PAID MEDIA IMPACT

MARCH 2024



ADS IN-MARKET

Total ads across all channels

36

AD INTERACTIONS

Clicks, Completed Views, Comments, Shares, and Likes

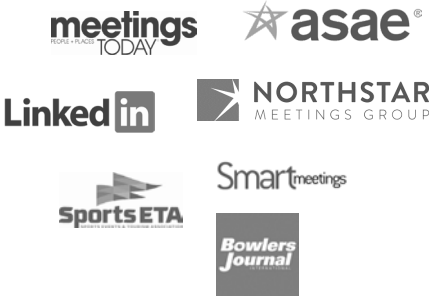
389K

SPEND ALLOCATION



• Social • Search • Programmatic

CHANNEL MIX



INSIDER'S ADVANTAGE

SUMMARY

- In collaboration with participating area businesses, we're proud to offer the Insider's Advantage local discount guide.
- Deals range from food offerings to tickets.
- All booked convention groups will have the opportunity to use this resource moving forward.
- Convention attendees can show the staff at participating establishments any coupon they'd like to redeem on their phone.
- So far, major groups like the USBC Women's Tournament, Shriners, and NCVA have embraced the offering.

MIDTOWN DISTRICT

stella
COFFEE COMPANY

FREE MEDIUM DRINK*

local drip coffee, iced coffee, or iced tea
with any purchase over \$12.

STELLA COFFEE COMPANY
701 SOUTH VIRGINIA STREET, RENO, NV, USA
775.683.3003
STELLACOFFEECOMPANY.COM

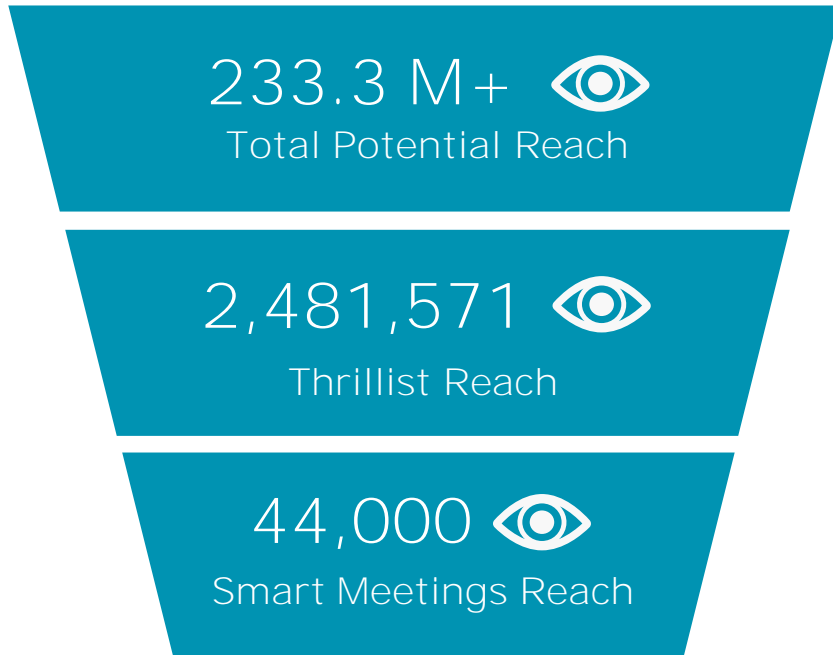
*No substitutions. One free drink per order. Cannot be combined with other discounts or promotions.

MIDTOWN DISTRICT



MEDIA COVERAGE

MARCH 2024



STORIES PLACED

7

YTD STORIES PLACED

172

PUBLICATIONS

Smartmeetings

Forbes

thrillist



The Seattle Times



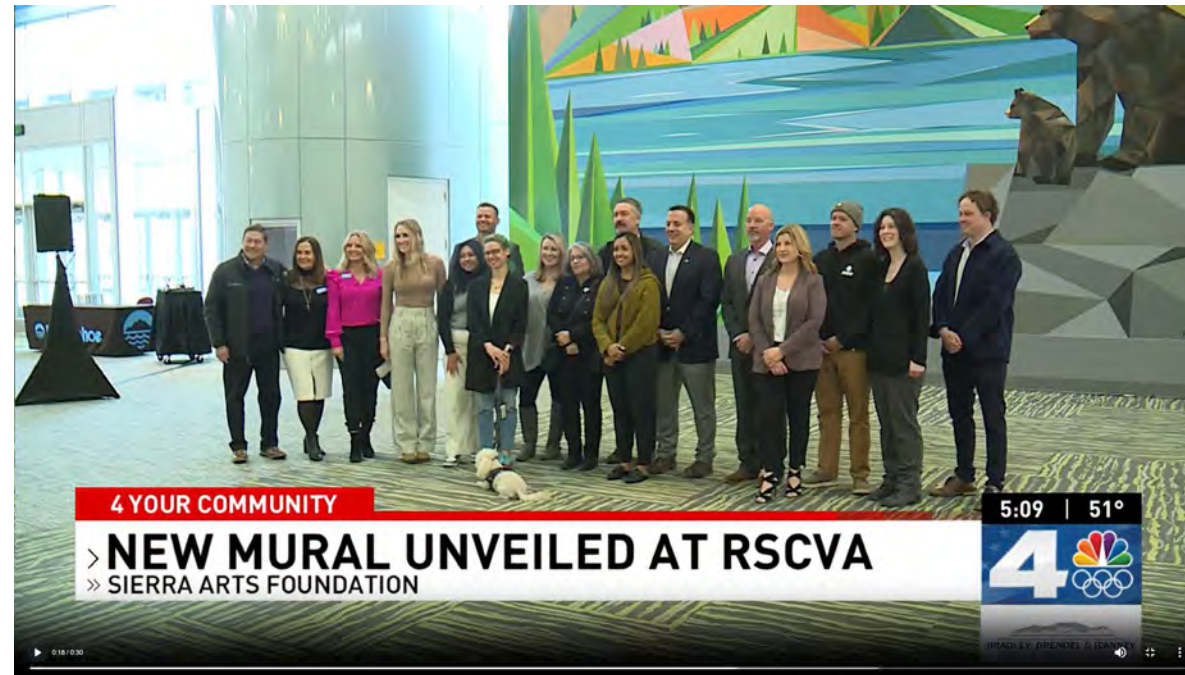
"CUB'S FIRST VIEW" - 30' x 28'

Reno Tahoe partnered with Sierra Arts Foundation during the February bowling event at the National Bowling Stadium to kick off the mural contest.



MEDIA COVERAGE FROM KTVN & KRNV

Sierra Arts Foundation and artist Jesse Melanson attended a media event and unveiling of "Cub's First View" at Reno-Sparks Convention Center.





THANK YOU.



Incline Village/Crystal Bay TART Connect Micro-Shuttle Project



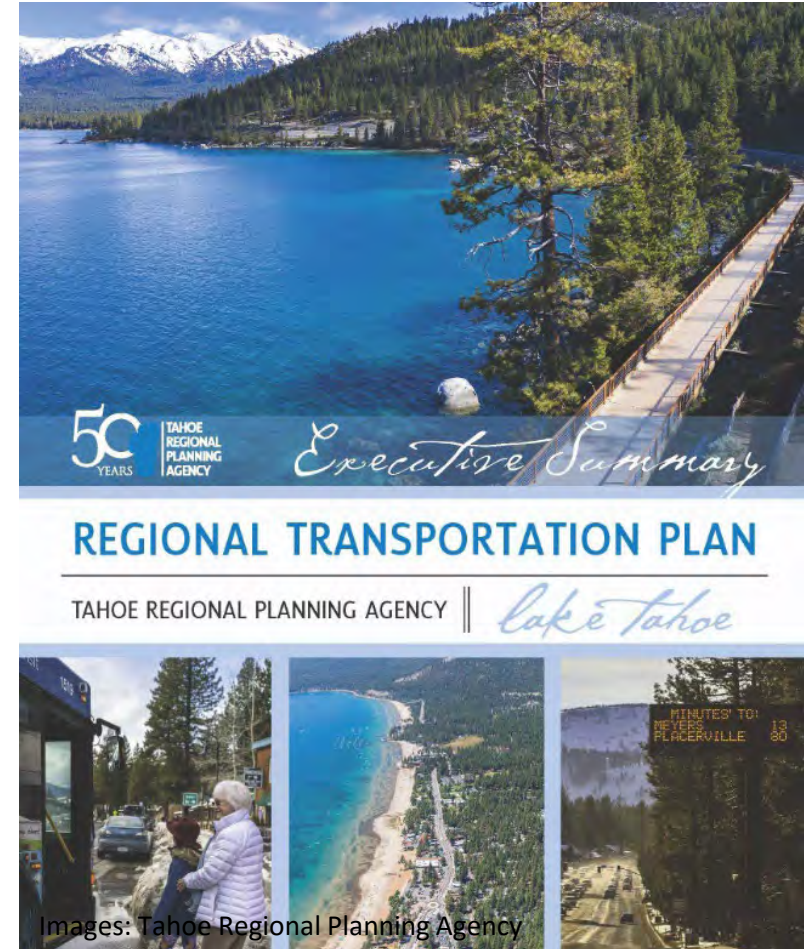
Reno-Sparks Convention and Visitors Authority

April 25, 2024

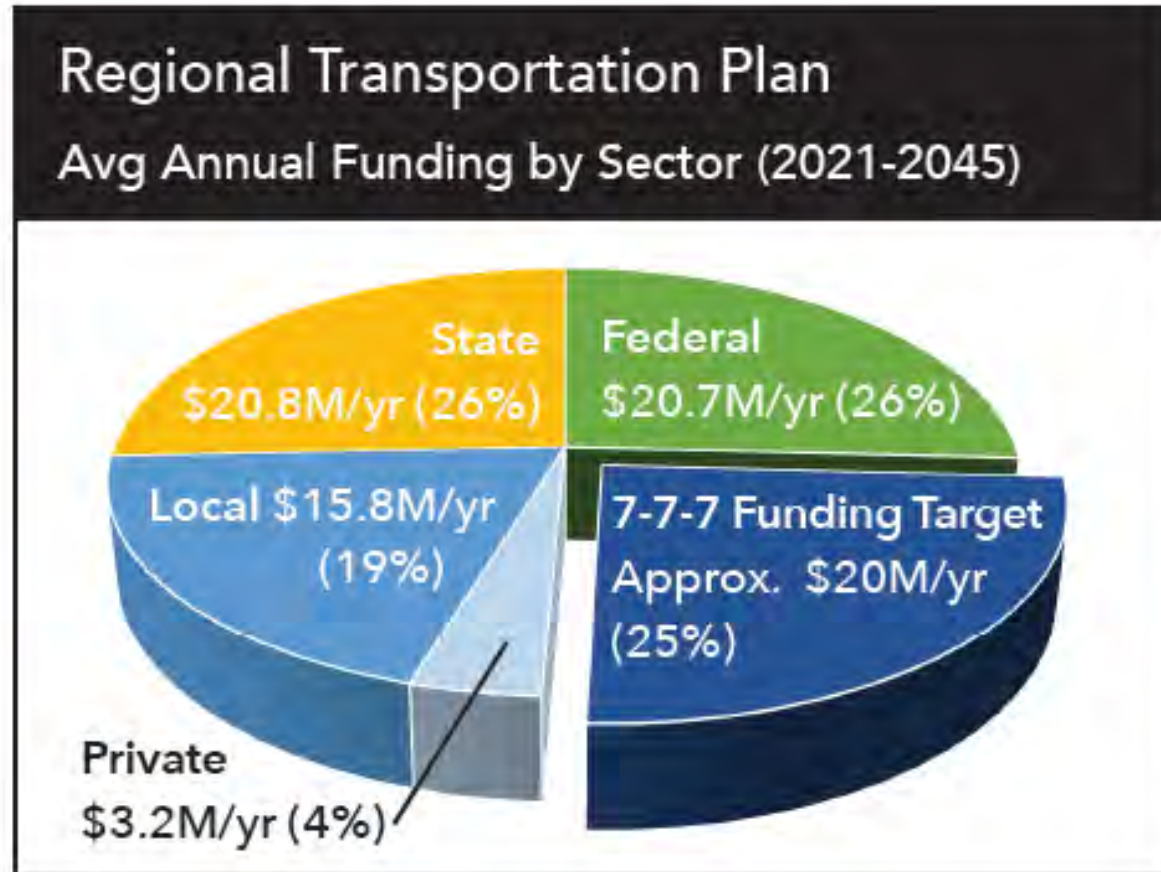
Lake Tahoe Regional Transportation Plan

Tahoe Transportation Goals

- Reduce congestion
- Preserve environment
- Safety and evacuation
- Equitable public access
- Destination Stewardship
- Economic development – jobs and workforce
- Climate resilience



Transportation Funding



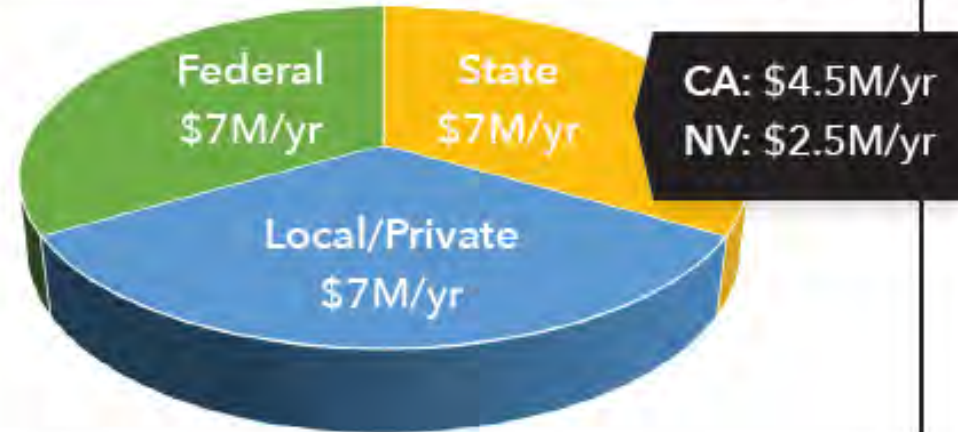
Graphic: Tahoe Regional Planning Agency

Transportation Action Plan and “7-7-7” Funding Strategy

LAKE TAHOE TRANSPORTATION ACTION PLAN



Approx. \$20M Annual Funding Target by Sector



Transit Operations



LAKE TAHOE DESTINATION STEWARDSHIP PLAN

Taking Care of Tahoe



June 2023



Images: Tahoe Regional Planning Agency



Washoe County Service Recap and Budget

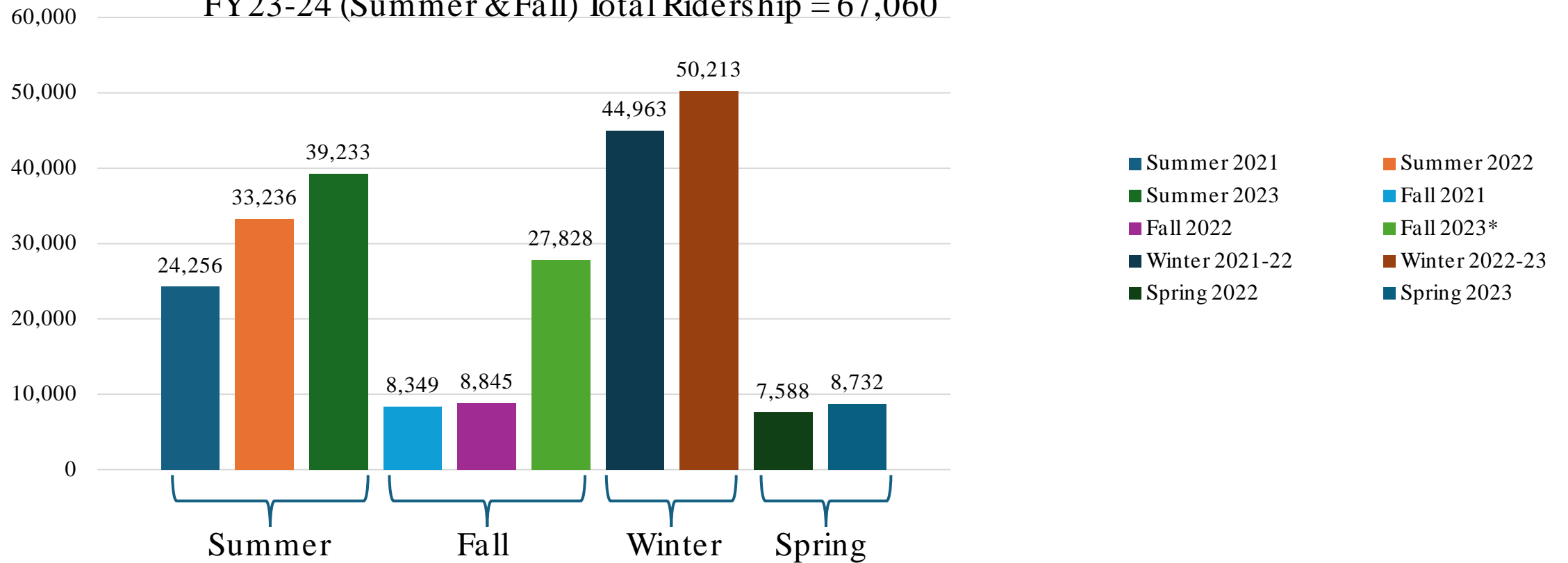


Washoe County TART Connect Annual Ridership Comparison

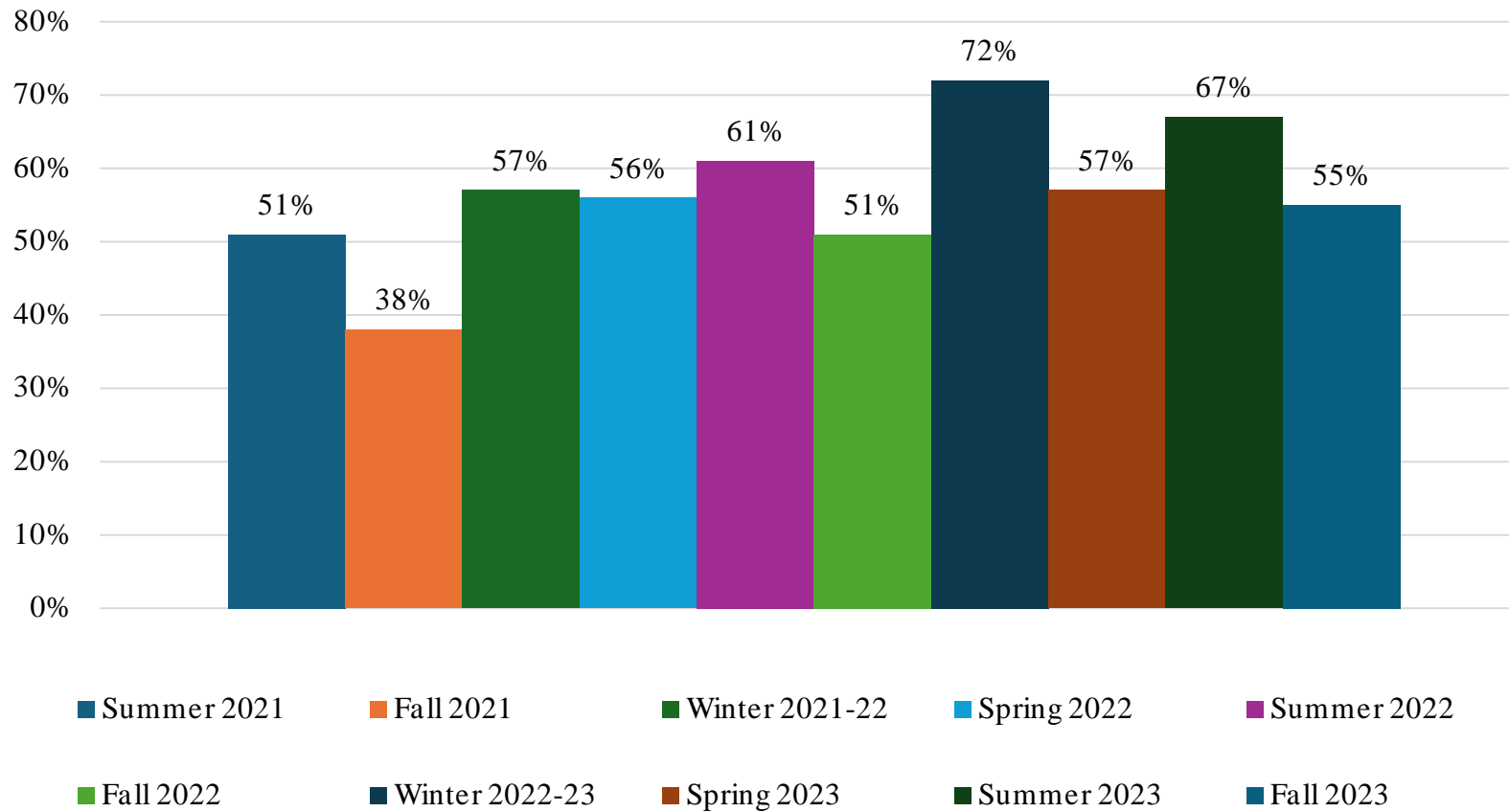
FY21-22 Total Ridership = 85,156

FY22-23 Total Ridership = 101,026 (19% Increase)

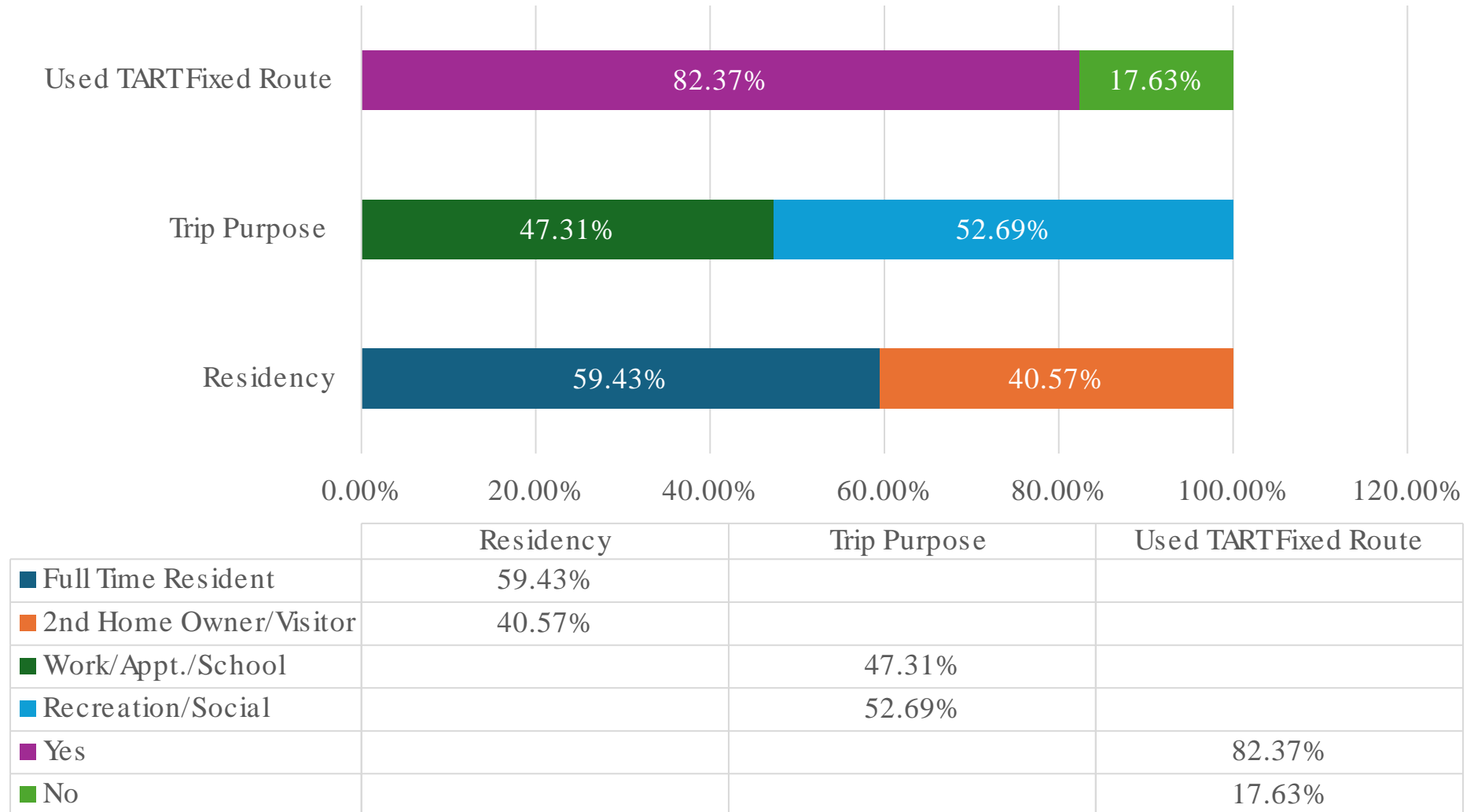
FY23-24 (Summer & Fall) Total Ridership = 67,060



Washoe County TART Connect Shared Ride Percentage by Season



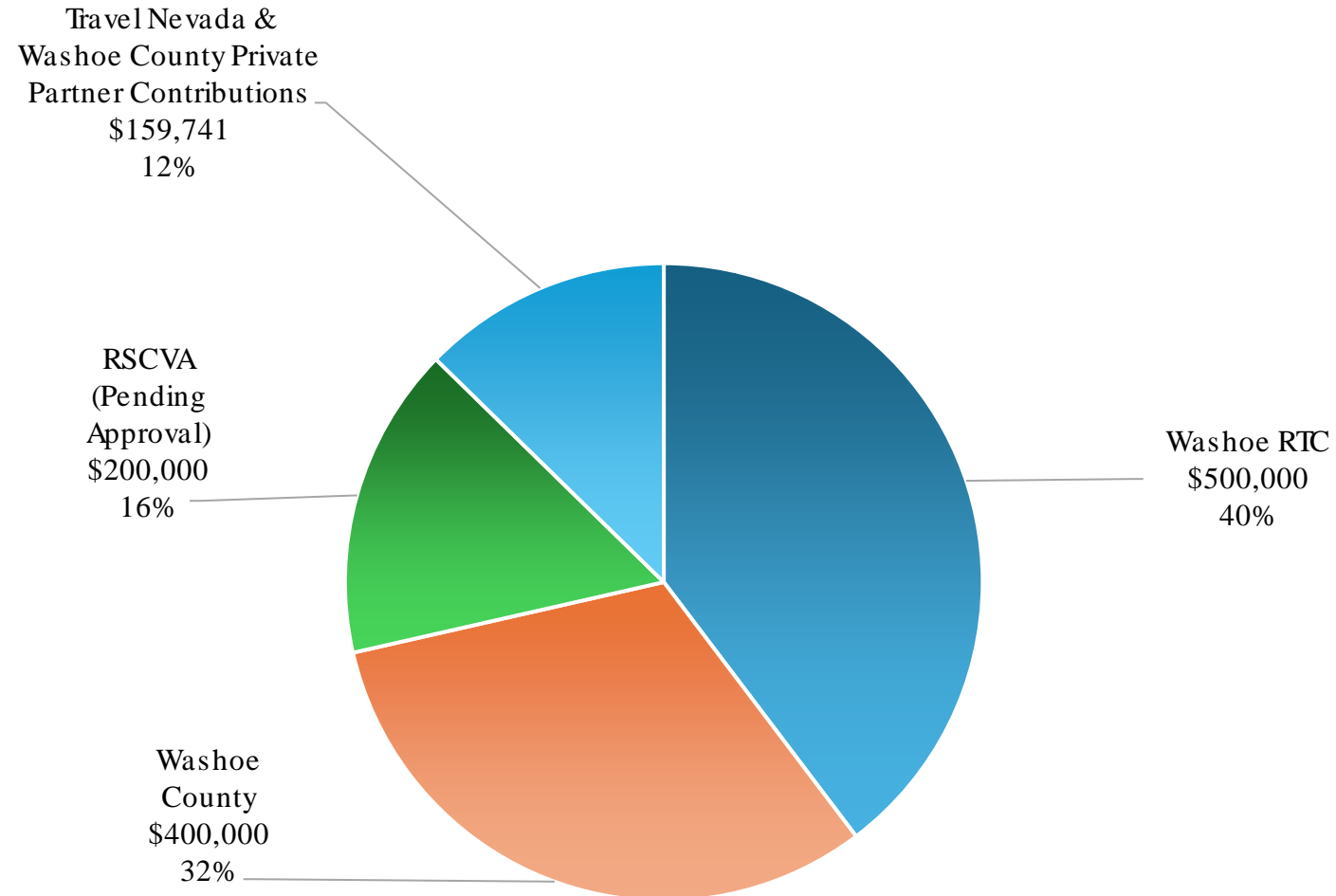
TART Connect Rider Profile



TART Connect

Washoe County Annual Funding FY23-24

Annual Budget = \$1,259,741



Support FY23-24 Zone 3 Operations

RSCVA Funding Request FY 2023/24: \$200,000

- FY 2023/24 \$1,259,741 total budget

Projected funding partners for the 2023/24 fiscal year include:

- Washoe Regional Transportation Commission (\$350,000 Confirmed)
 - Washoe Regional Transportation Commission Additional Funding (\$150,000 Confirmed Additional Confirmed)
- Washoe County Commission (\$400,000 Confirmed)
- Travel North Tahoe Nevada/Local Funding (\$159,741 Confirmed)
- Reno Sparks Convention and Visitor Authority (TBD)

Questions

RENO F&B BUDGET

Proposed 2025 Budget

RENO BUDGET 2025 BY LOCATION

Reno – RSCC, REC, LEC, NBS

LOCATION	REVENUE	OTHER INCOME	COS	PAYROLL	TOTAL DIRECT EXPENSES	PROFIT
RCC	1,840,973.00	374,103.00	423,424.00	845,006.00	513,315.00	433,331.00
REC	1,429,915.00	36,990.00	328,880.00	712,469.00	207,440.00	218,116.00
LEC	469,680.00	234,544.00	108,026.00	208,067.00	116,893.00	271,238.00
NBS	229,623.00	36,990.00	52,813.00	102,785.00	41,017.00	69,998.00
TOTAL	3,970,191.00	682,627.00	913,143.00	1,868,327.00	878,665.00	992,683.00
	4,652,818.00					



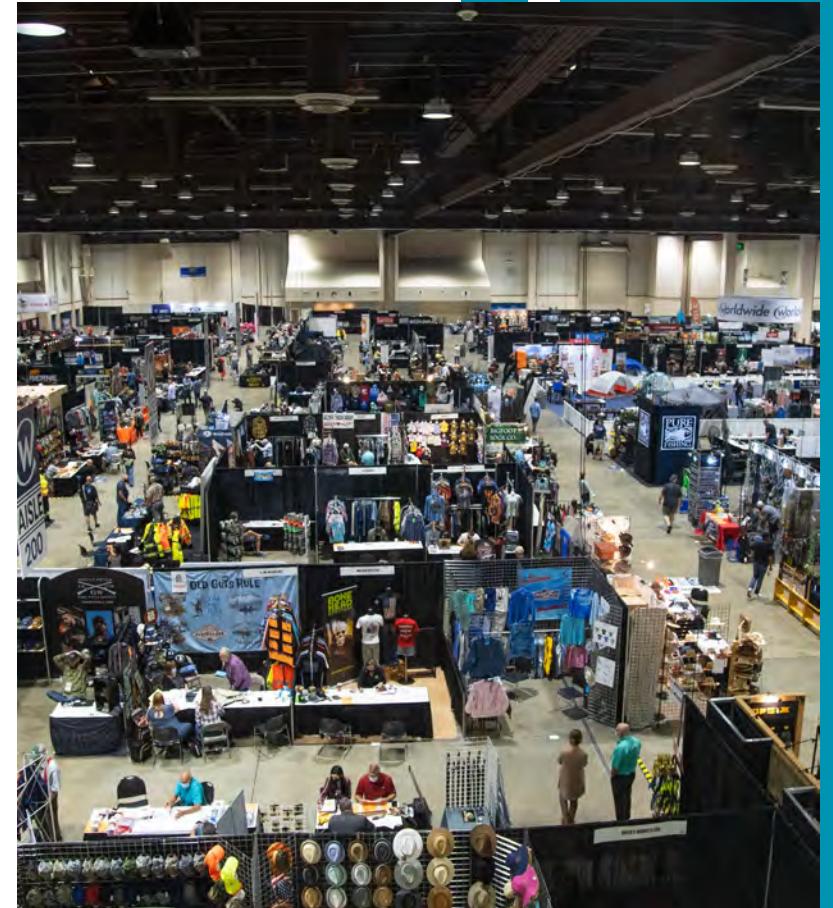
FACILITIES



CAPITAL FY 24-25 BUDGET

RENO-SPARKS CONVENTION CENTER

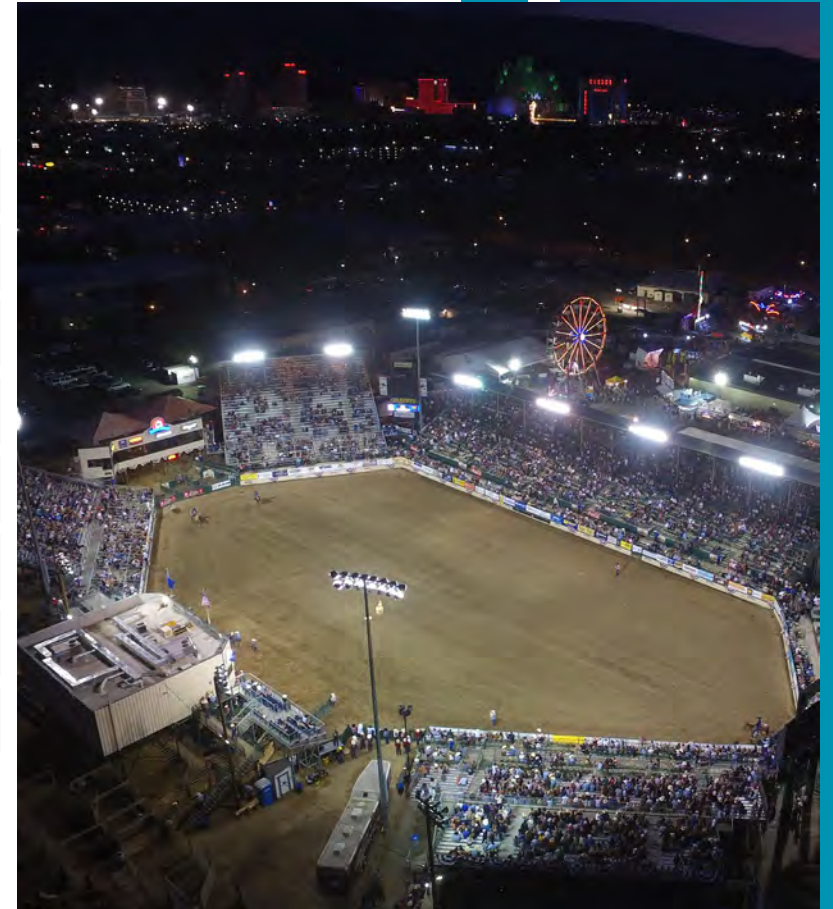
Q1	F MEETING ROOM DRAIN REPAIRS	\$30,000
Q1	PALLET WRAPPER	\$7,000
Q2	SPEAKER STACKS	\$50,000
Q2	WI-FI RENOVATIONS	\$700,000
Q3	P/A SPEAKER UPGRADE	\$200,000
Q3	DIGITAL DISPLAYS	\$100,000
Q3	LOT C GATE RENOVATION	\$10,000
Q4	LIGHTING UPGRADES FOR AMR AND BALLROOM	\$725,000
Q4	REPAVEMENT OF LOT C	\$700,000



CAPITAL FY 24-25 BUDGET

RENO-SPARKS LIVESTOCK EVENTS CENTER

Q1	DRUM ROLLER	\$70,000
Q1	PURCHASE OF NEW LOADER	\$100,000
Q1	PURCHASE A/V EQUIPMENT	\$100,000
Q2	NEW PANEL REPLACEMENTS FOR THE CUTTING ARENA	\$45,000
Q2	MAIN ARENA SPEAKER UPGRADE	\$150,000
Q2	PURCHASE NEW FOOTING FOR MAIN ARENA	\$20,000
Q3	PURCHASE DIGITAL SIGNS	\$33,000
Q4	POWER VAULT REPAIR	\$121,000



CAPITAL FY 24-25 BUDGET

NATIONAL BOWLING STADIUM

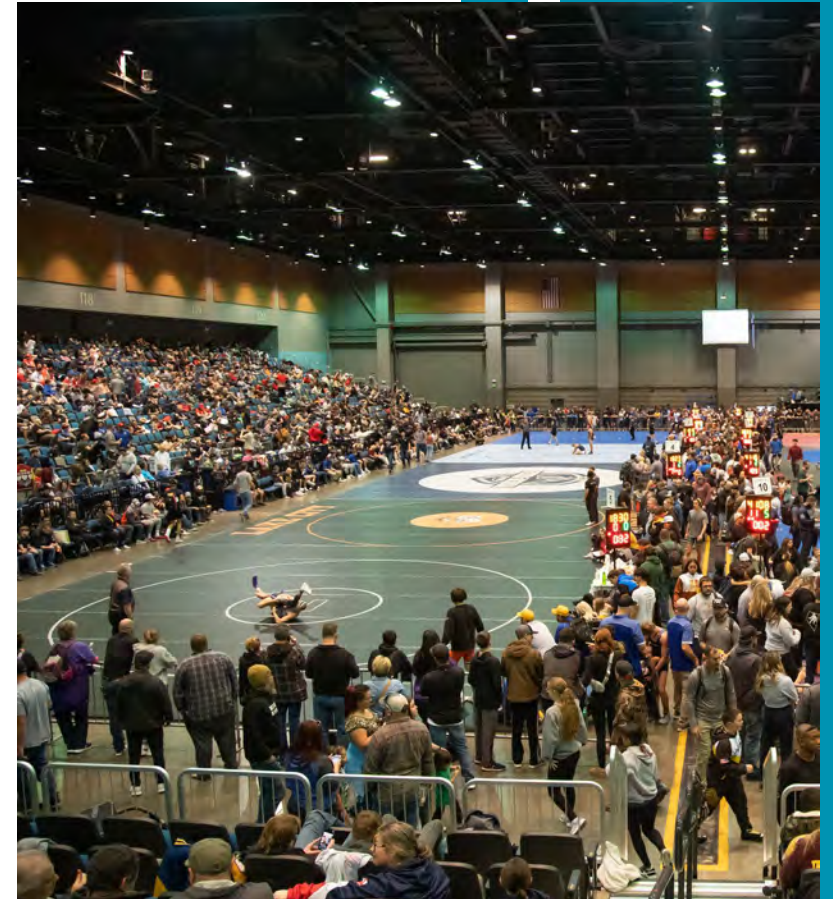
Q1	ELECTRICAL UPGRADE TO TEMPORY POWER	\$150,000
Q1	RE-CARPET ELEVATOR LOBBY 2ND AND 3RD FLOOR	\$150,000
Q2	PURCHASE NEW PINS	\$25,000
Q2	PURCHASE/INSTALL NEW FLOORING FOR BACK OF HOUSE	\$30,000
Q2	WEATHERPROOF FOURTH FLOOR WINDOWS	\$125,000
Q2	PURCHASE LOCKERS	\$53,000
Q3	REPLACE EMPLOYEE PARKING LOT GATE	\$15,000
Q3	PURCHASE DIGITAL SIGNS	\$33,000
Q3	PURCHASE NEW CARPET FOR ELEVATOR PANELS	\$25,000



CAPITAL FY 24-25 BUDGET

RENO EVENTS CENTER

Q1	PURCHASE NEW FORKLIFT	\$65,000
Q1	ELEVATOR REPAIR	\$20,000
Q1	PURCHASE NEW RISERS	\$100,000
Q1	PURCHASE NEW STAGE DECKING	\$100,000
Q2	INSTALL NEW DOCK HEATERS	\$15,000
Q3	PURCHASE DIGITAL SIGNS	\$33,000
Q4	UPGRADE SEATING FOR SUITES	\$250,000



EMPLOYMENT AGREEMENT

THIS EMPLOYMENT AGREEMENT (“Agreement”) dated for identification purposes as of the [DATE] day of April, 2024, is entered by and between the Reno-Sparks Convention and Visitors Authority, a political subdivision of Washoe County created pursuant to NRS Chapter 244A (hereinafter called “RSCVA”), and Mike Larragueta (hereinafter called “Employee”).

WITNESSETH:

WHEREAS, RSCVA is a county fair and recreation board created pursuant to NRS Chapter 244A; and

WHEREAS, RSCVA desires to employ Employee as the President and CEO on the terms and conditions set forth herein and Employee desires to be employed by RSCVA on the terms and conditions set forth herein;

NOW, THEREFORE, Employee and RSCVA, each in consideration of the covenants and mutual agreements herein contained, hereby covenant and agree with each other as follows:

1. SERVICES AND EVALUATION

1.1 Services to be Performed. RSCVA hereby employs Employee, and Employee hereby accepts employment by the RSCVA, as RSCVA’s President and Chief Executive Officer with full authority for the management of RSCVA’s affairs, including and without limitation those duties, services and requirements set forth in **Exhibit A** attached hereto and incorporated herein by reference, and subject to the limitations specified by statute, ordinance, regulation, resolution action of RSCVA’s Board of Directors or other governing documents of RSCVA. Employee agrees that during the term of this Agreement, Employee will devote his best efforts to RSCVA, and shall faithfully and to the best of Employee’s skill and ability perform such executive, managerial or administrative duties as RSCVA may specify from time to time, and shall at times diligently and loyally serve and endeavor to further the interests of RSCVA. Employee acknowledges and understands RSCVA’s Board of Directors shall be responsible for, without limitation, establishing policy for the direction and operation of the RSCVA.

1.2 Goals and Evaluation.

1.2.1 Goals for Fiscal Year 2023-2024. Employee has held the role of RSCVA Vice President of Sales since February 2017. As per RSCVA’s Goals Program, the Vice President of Sales is eligible for an incentive bonus based upon achievement of predetermined and approved goals of up to 15% of the Vice President of Sales’ salary, and additional Stretch Goal Bonus of 5% of the Vice President of Sales’ salary (collectively referred to as “VP Bonus”). To the extent the goals previously set for Employee in his role as Vice President of

Sales are met for Fiscal Year 2023-2024, Employee shall be paid all or such portion of the VP Bonus as set forth in Goals Program for Employee.

1.2.2 Fiscal Year Goals. On or before the May 2024 Board Meeting, and on or before each May Board Meeting thereafter while employed as the RSCVA CEO, Employee shall present proposed goals to be achieved in Fiscal Year 2024-2025 (or subsequent Fiscal Year(s)) to the Board for approval. Once all relevant data is compiled for Fiscal Year 2024-2025 (or the relevant subsequent Fiscal Year), Employee's performance shall be evaluated by the RSCVA's Board of Directors as set forth in **Exhibit B**.

2. SALARY AND BENEFITS

2.1 Salary. RSCVA shall pay Employee during the term of this Agreement an annual salary of \$315,000 (the "Salary") in equal installments, less all applicable tax withholdings, on the regularly scheduled paydays of RSCVA.

2.1.1 Salary Increases. Beginning July 1, 2025, Employee shall be eligible for yearly increases in the Salary in the sole discretion of RSCVA's Board of Directors after an evaluation is conducted as set forth in Exhibit B.

2.2 Bonus. Beginning with the evaluation conducted for Fiscal Year 2024-2025, Employee may be eligible for a cash bonus of up to 10% of the Salary based upon achievement of performance criteria and goals established by the Board of Directors and awarded at the sole discretion of the Board. In addition, beginning with the evaluation conducted for Fiscal Year 2024-2025, Employee may be eligible for a discretionary, non-mandatory cash bonus of up to 5% of the Salary to be awarded at the sole discretion of the Board.

2.3 Benefits. During the term of Employee's employment hereunder, Employee shall be eligible for following benefits. The parties acknowledge and agree that the benefits listed in this Section 2.3 are not guaranteed and may be modified or discontinued from time to time by RSCVA in its sole discretion with or without notice.

2.3.1 Insurance Coverage. Employee shall be eligible for those Employee benefits described in the approved RSCVA Employee benefits schedule, including, without limitation, eligibility to participate in and be covered by any policies of major medical insurance, dental insurance, vision insurance, short term disability insurance and life insurance (collectively "Fringe Benefits"), if any, maintained by RSCVA for the benefit of its Employees, if Employee shall be eligible under the terms of such Fringe Benefits plans. Nothing contained herein, however, shall be construed to require RSCVA to establish a Fringe Benefit plan not in existence on the date hereof or to require RSCVA to provide any benefit plan otherwise not available to other employees.

2.3.2 Public Employees Retirement System. Employee shall be entitled to participate in the State of Nevada Public Employees Retirement System ("PERS") at the percentage of the Salary (which specifically excludes any bonus compensation or other allowances hereunder) as determined by PERS.

2.3.3 Vacation Benefits and Sick Leave. Employee shall be entitled to receive vacation benefits and/or sick leave pursuant to RSCVA’s HR Policy 500.509. Vacation and other leave need not be taken in consecutive days, but shall be taken on reasonable prior notice to RSCVA and at a time and manner not to interfere with the proper operation of the RSCVA’s operations. Unused vacation and sick leave time may be carried over from year to year in accordance with RSCVA’s policies and practices.

2.3.4 Auto Expense. RSCVA shall pay Employee a monthly automobile allowance of \$600 per month.

2.3.5 Business Expense. RSCVA shall pay or reimburse Employee for all reasonable business and travel expenses incurred by Employee in performing the duties hereunder, as set forth in RSCVA’s Travel Policies and Procedures (as may be amended from time to time) and subject to maintenance of appropriate documentation by Employee and review and approval by the Chairman or Vice-Chairman of RSCVA’s Board of Directors. Business expenses shall be paid or reimbursed in accordance with RSCVA’s customary practices.

2.4 Withholdings. All compensation and benefits to Employee hereunder shall be reduced by all federal, state, local and other withholdings and similar taxes and payments required by applicable law.

3. TERM AND TERMINATION

3.1 Employment Term.

3.1.1 Initial Term. In compliance with NRS 354.626(2)(e) (24 month max term), the first day of Employee’s employment under this Agreement shall commence on March 28, 2024 (the “Effective Date”) and shall continue until the second year anniversary date of the Effective Date of this Agreement, unless sooner terminated pursuant to Section 3.2.

3.1.2 Automatic Extension. On July 1, 2024, the Term of this Agreement shall be extended to June 30, 2026. On July 1st of each year thereafter (i.e., starting in 2025), the Term shall be extended for one (1) additional year, unless either party elects not to extend the Term, and notifies the other party of its election in writing prior to each such anniversary date. In the event the Agreement is not automatically extended, all compensation, benefits, and requirements of the Agreement shall remain in effect until the expiration of the Term of the Agreement, unless sooner terminated under the provisions of this Agreement.

///

///

///

///

3.2 Termination

3.2.1 Termination Without Cause.

VERSION PROPOSED BY RSCVA:

3.2.1.1 By RSCVA. Subject to the limitations found in NRS 281.122, RSCVA may terminate this Agreement without cause, at any time, upon ten (10) days written notice to Employee and paying Employee an amount equal to Employee's pro-rated Salary for an amount of time equal to the lesser of: **(i) six (6) months;** or (ii) the amount of time remaining in the then current Term (such lesser period referred to herein as the "Severance Period"). Employee shall also be entitled to the Fringe Benefits outlined in Section 2.3.1 above during the Severance Period. Payments pursuant to this section 3.2.1 shall be paid at the discretion of the RSCVA, either in a lump sum or in equal or near equal amounts on regular pay dates until the equivalent of six (6) months' Salary is paid. RSCVA shall determine, in its sole discretion, whether Employee shall be required to continue to perform the Services for RSCVA during that six (6) month period. RSCVA and Employee shall mutually agree upon any communications to be made to the public or internally with RSCVA's staff regarding any termination pursuant to this Section 3.2.1.1.

VERSION PROPOSED BY LARRAGUETA:

3.2.1.1 By RSCVA. Subject to the limitations found in NRS 281.122, RSCVA may terminate this Agreement without cause, at any time, upon ten (10) days written notice to Employee and paying Employee an amount equal to Employee's pro-rated Salary for an amount of time equal to the lesser of: **(i) twelve (12) months;** or (ii) the amount of time remaining in the then current Term (such lesser period referred to herein as the "Severance Period"). Employee shall also be entitled to the Fringe Benefits outlined in Section 2.3.1 above during the Severance Period. Payments pursuant to this section 3.2.1 shall be paid at the discretion of the RSCVA, either in a lump sum or in equal or near equal amounts on regular pay dates until the equivalent of twelve (12) months' Salary is paid. RSCVA shall determine, in its sole discretion, whether Employee shall be required to continue to perform the Services for RSCVA during that twelve (12) month period. RSCVA and Employee shall mutually agree upon any communications to be made to the public or internally with RSCVA's staff regarding any termination pursuant to this Section 3.2.1.1.

3.2.1.2 By Employee. Employee may terminate this Agreement without cause, at any time, upon one (1) month written notice. RSCVA's Board of Directors may, in its sole discretion, determine that Employee's notice period will be shorter than one (1) months, and Employee shall only be paid for the actual notice period determined RSCVA. RSCVA and Employee shall mutually agree upon any communications to be made to the public or internally with RSCVA's staff regarding any termination pursuant to this Section 3.2.1.2.

3.2.2 Termination for Cause.

3.2.2.1 Termination for Cause by RSCVA. In addition to any basis set forth herein, RSCVA may immediately terminate this Agreement upon the occurrence of any of the following events:

3.2.2.1.1 By majority vote of the Board of Directors for any act of dishonesty, fraud, or gross negligence in the performance of services herein, after giving Employee written notice of such act(s) and according Employee an opportunity to respond in writing or in person to RSCVA's Board of Directors. The written notice pursuant to this section shall be provided to Employee at least five (5) days prior to any meeting of the RSCVA's Board of Directors to consider Employee's conduct.

3.2.2.1.2 Employee commits any unethical conduct in violation of Section 4.3; or

3.2.2.1.3 Expiration of the Employment Term set forth in Section 3 or the Expiration of any renewal of the Employment Term; or

3.2.2.1.4 RSCVA finds that Employee has committed any material violation of any policy or procedure of RSCVA or Employee commits any material breach of any statutory or common law duty. Without limiting other violations that may be "material," the parties agree that any violation of the RSCVA's policies related to Equal Employment Opportunities, Harassment and/or Discrimination will be deemed to be a "material" violation;

3.2.2.1.5 Failure of Employee, after receiving thirty (30) days advance written notice from RSCVA, to cure any breach of the Agreement by Employee.

In the event Employee is terminated pursuant to this Section 3.2.2, Employee shall receive no further compensation beyond the termination date other than benefits accrued or required by law.

3.2.2.2 Termination for Cause by Employee. Employee may terminate this Agreement for cause after providing RSCVA with forty-five (45) days advance written notice to cure any material breach of the Agreement by RSCVA. Alternatively, Employee may terminate this Agreement for cause in the event RSCVA commits any material breach of any statutory or common law duty if that breach of statutory or common law duty materially relates to Employee's employment.

3.2.2.2.1 In the event Employee terminates this Agreement for cause pursuant to this Section 3.2.2.2, Employee shall receive the Severance payments as outlined in Section 3.2.1.1

3.2.3 Termination upon Death. This Agreement shall automatically terminate upon the death of Employee, and RSCVA shall not be obligated to pay the estate, family, heirs or any other person claiming under Employee any compensation or disability income for his

services to RSCVA which would have been due to Employee after his death, other than the compensation or disability income which had accrued up to the date of death, if any.

3.2.4 Termination upon Disability

3.2.4.1 Definition. “Disability” shall have the same meaning as the definition of “Disability” pursuant to any policy of disability insurance carried by RSCVA for the benefit of Employee in force at the time of such Disability, or, if no such disability policy of insurance is then in force, “Disability” shall mean the inability of Employee to provide ninety percent (90%) of the average level of time and charges for services previously provided during a continuous three (3) month period (“Determination Period”) by reason of illness, accident or other mental or physical infirmity reasonably expected to be of indefinite duration, at the end of which Determination Period Employee shall be deemed to be disabled. RSCVA and Employee shall agree on the date when the period of Disability begins. If RSCVA and Employee cannot agree, then RSCVA and Employee shall each designate a physician of choice and the two designated physicians shall designate a third physician. The three physicians shall then determine whether Disability exists within the meaning of this Agreement and when that Disability commenced. The determination of any two of three physicians shall bind RSCVA and Employee. All costs and expenses connected with the determination of Disability under this Agreement shall be borne equally by RSCVA and Employee.

3.2.4.2 Termination on Disability. In the event of Employee’s disability, RSCVA shall continue to pay Employee his Salary computed at the rate in effect prior to the commencement of the Determination Period (as defined herein) during the Determination Period. If RSCVA finds Employee to be Disabled within the meaning of this Agreement, then subject to the provisions of Section 3.2.4.1, Employee’s employment and the right to compensation may, at the direction of Board of Directors of RSCVA, terminate upon the expiration of the Determination Period; however, any commercially funded disability insurance benefit shall continue to the extent provided under such insurance contract notwithstanding such termination. If RSCVA finds Employee not to be Disabled within the meaning of this Agreement, then the employment of Employee shall continue without regard to the Disability.

4. DUTIES AND OBLIGATIONS OF EMPLOYEE

4.1 Extent of Services. Employee agrees that the duties and services to be performed by Employee shall be performed exclusively for RSCVA and that Employee serves at the direction and pleasure of the Board of Directors. Employee further agrees to perform such duties in an efficient, trustworthy and businesslike manner. Employee agrees not to render to others any service of any kind whether or not for compensation, or to engage in any other business activity whether or not for compensation, that is similar to or conflicts with the performance of Employee’s duties under this Agreement, with the approval of the Chairman of RSCVA’s Board of Directors.

4.2 Policies and Procedures. In addition to the terms herein, Employee agrees to be bound by RSCVA’s policies and procedures as they may be amended by RSCVA from time to time. In the event the terms in this Agreement conflict with RSCVA’s policies and procedures,

the terms herein shall take precedence. Employee acknowledges having read RSCVA's policies, procedures and manuals and agrees to abide by the same, including but not limited to RSCVA's policy against Harassment, policy against Discrimination, and policy of prohibiting personal use of RSCVA's credit cards. Employee hereby acknowledges that a finding by RSCVA of a material breach of RSCVA's policies and procedures is cause for termination of this Agreement pursuant to Section 3.2.2.1.4. As provided in Section 3.2.2.1.4, without limiting other violations that may be "material," the parties agree that any violation of the RSCVA's policies related to Equal Employment Opportunities, Harassment and/or Discrimination will be deemed to be a "material" violation.

4.3 Ethical Conduct. Employee shall maintain the highest ethical standard. The parties agree that Employee shall perform the Services for RSCVA and shall conduct himself at all times in strict accordance with the ethical and professional standards of the Nevada State Ethics Commission and the provisions of the Nevada Ethics in Government Law. Should any of the aforementioned be violated RSCVA may terminate this Agreement by written notice of termination, which shall be effective immediately upon delivery to Employee.

4.4 Compliance with Laws. The parties agree that Employee shall perform the Services for RSCVA and shall conduct himself at all times in strict accordance with all applicable laws of the United States and the State of Nevada, all ordinances of the County of Washoe, City of Reno, City of Sparks, and all rules, regulations, policies and criteria established by the RSCVA from time to time, relevant to Employee's performance of the Services.

5. INDEMNIFICATION

RSCVA shall indemnify, hold harmless and defend Employee against claims arising from acts or decisions made by Employee in good faith while performing the services for RSCVA to the fullest extent permitted by law, but not with respect to claims by RSCVA against Employee or with respect to claims successfully resolved against Employee for acts of fraud, intentional misconduct, gross negligence, criminal acts, ultra vires acts, or for violations of RSCVA's policies and procedures. Employee agrees to release and discharge RSCVA, and shall hold harmless and indemnify RSCVA for all liabilities, losses, demands, claims, accounts, actions and proceedings arising or resulting from Employee breaching this Agreement.

6. MISCELLANEOUS

6.1 Assignment. Except as otherwise provided herein, Employee may not and shall not assign any rights or delegate any duties under this Agreement.

6.2 Notices. All notices, demands, requests, and other communications required or permitted to be served on or given to either party by the other shall be in writing and shall be delivered personally or by United States mail, first class postage prepaid, certified or registered mail, return receipt requested. Notices shall be addressed as follows:

If to RSCVA:

If to Employee:

RENO SPARKS CONVENTION
AND VISITORS AUTHORITY
P.O. Box 837
Reno, Nevada 89504
Attn: Chair of Board

Mike Larragueta
On File At RSCVA

With a required Copy to:
Ben Kennedy, Esq.
Argentum Law
6121 Lakeside Drive
Suite 208
Reno, NV 89511

6.3 Confidentiality and Restrictive Covenants. Employee recognizes that by reason of performing services for RSCVA, Employee may acquire confidential information and trade secrets concerning the operation of RSCVA, the use or disclosure of which could cause RSCVA substantial loss and damages that could be readily calculated and for which no remedy at law would be adequate. Accordingly, Employee covenants and agrees with RSCVA that it will not at any time both during and after the term of this Agreement, directly or indirectly, disclose any secret or confidential information that it may learn, or, in performance of the services herein for or on behalf of RSCVA, use such information in a manner detrimental to the interests of RSCVA, except with the prior written consent of RSCVA or as such information is within the public domain or comes within the public domain without any breach of this Agreement. The term "confidential information" includes, without limitation, information not previously disclosed to the public or to the trade by RSCVA's management with respect to RSCVA or any products, facilities, methods, trade secrets and other intellectual property, software, source code, systems, procedures, manuals, confidential reports, financial information, business plans, prospects or opportunities with respect to RSCVA but shall exclude any information already in the public domain. Employee recognizes and agrees that all copyrights, trademarks, or other intellectual property rights in created works arising in any way from Employee's employment by RSCVA are the sole and exclusive property of RSCVA and agrees to not assert any such rights against RSCVA or any third-parties. Upon termination of this Agreement by either party for any reason, Employee will relinquish to RSCVA all documents, books, manuals, lists, records, publications or other writings, keys, credit cards, equipment, computer disks, and any other similar repositories of information or other articles that came into Employee's possession in connection with the employment for RSCVA and to maintain no copies or duplicates without the written approval of RSCVA's Board of Directors. Upon termination of this Agreement for any reason, to the extent it is applicable, Employee shall comply with NRS 281A.550. Employee shall not at any time during the Employment Term make or direct any personal investments in the hotel or hospitality industry based substantially upon information conveyed to Employee as the President or C.E.O. of RSCVA.

Employee further agrees that he will not solicit any Employee of the RSCVA to leave the employ of the RSCVA to work for the Employee or any third party, or hire any Employee of the RSCVA, without the prior written consent of the Board of Directors. Such consent shall be within the Board of Director's sole discretion.

6.4 Governing Law. All rights and obligations hereunder shall be governed and construed in accordance with the laws of the State of Nevada, without reference to conflicts of law principles.

6.5 Failure to Enforce. The failure to enforce at any time any of the provisions of this Agreement or to require at any time performance by the other party of any of the provisions hereof shall in no way be construed to be a waiver of such provisions or to affect either the validity of this Agreement (or any part hereof) or the right of either party thereafter to enforce each and every provision of this Agreement.

6.6 Captions. The captions contained in this Agreement are for convenience only and are not intended to limit or define the scope or effect of any provision of this Agreement.

6.7 Counterparts. This Agreement may be executed in any number of counterparts and each such counterpart shall be deemed to be an original, but all of which, when taken together, shall constitute on Agreement.

6.8 Severability. If any provision of this Agreement is held to be invalid or unenforceable by any judgment or decision of an administrative, arbitral or judicial tribunal, court or other body of a competent jurisdiction, the remainder of this Agreement shall not be affected by such judgment or decision, and the Agreement shall be carried out as nearly as possible according to its other provisions and intent.

6.9 Entire Agreement. This Agreement contains the entire understanding between Employee and RSCVA with respect to the subject matter of this Agreement and it supersedes any prior oral or written agreements and understandings between them. This Agreement may be modified only in writing signed by Employee and an authorized representative of the RSCVA.

6.10 Presumption. This Agreement or any section thereof shall not be construed against any party due to the fact that said Agreement or any section thereof was drafted by said party.

6.11 Separate Counsel. Each party has received or has had the opportunity to receive the independent advice of its attorney prior to the execution of this Agreement. It is understood and agreed that the undersigned have not been influenced to any extent whatsoever in making this Agreement by any representative, agent or Employee of an adverse party, or by any attorney, person or persons representing or employed by the undersigned, and that this Agreement is entered into freely, voluntarily and knowingly.

Dated this ____ day of April, 2024.

“RSCVA”

**RENO SPARKS CONVENTION AND VISITORS
AUTHORITY**

By: _____

Charlene Bybee, Chair

Its: Authorized Signatory

“EMPLOYEE”

Mike Larragueta

DRAFT

EXHIBIT A

Position Description

DRAFT



Position Title: President/CEO

Reports To: RSCVA Board of Directors

Department: Administration

FLSA Status: Exempt

Employment Status: Full Time

ABOUT

Reno Tahoe is a friendly, four-season resort destination – in a spectacular natural setting. Offering world-class attractions, recreational activities, and events, the region has an outstanding quality of life, to include a vibrant and diverse business community with national and international recognition as a premier, year-round Western destination for leisure and group/convention visitors.

POSITION SUMMARY

The President/CEO of the Reno-Sparks Convention and Visitors Authority (RSCVA) is responsible for developing and implementing the strategic plan which includes sales, marketing, and branding programs to promote Reno-Tahoe as a leisure and convention destination. The President/CEO will provide direct management of the senior executive team and reports to the RSCVA Board of Directors. The President/CEO will manage the day-to-day business of the RSCVA within the budgetary and policy constraints set by the RSCVA Board and in compliance with government regulations for public entities. The President/CEO represents the RSCVA in its relationships with local citizens, clients, government agencies, professional, and other similar groups.

JOB DUTIES AND RESPONSIBILITIES

- Works closely with the RSCVA Board to develop the vision and the strategic direction for the organization. Designs and executes initiatives to move the organization toward its vision while keeping the vision and the plan current.
- Builds and maintains strong collaborative relationships with the RSCVA's highly engaged and influential Board to ensure effective and cooperative organizational oversight. Attends all required meetings associated with the leadership of the organization and regularly reports the RSCVA's activities to the board.
- Partners with the RSCVA Board to ensure a highly functioning organization defined by a clear direction. Operates through effective financial and operational planning, a positive and professional culture of excellence, with a talented and motivated staff, and effective process systems.
- Oversees and manages the business and affairs of the RSCVA subject to the budget and policies approved by the Board. Reviews, coordinates, and submits to the Board all annual marketing plans, business plans, and operating budgets as required.
- Maintains accountability for the operational and fiscal integrity of the organization including budgets, financial revenue, expenses, expenditures, contractual commitments, and personnel policies.

RenoTahoe®

- Provides oversight of the operations for the four convention and event facilities under the RSCVA including capital improvement, sales and marketing, safety, and technological innovations to improve the utilization of the center and event venues.
- Develops strong relationships with convention, gaming, hotel, and general hospitality communities as well as local and state government.
- Serves as a passionate spokesperson and industry advocate for tourism supporting the diverse assets of the region including arts and culture, outdoor recreation, and entertainment.
- Collaborates effectively with regional leaders to influence outcomes to advance the region. Adapts to changing political conditions and leadership. Provides advocacy support through subject-matter expertise for legislative resources that require attention.
- Provides oversight and leadership to the senior executive team of highly respected, dedicated, and skilled professionals. Sets a clear vision for a metrics-driven, goal-based team where expectations are supported by an internal culture of partnership, innovation, and customer service.
- Fosters a positive, professional culture of inclusiveness with a strong sense of purpose, collaboration, and accountability necessary to attract, retain, and develop top talent.
- Exhibits strong executive presence as reflected by behavior, appearance, demeanor, and humility as a highly visible leader for the organization and the Reno Tahoe region.
- Develops and supervises the implementation of an annual operating and marketing plan to promote and brand Reno Tahoe as a world-class, leisure and convention destination to local, state, regional, national, and international audiences.
- Regularly analyzes performance and results of all functional areas relative to the established goals and objectives.
- Builds a positive image of the RSCVA in relevant media as the organization's recognized spokesperson. Serves as final approval for official publications, news articles, and media coverage of the RSCVA.
- Provides long-range planning for destination resources, infrastructure, and strategic direction. Identifies major global trends influencing and affecting the local tourism community.
- Interprets research provided by outside resources on visitor profile and visitor attitudes and the effectiveness of the organization's strategic plan; makes changes to the plan as is appropriate to achieve RSCVA goals.
- Understands and abides by all departmental policies and procedures as well as the Codes of Ethics and Standards of Conduct. Complies with federal, state, local laws that govern business practices. Complies with all Department of the State of Nevada standards that apply to the position.
- Performs other duties as assigned or required.

PHYSICAL DEMANDS / WORKING CONDITIONS

- Frequently sits, walks, twists, uses hands to finger, handle, or feel objects, talks and hears.
- Occasionally stands, bends (at neck and waist), and reaches above & below shoulder level as needed.
- Simple grasping as well as repetitive use of hands and fine hand manipulation are needed to accomplish essential functions.



- Specific vision abilities required include close, distance, color, peripheral vision, depth perception, and the ability to adjust focus.
- May be exposed to various temperatures inside and outside of the facilities, airborne particles, and fumes.
-
- Noise level in the office is usually quiet, but during board meetings, airports, conferences or other locations where work may be done may be moderately loud to loud.
- Ability to travel frequently, including possible international travel.

JOB QUALIFICATIONS

- The ideal candidate will be an experienced, dynamic, and successful leader with a minimum of ten (10) years of multifunctional, results-driven, team-focused executive-level leadership experience with a regional, national, or global organization of similar scale and complexity, particularly those related to the travel, tourism, or hospitality industry, or related public-sector field.
- Bachelor's degree preferred. MBA, graduate degree, or industry designation such as CDME is desired.
- Proven track record of successfully managing and nurturing complex partnerships to achieve mutually beneficial goals and outcomes, and collaboration with leadership in community response to crisis.
- Demonstrates expertise in the field of conventions, trade shows, and events as well as extensive knowledge of the leisure travel visitor.
- Management experience with full P&L responsibility.
- An ability to build a destination marketing strategy to align with local economic sectors, particularly with high-growth, technology clusters with an appreciation for the role economic development plays within the community.
- Politically savvy with prior work experience with a government entity. Working knowledge and understanding of Nevada Open Meeting Laws preferred.
- Familiar with public administration, including budgeting, purchasing, expense allocation, and contracting.
- Exceptional gravitas, confidence, and communications skills to serve as the organization's principal external spokesperson.
- Operates with the highest level of integrity, intellectual agility, creativity, and vision.
- Relocation or current residency in region required.

EXHIBIT B

CEO Evaluation and Compensation

RSCVA's Board of Directors will evaluate the CEO's performance and determine if the CEO will receive a merit pay increase and/or a bonus.

I. Definition of Roles:

1. Board of Directors conducts the annual performance evaluation
2. Legal Counsel receives and compiles all evaluations responses
3. Executive Staff provides feedback to the Board of Directors on CEO leadership and management
4. Employee prepares self-evaluation and proposed goals for upcoming year.

II. Evaluation Process. The Employee will be evaluated in the following manner:

1. Feedback from Executive Staff will be solicited using an approved electronic format such as "Survey Monkey." Legal Counsel will compile the results of the Executive Staff survey and provide the same to the Board of Directors.
2. The Employee will prepare and provide a self-evaluation to the Board of Directors, together with any other requested information.
3. Each member of the Board of Directors will complete a written performance evaluation of Employee via approved electronic format such as "Survey Monkey." Legal Counsel will compile all evaluation responses and provide the compiled results to the Board of Directors.
4. After the above steps have been completed, the Board of Directors will conduct a complete evaluation of the Employee at a public meeting.

III. Merit Pay Increase. A percentage adjustment to Salary ("Merit Pay Increase") may be provided to the Employee in the sole discretion of the Board of Directors. Any Merit Pay Increase shall be in line with the average merit pay increase given to RSCVA staff.

IV. Bonus. A Bonus may be paid to the Employee in the sole discretion of the Board of Directors. The Bonus is limited to a maximum of 15% of Salary but does not increase Salary, and shall be comprised of quantitative and qualitative components. The quantitative portion of the Bonus is up to 10% of Salary based upon achievement of performance criteria and goals established by the Board of Directors and awarded at the sole discretion of the Board, with an additional discretionary, non-mandatory qualitative bonus of up to 5% of Salary to be awarded at the sole discretion of the Board.