

**\*REVISED\***  
**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**  
**NOTICE OF PUBLIC MEETING**  
**REGULAR MEETING OF THE BOARD OF DIRECTORS**  
**Thursday, May 30, 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. Rick Murdock  
Mr. Richard Jay  
Mr. Eddie Ableser

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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](http://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/>

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

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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.

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## **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 May 30, 2024, Regular Meeting of the Board of Directors**

For Possible Action

### **C2. Approval of the Minutes of the April 25, 2024, Regular Meeting of the Board of Directors**

For Possible Action

## **D. PRESENTATIONS**

### **D1. Presentation: Travel Nevada**

Lieutenant Governor Stavros Anthony and Travel Nevada CEO Rafael Villanueva will present to the RSCVA Board of Directors a high level Travel Nevada update regarding visitation, programing and sales and marketing activities.

Information Only

### **D2. Presentation: Future Partners**

Erin Francis-Cummings, President, and CEO of Future Partners, will provide the RSCVA Board of Directors with results from the 2023 visitor profile research study ("VPS"). The VPS is designed to track sentiment about the visitor experience, in an effort to better understand the primary travel motivators and activities visitors associate with Reno Tahoe.

Information Only

## **E. BOARD MATTERS**

### **E1. PUBLIC HEARING: Review and Adoption of the Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Budget (Resolution #602)**

There will be a public hearing on the RSCVA 2024-2025 Fiscal Year Budget, including the FY 2024-2025 Capital Improvement Plan. The RSCVA Board is being asked to review and discuss the budget and approve Resolution #602 to adopt the Fiscal Year 2024-2025 Budget.

This agenda item will include a presentation of FY 2024-2025 budget for Food and Beverage from Aramark, a presentation of the FY 2024-2025 Capital Improvement Plan by the Vice President of Facilities, and a presentation of the overall FY 2024-2025 budget from the Vice President of Finance.

*An initial draft of the proposed budget was presented to and approved in an advisory capacity by the Finance and Facilities Committee on May 10, 2024.*

For Possible Action

### **E2. The Reno-Sparks Convention and Visitors Authority Board of Directors will review, discuss and approve the revised Unsolicited Proposals policy.**

The RSCVA Executive and Legislative Committee and Mike Larragueta, President and CEO, will present the revised Unsolicited Proposal policy for review, discussion, and possible approval by the RSCVA Board. This item was presented to the Executive and Legislative Committee on May 6, 2024, and was approved in an advisory capacity for recommendation to the full RSCVA Board of Directors.

For possible action

**E3. Review, Discussion, and Possible Approval of the Reno-Sparks Convention and Visitors Authority FY2024-2025 President/CEO Goals**

The RSCVA Executive and Legislative Committee and Mike Larragueta, President and CEO, will present the proposed President/CEO goals for fiscal year 2024-2025 policy for review, discussion, and possible approval by the RSCVA Board. This item was presented to the Executive and Legislative Committee on May 6, 2024, and was approved in an advisory capacity for recommendation to the full RSCVA Board of Directors.

For possible action

**E4. 2024/2025 Special Event Marketing Sponsorship Funding Recommendation Award Allocations**

The RSCVA Board is being asked to review, discuss, and approve, and/or revise and approve the RSCVA's proposed funding allocation recommendations for 2024/2025 Special Event Marketing Sponsorship program and approve the distribution of funds not to exceed \$500,000.

For Possible Action

**F. ADDITIONAL PRESENTATIONS**

**F1. Reno-Sparks Convention and Visitors Authority Department Updates**

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

Informational Only

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

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

Information Only

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

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

**I. ADJOURNMENT**

For Possible Action

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

**Reno-Sparks Convention & Visitors Authority  
Meeting held Thursday, April 25, 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, April 25, 2024. The meeting was properly noticed & posted in compliance with the Nevada Open Meeting Law.

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## **A. OPENING CEREMONIES**

### **A1. Call to Order**

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

### **A2. Pledge of Allegiance**

Chair Bybee asked Board Member Murdock to lead the pledge.

### **A3. Roll Call**

The Clerk of the Board took roll call.

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#### **Board Members Present:**

Councilwoman Charlene Bybee, RSCVA Chair  
Commissioner Alexis Hill, Board Member  
Stephen Ascuaga, RSCVA Board Member  
Mayor Hillary Schieve, RSCVA Vice Chair **arrived at 9:03am**  
Greg Long, RSCVA Board Member  
John East, RSCVA Board Member **[via Zoom]**  
Richard Jay, RSCVA Board Member  
Rick Murdock, RSCVA Board Member  
Eddie Ableser, RSCVA Board Member

#### **Board Members Absent:**

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#### **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 Larissa Cherry of Minutes Solutions Inc. from a video recording.

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## **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 April 25, 2024, Meeting of the Board of Directors**

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

**Motion:** Approval of the consent agenda without item C1.

**Moved by:** Board Member Ableser

**Seconded by:** Board Member Jay

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

**Nay:**

**Absent:** Schieve

**Abstain:**

**Vote:** Motion passed unanimously 8-0-1

Chair Bybee requested an agenda change for item E2 to be presented before item E1.

**Motion:** Approval of the revised agenda, as stated.

**Moved by:** Board Member Bybee

**Seconded by:** Board Member Ascuaga

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

**Nay:**

**Absent:** Schieve

**Abstain:**

**Vote:** Motion passed unanimously 8-0-1

## **D. PRESENTATIONS**

### **D1. Reno-Tahoe Airport Authority Air Service Development Update**

**Kirk Lovell**, Managing Director of Mead & Hunt, presented an overview of the air travel industry. He discussed the operating profits of RNO from the years 1991 to 2023 and challenges the industry faced during this time. In 2023, an increase of \$39 billion for pilot contracts was added to the operating expenses of RNO. At RNO, seats per capita is above the US average, but load factors are below average. From 2015 onward RNO started to improve overall in the market. For example, in 2015, RNO was viewed as a cheap market where airlines would not make money, but now it is above par. There are people flying for business, buying last minute tickets at the front of the plane, resulting in more revenue. Kirk Lovell then outlined the strategies an airport has for growing existing markets and creating new markets. He also presented data from similar destinations for comparison to RNO. The airport uses GPS data to identify trends in customer travel and makes appropriate adjustments to fill out any gaps they find, ensuring that they can provide

consistent service all year round. A Minimum Revenue Guarantee (MRG) is an incentive program that can be offered to airlines, airports cannot provide the money for MRGs, but third-party individuals or multiple businesses can come up with money. The typical agreement that the airport will have with an airline is one to two years. Since RNO has available funds presently, it has specific growth plans and will look for opportunities that are sustainable and long-term. An airport grows by retaining existing markets and attracting new markets. Reno is one of the fastest growing revenues, RNO will focus on advertising this fact. The objectives of the airport include retaining, expanding, and attracting air service. The relationships between the different entities are very important for sending consistent marketing messages to the public and for information gathering and sharing. Many airports are changing the name of their airport to emphasize the city. The RNO airport has the advantage of servicing two cities, Reno and Tahoe.

**Scott Schold** is working with the airport to cultivate an air service strategy, he stated that he is excited about the future of Reno-Tahoe airport. He presented upper-level funnel strategies for the airport. The overall goals for 2024 are to raise awareness for the Reno Tahoe market and to increase demand for the market, which will generate new visitors and lead to improved carrier performance that will lead to incremental service growth. Each time the airport builds trust with the carriers the airlines will want to grow their market. The strategy at RNO is to lead with leisure promotion that will eventually impact business travel. The individual roles and responsibilities of the RTAA, RASC, CVBS, DMOS and others are essential to position for success. Development of relationships are essential to marketing, this was outlined in a market timeline presentation slide to attract Nashville, expand Atlanta, and retain Austin.

**Mayor Schieve** inquired as to why Nashville is a priority and not Washington DC.

**Scott Schold** explained that the decision considers when airlines have aircrafts and Washington Dallas does not have gates for big planes available, so presently there is no possibility for getting service there. Nashville is bringing on gates this year and they have room for growth.

**Mr. Jay** commented on the impending recession, there is a 33% chance that it will be next year and inquired as to how does this will impact the situation.

**Scott Schold** stated that the airport is in a better position to deal with a recession than in the past because the more business relationships it develops the stronger a position it will be in to avoid decline.

**Chair Bybee** concluded the discussion by stating that supporting air service should be a priority of the Board. The Board took the first step when they increased the air service fund. The Board needs to consider what the next steps are, to make decisions to benefit the region and the airport.

**Board Member Murdock left at 9:04am. He returned at 9:05am**

**Board Member Jay left at 10:18am.**

## **D2. Reno-Sparks Convention And Visitors Authority Department Updates**

**Mike Larragueta** thanked everyone for the presentations and comments and expressed his appreciation for the cooperation all are showing. He introduced the executive update, which would be presented by himself, Mr. McDonald on tourism economics, and Christina Erny on marketing. The Spotlight Winner of March 2024 is Mr. Arcie Duigan. Arcie Duigan is spoken highly of by his colleagues and supervisors and praised for his work ethic and

approachable qualities. At the end of fiscal year, the executive office will recognize all spotlight winners of the past year and choose an employee of the year with two runner ups. They will receive recognition and rewards. The USBC Women's Championship will be returning, and the opening ceremony will be held on April 27, 2024. This event has an economic impact of \$26.3 million. In November 2023, Mike Larragueta and his team started organization themed bowling days that contributed just under \$9000 in proceeds to charities. Each event had an increase in attendees from the subsequent event. After the USBC Championship ends in July 2024, these themed public bowling days will be organized again. The RSCC concessions are complete, and sales were reportedly up significantly for three weekends of NCDCA compared to last year. They have launched a page on the website that outlines the events that RSCVA is involved in. This information will be public and updated weekly, allowing local business to cater to these events. This information will appear in the weekly newsletter starting April 25, 2024, and they will continue to consider other ways to make this information more accessible to businesses. Two weeks ago, a team went to Atlanta to meet with Delta executives for a headquarter visit, the results were positive.

**Mr. East** requested a comparison of the Bowling Championship from 2024 to 2021.

**Mike Larragueta** is waiting for that information and will forward it to Mr. East when he receives it and present it to the Board.

**Ben McDonald** has about five people he is working with on the Tourism Economics team. He prepared a summary of the fiscal year to July 2023. The tourism segment is supporting about 38,000 jobs. Based on credit card data from TransUnion, representing 40% of credit spent throughout the destination and data from cellphones that have been tracked coming to the area, trends show that a lot of traffic is coming from Sacramento, Stockton, and Modesto and visitors are spending less on hotels and more on dining. His team also compares restaurant, golf, and lodging in competing markets and those with similar markets to see if they can be more competitive.

**Christina Erny** presented a slide presentation highlighting their top monthly media efforts. She presented the results of paid leisure media, meeting and convention media, and PR efforts for the month of March 2024. These presentations will be provided monthly to give the Board regular updates on marketing. The Board can make suggestions on what metrics they want to see. Based on the collected data the marketing team can see how people are responding to the ads they viewed. As people move through this advertising process the team can identify key activities people are interested in. They also consider user profiles and personalize ads based on that information. When a person sees a specific ad and their cellphone signal shows up in the Reno-Tahoe, the marketing team can see the positive result of the paid advertising efforts. Billboards are also strategically placed based on data showing where the traffic passing is coming from. In March a talented content creator created a two-minute promotional video highlighting the diversity of what visitors can do in Reno-Tahoe. Christina Erny shared this video, which, perhaps presented as a series, will be used for promotion next winter. Also in March, Outside Inc, a company focused on recreation showcased Reno-Tahoe for their 2025 Ski and Snow test Sponsorship. The marketing team hopes they will come back every year to host their ski and snowboard tests. The first of hopefully many murals at RSCC was finished and a press conference was held giving it good local media coverage.

**Board Member Schieve left at 10:28am. She returned at 10:35am**

**Board Member Jay joined the meeting via Zoom at 10:20am.**  
**Board Member Ascuaga left at 10:46am. He returned at 10:48am.**  
**Board Member Murdock left at 10:54am. He returned at 10:56am.**

## **E. BOARD MATTERS**

### **E1. Review, Discussion, and Possible Action to Approve Funding for the Incline Village/Crystal Bay TART Connect Micro-Shuttle Project**

**Devin Middlebrook** (Government Affairs Manager, Tahoe Region Planning Agency) thanked the Board for welcoming him back. He was joined by Jamie Wright, from Placer County, who is the operator of the TART system. He presented their request for funding to support the Lake Tahoe Regional Transportation Plan. The goal of this plan is to reduce the usage of vehicles in the Lake Tahoe Region. He outlined how the transportation system is essential to preserving the beauty and clarity of Lake Tahoe and surrounding areas, as well as keeping visitors informed as to how to preserve the environment. The transportation plan benefits both visitors and local residents. Half of the workforce in Incline Village commute. He presented the challenges they have faced in securing funding for the transportation system in the area. They identified a \$20 million per year funding gap to fully implement their transportation plan. To fill the gap, they came up with a strategy to secure \$7 million each from the Federal Sector, State Sector, and Local/Private Sector. If the funding gap is not filled, not only will the transportation of visitors and locals be affected, it will also have long-term effects, placing potential restrictions on the development and redevelopment of the Tahoe Basin. The Regional Transportation Plan benefits tourism by contributing to preserving the area as a desirable tourist destination and connecting visitors to sites within Tahoe as well as to surrounding cities and areas. This not only generates hotel tax in the Tahoe Basin but when visitors are using the transportation system, data shows that they spend more time at local businesses.

**Jamie Wright** highlighted the usage of the TART system. When they initially launched the three-month pilot program in 2021, the plan was to focus on visitors in the summer. However, it came to their attention that the local workforce, largely working in the tourism industry, became reliant on the transportation system. The program turned into a three-year pilot. Annual ridership comparisons divided by season showed that there was a 19% increase in the first year and that the winter months saw the highest ridership. The TART ride share system has a feature that pushes rider capacity to continue reducing vehicles on the road. The collected rider profile shows that 60% are residents and 40% are visitors, which include second homeowners. Data also shows that, as anticipated, those who arrive by vehicle leave their vehicles at home while touring the Tahoe area. This has reduced congestion, double parking, and other problems caused by overcrowding.

**Mr. Ableser** inquired as to whether this data included all seven hubs or just Incline Village.

**Jamie Wright** explained that they do have data collected from surveys from all seven zones, but the data she presented was only representing Incline Village. She then reviewed the different sources of funding to TART Connect and reiterated that they are requesting \$200,000 from RSCVA, which would make up 16% of the funding they are securing for the 2023/2024 fiscal year.

**Mr. Ableser** commented that it appeared the Incline Village General Improvement District was in the best position to contribute to the transportation system.

**Jamie Wright** stated that IVGID is precluded from contributing to transit. However, she could not elaborate as to why and suggested a discussion with IVGID to open the way for more information.

**Devin Middlebrook** stated that securing funding is an ongoing process, and they would be happy to approach IVGID again to inquire about contributing. They are coming to RSCVA from the standpoint of supporting and investing in the tourism industry.

**Mr. Ascuaga** recalled that they already contributed \$350,000 for the TART Connect pilot program in 2022. He asked whether the request for funding would continue next year.

**Devin Middlebrook** explained that the transportation system is transitioning from a micro transit system. Part of this transition includes securing permanent funding to support a robust transit system. They have taken the first steps in this direction to avoid requesting funding every year.

**Jamie Wright** commented that they are setting themselves up to allow federal funds to be used, as they do not want to come back every year to ask for funding.

**Commissioner Hill** stated that Washoe RTC wants to do a study on how to improve the system. Presently, TART does not charge for its system. Washoe County wants to look into finding a system to charge passengers to carry some of the funding. She reiterated that development projects in the area will be put on hold if they do not solve the transit system funding issue. Washoe County is also exploring other avenues for permanent funding.

**Devin Middlebrook** stated that the regional plan does not include a formal policy that prevents the system from charging. However, the plan includes promoting people to travel by transit. The benefits of ridership for the environment and the tourism industry outweigh the loss revenue from a free transit system.

**Mr. Murdock, Mr. Ascuaga and Mr. Ableser** indicated that they would like to contribute less than \$200,000, due to the current downward trend of RSCVA's financial position.

**Chair Bybee** asked Courtney Jaeger or Mike Larragueta for financial advice on where the money could be collected from.

**Courtney Jaeger** stated that it could come from the rainy-day fund or the money could be cut from another surplus at the Board's direction.

**Board Member Ascuaga left at 12:10pm. He returned at 12:11pm.**

**Board Member Ableser left at 12:10pm. He returned at 12:13pm.**

**Board Member Jay left at 12:11pm. He returned at 12:13pm.**

**Motion:** Approval of item E1 for funding the Incline Village/Crystal Bay TART Connect Micro-Shuttle Project in the amount of \$200,000.

**Moved by:** Board Member Schieve

**Seconded by:** Board Member Bybee.

**Aye:** Board Members: Bybee, Long, Jay, East, Hill, and Schieve

**Nay:** Board Member: Ascuaga, Ableser, and Murdock

**Absent:**

**Abstain:**

**Vote:** Motion passed 6-3-0

**E2. Update Regarding the Budget for Fiscal Year 2024-2025 for the Reno-Sparks Convention and Visitors Authority**

**Courtney Jaeger** introduced the first presentation from Aramark.

**Andrew Atwell**, District Manager at Aramark highlighted some of the recent food and beverage transformations at the convention center. During the two weekends for the soft launch of the new restaurants and stalls, the revenue doubled indicating a good reception to the improvement in hospitality.

**Scott Kriebel**, Regional Finance Director at Aramark, presented a preliminary food and beverage budget for FY 2024/2025. The budget is a draft and reflects the communication between the convention center and Aramark. As the Board gathers more information about upcoming events, the budget will be influenced and can be adjusted accordingly. They anticipate an increase in sales with a goal to subcontract more concession stands, leading to more sales and less labor. This year will be lower than last year in profits..

**Trent LaFerriere** presented the capital budget for upcoming fiscal year. The upcoming expenses are related to upgrades, renovation, or construction.

**Mr. East** asked how the percentage allocated to each location was decided. For example, why was 60% of the capital budget allocated to the convention center.

**Trent LaFerriere** explained that the decision is made considering several factors. For example, the amount of revenue that a location is generating, the urgency of the project or its relation to the customer experience. Decisions are also made based on customer surveys. The convention center generates 43% of the revenue, therefore it is high priority. The upcoming Wi-Fi renovation expense of \$700,000 is urgent as this is the biggest complaint from customers, especially those who live stream events.

**Courtney Jaeger** presented selected areas of the budget for fiscal year 2025 During the presentation, it was noted that occupied rooms are , which is following the downward trend of the past six months, leading to declines in budgeted room tax revenue . In the past, Cost of Living Adjustments (COLA) were applied as a uniform percentage to all employees, however, the plan this year is a tiered approach, with the staff receiving the highest percentage of COLA and the percentage will be tiered down to managers and directors. This will save the organization \$109,000. Changes will also be made to the staff bonus plan. It will continue to be strictly applied, according to SMART goals outlined in the presentation, which are quantified and specific. They estimate to save around \$34,000 with this plan. There are other plans in the budget that set parameters for an overall goal in the budget, but these are just a guide for the Board. When specific opportunities arise, they can revisit these parameters.

**Mike Larragueta** added that any change to the proposed allocation will be decided on by the Board, also any amount that is over \$100, must be approved through the Board. Upcoming opportunities will also affect the allocation of budget greatly.

**Courtney Jaeger** presented a simplified process of decision making by allocating a budget of \$350,000 to the CEO for unsolicited proposals. The CEO will have the authority to approve requests up to \$10,000. The CEO will review any amount over \$10,000 with senior staff and then bring the proposal to the board for review.

**Mike Larragueta** stated that there is currently \$56,000 allocated to four unsolicited funding items that will be removed from next year's budget. For future projects to be part of the budget, they will need to meet certain criteria then the project must be presented to the Board for review.

**Board Member Long left at 11:21am. He returned at 11:27.**  
**Board Member Ascuaga left at 11:39am. He returned at 11:40am.**  
**Board Member Ableser left at 11:34am. He returned at 11:37am.**  
**Board Member Schieve left at 11:41am. She returned at 11:42am.**  
**Board Member Schieve left at 11:46am. She returned at 11:46am.**  
**Board Member Hill left at 11:47am. She returned at 11:48am.**  
**Board Member Murdock left at 11:49am. He returned at 11:53am.**  
**Board Member Schieve left at 11:49am. She returned at 11:56am.**  
**Board Member Jay returned to the in person meeting at 11:54am.**  
**Board Member Ableser left at 11:57am. He returned at 11:58am.**  
**Board Member Schieve left at 11:57am. She returned at 11:58am.**

**E3. Approval of President/CEO Employment Agreement**

**Molly Rezac** reviewed the details of Mike Larragueta's CEO Employment Agreement. The contract is a two-year term and will be renewed at the end of each fiscal year for another two years. The salary is \$315,000 per annum. However, Mr. Larragueta and the other party did not come to an agreement about the severance pay. The agreement with the previous CEO included 12 months of severance pay, prior to that the employment agreements have always included only six months of severance pay.

**The Board** commented on current trends of similar employment contracts, which have 12 months of severance pay and agreed that the CEO Employment Agreement should include 12 months of severance pay.

**Motion:** Approval of salary and other terms of President/CEO Employment Agreement

**Moved by:** Board Member Ableser

**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

**Molly Rezac** also presented for the Board's approval a bonus amount of \$35,000 for Mr. Larragueta. She pointed out that Mr. Larragueta chose not to have a salary increase while he served for nine months as interim CEO, in addition to his capacity as Vice-President of Sales.

**Motion:** Approval of a bonus for \$35,000 for Mr. Larragueta

**Moved by:** Board Member Ableser

**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

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

**The Board** briefly reviewed upcoming items that are scheduled to be discussed or approved in June and whether they could postpone these items and cancel June's scheduled Board Meeting. The Board decided to delay this decision until May's Board Meeting.

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

**Chair Bybee** mentioned that there will be up to 10 VIP tickets per time slot to watch the Fire Fighter Challenge in May. If anyone is interested in obtaining these tickets, they are to contact her.

**Mr. Jay** presented a brief airport update. A new ticketing counter opened and for 20 days there were 16,000 passengers per day, setting a record. This summer there will be 90,000 more seats on the market compared to last summer. The airport has also joined the Hidden Disability Sunflower Scheme, they are 1 out of 200 airports that are implementing the program.

**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 1:54 pm.

The meeting may be viewed at the following:

04/25/2024 RSCVA BOD Mtg <https://www.youtube.com/watch?v=Evwnr6wsWA4&t=2s>

**Future Partners**

# **Reno Tahoe**

**Holistic Destination Research Presentation**  
**May 30, 2024**

A background image showing several hot air balloons floating in the sky during sunrise or sunset. The sun is low on the horizon, creating a warm, orange glow. The balloons have various patterns and colors, including red, yellow, and blue. The image is slightly blurred, giving it a dreamy, atmospheric feel.

## **Agenda for Today**

- 1. Recent Trends in Travel**
- 2. Research Overview**
- 3. Visitor Profile**
- 4. Brand Health**
- 5. Resident Sentiment**
- 6. Key Takeaways**



# Research Overview

# Overview: Holistic Destination Research

Three different online survey-based research studies were deployed to provide a holistic perspective on Reno Tahoe's destination and tourism experience and image.



**Visitor  
Profile**

N = 548



**Resident  
Sentiment**

N = 476



**Brand Health &  
Ad Effectiveness**

N = 1,600

# Context: Travel Trends



# Future Partners' *The State of the American Traveler*

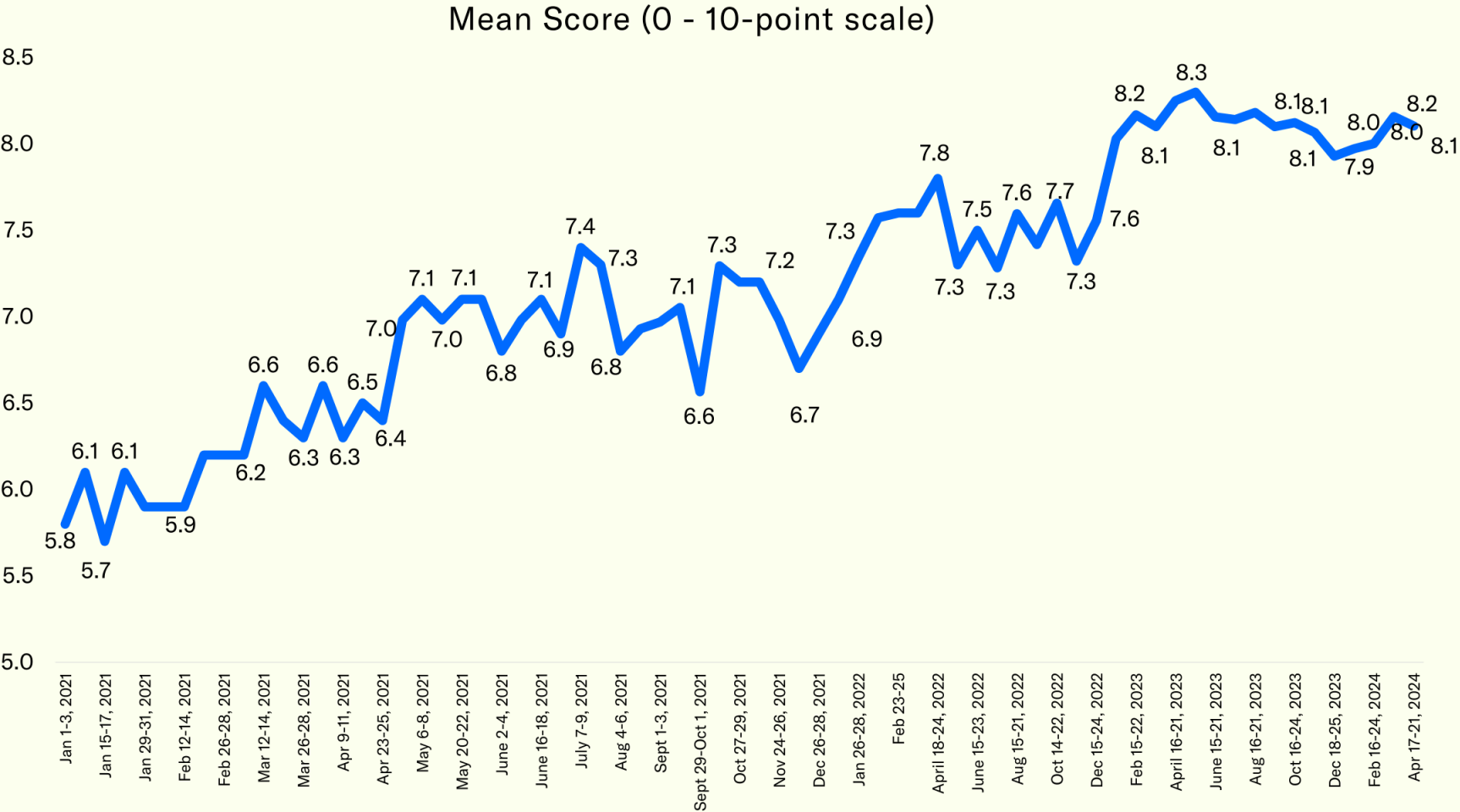
- Monthly tracking survey
- Representative sample of adult American travelers in each of four U.S. regions
- Tracks traveler sentiment to generate insights into domestic travel trends
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region



# Americans' excitement for travel remains near record levels.

**Question:**

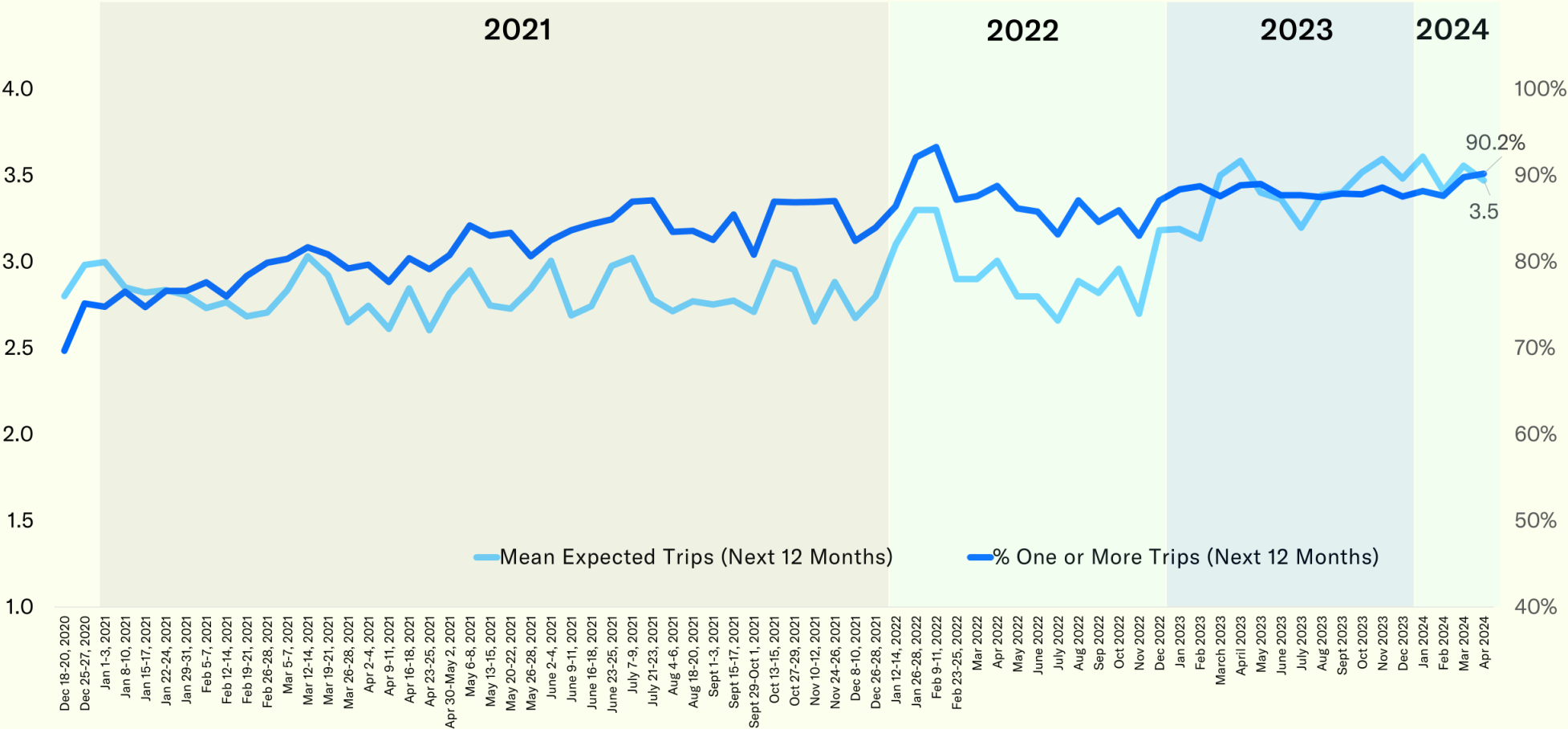
Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?  
(Please answer using the 11-point scale below)



# The travel outlook is healthy, with over 90% of American travelers having at least 1 trip planned. The average traveler has 3.5 trips ahead.

**Question:**

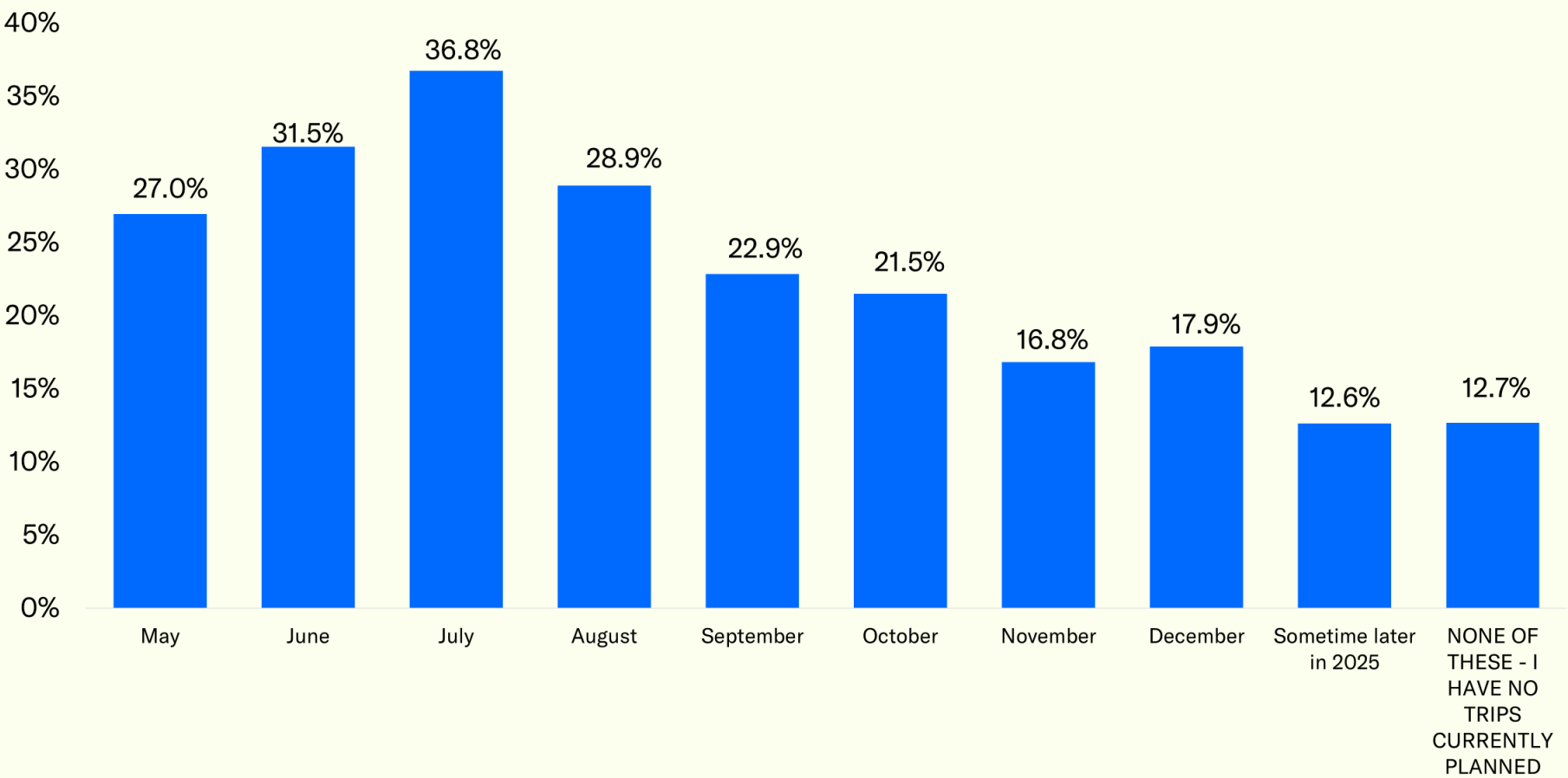
IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the NEXT TWELVE (12) MONTHS? (Select one)



# Summer looks particularly strong, with 37% of American travelers already having a July trip planned – up from 2023.

**Question:**

In which months do you currently have any leisure trips planned (even if only tentatively)? (Select all that apply)

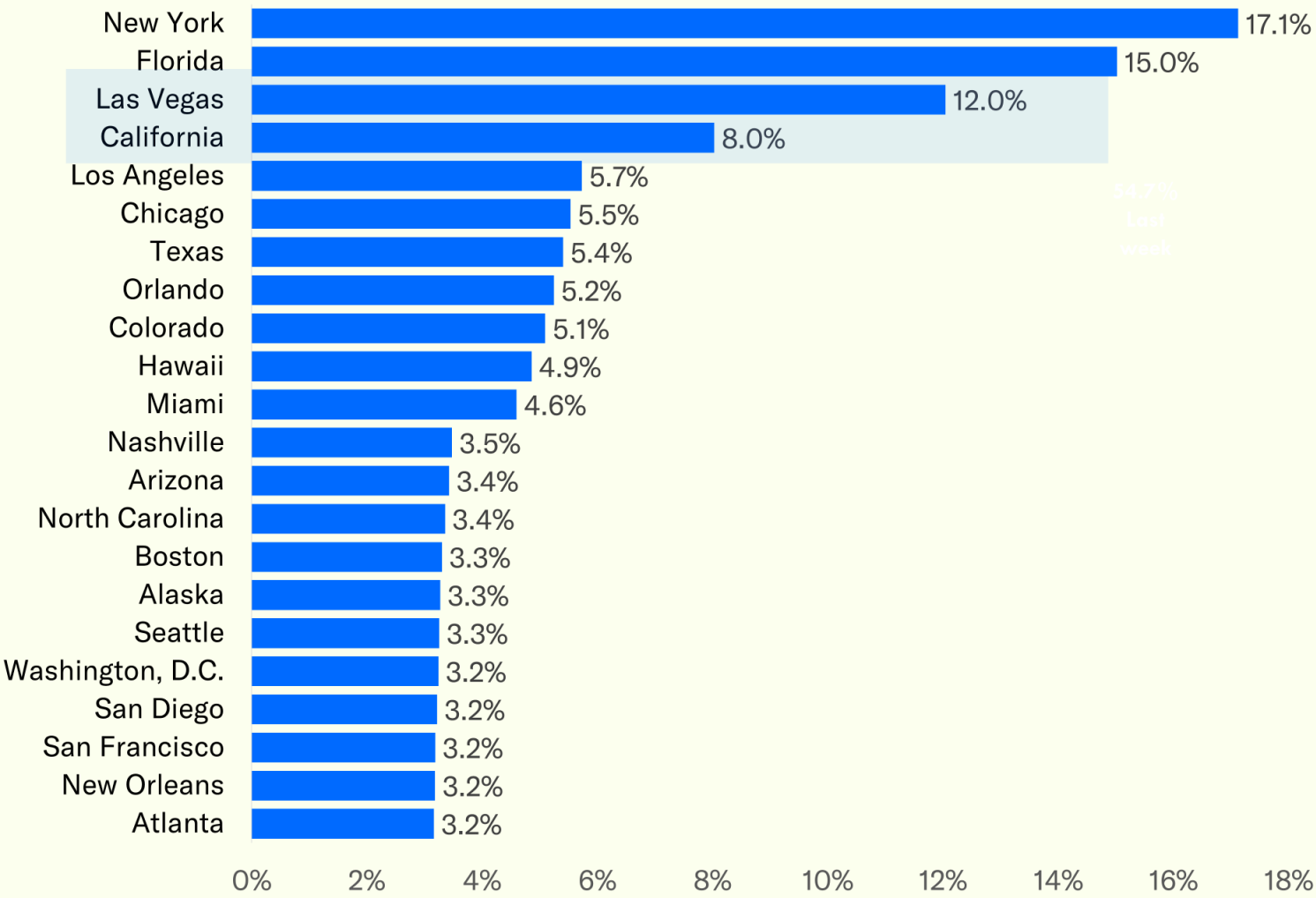


# Adjacent destinations remain amongst the most aspirational domestic travel destinations.

**Question:**

Which domestic destinations do you most want to visit in the NEXT TWELVE (12) MONTHS? (Write in up to five)

(Please only include destinations in the United States)

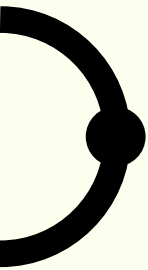


# Travel being too expensive has been increasing as a deterrent over the past four months.

**Question:**

In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)





Avoiding Over-Priced Destinations—  
Substituting

## **Statement:**

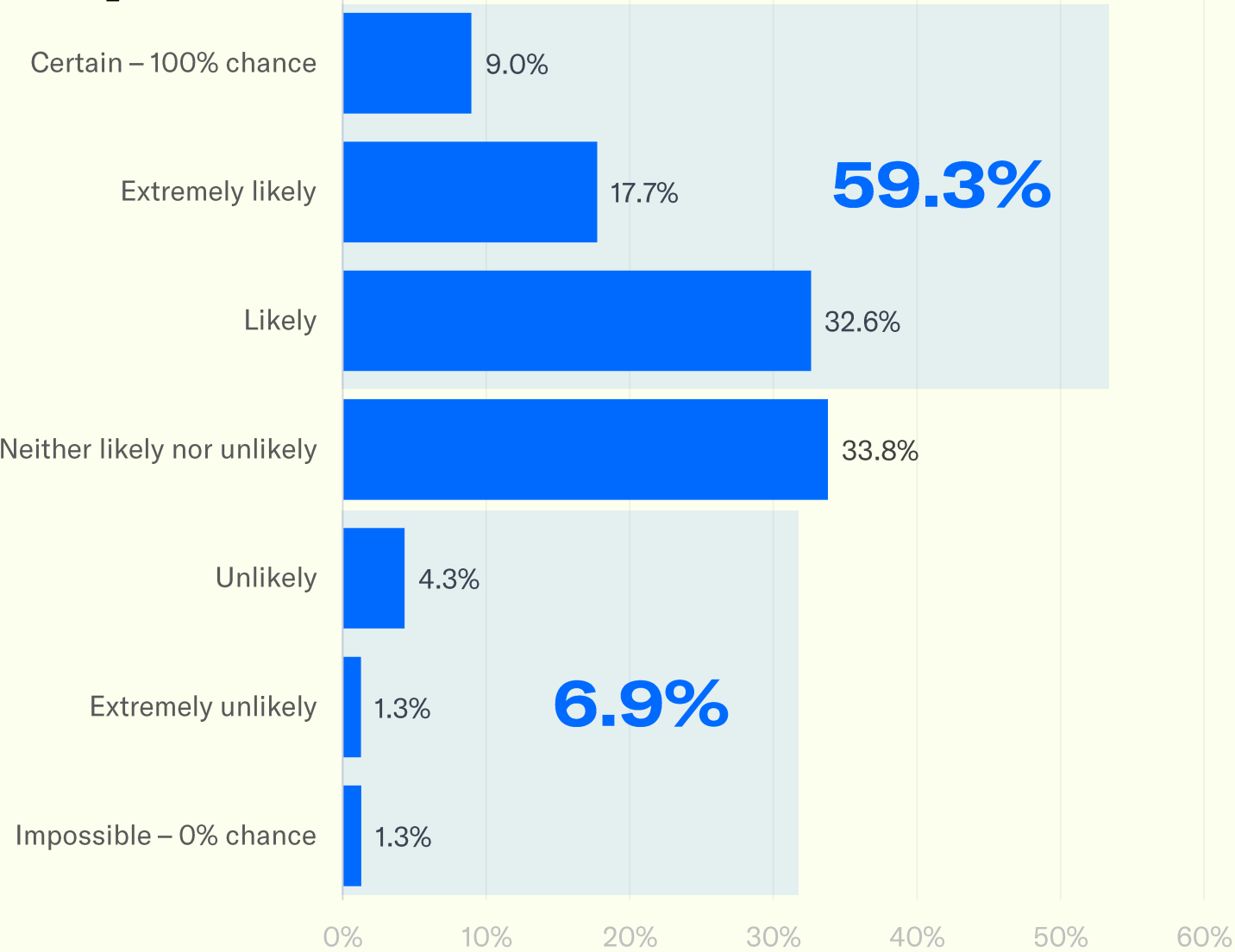
“Dupes” is a slang word for destinations that are affordable alternatives to historically more expensive places.

In 2024, visiting dupes will grow in popularity.

# High travel prices will impact destination selection, with a shift towards “dupes.”

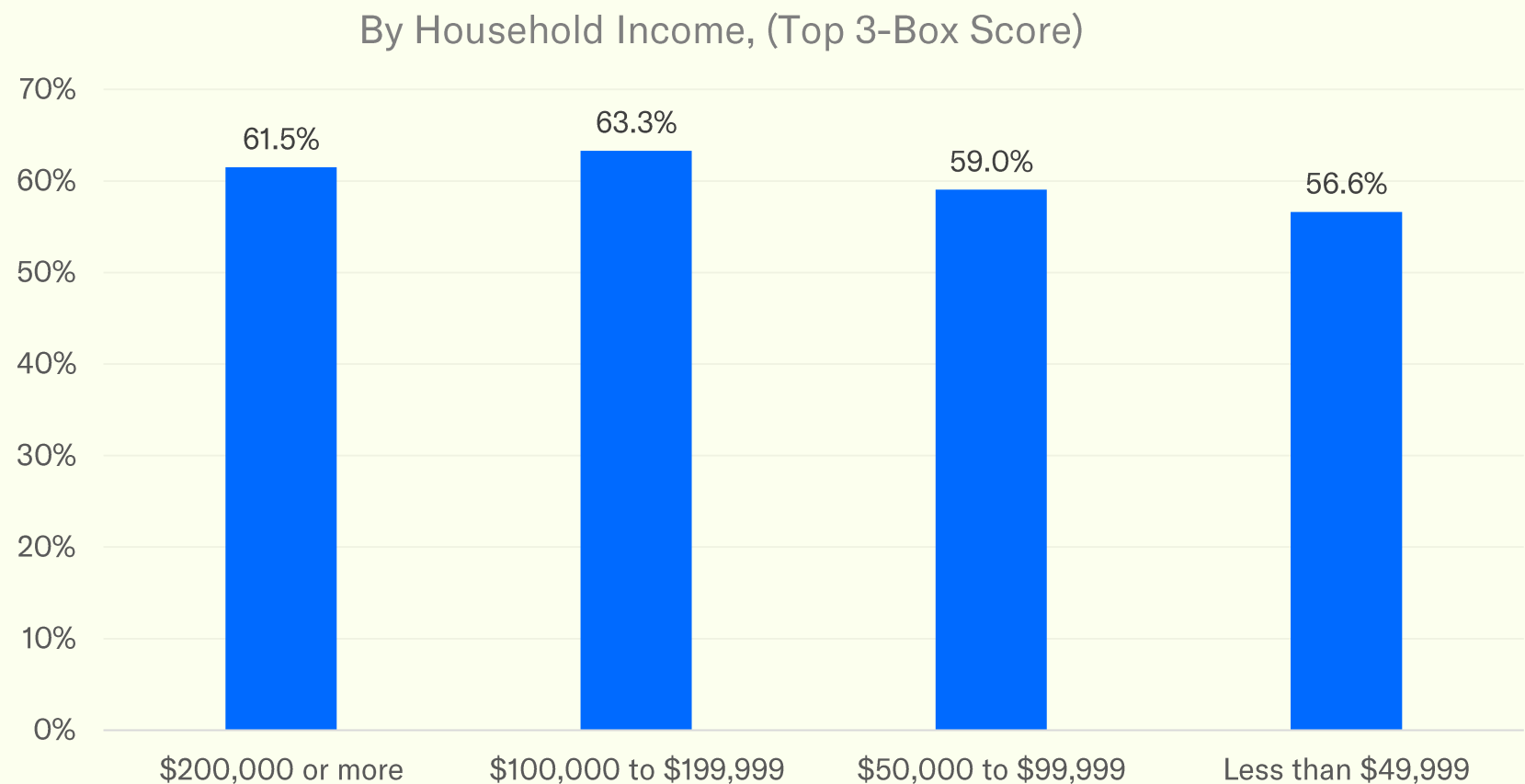
**Statement:**

“Dupes” is a slang word for destinations that are affordable alternatives to historically more expensive places. In 2024, visiting dupes will grow in popularity.



# The desire for value transcends income strata.

**Statement:** “Dupes” is a slang word for destinations that are affordable alternatives to historically more expensive places. In 2024, visiting dupes will grow in popularity.





## Crowding & the High Cost of Travel

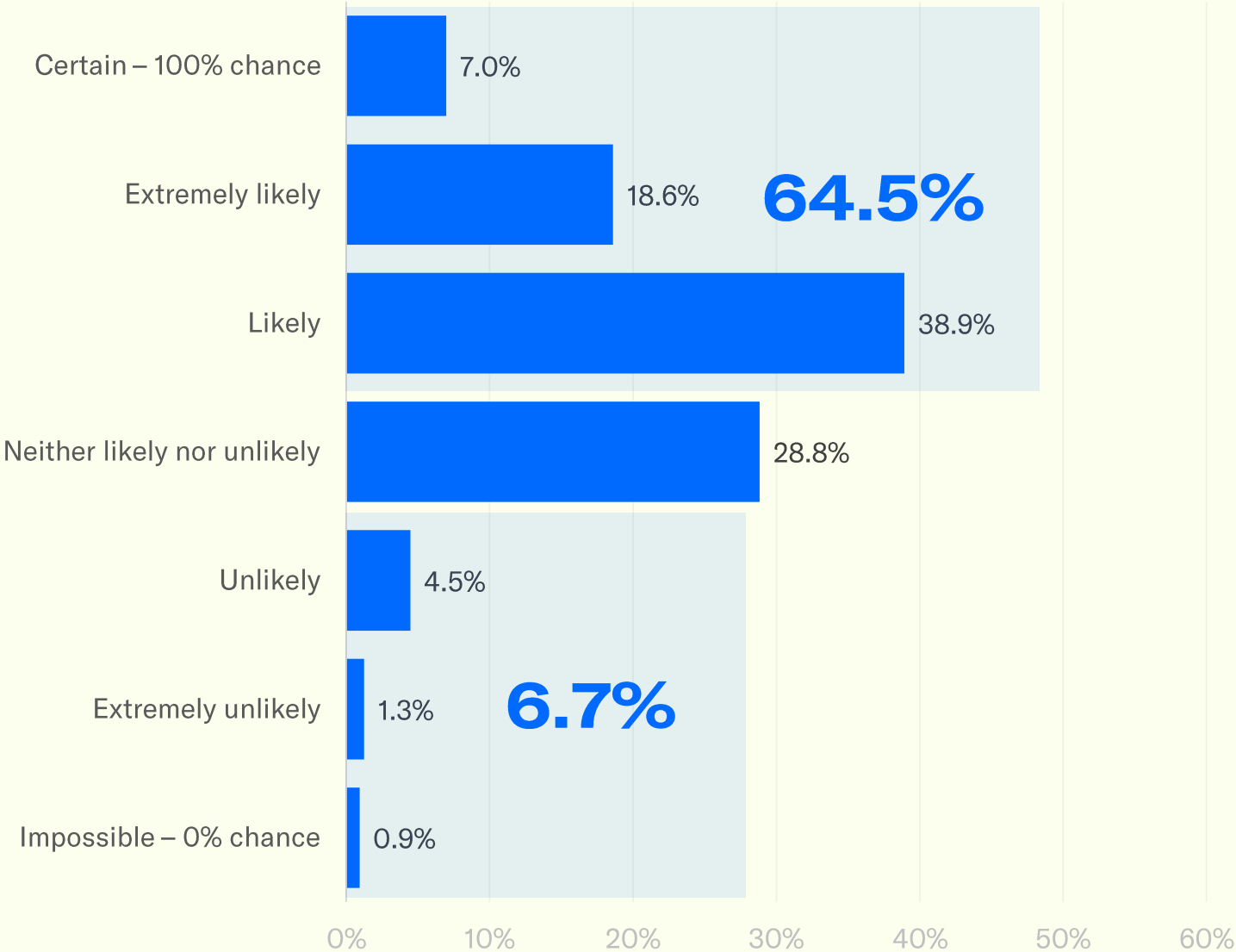
# **Statement:**

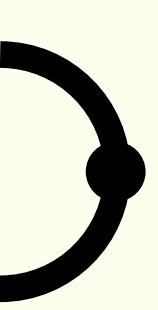
Undiscovered or off-the-beaten-path travel destinations will grow in popularity due to the crowding and high costs of popular destinations.

# The cost and crowding of high-popularity destinations will inspire tourism to the “undiscovered.”

**Statement:**

Undiscovered or off-the-beaten-path travel destinations will grow in popularity due to the crowding and high costs of popular destinations.





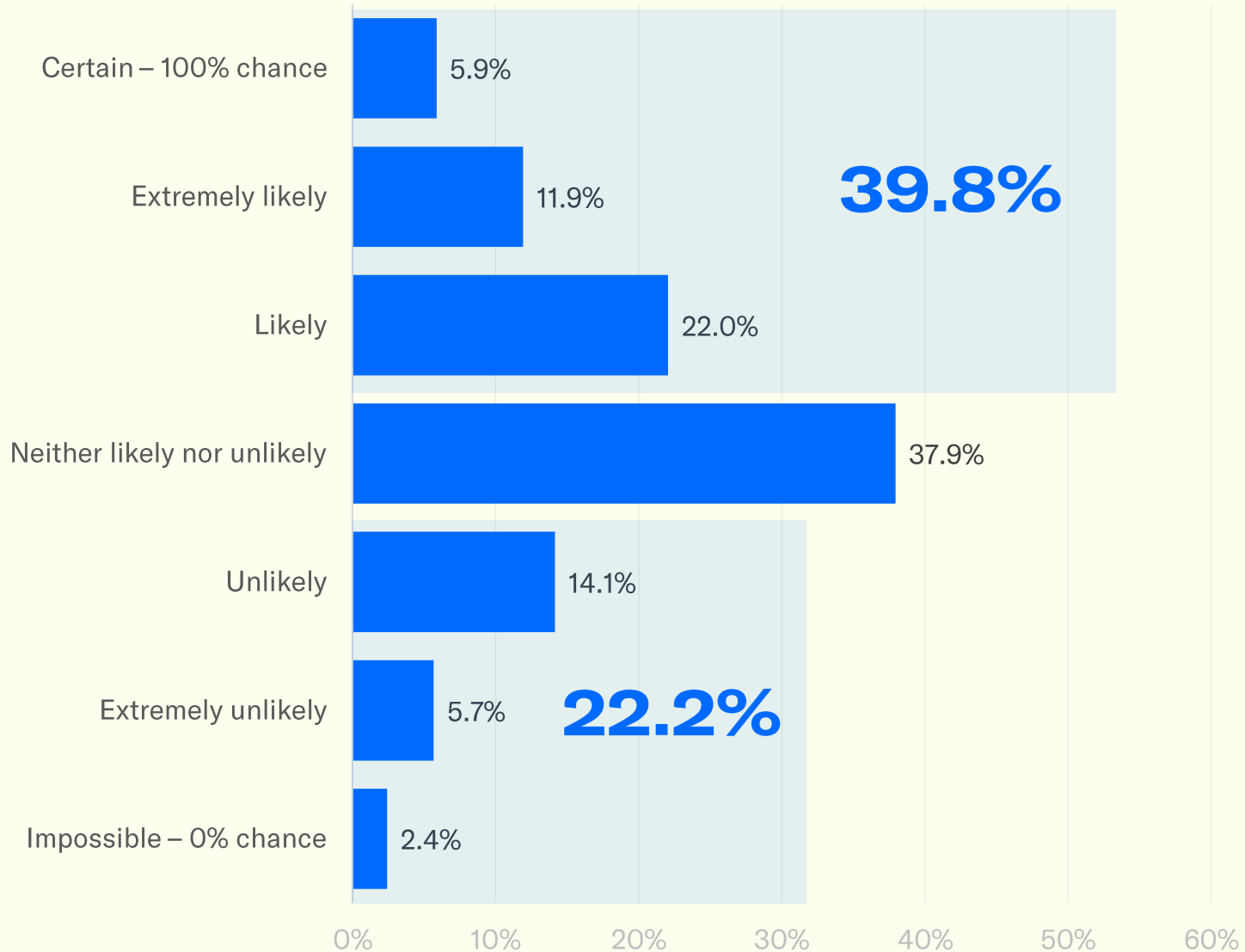
# **Statement:**

Dry-tripping (i.e., no-alcohol  
getaways) will become more popular.

# Sober travel gains popularity?

**Statement:**

Dry-tripping (i.e., no-alcohol getaways) will become more popular.





# Visitor Profile

**Compared to 2022, visitors are more likely to be younger (most commonly Millennials), be women, identify as BIPOC, and have kids.**

**Gender**

	2022	2023	Δ
Female	46%	56%	+10 pp
Male	54%	43%	-11 pp

**Marital Status**

	2022	2023	Δ
Married/partnered	68%	60%	-8 pp
Single	21%	25%	+4 pp

**Average Age**

	2022	2023	Δ
Average Age	53.2 y.o.	45.3 y.o.	-7.9 years
Boomers+	44%	27%	-17 pp
Gen X	30%	24%	-6 pp
Millennials	21%	34%	+13 pp
Gen Z	5%	15%	+10 pp

**Race / Ethnicity**

	2022	2023	Δ
White (Only)	86%	73%	-13 pp
BIPOC	14%	27%	+13 pp
Hispanic/Latino/a/e	9%	11%	+2 pp
Asian	6%	15%	+9 pp
Black/African American	4%	8%	+4 pp
Other BIPOC	0%	6%	+6 pp

**Household Income**

	2022	2023	Δ
	\$94,337	\$97,039	+3 pp

**Minor Children in Household**

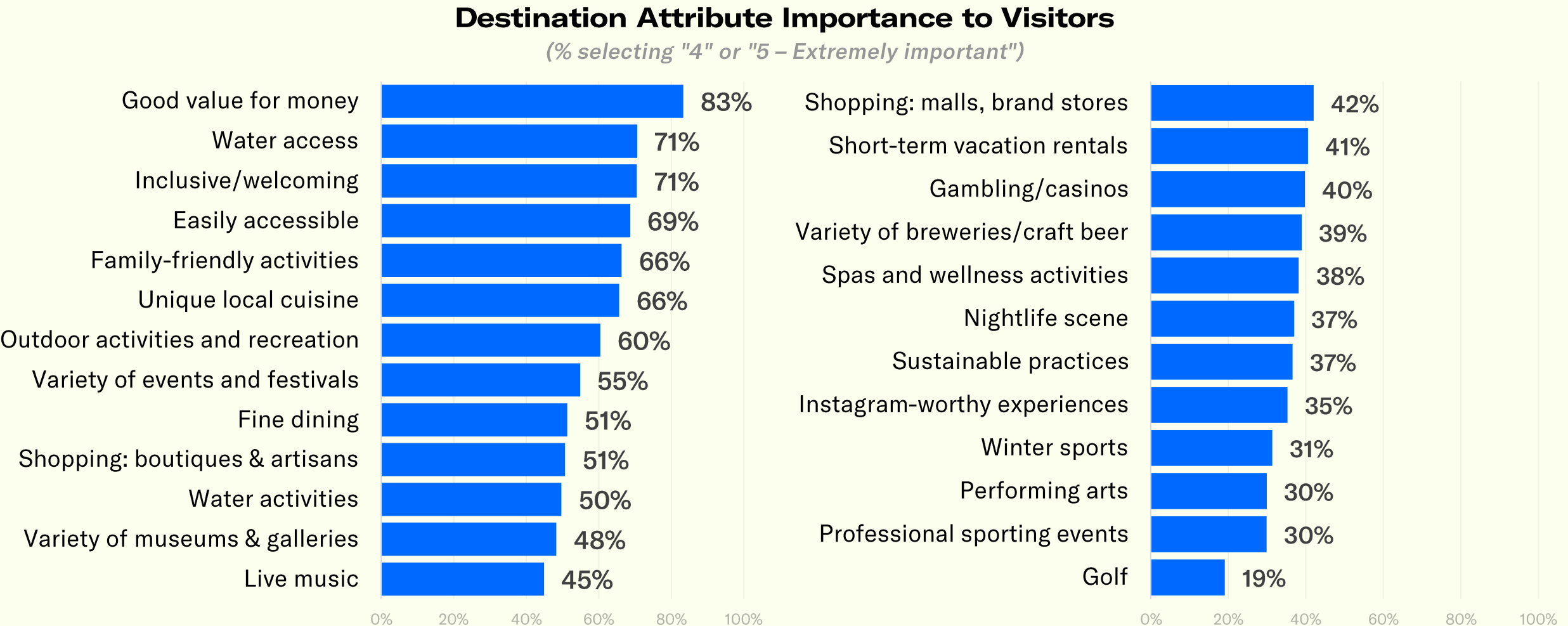
	2022	2023	Δ
	24%	40%	+16 pp

# Spending time and making memories with family, trying new things, and experiencing new cultures are top travel attitudes.



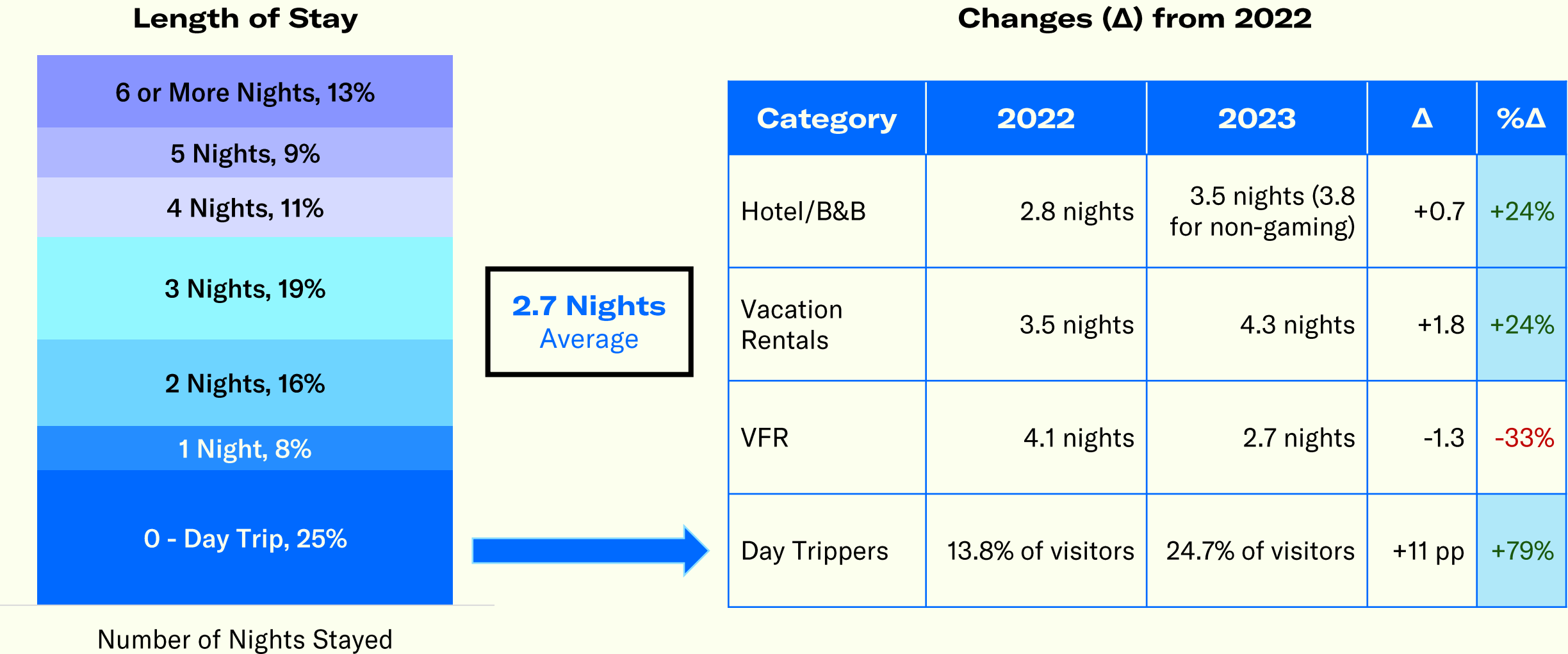
Question: How much do each of the following statements describe you?  
Base: Total visitors. 548 completed surveys.

# Visitors in 2023 prioritized good value for money most when selecting destinations, followed distantly by water access and an inclusive / welcoming atmosphere.



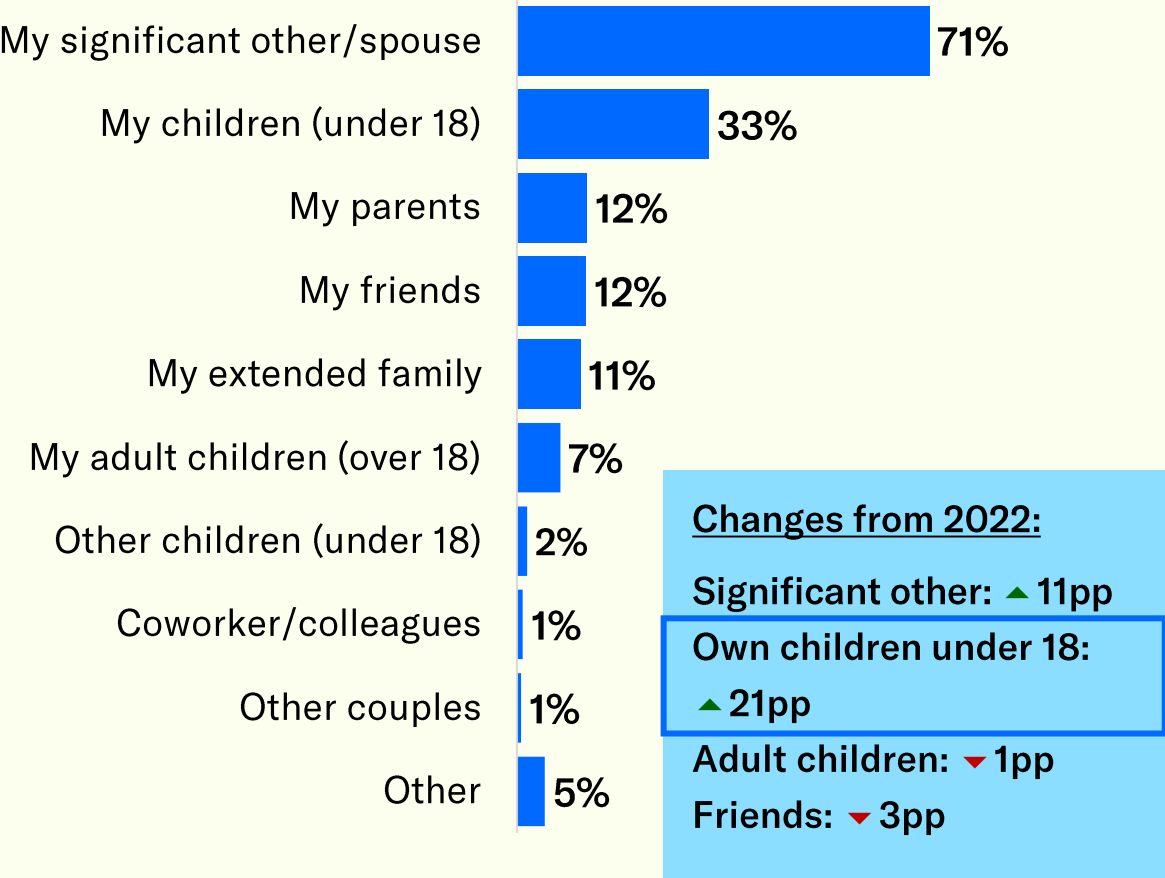
Question: How important are the following to you when selecting a vacation destination?  
Base: Total visitors. 548 completed surveys.

# Visitors booked longer hotel and casino stays in 2023 compared to 2022.



# 2023 saw a massive increase in family visitors, driven primarily by Millennials. More couples were attracted to Reno Tahoe, as well.

Travel Party Composition



Detail by Generation

	Gen Z	Millennials	Gen X	Boomers+
My significant other	47%	76%	76%	74%
My children (under 18)	15%	54%	41%	1%
My parents	33%	14%	6%	0%
My friends	14%	10%	19%	6%
My extended family	37%	7%	3%	6%
My adult children	0%	3%	15%	12%
Other children (under 18)	2%	2%	0%	3%
Coworker/colleagues	0%	2%	0%	0%
Other couples	0%	0%	0%	3%
Other	2%	4%	0%	14%
Base	50	251	108	82

Question: Who did you travel with on your last visit to the Reno Tahoe region? Select all that apply.  
Base: Total visitors. 491 completed surveys.

# Visitors spent close to \$600 per day in Reno Tahoe, most commonly on restaurants.

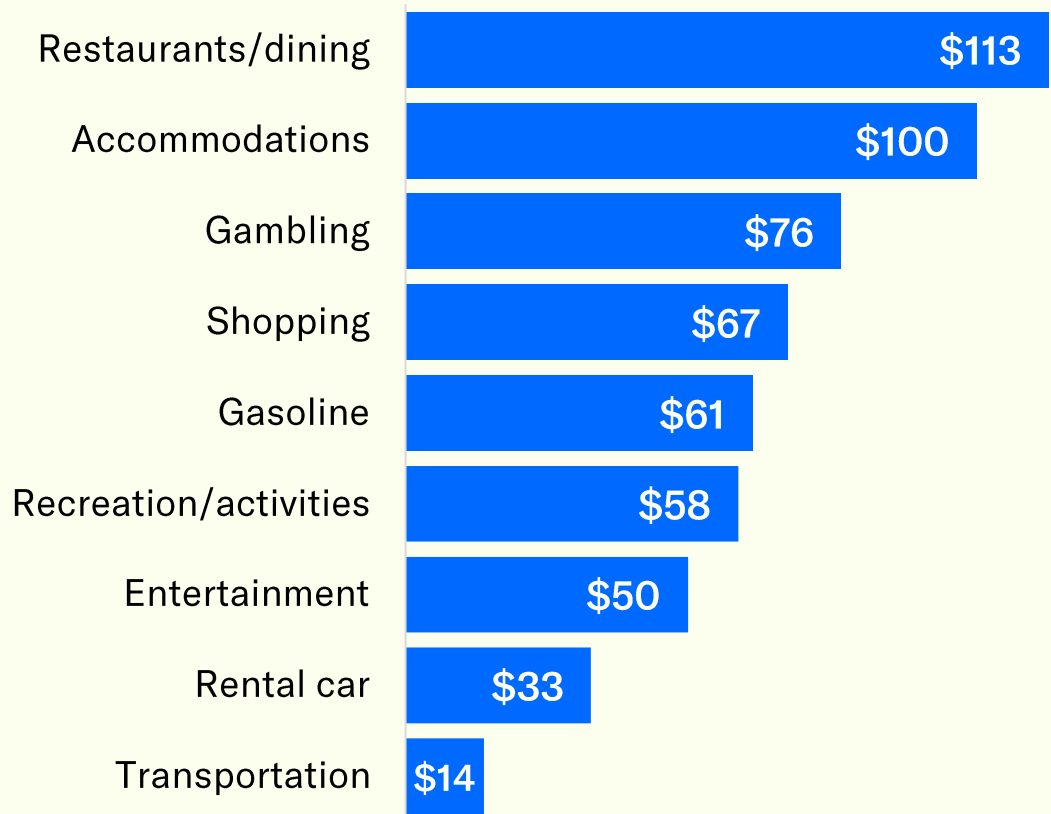
\$572

Average Daily Spend

+4%

from 2022

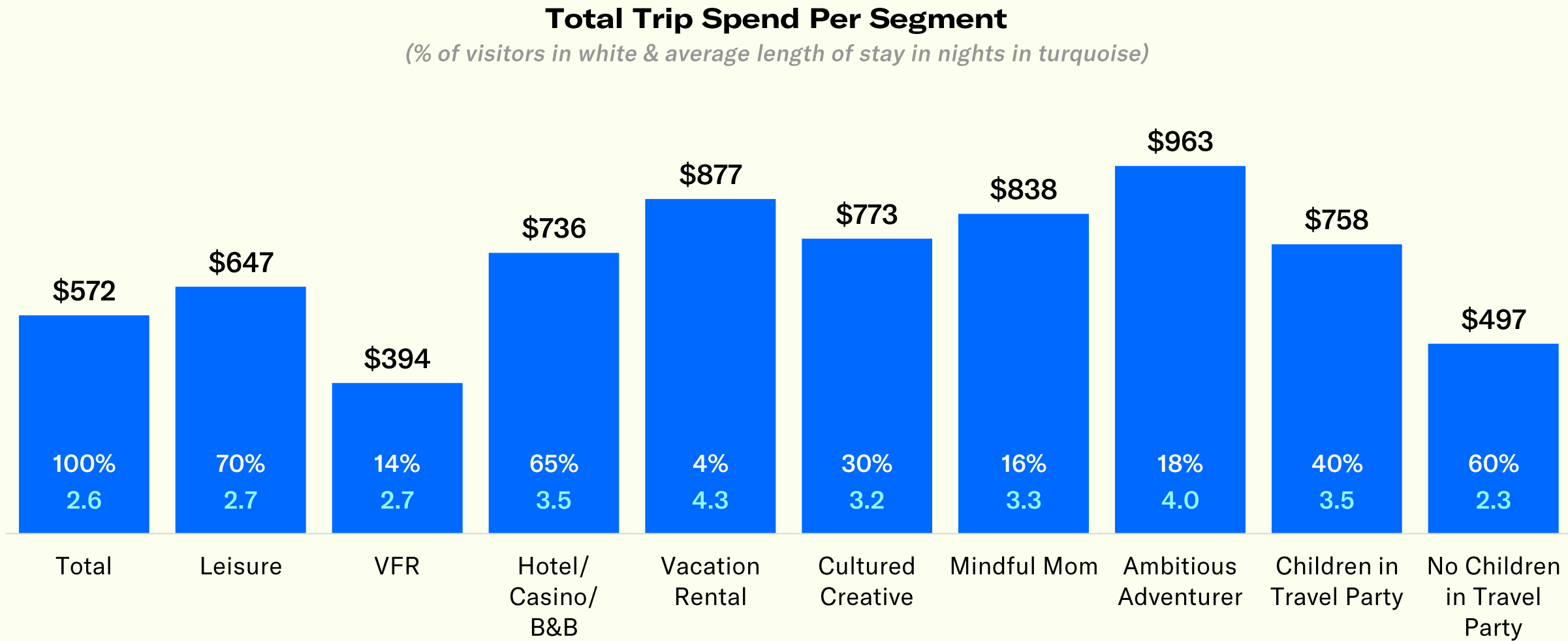
Average Daily Spend Per Party



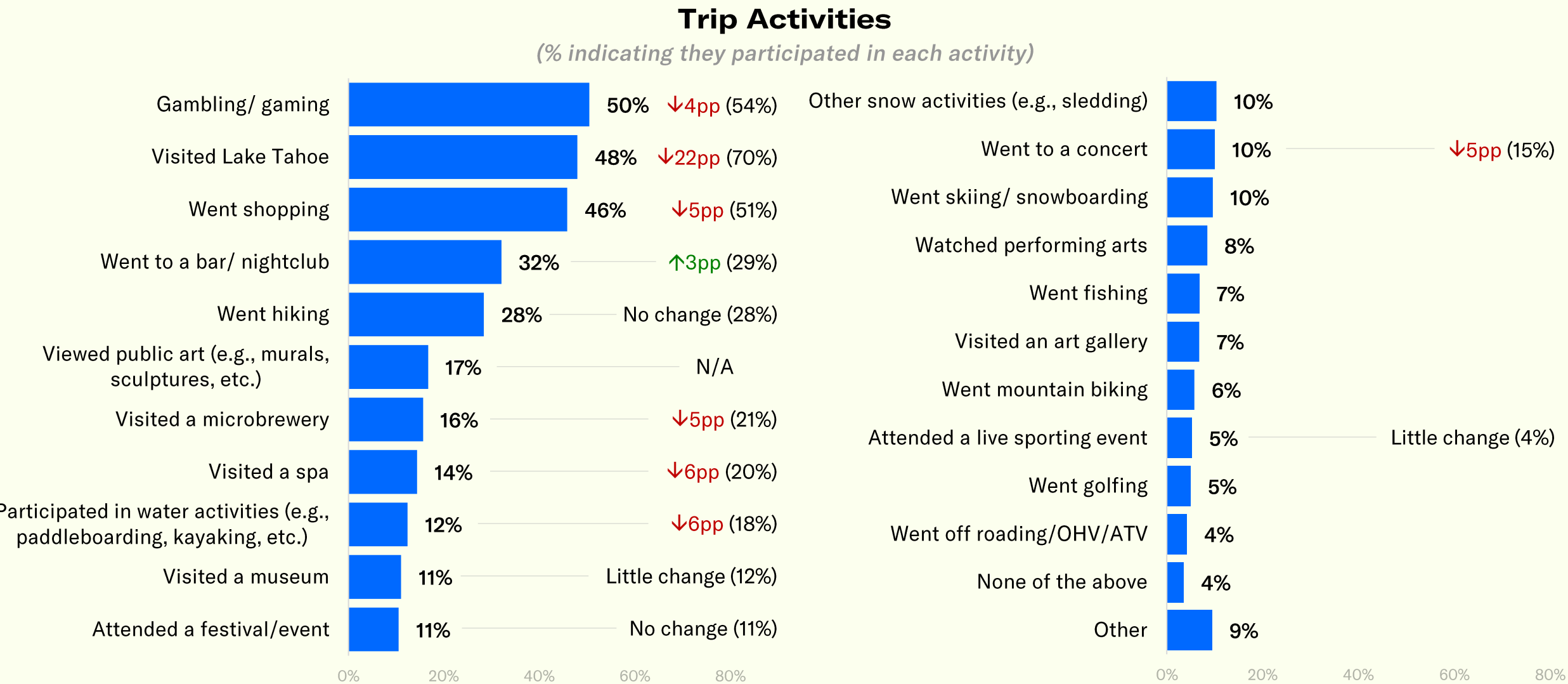
Change (Δ) from 2022

Category	2022	2023	\$Δ	%Δ
Total	\$548	\$572	\$24	+4%
Restaurants/dining out	\$105	\$113	\$8	+8%
Lodging/accommodations	\$106	\$100	(\$6)	-6%
Gambling	\$49	\$76	\$27	+55%
Shopping	\$68	\$67	(\$1)	-2%
Gasoline	\$45	\$61	\$16	+37%
Recreation/activities	\$62	\$58	(\$4)	-6%
Entertainment	\$48	\$50	\$2	+4%
Rental car	\$41	\$33	(\$8)	-20%
Ground transportation	\$24	\$14	(\$11)	-44%

# Certain visitor segments stay longer, spend more, and thus may be wise targets for attraction campaigns.

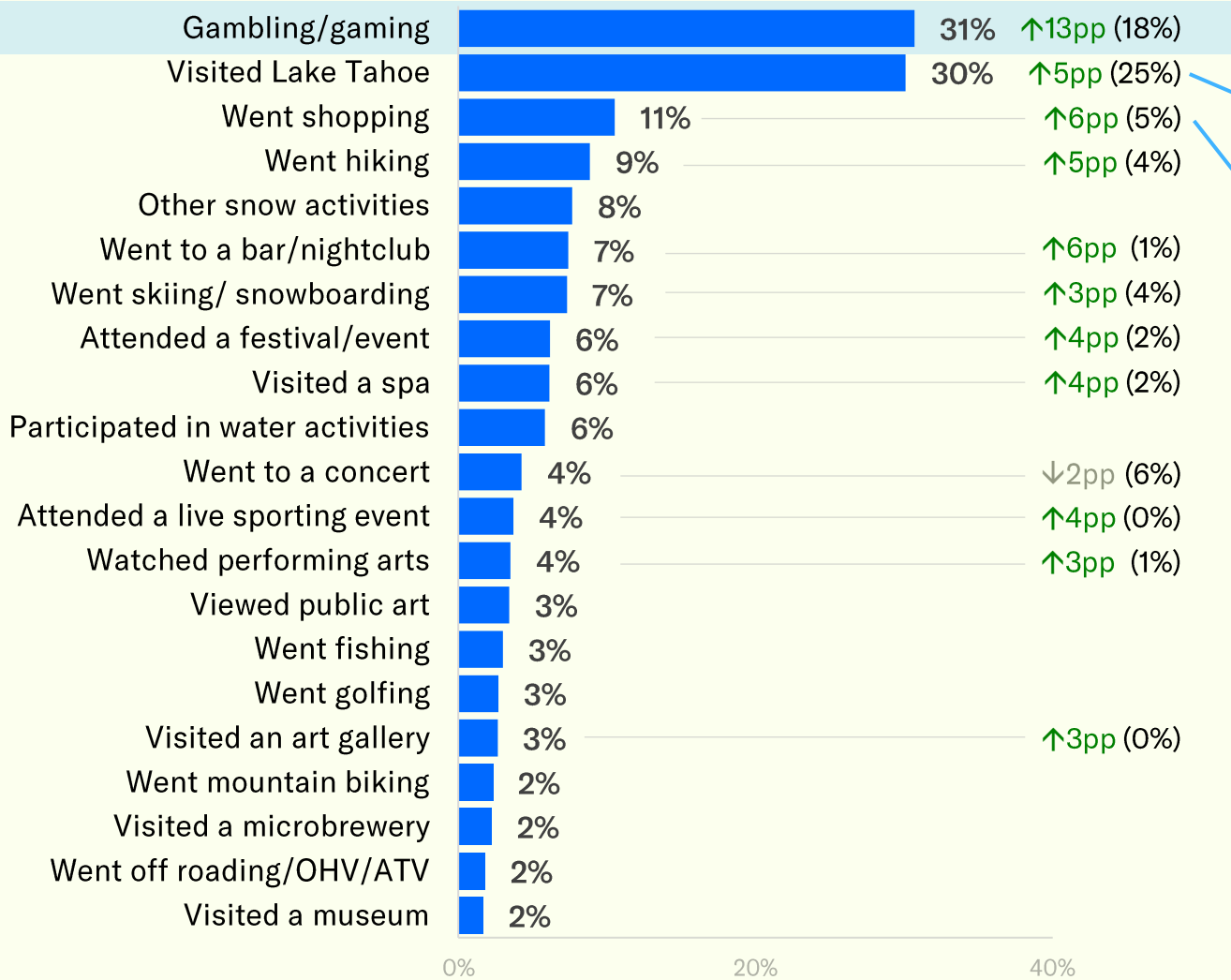


# As in 2022, gaming, visiting Lake Tahoe, and shopping were the top visitor activities.



# Still, in 2023, more visits were motivated by specific activities than in 2022 - especially gambling. Meanwhile, shoppers were very active.

Primary Activity that Motivated Trip



Nominally more likely to visit a spa (21%) and go to a bar or nightclub (43%) than others.

Significantly more likely to do outdoor activities like hiking (41%), water activities (26%), and other snow activities (18%) than others. Also more likely to visit a spa (24%) than others.

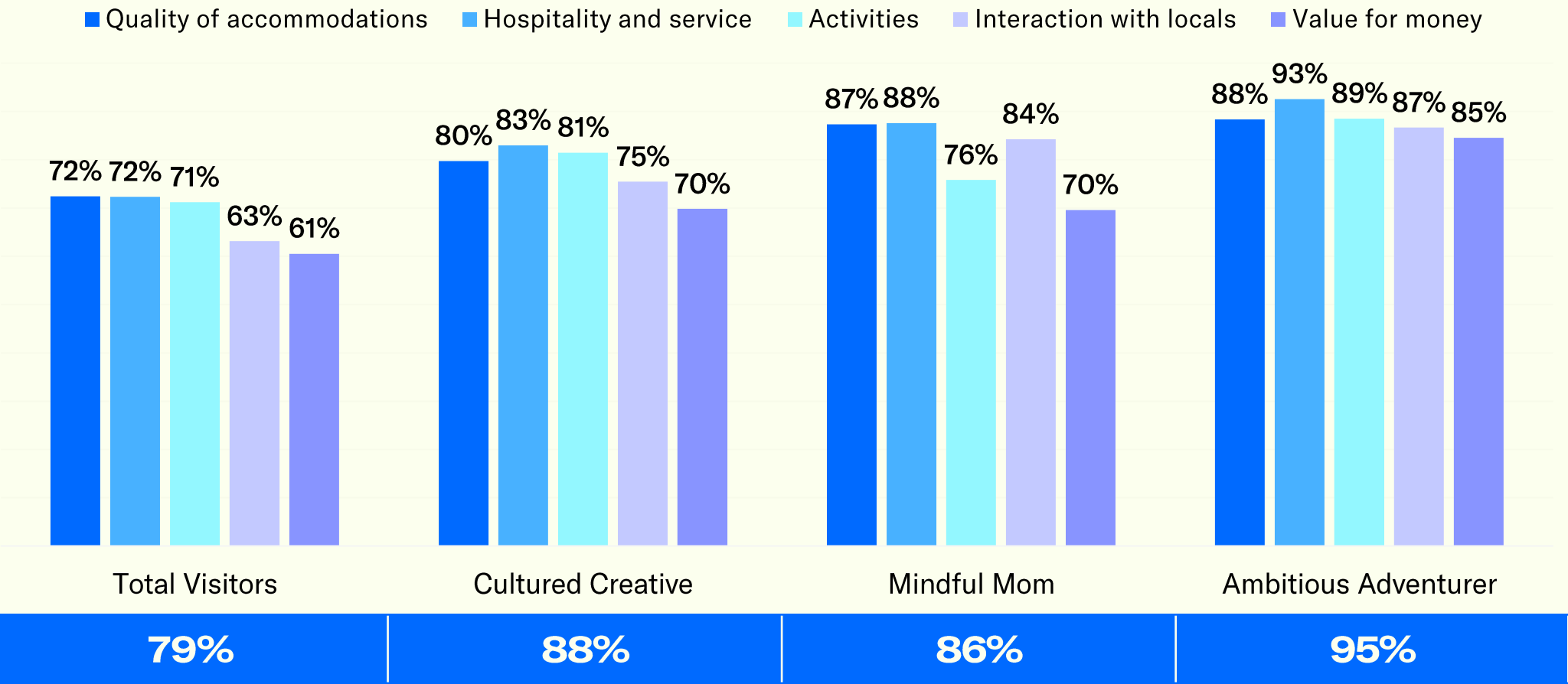
Significantly more likely to do 8 out of the remaining 20 activities than others:

- gambling (70%)
- spa (44%)
- bar/nightclub (51%)
- concerts (32%)
- festival/event (27%)
- art gallery (20%)
- mountain biking (20%)
- live sporting event (14%)

# The vast majority of visitors were highly satisfied with their trip to Reno Tahoe, with target personas reporting significantly higher satisfaction.

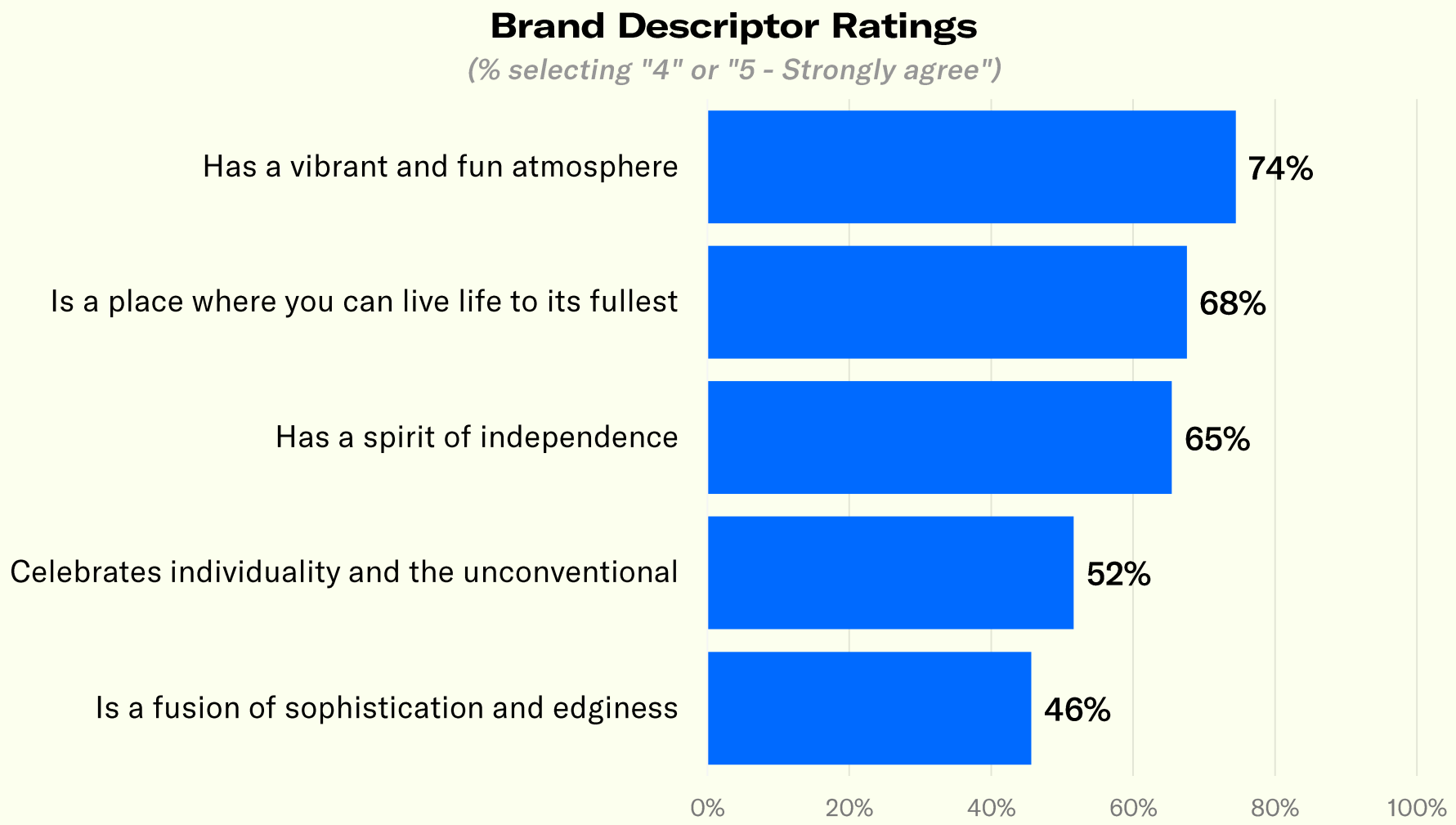
## Trip Satisfaction by Target Segments

(Top 3 Box Satisfaction - % rating each trip aspect "8", "9" or "10 - Extremely satisfied")



Question: On your last trip to Reno Tahoe, how satisfied were you with...  
Base: Total Visitors. 548 completed surveys.

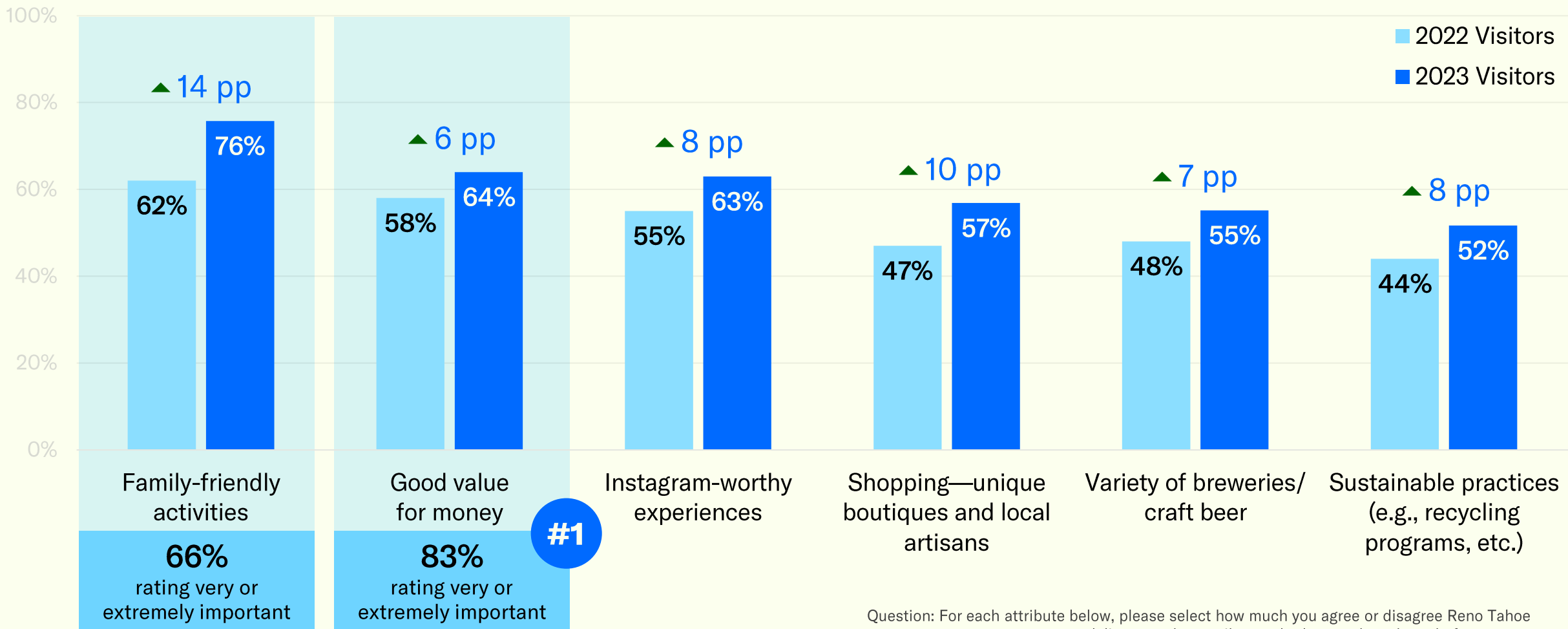
# Reno Tahoe’s “vibrant and fun atmosphere” is the branding that rings truest for visitors, while “sophistication and edginess” resonate less.



# Compared to 2022, perceptions of Reno Tahoe improved in important attributes including good value for money and family-friendliness.

## Largest Increases in Ratings of Reno Tahoe’s Attributes from 2022 to 2023

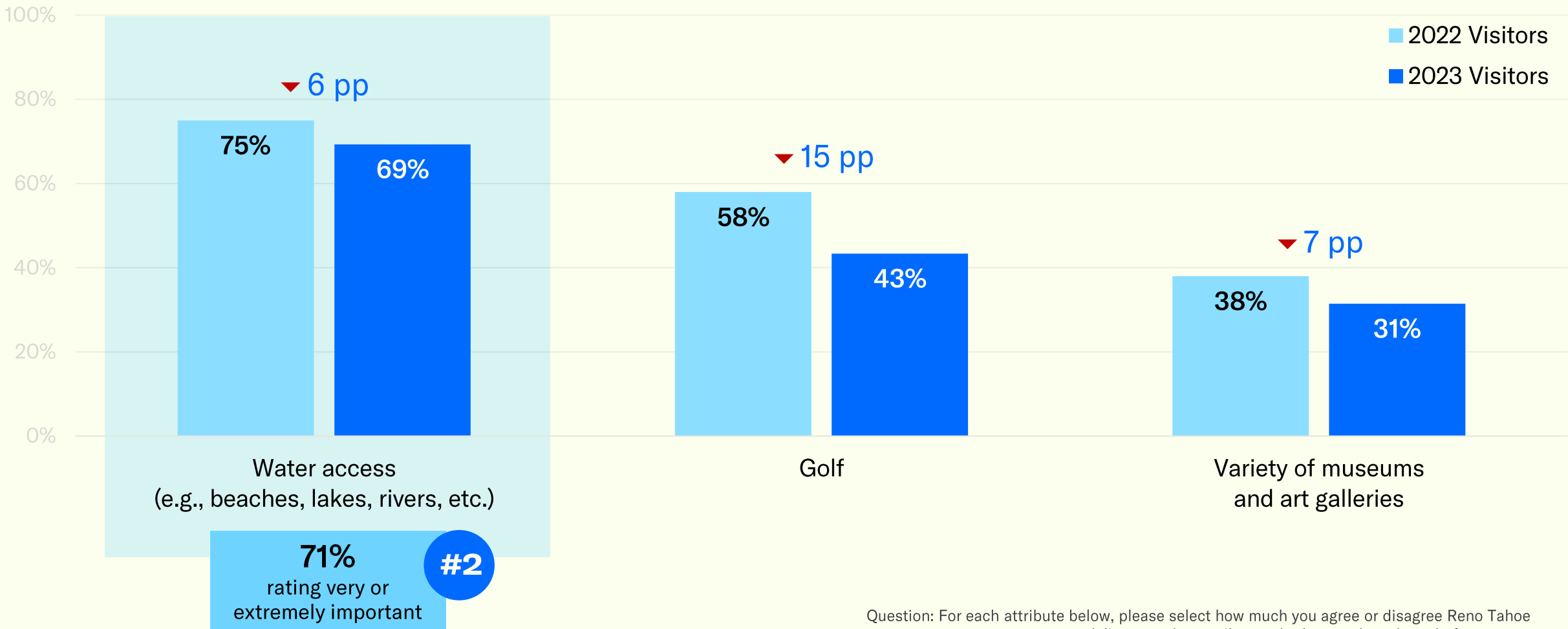
(Attributes presented in order of size of increase; % agreeing Reno Tahoe delivers on attribute)



# From 2022 to 2023, perceptions of Reno Tahoe also waned in an important attribute, but it is still seen positively by most visitors.

## Largest Decreases in Ratings of Reno Tahoe's Attributes from 2022 to 2023

(Attributes presented in order of size of decrease; % agreeing Reno Tahoe delivers on attribute)



# Visitors who went to Reno Riverwalk District and Tahoe Meadows had significantly better perceptions of Reno Tahoe for the most important attributes, especially family-friendly activities.

## Ratings of Reno Tahoe’s Top 6 Most Important Attributes According to [Where They Visited](#)

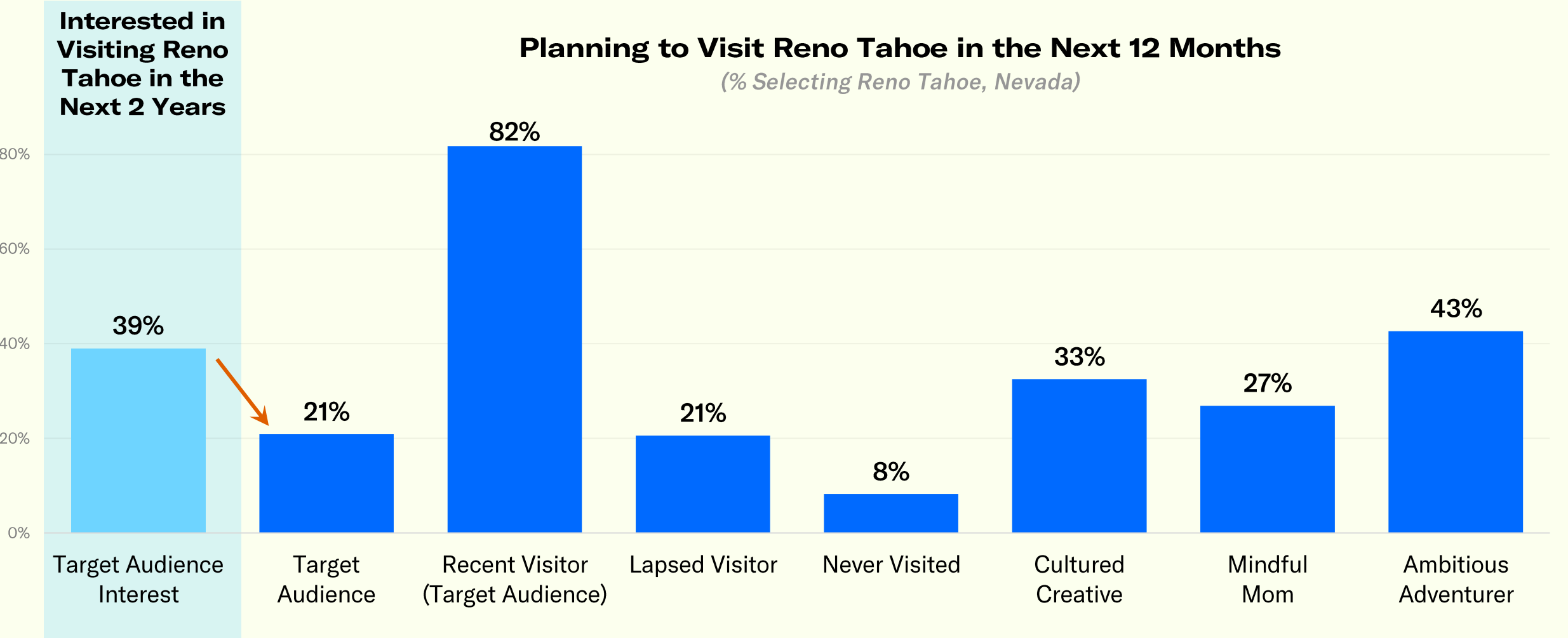
(Attributes presented in order of importance to 2023 visitors; % of visitors who visited each area agreeing that Reno Tahoe delivers on each attribute)

Attribute	Total Visitors	Lake Tahoe – Incline Village area	Lake Tahoe – Sand Harbor area	Reno Midtown District	Reno Riverwalk District	Sparks – Sparks Marina	Downtown Reno	Tahoe Meadows – Mt. Rose Area	Surrounding desert open space
Good value for money	64%	68%	69%	72%	69%	69%	67%	84% ↑	67%
Water access (e.g., beaches, lakes, rivers)	69%	84% ↑	84% ↑	67%	86% ↑	72%	65%	87% ↑	72%
Inclusive/ welcoming atmosphere	70%	75%	72%	76%	87% ↑	77%	71%	86% ↑	65%
Easily accessible (e.g., direct flights)	61%	65%	59%	65%	78% ↑	74%	65%	81% ↑	75%
Family-friendly activities	76%	77%	80%	81%	91% ↑	79%	76%	91% ↑	76%
Unique local cuisine	55%	54%	58%	67%	77% ↑	66%	59%	77% ↑	72%
Base	548	242	221	189	181	115	323	112	92



# Brand Health

# Examining the gap between interest and near-term intent to visit highlights a significant opportunity to convert intrigue into bookings.



# Reno Tahoe excels in delivering on its core strengths – outdoor recreation and gaming – but event experiences resonate less strongly with their most likely audience.

**Top 10 Reno Tahoe Attributes for Outdoor Rec Prioritizers**  
*(% agreeing that Reno Tahoe delivers)*

Rank	Attribute	%
1	Outdoor activities and recreation	79%
2	Water access	71%
3	Family-friendly activities	71%
4	Water activities	70%
5	Gambling/casinos	70%
6	Winter sports	68%
7	Variety of short-term vacation rentals	68%
8	Instagram-worthy experiences	68%
9	Inclusive/welcoming atmosphere	67%
10	Spas and wellness activities	65%

**Top 10 Reno Tahoe Attributes for Gaming Prioritizers**  
*(% agreeing that Reno Tahoe delivers)*

Rank	Attribute	%
1	Gambling/casinos	80%
2	Outdoor activities and recreation	79%
3	Family-friendly activities	79%
4	Spas and wellness activities	78%
5	Inclusive/welcoming atmosphere	78%
6	Variety of short-term vacation rentals	78%
7	Water access	77%
8	Winter sports	76%
9	Nightlife scene	76%
10	Water activities	75%

**Top 11 Reno Tahoe Attributes for Events & Festival Prioritizers**  
*(% agreeing that Reno Tahoe delivers)*

Rank	Attribute	%
1	Outdoor activities and recreation	79%
2	Family-friendly activities	75%
3	Gambling/casinos	72%
4	Water access	72%
5	Variety of short-term vacation rentals	72%
6	Instagram-worthy experiences	71%
7	Water activities	70%
8	Inclusive/welcoming atmosphere	70%
9	Spas and wellness activities	69%
10	Winter sports	68%
11	Variety of special events and festivals	64%

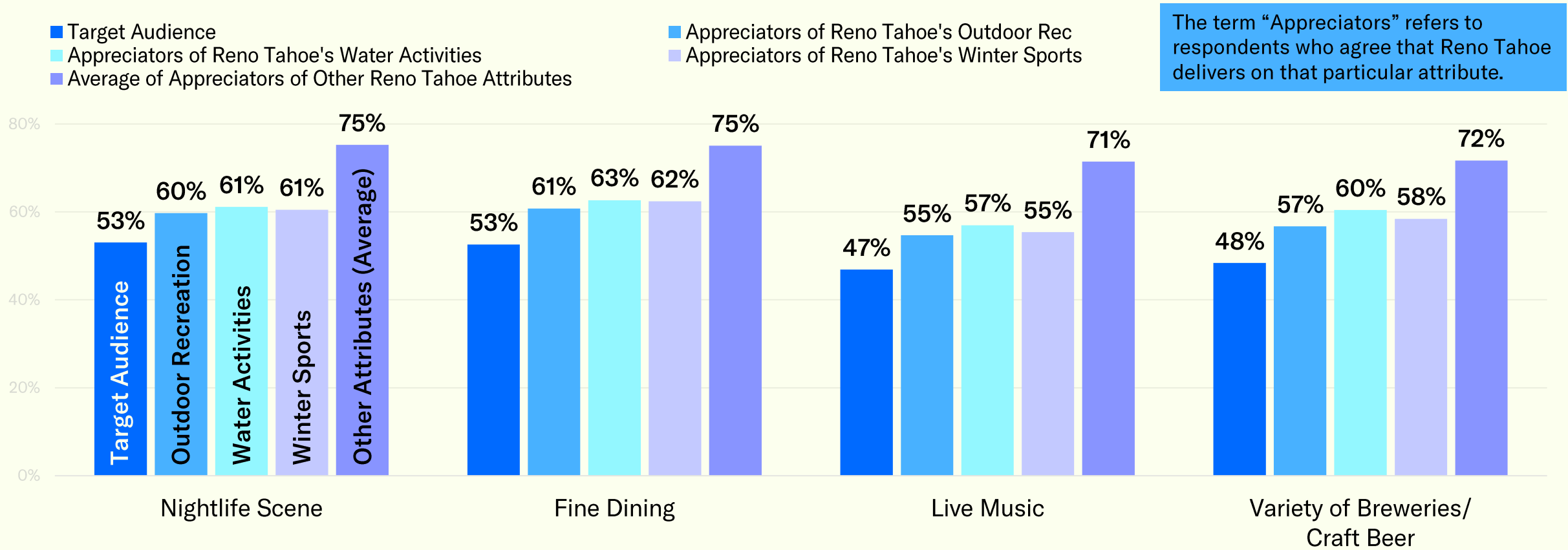
Question: For each attribute below, please select how much you agree or disagree Reno Tahoe delivers on that attribute.  
Base: Outdoor Rec Prioritizers: 1,103 respondents. Gaming Prioritizers: 583 respondents. Events Prioritizers: 996 respondents.

# Reno Tahoe’s target audience and outdoor enthusiasts do not yet fully appreciate the destination’s après offerings.

There is potential for improvement as Reno Tahoe continues to reinforce its position as the ultimate urban basecamp to the target audience and outdoor adventurers. Agreement that Reno Tahoe delivers on various après attributes is higher among those who appreciate the destination’s non-outdoor offerings, showing potential and opportunity for growth.

## Agreement that Reno Tahoe Delivers Destination Après Attributes Among Different Groups

(% of each group agreeing that Reno Tahoe delivers on the attribute)



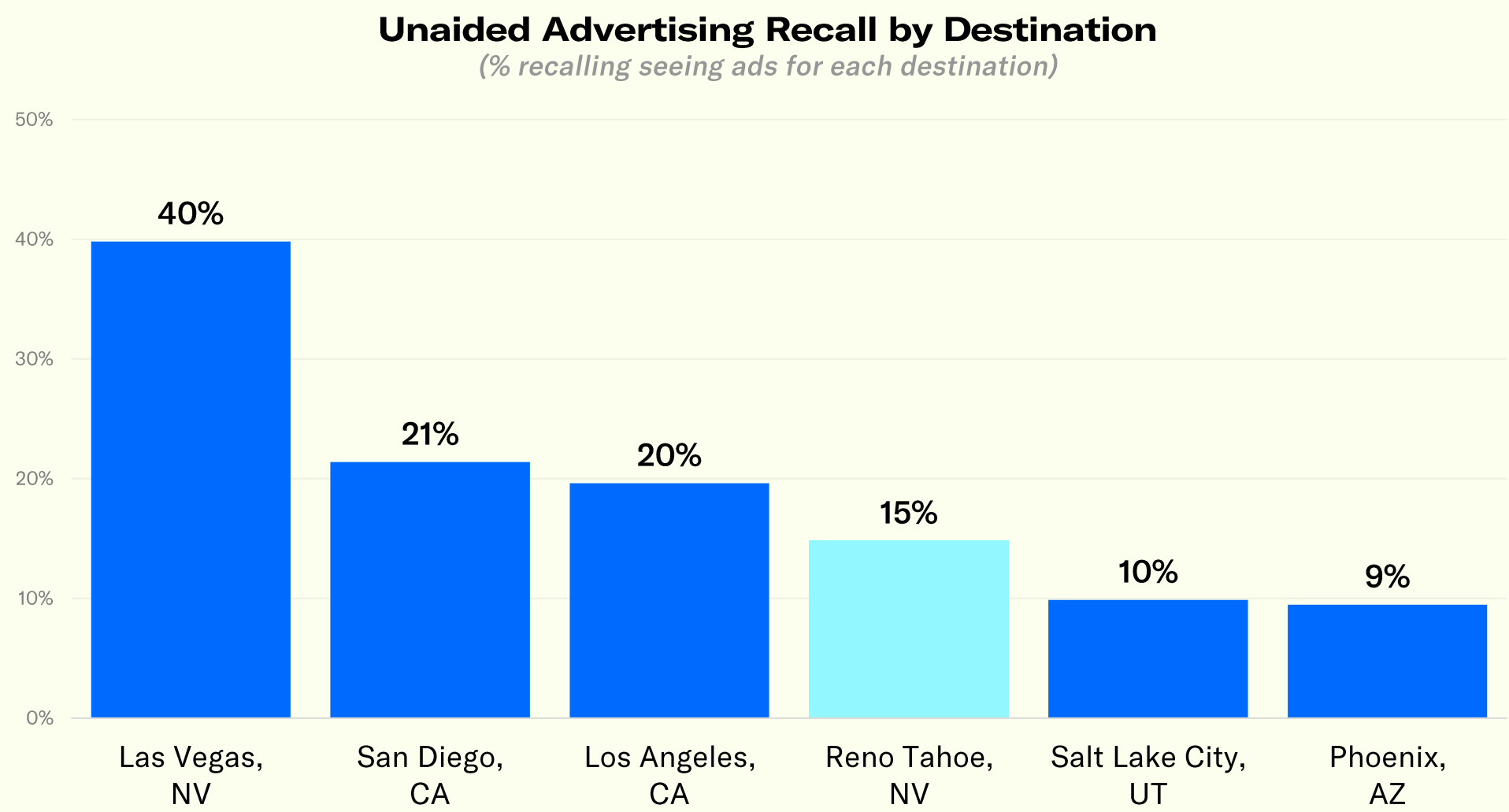
# Reno Tahoe is a silver medalist in core strengths.

## Reno Tahoe’s Top 10 Attributes, as Selected in the Context of a Competitor Set

(% selecting the column city as reflecting the row attribute;  
Turquoise-highlighted cells indicate the highest percentage/top-rated destination for each attribute)

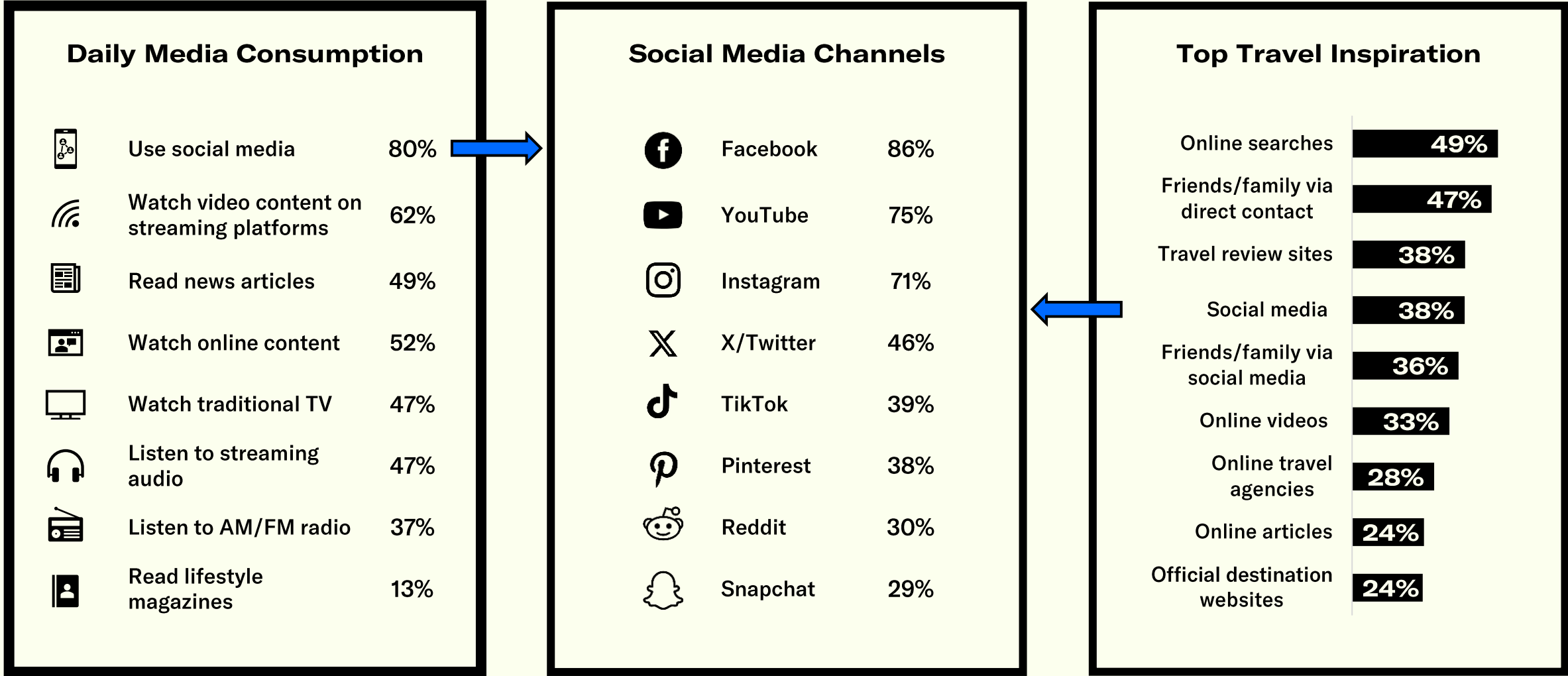
Rank in Reno Tahoe Attributes	Attribute	Reno Tahoe (Rank among competitors)	San Diego	Phoenix	Las Vegas	Salt Lake City	Los Angeles
1	Outdoor recreation	51% (2 <sup>nd</sup> )	42%	43%	27%	55%	30%
2	Winter sports	46% (2 <sup>nd</sup> )	12%	10%	11%	58%	11%
3	Short-term vacation rentals	42% (5 <sup>th</sup> )	49%	45%	45%	39%	51%
4	Instagram-worthy experiences	41% (4 <sup>th</sup> )	47%	38%	54%	38%	50%
5	Water activities	40% (2 <sup>nd</sup> )	55%	14%	15%	28%	38%
6	Water access	40% (3 <sup>rd</sup> )	63%	12%	14%	28%	51%
7	Gambling/casinos	37% (2 <sup>nd</sup> )	10%	11%	84%	9%	12%
8	Spas and wellness activities	36% (5 <sup>th</sup> )	40%	38%	52%	32%	46%
9	Family-friendly activities	34% (5 <sup>th</sup> )	55%	38%	26%	43%	40%
10	Golf	31% (4 <sup>th</sup> )	40%	49%	35%	27%	31%

# Reno Tahoe advertisements leave an impression, and there's still opportunity for greater reach.



Question: In the past 12 months, do you recall seeing any advertisements for any of the following destinations?  
Base: Target audience. 1,829 completed surveys.

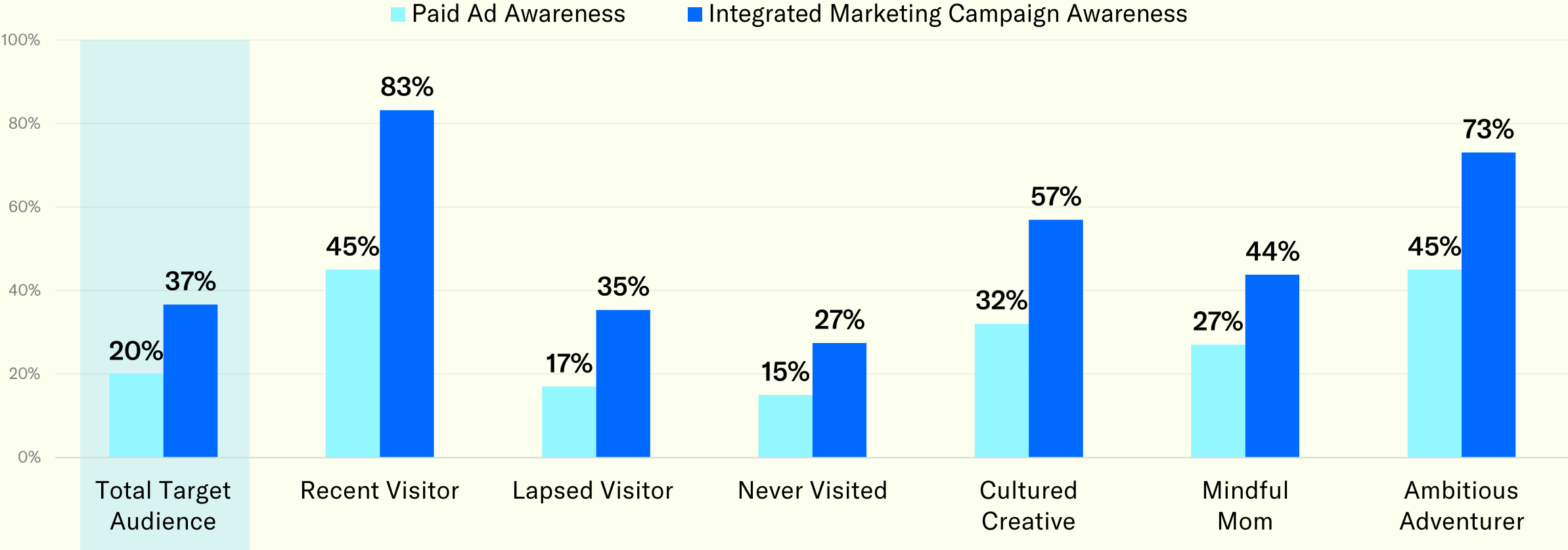
# Social media is the most consumed media type and is a source of inspiration for 4 in 10 travelers.



# Reno Tahoe’s integrated marketing campaign content significantly boosts reach.

## Marketing Content Exposure – Paid Media vs. Integrated Marketing Campaign

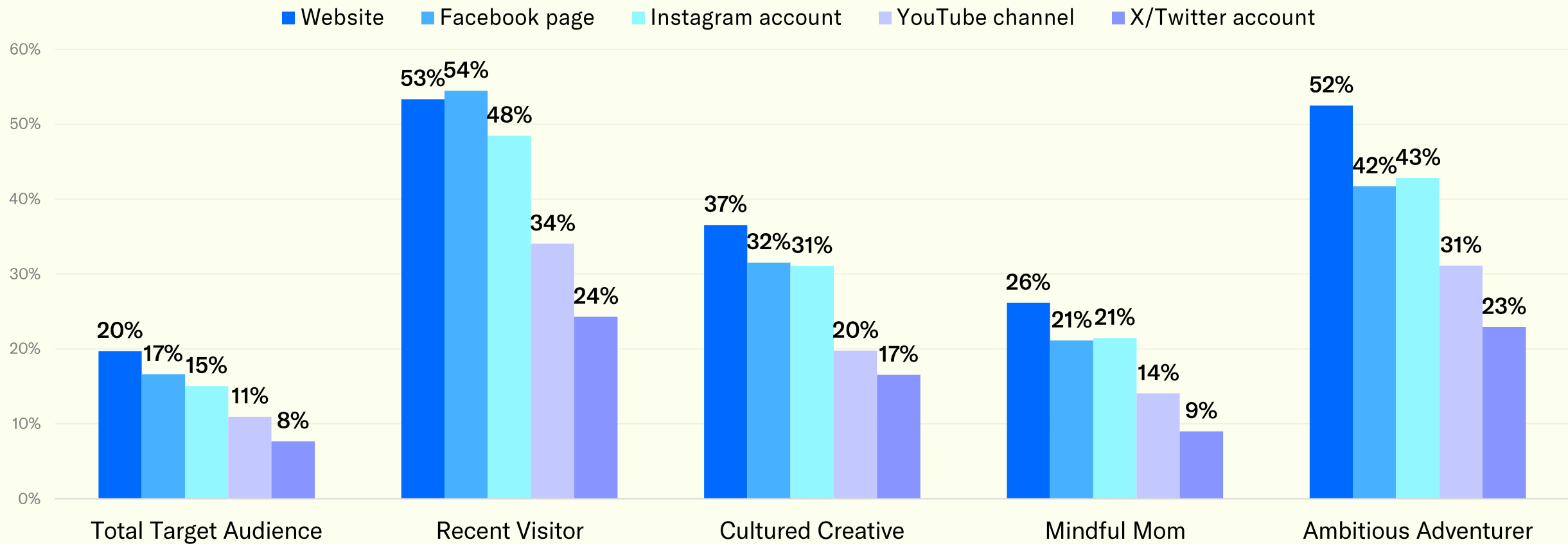
(% indicating having seen paid promotional content [paid ads] &  
% having seen or interacted with owned, earned, or paid promotional content for Reno Tahoe [integrated marketing campaign])



Questions: PaidAdRecall: Have you seen these or similar ads, sponsored social media posts, billboards, and/or articles for Reno Tahoe in the past 6 months? EarnedRecall: In the past 12 months, do you recall seeing any news stories, articles, or blogs about travel to Reno Tahoe? OwnedRecall: In the past 12 months, have you visited any of the following? Select all that apply. (Reno Tahoe Website, Facebook, etc. Owned Channels).  
Base: Target audience. 1,829 completed surveys.

# One in five target travelers has visited Reno Tahoe’s website in the past year, making it the most commonly frequented owned channel, followed by Facebook and then Instagram.

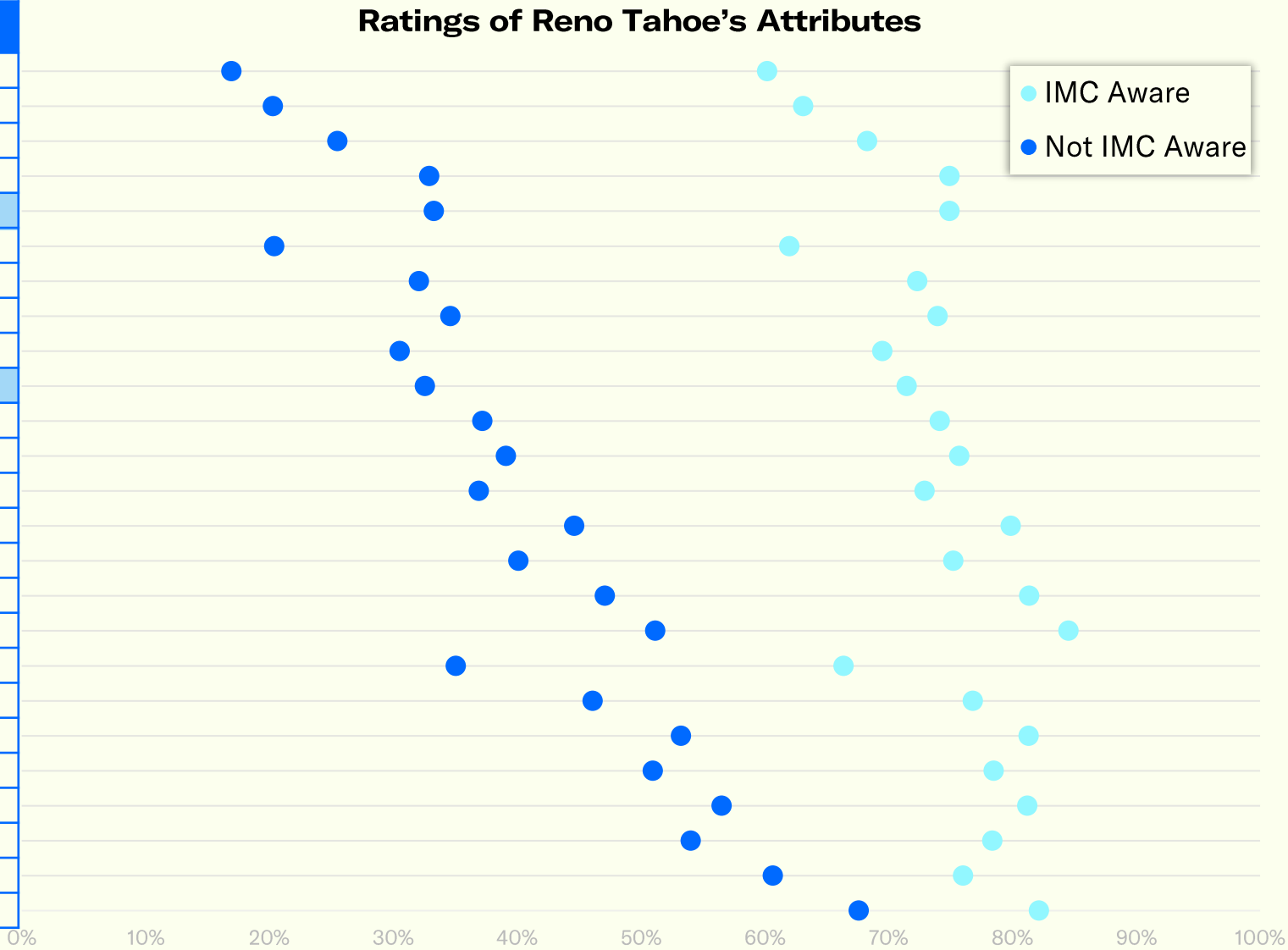
**Reno Tahoe Owned Channel Awareness**  
*(% of each group selecting they have seen/been to each channel)*



Question: In the past 12 months, have you seen/been to any of the following? Columns represent percent selecting.  
Base: Target audience. 1,829 completed surveys.

# Exposure to Reno Tahoe’s IMC is linked to expanded traveler perceptions of its offerings, unveiling its versatility as a destination.

Destination Attributes	Gap
Professional sporting events	43%
Performing arts	43%
Sustainable practices	43%
Variety of breweries/craft beer	42%
Good value for money	42%
Variety of museums and art galleries	42%
Live music	40%
Unique local cuisine	39%
Shopping: malls, national/global brand stores	39%
Easily accessible	39%
Variety of special events and festivals	37%
Fine dining	37%
Shopping: unique boutiques/local artisans	36%
Inclusive/welcoming atmosphere	35%
Nightlife scene	35%
Variety of short-term vacation rentals	34%
Family-friendly activities	33%
Golf	31%
Spas and wellness activities	31%
Water activities	28%
Instagram-worthy experiences	28%
Water access	25%
Winter sports	24%
Gambling/casinos	15%
Outdoor activities and recreation	15%

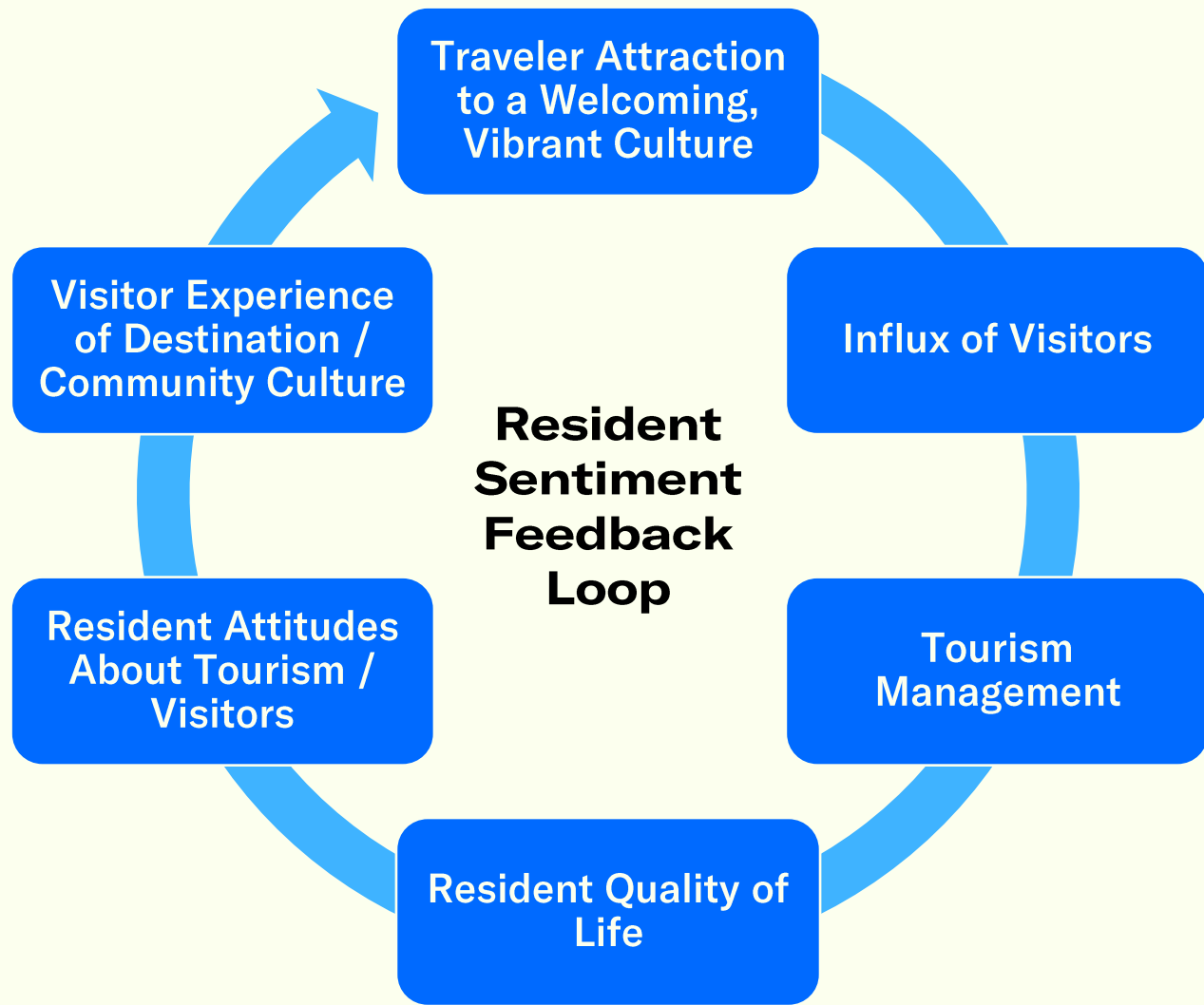


Question: For each attribute below, please select how much you agree or disagree Reno Tahoe delivers on that attribute, whether you have been before or not. *Dot placement indicates percent of each group agreeing that Reno Tahoe delivers on the attribute).*  
Base: Total target audience. 1,829 completed surveys. IMC Aware: 658 completed surveys. IMC Unaware: 1,171 completed surveys.

# Resident Sentiment



**Resident sentiment about tourism doesn't exist in a vacuum.  
Neither does the visitor experience.**



# Residents believe that tourism has economic and community benefits.

## Strengthening the Economy



Residents recognize the importance of tourism in Nevada & Washoe County.

- About three-quarters of residents agree that tourism is very important to Nevada's economy (76%).
- More than two in three agree tourism is important to Washoe County's economy (68%).

## Enriching the Community



Residents believe that tourism helps establish and support amenities and services in their community.

- Seven in ten residents agree that tourism supports festivals, arts and cultural experiences, and sporting events in the area.
- Most (60%) say it creates new dining, entertainment, and shopping amenities.
- Around of half of residents believe that tourism results in more funding for community services (52%) as well as environmental improvement projects (45%).



# Takeaways: Year in Review

# Putting it All Together: Six Things that Reno Tahoe Did in 2023

1

## Added Vibrancy to the Community.

Residents believe tourism has a **positive impact** on Washoe County's economy and community. They appreciate how the industry **supports** events, festivals, and arts & culture, and **creates** dining, entertainment and shopping options.

2

## Attracted Younger, More Diverse Visitors.

Compared to 2022, the average 2023 visitor was **eight years younger** and more likely to be a woman (versus the majority-men visitor pool of 2022). The share of visitors who identify as **BIPOC increased significantly** in the past year (14% to 27%).

3

## Inspired Overnight Visitors to Stay Longer.

In 2022, surveyed Hotel/B&B visitors stayed for 2.8 nights on average; this year, **stay duration increased 24%** to 3.5 nights, with 3.8 nights at non-gaming casinos. This rise is offset, however, by the increased share of day trippers.

4

## Improved its Family and Value Brands.

Visitor perceptions have **improved significantly** on key destination attributes including good value for money and family-friendly activities. The **21-point rise in family visitors** (12% with children under 18 in 2022 to 33% in 2023) suggests that Reno Tahoe delivers well on that promise.

5

## Developed a More Versatile Image.

While 2023 visitors participated in fewer activities than in 2022, they visited primarily for specific activities more, reflecting a developing **brand that attracts audiences with specific interests**. Also, those exposed to Reno Tahoe's marketing believe it delivers on **more than its core strengths**.

6

## Capitalized on Owned Channels.

Promotion through earned coverage and owned channels, especially the website, social media, and YouTube, significantly **boosts reach**. Further, Reno Tahoe's integrated marketing is linked to **better visitor outcomes** than paid ads alone and appears to result in **improved perceptions**.

# 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					
2024 ACTUALS	3,272,044	374,572	674,420	1,517,781	988,717	465,698
	3,646,616.00					
2023 ACTUALS	4,343,938	693,169	783,992	1,622,992	925,408	1,704,715
	5,037,107.00					

# 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



# CAPITAL FY 24-25 BUDGET

## Percentage of Capital Dollars Per Venue

RSCC	56.04%	\$2,522,000
RSLEC	14.20%	\$639,000
NBS	13.46%	\$606,000
REC	12.95%	\$583,000
ALL	3.33%	\$150,000





**Reno-Sparks  
Convention and Visitors Authority**

**Proposed Annual  
Budget**

**Fiscal Year 2024-2025**

**As Presented to the  
Finance and Facilities Committee  
May 10, 2024**



# Reno-Sparks Convention and Visitors Authority

## Fiscal Year 2024-2025

### Proposed Budget

## Purpose

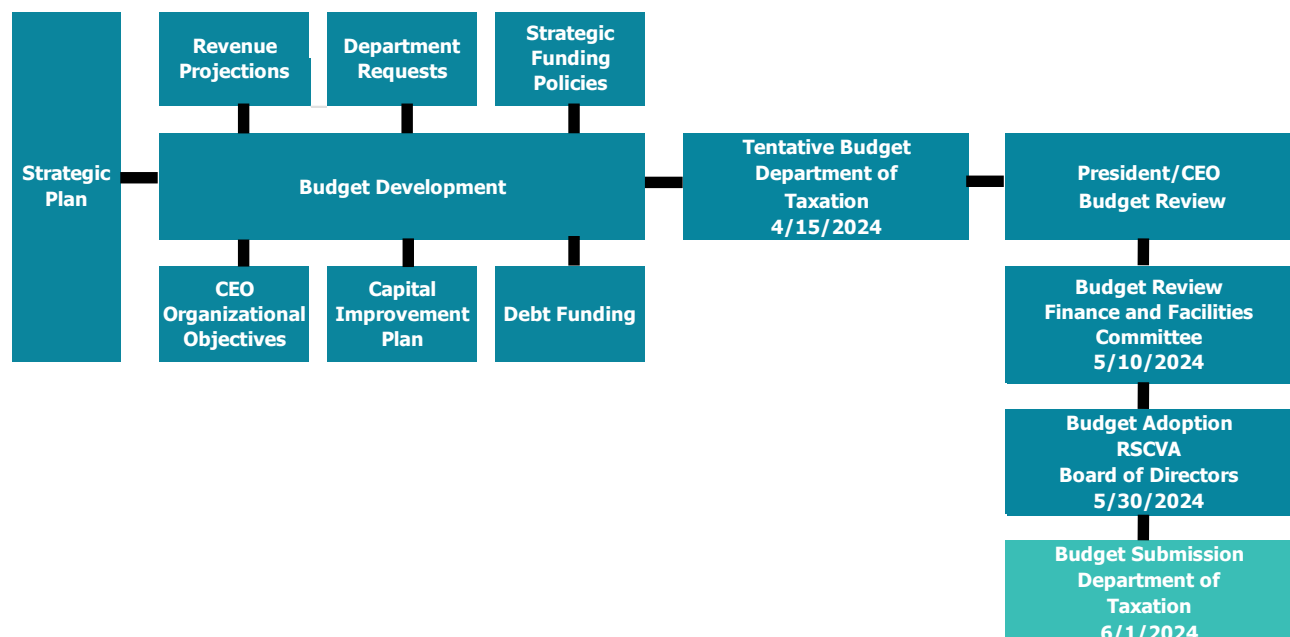
The President/CEO's budget for the period of July 1, 2024 – June 30, 2025 (Fiscal Year 24-25) is hereby presented to the Board of Directors ("the Board") of the Reno-Sparks Convention and Visitors Authority ("RSCVA") for review, adoption, and subsequent submission to the State of Nevada.

The Fiscal Year 24-25 budget was presented to and approved by the Finance and Facilities Committee ("the Committee") on May 10, 2024.

## Budget Process

The State of Nevada has strict requirements related to the budget process. A public hearing regarding the RSCVA's proposed budget must be held no sooner than the third Monday in May and no later than the last day in May, and the final budget is due to the State of Nevada by June 1<sup>st</sup> of every year. As required, notice of the scheduled public hearing will be published in a newspaper of general circulation (Reno Gazette-Journal).

The preparation of the budget is an extensive process and budget development considers the objectives of the President/CEO, strategic financial policies approved by the Board, requests from each individual department, revenue projections, the capital improvement plan, debt service, economic trends, and organizational needs, along with other factors. The budget process begins in January and extends through May to determine the President/CEO's final proposed budget for the fiscal year.





# **Reno-Sparks Convention and Visitors Authority**

## **Fiscal Year 2024-2025**

### **Proposed Budget**

## **Introduction**

The current state of the national and local economy is impacted by various uncertainties, including inflationary pressures and the likelihood of a recession. Our organization has been successful over the last several years in navigating the post-pandemic economy and maintaining stability. We acknowledge the possibility of an impending recession and remain attentive and proactive in managing our finances to sustain operational efficiencies.

Proactive financial management will be essential throughout the year to adapt to changing economic conditions. The RSCVA will continue to monitor economic indicators and adjust our strategies as needed to ensure long-term financial sustainability and success.

Throughout this document, comparisons to the RSCVA's performance during the last full fiscal year pre-pandemic (FY 18-19) are often provided, in addition to comparisons to fiscal years post-pandemic.

The RSCVA's commitment to fiscal responsibility and strategic flexibility will help us continue to thrive, while continuing to fulfill our mission attracting overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities.



## **Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget**

### **Financial Policies**

During July 2022, the Board adopted a three-year strategic plan, which contained certain policies to ensure our organization's long-term financial stability. Such policies are noted below:

**General Fund Reserves:** Strive toward an unassigned General Fund balance goal of 15-17% of expenditures.

The budgeted ending fund balance would allow us to meet this requirement. Fund balance is dependent on actual revenues and expenditures throughout the fiscal year.

**Capital Expenditures:** Dedicate up to 10% of annual room tax collections towards capital expenditures.

**Capital Reserves:** Minimum of 1% of annual room tax collections as capital reserves up to \$1M.

Budgeted capital expenditures (excluding the indoor portable track payments) meet this requirement. 10.22% of room tax collections are budgeted towards annual capital funding.

**Rainy Day Fund:** Maintain up to \$2.0 million in the Rainy Day Fund.

The current balance meets the Board's Financial Policy.

**Maintain appropriate allocations for existing Board initiatives:** Up to \$3.0M for Air Service annually, up to \$1M for Special Event Funding annually.

Air Service is budgeted at \$3,000,000 for FY 24-25.

Per discussions held during December 2023, the maximum allocation for Air Service was increased to \$3,000,000 (previously \$1,500,000). Further, unspent amounts each year will be reserved, with a goal of keeping the beginning balance each fiscal year at \$3,000,000. It is anticipated that \$350,000 from the FY 24-25 budget will be required to replenish Air Service back to \$3,000,000, as spending of \$350,000 is anticipated in FY 23-24.

Special Event Funding is budgeted at \$1,000,000 for FY 24-25.

This allocation consists of \$500,000 of funding available for award through the annual Special Event Marketing Sponsorship Program, and \$500,000 of funding that is available to be awarded through the Special Event Opportunity Fund.



**Reno-Sparks Convention and Visitors Authority**  
**Fiscal Year 2024-2025**  
**Proposed Budget**

## Budget Summary

Fiscal Year 24-25 Proposed Budget By Department	
<b>Revenues</b>	
Room Tax Collections	\$ 39,739,356
Tourism Surcharge	4,309,997
Facilities	7,358,789
Other Income	1,902,541
<b>Total Revenues</b>	<b>53,310,683</b>
<b>Carryforward amounts from the FY 23-24 Budget</b>	<b>7,983,617</b>
<b>Operating Expenses (Department)</b>	
Marketing and Air Service	14,933,806
Facilities	14,074,264
Sales	9,886,066
General and Administrative	6,311,799
Executive Office	1,319,695
<b>Total Operating Expenses</b>	<b>46,525,630</b>
<b>Non-Operating Expenses/General Fund Transfers Out</b>	
Incline Village/Crystal Bay Room Tax Apportionment	2,003,029
Debt Service Transfers	6,032,400
Capital Improvements	6,623,617
Contingency	200,000
<b>Total Non-Operating Expenses/Transfers</b>	<b>14,859,046</b>
<b>Net Revenues (Expenses)</b>	<b>\$ (90,377)</b>



**Reno-Sparks Convention and Visitors Authority**  
**Fiscal Year 2024-2025**  
**Proposed Budget**

**Budget Summary**

Fiscal Year 24-25 Proposed Budget By Category	
<b>Revenues</b>	
Room Tax Collections	\$ 39,739,356
Tourism Surcharge	4,309,997
Facilities Revenues	7,358,789
Other Income	1,902,541
<b>Total Revenues</b>	<b>53,310,683</b>
<b>Carryforward amounts from the FY 23-24 Budget</b>	<b>7,983,617</b>
<b>Operating Expenses (Category)</b>	
Payroll & Related	19,111,658
Promotions & Advertising	13,654,422
Services & Supplies	10,136,707
Special Projects	2,193,900
Travel & Entertainment	1,242,043
Small Equipment	186,900
<b>Total Operating Expenses</b>	<b>46,525,630</b>
<b>Non-Operating Expenses/General Fund Transfers Out</b>	
Incline Village/Crystal Bay Room Tax Apportionment	2,003,029
Debt Service Transfers	6,032,400
Capital Improvement Transfers	6,623,617
Contingency	200,000
<b>Total Non-Operating Expenses/Transfers</b>	<b>14,859,046</b>
<b>Net Revenue (Expense)</b>	<b>\$ (90,377)</b>

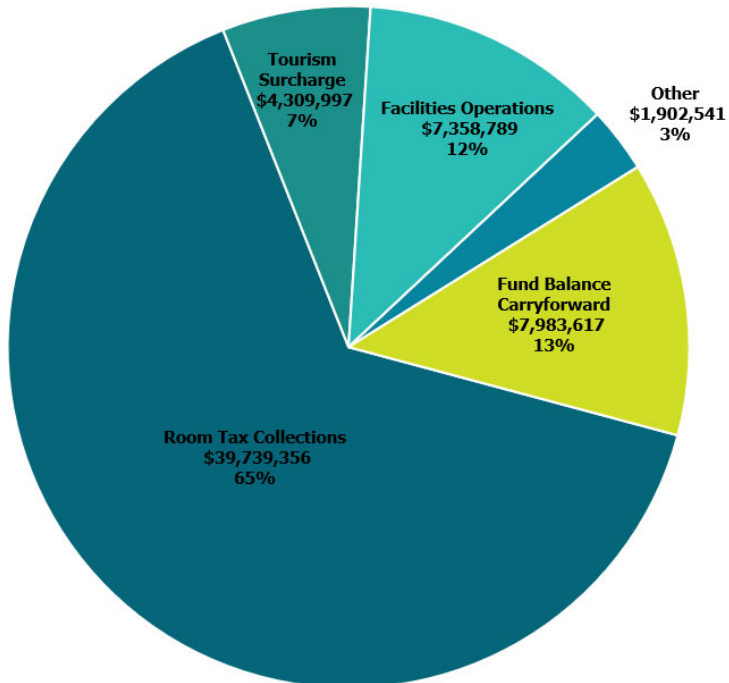


**Reno-Sparks Convention and Visitors Authority**  
**Fiscal Year 2024-2025**  
**Proposed Budget**

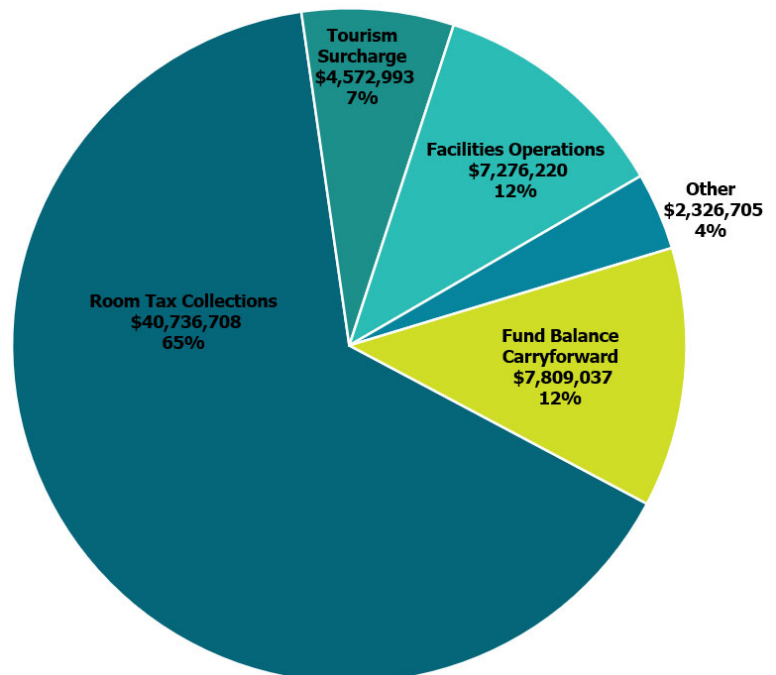
**Revenues and Resources**

**Revenues and Resources**

**FY 24-25  
Budget**



**FY 23-24  
Budget/Current Projections**





# RenoSparks Convention and Visitors Authority

## Fiscal Year 2024-2025

### Proposed Budget

## Room Tax Revenues

### Room Tax

Room tax revenues were estimated by performing trend analysis over average daily room rates, collections in prior periods, room night totals, market segment trends, and economic considerations.

	<b>Budget</b>	<b>Budget/ Projections</b>	<b>Actual</b>	<b>Actual</b>	<b>Pre-Pandemic Actual</b>
	<b>FY 24-25</b>	<b>FY 23-24</b>	<b>FY 22-23</b>	<b>FY 21-22</b>	<b>FY 18-19</b>
Room Tax Collections	\$ 39,739,356	\$ 40,736,708	\$ 42,947,904	\$ 40,516,073	\$ 35,689,948
Tourism Surcharge	4,309,997	4,572,993	4,725,088	4,787,521	5,194,825
<b>Total</b>	<b>\$ 44,049,353</b>	<b>\$ 45,309,701</b>	<b>\$ 47,672,992</b>	<b>\$ 45,303,594</b>	<b>\$ 40,884,773</b>

Historical trends for room tax revenues, including room tax collections and the tourism surcharge, are below:

Fiscal Year	Total Room Tax Revenues	Change	
		\$	%
FY 18-19	40,884,773	1,063,051	2.7%
FY 19-20	32,297,722	(8,587,051)	(21.0%)
FY 20-21	32,870,482	572,760	1.8%
FY 21-22	45,303,594	12,433,112	37.8%
FY 22-23	47,672,992	2,369,398	5.2%
FY 23-24 Budget/Projections	45,309,701	(2,363,291)	(5.0%)
FY 24-25 Budget	44,049,353	(1,260,348)	(2.6%)

Total room tax revenue projections are a result of conservative estimates made due to the current economic climate and room tax collection trends.



# Reno-Sparks Convention and Visitors Authority

## Fiscal Year 2024-2025

### Proposed Budget

## Room Tax Statistics

	Budget FY 24-25	Actual FY 22-23	Actual FY 21-22	Pre-Pandemic FY 18-19	Year to Date through March 2024
<b>Taxable Room Revenues</b>	<b>\$ 448,580,089</b>	<b>\$ 478,560,407</b>	<b>\$ 457,023,876</b>	<b>\$ 401,157,233</b>	<b>\$ 343,433,716</b>
<b>Average Rate - Cash</b>	<b>\$ 145.31</b>	<b>\$ 147.86</b>	<b>\$ 141.90</b>	<b>\$ 115.53</b>	<b>\$ 147.15</b>
<b>Occupied Rooms</b>					
Cash	3,087,016	3,236,493	3,220,833	3,472,202	2,333,836
Comp	879,784	817,585	778,943	855,311	641,870
28 Day	1,076,568	1,096,504	1,194,753	1,486,587	805,442
<b>Total Occupied Rooms</b>	<b>5,043,368</b>	<b>5,150,582</b>	<b>5,194,529</b>	<b>5,814,100</b>	<b>3,781,148</b>
<b>Total Percentage of Occupancy</b>	<b>62.8%</b>	<b>65.6%</b>	<b>65.5%</b>	<b>67.7%</b>	<b>63.8%</b>



## Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget

### Room Tax Statistics by Market Segment

Budget FY 24-25	Prior Year FY 22-23	Prior Year FY 21-22	Pre-Pandemic FY 18-19	Year to Date through March 2024
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#### Revenues Cash - Taxable

Hotels	\$ 370,189,055	400,443,266	\$ 382,025,622	\$ 353,689,212	\$ 284,432,650
Motels	16,874,620	16,910,780	21,360,556	15,748,222	12,371,170
28 Day Motels	2,310,785	2,531,108	2,527,194	3,199,297	1,647,684
R.V. Parks	4,747,727	4,891,107	4,576,320	3,619,679	3,275,344
Vacation Rentals	48,925,121	47,167,261	39,027,624	19,102,824	37,212,435
Timeshares	2,841,975	3,605,915	3,376,727	3,035,150	2,274,600
Home Owner Rental	2,690,805	3,010,970	4,129,833	2,762,849	2,219,833

#### Occupied Rooms - Cash

Hotels	2,481,536	2,646,876	2,604,794	2,920,753	1,891,572
Motels	207,445	204,071	263,949	256,625	152,352
28 Day Motels	48,885	53,319	56,515	78,417	34,817
R.V. Parks	87,114	92,532	105,722	90,750	59,756
Vacation Rentals	213,746	195,046	152,126	80,791	156,507
Time Shares	39,080	34,905	25,849	34,665	31,592
Home Owner Rental	9,210	9,744	11,878	10,201	7,240

#### Average Rates - Cash

Hotels	\$ 149.18	\$ 151.29	\$ 146.66	\$ 121.03	\$ 150.37
Motels	81.35	82.87	80.93	61.37	81.20
28 Day Motels	47.27	47.47	44.72	40.80	47.32
R.V. Parks	54.50	52.86	43.29	39.89	54.81
Vacation Rentals	228.89	241.83	256.55	247.98	237.77
Time Shares	72.72	103.31	130.63	87.56	72.00
Home Owner Rental	292.16	309.01	347.69	270.84	306.61

#### Percentage of Occupancy - Cash

Hotels	43.9%	48.7%	47.6%	50.2%	45.3%
Motels	49.3%	48.8%	55.5%	52.3%	49.7%
28 Day Motels	5.9%	6.1%	6.4%	7.1%	5.6%
R.V. Parks	16.7%	17.9%	20.0%	14.4%	15.4%
Vacation Rentals	52.7%	49.4%	42.0%	26.6%	45.9%
Time Shares	30.0%	24.3%	18.0%	22.9%	29.3%
Home Owner Rental	14.8%	13.6%	16.1%	16.4%	12.1%



## Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget

### Facilities Revenues

The RSCVA manages and operates the Reno-Sparks Convention Center (RSCC), Reno-Sparks Livestock Events Center (RSLEC), Reno Events Center (REC) and the National Bowling Stadium (NBS), which are collectively referred to as "the facilities" throughout this document. The food service portion of operations is outsourced to Aramark, as approved by the RSCVA Board of Directors during April 2022.

The budget for facility rentals and other (ancillary) income is developed by the Sales and Events team, based on actual and anticipated bookings for the fiscal year.

The concessions and catering budget is prepared by Aramark and will be presented in more detail separately.

#### FY 24-25 Budget

	<b>Facility Rentals</b>	<b>Concessions and Catering*</b>	<b>Other</b>	<b>Total Facilities Revenues</b>
Reno-Sparks Convention Center	\$ 1,682,588	\$ 402,999	\$ 1,300,125	\$ <b>3,385,712</b>
Reno-Sparks Livestock Events Center	400,307	252,250	992,230	<b>1,644,787</b>
Reno Events Center	642,160	202,848	1,140,410	<b>1,985,418</b>
National Bowling Stadium	120,775	65,097	157,000	<b>342,872</b>
	<b>\$ 2,845,830</b>	<b>\$ 923,194</b>	<b>\$ 3,589,765</b>	<b>\$ 7,358,789</b>

\* Concessions and catering budget prepared by Aramark.

#### FY 23-24 Budget

	<b>Facility Rentals</b>	<b>Concessions and Catering</b>	<b>Other</b>	<b>Total Facility Revenues</b>
Reno-Sparks Convention Center	\$ 1,807,145	\$ 700,370	\$ 1,155,013	\$ <b>3,662,528</b>
Reno-Sparks Livestock Events Center	358,905	83,393	675,195	<b>1,117,493</b>
Reno Events Center	647,890	260,609	999,874	<b>1,908,373</b>
National Bowling Stadium	448,332	59,994	79,500	<b>587,826</b>
	<b>\$ 3,262,272</b>	<b>\$ 1,104,366</b>	<b>\$ 2,909,582</b>	<b>\$ 7,276,220</b>

#### FY 22-23 Actual

	<b>Facility Rentals</b>	<b>Concessions and Catering</b>	<b>Other</b>	<b>Total Facility Revenues</b>
Reno-Sparks Convention Center	\$ 2,135,039	\$ 650,681	\$ 1,449,087	\$ <b>4,234,808</b>
Reno-Sparks Livestock Events Center	453,888	133,643	1,094,575	<b>1,682,105</b>
Reno Events Center	732,328	325,595	1,184,861	<b>2,242,784</b>
National Bowling Stadium	1,026,432	133,643	486,764	<b>1,646,839</b>
	<b>\$ 4,347,687</b>	<b>\$ 1,243,561</b>	<b>\$ 4,215,287</b>	<b>\$ 9,806,535</b>



## Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget

### Facilities Revenues

#### FY 21-22 Actual

	<b>Facility Rentals</b>	<b>Concessions and Catering*</b>	<b>Other</b>	<b>Total Facilities Revenues</b>
Reno-Sparks Convention Center	\$ 1,903,350	\$ 1,048,604	\$ 1,095,950	\$ <b>4,047,904</b>
Reno-Sparks Livestock Events Center	402,013	324,676	893,456	<b>1,620,145</b>
Reno Events Center	354,357	341,443	839,123	<b>1,534,923</b>
National Bowling Stadium	159,345	108,497	27,102	<b>294,944</b>
	<b>\$ 2,819,065</b>	<b>\$ 1,823,220</b>	<b>\$ 2,855,632</b>	<b>\$ 7,497,917</b>

\* FY 21-22 Concessions and catering revenues were reported gross through May 2022 per relevant accounting standards given the terms of the agreement with the previous operator. Total net revenues during FY 21-22 were approximately \$696,069.

#### FY 18-19 Pre-Pandemic

	<b>Facility Rentals</b>	<b>Concessions and Catering *</b>	<b>Other</b>	<b>Total Facility Revenues</b>
Reno-Sparks Convention Center	\$ 1,909,108	\$ 1,602,971	\$ 1,128,164	\$ <b>4,640,243</b>
Reno-Sparks Livestock Events Center	376,238	239,492	459,039	<b>1,074,769</b>
Reno Events Center	441,483	451,888	921,413	<b>1,814,784</b>
National Bowling Stadium	175,879	121,046	80,467	<b>377,392</b>
	<b>\$ 2,902,708</b>	<b>\$ 2,415,397</b>	<b>\$ 2,589,083</b>	<b>\$ 7,907,188</b>

\* FY 18-19 Food and Beverage revenues were reported gross given the terms of the agreement with ASM. Net revenues during FY 18-19 were \$884,273.



## Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget

### Facilities Losses

Below are budgeted and historical facilities losses:

	Budget 24-25	Fiscal Year 22-23	Fiscal Year 21-22	Fiscal Year 20-21	Fiscal Year 19-20	Through March 23-24 *
<b>Facilities Revenues</b>						
Reno-Sparks Convention Center	\$ 3,385,712	\$ 4,234,808	\$ 3,172,717	\$ 1,125,754	\$ 3,763,939	\$ 2,539,705
Reno-Sparks Livestock Events Center	1,644,787	1,682,105	1,333,105	1,135,591	765,201	1,189,821
Reno Events Center	1,985,418	2,242,784	757,885	20,358	1,649,981	1,494,419
National Bowling Stadium	342,872	1,646,839	157,287	372,034	165,376	458,659
<b>Subtotal - Facilities Revenues</b>	<b>7,358,789</b>	<b>9,806,535</b>	<b>5,420,995</b>	<b>2,653,737</b>	<b>6,344,497</b>	<b>5,682,604</b>
<b>Facilities Expenses</b>						
Reno-Sparks Convention Center	(6,320,190)	(6,482,723)	(4,938,530)	(3,180,544)	(6,428,550)	(5,340,882)
Reno-Sparks Livestock Events Center	(2,557,288)	(2,452,562)	(1,716,815)	(1,949,586)	(1,818,601)	(1,802,032)
Reno Events Center	(2,415,251)	(2,889,839)	(1,340,826)	(1,192,857)	(2,216,135)	(2,146,835)
National Bowling Stadium	(2,781,535)	(4,012,885)	(2,008,490)	(1,765,510)	(2,065,464)	(2,633,597)
<b>Subtotal - Facilities Expenses</b>	<b>(14,074,264)</b>	<b>(15,838,009)</b>	<b>(10,004,660)</b>	<b>(8,088,496)</b>	<b>(12,528,750)</b>	<b>(11,923,347)</b>
<b>Facilities Losses</b>						
Reno-Sparks Convention Center	(2,934,479)	(2,247,915)	(1,765,813)	(2,054,790)	(2,764,282)	(2,801,177)
Reno-Sparks Livestock Events Center	(912,501)	(770,457)	(383,709)	(813,995)	(1,153,071)	(612,211)
Reno Events Center	(429,834)	(647,055)	(582,940)	(1,172,499)	(566,154)	(652,417)
National Bowling Stadium	(2,438,663)	(2,366,046)	(1,851,202)	(1,393,476)	(1,900,088)	(2,174,938)
<b>Facilities Losses</b>	<b>\$ (6,715,476)</b>	<b>\$ (6,031,474)</b>	<b>\$ (4,583,665)</b>	<b>\$ (5,434,759)</b>	<b>\$ (6,383,595)</b>	<b>\$ (6,240,743)</b>

### Other Revenues and Resources

#### Other Revenues

Other revenues of \$1,902,541 consist of certain administrative fees, revenues generated by individual Departments, and investment income.

#### Carryforward Fund Balance

At the time this budget is being prepared, we anticipate approximately \$7,783,617 of available resources (fund balance) to carry forward from the current year. The majority of this balance consists of: unspent amounts from the Air Service Fund (\$2,650,000) the FY 23-24 allocation towards the Indoor Portable Track Project (\$3,183,617) as approved by the RSCVA Board of Directors during December 2023, and the Special Event Opportunity Fund (\$500,000) with the remainder consisting of line items that are expected to come in under budget or be unspent (such as booking incentives). These resources, which will become part of FY 23-24 ending fund balance, are allocated as spendable resources throughout the FY 24-25 budget.



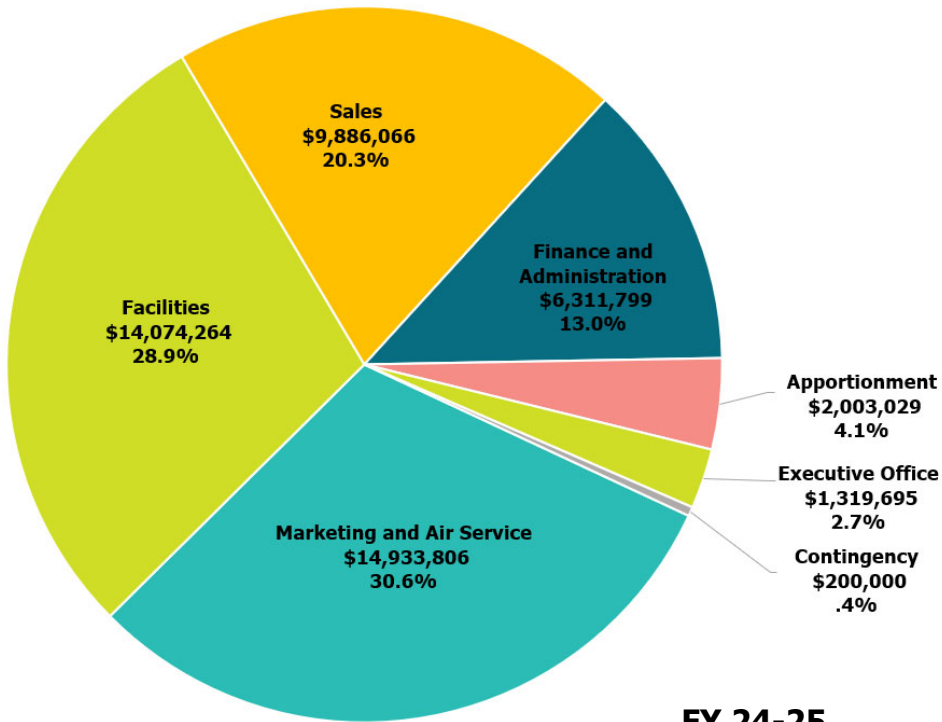
# Reno-Sparks Convention and Visitors Authority

## Fiscal Year 2024-2025

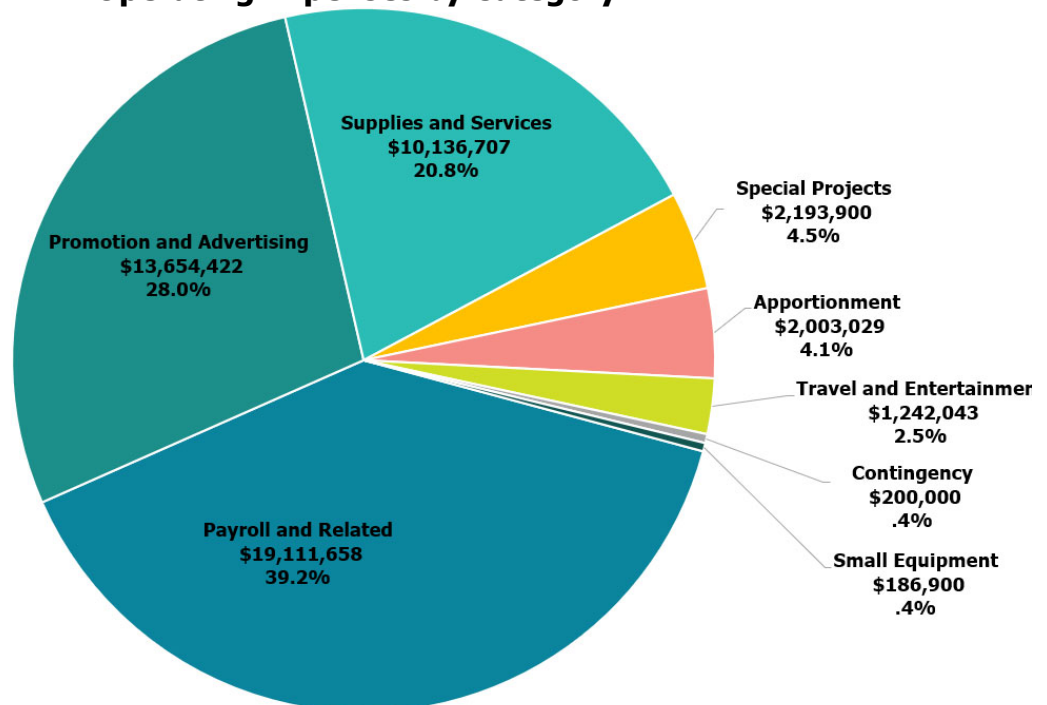
### Proposed Budget

## Operating Expenses

**FY 24-25**  
**Operating Expenses by Department**



**FY 24-25**  
**Operating Expenses by Category**





# RenoSparks Convention and Visitors Authority

## Fiscal Year 2024-2025

### Proposed Budget

## Operating Expenses

### Payroll and Related Expenses

Budget	Budget/ Projections	Actual	Pre-Pandemic Actual
FY 24-25	FY 23-24	FY 22-23	FY 18-19

#### Salaries and Wages

Sales				
Convention Sales	\$ 3,051,619	\$ 2,701,533	2,246,282	\$ 1,807,871
Tourism Sales	394,428	379,554	274,047	405,512
Total Sales	3,446,047	3,081,087	2,520,329	2,213,383
Finance and Administration	1,953,620	1,652,370	1,030,057	1,223,998
Marketing	1,326,599	1,073,093	862,166	854,572
Executive Office	496,239	180,299	399,504	335,446
Facilities	4,717,376	4,674,865	4,491,235	A
<b>Total</b>	<b>\$ 11,939,881</b>	<b>\$ 10,661,715</b>	<b>9,303,290</b>	<b>\$ 4,627,399</b>

#### Benefits and Other Employee Related Costs

Sales				
Convention Sales	\$ 1,971,078	\$ 1,722,268	1,444,074	\$ 1,042,191
Tourism Sales	238,870	221,550	156,486	212,378
Total Sales	2,209,948	1,943,818	1,600,560	1,254,568
Finance and Administration	1,443,472	1,113,001	657,358	476,891
Marketing	780,587	710,636	537,908	437,885
Executive Office	273,059	107,526	262,529.79	222,039
Facilities	2,449,711	2,403,088	2,151,454	A
<b>Total</b>	<b>\$ 7,156,777</b>	<b>\$ 6,278,070</b>	<b>\$ 5,209,810</b>	<b>\$ 2,391,384</b>

A Salaries and benefits paid by the previous third-party facilities operator were reported as supplies and services costs to the RSCVA in accordance with relevant accounting standards. For comparability, salaries and benefits costs were summarized using financial data provided by the previous third-party operator for comparable classifications of employees and approximate as follows:  
FY 18-19: \$3,878,770



## Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget

### Operating Expenses

#### Payroll and Related Expenses (continued)

##### *Staffing*

The organization continues to restructure staffing levels post facilities transition and under new leadership. During fiscal year 23-24, we successfully hired for several new full-time positions, including:

##### Sales

- Venue Sponsorship Sales Manager
- Director of Event Development  
(replaced Director of Sales – Bowling)
- Track and Field Specialist

##### Facilities

- Safety Manager
- REC Director of Operations; NBS  
Operations Manager (replaced NBS/REC  
Operations Manager)
- Building Engineer
- Facilities Audio Visual Technician

These positions were in addition to filling routine vacancies in all Departments and addressing part-time staffing needs due to increased activity levels at the facilities and converting certain part-time positions to full-time. In FY 24-25, we have budgeted to hire three full-time positions to address business levels and will continue to keep staffing levels at the facilities fluid to address levels of business.

##### *Cost of Living Adjustments*

Previous leadership implemented Cost of Living Adjustments (COLAs) for all employees to address inflation. Previous leadership required that the same COLA percentage be applied to each category of employee.

Given that National CPI Inflation from July 2020 through March 2024 is 20.54% (per the Bureau of Labor Statistics) and cumulative staff COLAs from July 2020 through March 2024 have been 14.00%, we are recommending a COLA for FY 25 to address inflation. However, we are recommending a tiered approach, which eliminates COLAs for Senior Directors, Executive Directors, Vice Presidents, and the CEO.

FY 24-25 budgeted COLA percentages:

- |                                   |                  |
|-----------------------------------|------------------|
| - President 0.00%                 | - Director 1.00% |
| - VP 0.00%                        | - Manager 3.00%  |
| - Executive/Senior Director 0.00% | - Staff 4.00%    |



## **Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget**

### **Operating Expenses**

#### Payroll and Related Expenses (continued)

COLAs are budgeted to cost the organization \$255,788. This is approximately \$109,000 less than COLAs would have cost the organization, if all staff were given 4.00%.

#### *Bonus Program – Goal Based*

For the last few years, the RSCVA has had goals-based bonus program in place for all full-time staff who were not already part of the incentive bonus program. We are proposing to continue this bonus program under stricter parameters. While the program has always been goals based, we are going to require that all goals are SMART goals:

Specific Measurable Achievable Relevant Time-bound

We've also decreased bonus percentages for directors and above, while increasing bonus percentages for managers and staff.

Goal-based bonuses are budgeted at \$768,515, with actual payouts of approximately \$575,000 expected, based on more strict criteria related to goals.

#### *Incentive Bonus Program*

Certain members of the sales department are eligible for incentive-based bonuses for meeting certain goals related to room nights, facilities revenues, etc. Incentive based bonuses are budgeted to cost the organization \$280,000, however, actual payouts of approximately \$191,000 are anticipated based on historical performance.

#### *Merit Increases*

Merit increases are budgeted for FY 24-25 at a maximum of 3.0%. These increases are based on job performance evaluations, reflecting employees' effectiveness and productivity in their roles. Qualifying employees will receive between 0%-3% based on their job performance evaluations.



## Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget

### Operating Expenses

#### Promotions and Advertising

	<b>Budget</b>	<b>Budget/ Projected</b>	<b>Actual</b>	<b>Pre-Pandemic Actual</b>
	<b>FY 24-25</b>	<b>FY 23-24</b>	<b>FY 22-23</b>	<b>FY 18-19</b>
Marketing	\$ 9,115,625	\$ 9,851,002	\$ 8,167,438	\$ 8,515,372
Air Service	2,961,000	350,000*	593,081	\$ 258,800
Sales				
Convention Sales	670,365	733,513	480,222	851,566
Tourism Sales	552,432	591,687	426,678	386,541
Total Sales	1,222,797	1,325,200	906,900	1,238,107
Executive Office	50,000	57,500	35,536	5,899
Finance and Administration	305,000	165,000	354,570	58,851
<b>Subtotal:</b>	<b>\$ 13,654,422</b>	<b>\$ 11,748,702</b>	<b>\$ 10,057,525</b>	<b>\$ 10,077,029</b>
Marketing - Grant Funded	\$ -	\$ -	1,228,159	\$ -
<b>Total:</b>	<b>\$ 13,654,422</b>	<b>\$ 11,748,702</b>	<b>\$ 11,285,684</b>	<b>\$ 10,077,029</b>

#### *Marketing and Air Service*

The majority of this category (88%) consists of Marketing and Air Service. Significant items budgeted include:

- \$5,463,005 in leisure media buys, consistent with spending for the last 2 fiscal years.
- \$2,961,000 in air service funding to utilize towards minimum revenue guarantees and marketing.
- \$1,168,286 in agency of record and media buying fees.
- \$497,810 related to website, email, and organic social management.
- \$238,424 for public relations related costs, including retainer costs (\$115,000).



## **Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget**

### **Operating Expenses**

#### Promotions and Advertising (continued)

##### *Finance and Administration and Executive Budget*

Within these two Departments, \$350,000 is budgeted towards unsolicited proposals.

An unsolicited proposal is a proposal requesting funding or contribution from the RSCVA, and revisions to the Unsolicited Proposals policy are being presented to the RSCVA Board of Directors during the May 2024 Board Meeting.

Given that unsolicited proposals have been increasing in frequency during recent years, we are proposing the following in the FY 25 Budget:

##### Executive Office/CEO Budget:

- \$50,000 for unsolicited proposals.
- CEO has authority to approve requests up to \$10,000.
- Proposals evaluated by CEO and Senior Staff.

##### Board of Directors Budget

- \$300,000 for unsolicited proposals.
- Proposals above \$10,000 are reviewed by CEO and Senior Staff, before being brought to the Finance and Facilities Committee and Board of Directors for review.

##### *Sales*

Within the Sales Department, amounts budgeted for promotions and advertising include booth expenses, exhibit space rentals, promotional materials, video production costs, and hospitality costs.



## Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget

### Operating Expenses

#### Supplies and Services

	<b>Budget FY 24-25</b>	<b>Budget/ Projected FY 23-24</b>	<b>Actual FY 22-23</b>	<b>Pre-Pandemic Actual FY 18-19</b>
Facilities *	\$ 6,907,177	\$ 7,948,617	\$ 9,195,320	\$ 12,027,588
Finance and Administration	2,351,027	1,759,272	1,429,895	\$ 1,256,060
Executive Office	440,397	405,536	362,062	224,405
Sales				
Convention Sales	271,811	200,686	139,694	159,224
Tourism Sales	29,050	31,184	17,968	38,422
Total Sales	300,861	231,870	157,662	197,646
Marketing	98,245	142,134	79,628	141,835
Air Service	39,000	-	-	-
<b>Total</b>	<b>\$ 10,136,707</b>	<b>\$ 10,487,428</b>	<b>\$ 11,224,566</b>	<b>\$ 13,847,534</b>

#### *Facilities*

The majority of supplies and services costs for the RSCVA (68%) are generated by the facilities, for costs including utilities, contracted security, contracted labor, repairs and maintenance, supplies, and administrative costs. This area has been heavily impacted by inflation during the last few years. While certain costs largely fluctuate with business levels (such as temporary labor) many of these costs are fixed in nature (such as utilities) with small variations in relation to business levels.

#### \* Breakdown - Facilities Services and Supplies

Utilities	\$ 2,942,847
Contracted Security and Services	1,531,864
Contracted Labor	1,039,082
General and Administrative	511,580
Repairs and Maintenance	486,595
Supplies and Other	395,209
<b>Total</b>	<b>\$ 6,907,177</b>

Facilities utilities expenses have been heavily impacted by rate increases, which have been 16%-40% over the last two years.

Other areas of facilities services and supplies have been heavily impacted by inflation.

Facilities service and supplies for FY 21-22 and FY 18-19 include the payroll and related expenses of the facilities operator, due to the reporting requirements of the previous facilities management contract.



## **Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget**

### **Operating Expenses**

#### Supplies and Services (continued)

##### *Finance and Administration*

Finance and Administration is where many of the general supplies and services costs for the organization are budgeted. Significant items in this category include: general liability insurance, which is budgeted at an increase of up to 25% (total of \$977,840) due to preliminary information obtained during the renewal process; information technology services, including licensing and various contractual costs (\$566,958); legal fees, including retainers and legal contingency (\$302,000); dedicated safety related amounts (\$83,299) for safety supplies, various subscriptions, and a training platform, and costs related to the annual strategic plan (\$75,000).

##### *Executive Office*

Within the executive office budget, significant items include: building rent (\$278,351), memberships to local and national organizations (\$61,250), and contractual costs for front desk reception services (\$21,996).

##### *Sales, Marketing, Air Service*

In total, these costs comprise 3.9% of total services and supplies, consisting of items such as contractual costs for sales and event management platforms, various dues and subscriptions, contracted obligations, postage, freight, potential fees for air service consulting, and various supplies.



## Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget

### Operating Expenses

#### Travel and Entertainment

	<b>Budget</b>	<b>Budget/ Projected</b>	<b>Actual</b>	<b>Pre-Pandemic Actual</b>
	<b>FY 24-25</b>	<b>FY 23-24</b>	<b>FY 22-23</b>	<b>FY 18-19</b>
Sales				
Convention Sales	\$ 936,837	\$ 986,706	\$ 699,369	\$ 632,301
Tourism Sales	75,676	83,750	59,547	110,259
Total Sales	1,012,513	1,070,456	758,916	742,561
Marketing	112,250	130,550	49,020	45,660
Executive Office	60,000	32,800	33,370	26,989
Finance and Administration	57,280	30,820	7,656.24	15,696
<b>Total</b>	<b>\$ 1,242,043</b>	<b>\$ 1,264,626</b>	<b>\$ 848,962</b>	<b>\$ 830,905</b>

#### *Sales*

The majority of travel and entertainment expenses (81%) are budgeted within the Sales Department, consisting of travel and lodging (\$357,435), registrations (\$194,075), local transportation (\$37,415), entertainment (\$324,912), and meeting expenses (\$23,000).

#### *Marketing, Executive Office, Finance and Administration*

Travel costs for other Departments are largely related to increased initiatives to provide staff opportunities for professional development, professional education, and networking. Travel costs have been impacted by significant fluctuations in the cost of airfare and overall inflation.



## Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget

### Operating Expenses

#### Special Projects

The special projects category primarily consists of special event funding, event sponsorships, commitments, and related costs.

	<b>Budget</b>	<b>Budget/ Projected</b>	<b>Actual</b>	<b>Pre-Pandemic Actual</b>
	<b>FY 24-25</b>	<b>FY 23-24</b>	<b>FY 22-23</b>	<b>FY 18-19</b>
Sales				
Convention Sales	\$ 1,693,900	\$ 1,643,755	\$ 2,029,698	\$ 1,015,223
Tourism Sales	-	-	-	82,482
Total Sales	1,693,900	1,643,755	2,029,698	1,097,705
Marketing	500,000	750,000	742,500	811,825
<b>Total</b>	<b>\$ 2,193,900</b>	<b>\$ 2,393,755</b>	<b>\$ 2,772,198</b>	<b>\$ 1,909,530</b>

#### *Sales*

Per previous Board direction, up to \$500,000 is budgeted annually through the Special Event Opportunity Fund. This allocation has been moved to Sales, from Marketing, with the hiring of the Director of Event Development position.

During the April 2024 Board meeting, staff discussed the potential of allocating the Special Event Opportunity Fund relative to taxable room revenues by tax district. After discussing this matter with the Board of Directors, it was decided to continue to budget the Special Event Opportunity fund without restrictions related to tax district.

The remainder of this line item consists of concessions, commitments, and event sponsorships.



## Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget

### Operating Expenses

#### Special Projects (continued)

##### *Marketing*

This portion of the Marketing budget consists of the Special Event Marketing Sponsorship Program.

#### Apportionment

Legislation enacted in 1999 requires one-half of the proceeds received from transient lodging taxes collected in Incline Village, Nevada and Crystal Bay, Nevada to be granted to the Incline Village/Crystal Bay Visitor and Convention Bureau.

	<b>Budget</b>		<b>Budget</b>		<b>Actual</b>		<b>Actual</b>	<b>Pre-Pandemic</b>
	<b>FY 24-25</b>		<b>FY 23-24</b>		<b>FY 22-23</b>		<b>FY 21-22</b>	<b>Actual</b>
								<b>FY 18-19</b>
Apportionment	\$ 2,003,029	\$	2,219,343	\$	2,253,788	\$	2,155,104	\$ 1,686,777
<b>Total</b>	<b>\$ 2,003,029</b>	<b>\$</b>	<b>2,219,343</b>	<b>\$</b>	<b>2,253,788</b>	<b>\$</b>	<b>2,155,104</b>	<b>\$ 1,686,777</b>

#### Small Equipment

Total small equipment purchases are budgeted at \$186,900, which is an increase of 21% from the prior year. These expenses are primarily associated with replacing aging IT small equipment, in order to attain a 20% turnover ratio annually, in addition to small server upgrades and networking related costs.

#### Contingency

Contingency funds are budgeted at \$200,000 for FY 24-25. Historically, contingency funds have been budgeted between \$200,000 - \$400,000.



## Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Proposed Budget

### Capital Projects Fund

The Capital Projects Fund is used to account for financial resources to be used for the acquisition of assets, construction of assets, or the significant repair of assets.

The FY 24-25 Capital Improvement Plan will be submitted for separate review and approval by the Vice President of Facilities. See the FY 24-25 Capital Improvement Plan for further details.

	<table><tr><th colspan="2">Budget</th></tr><tr><th colspan="2">FY 24-25</th></tr></table>		Budget		FY 24-25	
Budget						
FY 24-25						
Annual Capital Expenditures	\$	4,500,000				
Indoor Portable Track		3,183,617				
<b>Total</b>	<b>\$</b>	<b><u>7,683,617</u></b>				

### Insurance Fund

#### *Internal Insurance Fund*

The Internal Service Fund accounts for the employee insurance benefits and workers compensation activities provided by the RSCVA. Total internal revenues of \$2,613,836 are anticipated and total expenditures of \$2,867,585 are anticipated.



# Reno-Sparks Convention and Visitors Authority

## Fiscal Year 2024-2025

### Proposed Budget

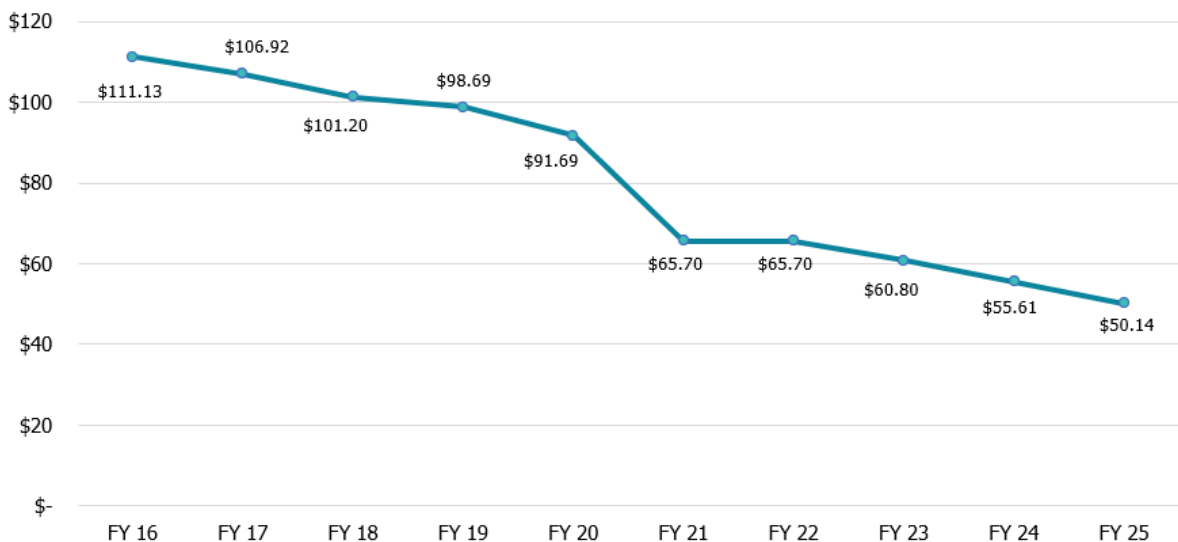
## Debt Service Fund

The Debt Service Fund is used to account for the accumulation of resources required for the repayment of debt principal and interest and are primarily funded through transfers. Debt Service Fund transfers vary yearly based on the bond structure. Transfers are budgeted at \$6,082,400 in FY 24-25 to meet debt obligations, including principal, interest, and fees associated with debt service and debt management.

Below is a summary of outstanding debt principal balances:

### Long-Term Debt - Outstanding Principal

(\$ in millions)





Nevada Department of Taxation  
1550 College Parkway, Suite 115  
Carson City, NV 89706-7937

Reno-Sparks Convention & Visitors Authority herewith submits the FINAL budget for the  
fiscal year ending June 30, 2025

This budget contains 0 funds, including Debt Service, requiring property tax revenues totaling \$ 0

The property tax rates computed herein are based on preliminary data. If the final state computed revenue limitation permits,  
the tax rate will be increased by an amount not to exceed 0. If the final computation requires, the tax rate will be  
lowered.

This budget contains 3 governmental fund types with estimated expenditures of \$ 64,352,326 and  
1 proprietary funds with estimated expenses of \$ 2,867,585

Copies of this budget have been filed for public record and inspection in the offices enumerated in NRS 354.596 (Local  
Government Budget and Finance Act).

CERTIFICATION

APPROVED BY THE GOVERNING BOARD

I Courtney Jaeger, CPA  
(Print Name)

Councilwoman Charlene Bybee, Chair

Vice President of Finance  
(Title)  
certify that all applicable funds and financial  
operations of this Local Government are  
listed herein

Mayor Hillary Schieve, Vice Chair

Stephen Ascuaga

Signed

Alexis Hill

Greg Long

Dated: May 30, 2024

Rick Murdock

John East

Richard Jay

Eddie Ableser

SCHEDULED PUBLIC HEARING:

Date and Time: May 30, 2024 at 9:00am

Publication Date: May 24, 2024

FULL TIME EQUIVALENT EMPLOYEES BY FUNCTION

	ACTUAL PRIOR YEAR ENDING 06/30/23	ESTIMATED CURRENT YEAR ENDING 06/30/24	BUDGET YEAR ENDING 06/30/25
General Government	15.00	16.00	17.00
Judicial			
Public Safety			
Public Works			
Sanitation			
Health			
Welfare			
Culture and Recreation			
Community Support	91.00	127.00	129.00
 TOTAL GENERAL GOVERNMENT	 106.00	 143.00	 146.00
Utilities			
Hospitals			
Transit Systems			
Airports			
Other			
 TOTAL	 106.00	 143.00	 146.00

POPULATION (AS OF JULY 1)			485,113
SOURCE OF POPULATION ESTIMATE*			
Assessed Valuation (Secured and Unsecured Only)			
Net Proceeds of Mines			
TOTAL ASSESSED VALUE			
TAX RATE			
General Fund			
Special Revenue Funds			
Capital Projects Funds			
Debt Service Funds			
Enterprise Fund			
Other			
 TOTAL TAX RATE	 N/A	 N/A	 N/A

**\* Use the population certified by the state in March each year. Small districts may use a number developed per the instructions (page 6) or the best information available.**

Budget Summary for Reno-Sparks Convention & Visitors Authority  
(Local Government)

GOVERNMENTAL FUNDS AND EXPENDABLE TRUST FUNDS	BEGINNING FUND BALANCES (1)	CONSOLIDATED TAX REVENUE (2)	PROPERTY TAX REQUIRED (3)	TAX RATE (4)	OTHER REVENUE (5)	OTHER FINANCING SOURCES OTHER THAN TRANSFERS IN (6)	OPERATING TRANSFERS IN (7)	TOTAL (8)
General	22,469,222	-	-	N/A	53,310,683	-	-	75,779,905
Capital Projects	5,274,161	-	-	N/A	-	-	6,623,617	11,897,778
Debt Service	15,905,047	-	-	N/A	275,000	-	6,032,400	22,212,447
Subtotal Governmental Fund Types, Expendable Trust Funds	43,648,430	-	-		53,585,683	-	12,656,017	109,890,130
PROPRIETARY FUNDS								
	XXXXXXXXXX				XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
	XXXXXXXXXX				XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
	XXXXXXXXXX				XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
	XXXXXXXXXX				XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
	XXXXXXXXXX				XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
Subtotal Proprietary Funds	XXXXXXXXXX				XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX
TOTAL ALL FUNDS	XXXXXXXXXX				XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX

Budget Summary for Reno-Sparks Convention & Visitors Authority  
(Local Government)

\*\* Include Debt Service Requirements in this column

SCHEDULE A-2 PROPRIETARY AND NONEXPENDABLE TRUST FUNDS

Budget For Fiscal Year Ending June 30, 2025

Budget Summary for Reno-Sparks Convention & Visitors Authority  
(Local Government)

FUND NAME	*	OPERATING REVENUES (1)	OPERATING EXPENSES (2) **	NONOPERATING REVENUES (3)	NONOPERATING EXPENSES (4)	OPERATING TRANSFERS		NET INCOME (7)
						IN (5)	OUT(6)	
Internal Service (Self Insurance)	I	2,613,836	2,867,585	-	-	-	-	(253,750)
<b>TOTAL</b>		2,613,836	2,867,585	-	-	-	-	(253,750)

\* FUND TYPES: E - Enterprise  
I - Internal Service  
N - Nonexpendable Trust  
\*\* Include Depreciation

	(1)	(2)	(3)	(4)
			BUDGET YEAR ENDING 06/30/25	
REVENUES	ACTUAL PRIOR YEAR ENDING 6/30/2023	ESTIMATED CURRENT YEAR ENDING 6/30/2024	TENTATIVE APPROVED	FINAL APPROVED
Taxes:				
Room tax (net)	47,672,993	45,309,701	44,763,260	44,049,353
Subtotal	47,672,993	45,309,701	44,763,260	44,049,353
Miscellaneous:				
Interest earnings	805,444	459,095	344,321	783,333
Rents and royalties	9,806,535	7,276,220	7,358,789	7,358,789
Convention & Visitors Services	359,247	314,860	197,200	202,700
Federal Grants	1,228,159	-	-	-
Other	1,005,483	860,519	-	916,508
Sale of Capital Assets	-	-	645,389	-
Subtotal	13,204,868	8,910,694	8,545,699	9,261,330
SUBTOTAL REVENUE ALL SOURCES	60,877,861	54,220,394	53,308,959	53,310,683
OTHER FINANCING SOURCES				
Transfers In (Schedule T)				
Proceeds of Long-term Debt				
Other				
SUBTOTAL OTHER FINANCING SOURCES	-	-	-	-
BEGINNING FUND BALANCE	19,088,749	21,287,354	14,952,369	22,469,222
Prior Period Adjustments				
Residual Equity Transfers				
TOTAL BEGINNING FUND BALANCE	19,088,749	21,287,354	14,952,369	22,469,222
TOTAL AVAILABLE RESOURCES	79,966,610	75,507,749	68,261,328	75,779,905

[illegible]

[illegible]

[illegible]





	(1)	(2)	(3) (4) BUDGET YEAR ENDING 06/30/25	
			TENTATIVE APPROVED	FINAL APPROVED
<b><u>REVENUES</u></b>				
Interest Earnings	-	-	-	-
Other	-	-	-	-
Subtotal	-	-	-	-
OTHER FINANCING SOURCES:				
Operating Transfers In (Schedule T)				
General	6,444,939	4,293,000	4,500,000	6,623,617
BEGINNING FUND BALANCE	6,053,053	9,138,454	10,535,873	5,274,161
Prior Period Adjustment(s)				
Residual Equity Transfers				
TOTAL BEGINNING FUND BALANCE	6,053,053	9,138,454	5,274,161	5,274,161
TOTAL RESOURCES	12,497,992	13,431,454	9,774,161	11,897,778
<b><u>EXPENDITURES</u></b>				
Capital Outlay	3,359,538	8,157,293	7,683,617	7,683,617
Subtotal	3,359,538	8,157,293	7,683,617	7,683,617
OTHER USES				
CONTINGENCY (not to exceed 3% of total expenditures)				
Transfers Out (Schedule T)				
ENDING FUND BALANCE	9,138,454	5,274,161	2,090,544	4,214,161
TOTAL COMMITMENTS & FUND BALANCE	12,497,992	13,431,454	9,774,161	11,897,778

Reno-Sparks Convention & Visitors Authority

FUND: Capital Projects

## REVENUES

	(1)	(2)	(3) (4) BUDGET YEAR ENDING 06/30/25	
			TENTATIVE APPROVED	FINAL APPROVED
<b><u>EXPENDITURES AND RESERVES</u></b>				
Type: General Obligation				
Principal	-	4,950,000	5,200,000	5,470,000
Interest	2,397,256	3,132,900	2,879,150	2,612,400
Fiscal Agent Charges	4,250	53,500	5,000	57,650
Reserves - increase or (decrease)	-	-	-	-
Other - Paymnet to refunded debt escrow agent	-	-	-	-
Other - Refunding issuance Costs	-	-	-	-
Other - Defeasance	-	-	-	-
<b>Subtotal</b>	<b>2,401,506</b>	<b>8,136,400</b>	<b>8,084,150</b>	<b>8,140,050</b>
<b>TOTAL RESERVED (MEMO ONLY)</b>				
Type: General Obligation				
Principal	-	4,950,000	5,200,000	5,470,000
Interest	2,397,256	3,132,900	2,879,150	2,612,400
Fiscal Agent Charges				
Reserves - increase or (decrease)				
Other - Defeasance	-	-	-	-
<b>Subtotal</b>	<b>2,397,256</b>	<b>8,082,900</b>	<b>8,079,150</b>	<b>8,082,400</b>
<b>TOTAL RESERVED (MEMO ONLY)</b>				
Type:				
Principal				
Interest				
Fiscal Agent Charges				
Reserves - increase or (decrease)				
Other (Specify)				
<b>Subtotal</b>				
<b>TOTAL RESERVED (MEMO ONLY)</b>				
Type:				
Principal				
Interest				
Fiscal Agent Charges				
Reserves - increase or (decrease)				
Other (Specify)				
<b>Subtotal</b>				
<b>TOTAL RESERVED (MEMO ONLY)</b>				
ENDING FUND BALANCE	15,829,426	15,905,047	16,412,585	14,072,397
TOTAL COMMITMENTS & FUND BALANCE	18,230,932	24,041,447	24,496,735	22,212,447

Reno-Sparks Convention & Visitors Authority

SCHEDULE C - DEBT SERVICE FUND

THE ABOVE DEBT IS REPAYED BY OPERATING RESOURCES

<b>PROPRIETARY FUND</b>	(1)	(2)	(3)	(4)
	ACTUAL PRIOR YEAR ENDING 6/30/2023	ESTIMATED CURRENT YEAR ENDING 6/30/2024	BUDGET YEAR ENDING 06/30/25	
			TENTATIVE APPROVED	FINAL APPROVED
OPERATING REVENUE				
User Charges	913,284	2,836,741	2,335,968	2,613,836
Total Operating Revenue	913,284	2,836,741	2,335,968	2,613,836
OPERATING EXPENSE				
Claims expense	955,284	1,948,879	2,434,310	2,797,345
Administrative expense	-	53,260	58,586	70,240
Depreciation/Amortization				
Total Operating Expense	955,284	2,002,139	2,492,896	2,867,585
Operating Income or (Loss)	(42,000)	834,603	(156,928)	(253,750)
NONOPERATING REVENUES				
Interest Earned				
Property Taxes				
Subsidies				
Consolidated Tax				
Total Nonoperating Revenues	-	-	-	-
NONOPERATING EXPENSES				
Interest Expense				
Total Nonoperating Expenses	-	-	-	-
Net Income before Operating Transfers	-	-	-	-
Transfers (Schedule T)				
In				
Out				
Net Operating Transfers	-	-	-	-
CHANGE IN NET POSITION	(42,000)	834,603	(156,928)	(253,750)

Reno-Sparks Convention & Visitors Authority

SCHEDULE F-1 REVENUES, EXPENSES AND NET POSITION

FUND: Internal Service (Self Insurance)

<b>PROPRIETARY FUND</b>	(1)	(2)	(3) (4) BUDGET YEAR ENDING 06/30/25	
	ACTUAL PRIOR YEAR ENDING 6/30/2023	ESTIMATED CURRENT YEAR ENDING 6/30/2024	TENTATIVE APPROVED	FINAL APPROVED
A. CASH FLOWS FROM OPERATING ACTIVITIES:				
Cash received from users	225,494	338,241	469,028	2,867,585
Quasi-external operating with other funds	820,347	2,498,500	1,706,322	2,058,240
Payments to vendors for services & supplies	(981,210)	(2,465,784)	(2,040,917)	(2,867,585)
a. Net cash provided by (or used for) operating activities	64,631	370,957	134,433	2,058,240
B. CASH FLOWS FROM NONCAPITAL FINANCING ACTIVITIES:				
Cash received from other funds	(67,517)	-		
b. Net cash provided by (or used for) noncapital financing activities	(67,517)	-	-	-
C. CASH FLOWS FROM CAPITAL AND RELATED FINANCING ACTIVITIES:				
	-	-	-	-
c. Net cash provided by (or used for) capital and related financing activities	-	-	-	-
D. CASH FLOWS FROM INVESTING ACTIVITIES:				
	-	-	-	-
d. Net cash provided by (or used in) investing activities	-	-	-	-
NET INCREASE (DECREASE) in cash and cash equivalents (a+b+c+d)	(2,886)	370,957	134,433	2,058,240
CASH AND CASH EQUIVALENTS AT JULY 1, 20xx	176,429	173,543	276,953	544,500
CASH AND CASH EQUIVALENTS AT JUNE 30, 20xx	173,543	544,500	411,386	2,602,740

Reno-Sparks Convention & Visitors Authority  
SCHEDULE F-2 STATEMENT OF CASH FLOWS  
FUND: Internal Service (Self Insurance)

ALL EXISTING OR PROPOSED  
GENERAL OBLIGATION BONDS, REVENUE BONDS,  
MEDIUM-TERM FINANCING, CAPITAL LEASES AND  
SPECIAL ASSESSMENT BONDS

- \* - Type  
1 - General Obligation Bonds  
2 - G.O. Revenue Supported Bonds  
3 - G.O. Special Assessment Bonds  
4 - Revenue Bonds  
5 - Medium-Term Financing

- 6 - Medium-Term Financing - Lease Purchase  
7 - Capital Leases  
8 - Special Assessment Bonds  
9 - Mortgages  
10 - Other (Specify Type)  
11 - Proposed (Specify Type)

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
NAME OF BOND OR LOAN List and Subtotal By Fund	*	TERM	ORIGINAL AMOUNT OF ISSUE	ISSUE DATE	FINAL PAYMENT DATE	INTEREST RATE	BEGINNING OUTSTANDING BALANCE 7/1/2024	REQUIREMENTS FOR FISCAL YEAR ENDING 06/30/25 INTEREST PAYABLE	PRINCIPAL PAYABLE	(9)+(10) TOTAL
FUND: Debt Service							\$	\$	\$	\$
2021A Series Refunding	2	11 YRS	\$ 65,760,000	4/2021	7/2032	4.91% Avg.	\$ 65,760,000	\$ 2,612,400	\$ 5,470,000	\$ 8,082,400
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
							\$	\$	\$	\$
TOTAL ALL DEBT SERVICE			\$ 65,760,000				\$ 65,760,000	\$ 2,612,400	\$ 5,470,000	\$ 8,082,400

TRANSFERS IN				TRANSFERS OUT		
FUND TYPE	FROM FUND	PAGE	AMOUNT	TO FUND	PAGE	AMOUNT
GENERAL FUND				Capital Projects	12	6,623,617
				Debt Service	12	6,032,400
SUBTOTAL			-			12,656,017
SPECIAL REVENUE FUNDS						
SUBTOTAL			-			-

TRANSFERS IN						
FUND TYPE	FROM FUND	PAGE	AMOUNT	TO FUND	PAGE	AMOUNT
CAPITAL PROJECTS FUND	General	13	6,623,617			
SUBTOTAL			6,623,617			-
EXPENDABLE TRUST FUNDS						
SUBTOTAL			-			-
DEBT SERVICE	General	14	6,032,400			-
SUBTOTAL			6,032,400			-

TRANSFERS IN				TRANSFERS OUT
FUND TYPE	FROM FUND	PAGE	AMOUNT	TO FUND
ENTERPRISE FUNDS				
SUBTOTAL			-	
INTERNAL SERVICE				
SUBTOTAL			-	
RESIDUAL EQUITY TRANSFERS				
SUBTOTAL			-	
TOTAL TRANSFERS			12,656,017	



**Reno-Sparks Convention and Visitors Authority**

**Unsolicited Proposal Policy and Guidelines**



## **Reno-Sparks Convention and Visitors Authority Unsolicited Proposal Policy and Guidelines**

### **Summary**

An Unsolicited Proposal is defined as a proposal from an outside entity requesting monetary support from the Reno-Sparks Convention and Visitors Authority ("RSCVA") in exchange for outcomes desirable to the RSCVA.

The types of Unsolicited Proposals that may be submitted to the RSCVA include but are not limited to:

- Partnership support
  - o Partnership support is defined as Unsolicited Proposals from organizations for general funding, including but not limited to local businesses, non-profit organizations, and local governments. Such funding may be specific to general causes or outcomes, but the funding is not tied to events.
- Event support
  - o Event support includes Unsolicited Proposals for events that do not meet the eligibility criteria of the Special Event Marketing Sponsorship Program or the Special Event Opportunity Fund (including, but not limited to, events that do not produce room nights, events that are not on an annual basis, events for charitable purposes, etc.)

### **Evaluation Criteria and Process**

To streamline the submission and review process for Unsolicited Proposals, the RSCVA may, at its discretion, accept funding proposals during a designated eligibility window each fiscal year as part of the "Unsolicited Proposals Funding Program." This will be in accordance with the "Unsolicited Proposals Funding Program Parameters" document, which would outline the detailed requirements of the program. The RSCVA is not obligated to announce an eligibility window for the review of unsolicited proposals in any given fiscal year and may choose to do so at its sole discretion.

The RSCVA acknowledges that opportunities warranting an Unsolicited Proposal may arise outside pre-defined eligibility windows. Unsolicited Proposals received outside these windows may be reviewed at the sole discretion of the RSCVA, depending on available funding and internal resources available to review such proposals. However, there are no guarantees that proposals received outside the eligibility windows will be reviewed, and such proposals may be rejected without consideration.

To be considered eligible for funding evaluation, all of the following criteria must be met:

- Spending funds on the Unsolicited Proposal would not violate existing RSCVA policies or Nevada Revised Statutes.
- An Unsolicited Proposal cannot qualify for the Special Event Marketing Sponsorship Program.

- Events that meet the criteria for the Special Event Marketing Sponsorship Program will not be evaluated under the parameters of this policy. All annual special events seeking funding from the RSCVA are required to request such funding pursuant to the process and requirements set forth in the Special Event Marketing Sponsorship Program. Such events will not be eligible for consideration pursuant to this Policy.
- Unsolicited Proposals that fit the eligibility criteria of the Special Event Opportunity fund should seek funding through the Special Event Opportunity fund, rather than seeking funding directly as an Unsolicited Proposal.
- The Unsolicited Proposal should include a detailed budget outlining how the requested funds will be allocated and utilized.
- The Unsolicited Proposal must demonstrate how the funding from the RSCVA would be utilized to actively solicit tourism and gaming and/or to support initiatives that contribute to these objectives.
- The Unsolicited Proposal must clearly state the benefit that the RSCVA would receive if the proposal were funded.
- An Unsolicited Proposal must clearly state how the event or cause seeking funding furthers the mission statement of the RSCVA.
  - The mission statement of the RSCVA is: "To attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities."

Unsolicited Proposals will be subject to an evaluation process based on the dollar amount of the request as follows:

Evaluation process for Unsolicited Proposals \$10,000 and under:

- 1) Unsolicited Proposals will be reviewed to ensure they are valid for evaluation (meet all eligibility criteria defined above) by the CEO and Senior Staff.
- 2) Unsolicited Proposals that are determined to be valid will be assessed by the CEO and Senior Staff.
  - a. Such assessment may include, but is not limited to:
    - Comparing the dollar amount of the request for funding to the value of the proposed benefit of the RSCVA.
    - Reviewing historical funding given to the organization and/or cause.
    - Considering the alignment of the proposal with the RSCVA's strategic plan and current year annual goals.
    - Considering any potential risks or challenges associated with the proposal.
    - Conducting meetings with proposers to gather additional information or clarify details of the proposal.
- 3) After assessment, the CEO and Senior Staff will make a recommendation as to whether to reject the proposal, partially fund the proposal, or fully fund the proposal.
- 4) All final funding determinations will be made by the CEO.

Evaluation process for Unsolicited Proposals over \$10,000:

- 1) Unsolicited Proposals will be reviewed to ensure they are eligible for evaluation (meet all eligibility criteria defined above) by the CEO and Senior Staff.
- 2) Unsolicited Proposals that are determined to be valid will be assessed by the CEO and Senior Staff.

- a. Such assessment may include, but is not limited to:
  - Comparing the dollar amount of the request for funding to the value of the proposed benefit of the RSCVA.
  - Reviewing historical funding given to the organization and/or cause.
  - Considering the alignment of the proposal with the RSCVA's strategic plan and current year annual goals.
  - Considering any potential risks or challenges associated with the proposal.
  - Conducting meetings with proposers to gather additional information or clarify details of the proposal.
- 3) After assessment, the CEO and Senior Staff will make a recommendation as to whether to reject the proposal, partially fund the proposal, or fully fund the proposal.
- 4) All Unsolicited Proposals over \$10,000, along with CEO and Senior Staff recommendations, will be presented to the Finance and Facilities Committee for their review and advisory recommendations.
- 5) The advisory recommendations of the Finance and Facilities Committee will be presented to the full RSCVA Board of Directors for review on a future agenda.
- 6) The decision of the Board of Directors regarding whether to reject the proposal, partially fund the proposal, or fully fund the proposal will be considered final.

### **Other**

- It is the RSCVA's intention to have a portion of its budget allocated on an annual basis towards providing funding for qualifying Unsolicited Proposals that meet certain criteria and are in direct alignment with the RSCVA's mission. However, such funding is dependent on the RSCVA's financial conditions and dependent on required budget approval from the Board of Directors.
- It is not the requirement or intent of the RSCVA to fully commit all dollars budgeted for Unsolicited Proposals during the fiscal year.
- The RSCVA may reduce or eliminate budget allocations for Unsolicited Proposals at any time, at its sole discretion, with or without notice.
- It is best practice for the above processes and procedures to be followed before an Unsolicited Proposal is placed on an agenda for the Finance and Facilities Committee Agenda or RSCVA Board Agenda.
- Once a funding determination has been made, that decision will be considered final and the RSCVA will not accept appeals to a funding decision through the Board of Directors, CEO, or staff.
- If at any point the Unsolicited Proposal (in full or any components) is deemed to be a procurement subject to the competitive bidding requirements of NRS, the RSCVA will discontinue the evaluation of the proposal.

- Proposals will not be considered with incomplete information.
- While the above guidelines are intended to be followed, the RSCVA reserves the right to review and/or approve and/or deny Unsolicited Proposals at any time.



**Unsolicited Proposal Submission Form  
Reno-Sparks Convention and Visitors Authority (RSCVA)**

Organization Name:

Proposal Name:

Total Amount of Funds Requested:

Date(s) the Funds Would Be Spent:

Description of Unsolicited Proposal:

How would funding for the Unsolicited Proposal be utilized to actively solicit tourism and gaming, and/or to support initiatives that contribute to these objectives?



**Unsolicited Proposal Submission Form  
Reno-Sparks Convention and Visitors Authority (RSCVA)**

What benefit would the RSCVA receive if the Unsolicited Proposal is funded?

How does this Unsolicited Proposal further the mission statement of the RSCVA?

"To attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities."

Other:

- ☐ I have attached a copy of the Unsolicited Proposal, including:
- ☐ Detailed budget outlining how the requested funds would be allocated and utilized.
- ☐ This Unsolicited Proposal does not qualify for funding under the Special Event Marketing Sponsorship Program.

Submission Information:

Name of Main Contact for Unsolicited Proposal:

Title

Email Address:

Phone Number:

Submission Date:



P.O. Box 837  
Reno, NV 89504 USA  
t: 775.827.7600  
[VisitRenoTahoe.com](http://VisitRenoTahoe.com)

To: Reno Tahoe Board of Directors  
From: Tasha Holloway, Sr. Marketing Events Manager  
Cc: Mike Larragueta, President & CEO  
Date: May 30, 2024  
Subject: 2024/25 Fiscal-Year Special Event Marketing Sponsorship  
Recommended Award Allocations

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### Executive Summary

This report summarizes the President/CEO recommendations for the allocation of 2024/25 fiscal-year Special Event Marketing Sponsorship.

Reno Tahoe facilitates a Special Event Marketing Sponsorship program for annual special events. The program is characterized as a partnership (corresponding to a sponsorship), rather than a grant, and is an opportunity that provides financial resources that enable events to broaden efforts as it relates to advertising and marketing initiatives. The resulting funding partnerships also present sponsorship opportunities to Reno Tahoe to expand our own marketing and sales efforts.

Applications are accepted twice a year, with the primary opening prior to the start of the new fiscal year and the second as an opportunity for any new events in autumn of the current fiscal year. Applying does not imply that funding will be awarded. Applications are reviewed by a team of Reno Tahoe managers and executive staff, and their allocation recommendations are provided to the President/CEO, who then formulates a recommendation to be presented to the Reno Tahoe Board of Directors for approval. The application deadline for 2024/25 funding consideration was April 1, 2024. The proposed 2024/25 Special Event Marketing Sponsorship program allocates \$500,000 to forty-three (43) events and additional marketing opportunities, including funds for potentially new events applying later in the fiscal year. Forty-four (44) events representing \$1,453,494 in total requests were received.

### Background/Analysis

In February 2007, the Reno Tahoe Board of Directors approved an annual special events funding program. Additional modifications were approved by the Board in March 2010, September 2011 and August 2016. Specific to this sponsorship, special events are currently defined as:

*An organized annual event that generates overnight visitors for two or more Washoe County lodging properties, as well as out-of-area marketing exposure, and is of interest to the general public. Historically these events have included, but are not limited to: festivals, fairs, community events and certain sporting events. Qualified events must reinforce Reno Tahoe's branding message, provide Reno Tahoe with a sustainable and appealing destination message, and attract overnight visitors.*

Events play an integral role in the destination's appeal to potential visitors and positively impact our community in many ways:

- **Room Nights:** Events motivate travelers to visit the destination, thereby generating new incremental room nights at desirable rates for Washoe County lodging properties.
- **Destination Awareness:** Events can generate awareness and positive perception for the destination because of their out-of-market advertising, social media and promotional efforts.
- **Repeat Visitation:** Visitors who come to the destination and have an enjoyable experience at an event may be more likely to return in the future.
- **Reno Tahoe Messaging:** Events enhance Reno Tahoe's destination branding and communications to promote Reno Tahoe.
- **Economic Impact:** Out-of-market spectators and participants who travel to the destination because of an event contribute to the financial vitality of Washoe County.

Applications were evaluated by a committee comprised of Reno Tahoe managers and executive staff who are knowledgeable and experienced in the event industry. The evaluation process included an analysis of each event's submitted information and incorporated discussion about the applicant's current (or potential) benefit to the destination.

Events are judged on their written submission, the funding that is available and the destination's current situation analysis. Money may also be allocated to a Contingency Fund for potential new events or for educational and marketing opportunities. Only events that are new to the destination may apply for funding outside of the normal application cycle and must submit the same application and meet the same requirements as events participating within the funding cycle.

The proposed funding allocations are based on a qualitative, rather than a quantitative, analysis that include the following considerations:

- **Application:** Is the application complete; were all questions answered and required information provided? Was the submitted information reasonable, viable and compelling?
- **Event Dates:** Does the event occur in a "need" period or during an already busy visitor season? Would its absence adversely affect lodging occupancy? Is the event definite or tentative pending assessment by the producing organization regarding its viability or outcome of the funding awards?
- **Annual Occurrence:** Is there a term limit regarding the number of years that event can/will be held in the destination? Will the event be held annually? Does it have potential for growth and long-term sustainability?
- **Attendance:** What is the projected attendance, including participants (if applicable) and spectators? What percentage is estimated to be locals versus out-of-market visitors? Can the event expand upon their current attendance? Are there capacity constraints?
- **Room Nights:** What are room night projections? Is there a potential for growth in overnight stays with additional marketing efforts? Is the funding request reasonable when compared to the room nights that can potentially be generated?

- **Uniqueness, Appeal and Positive Alignment:** Is the event unique and/or iconic to the destination? Are there similar events in primary visitor markets? Would the event appeal to potential visitors? Does the event align with Reno Tahoe's mission? Does it positively highlight the communities of Reno, Sparks, Incline Village, Crystal Bay and/or Washoe County?
- **Out-of-Market Awareness:** Can the event generate out-of-market awareness for the destination that increases the likelihood of attracting overnight visitors? Awareness can be in the form of traditional advertising, social media, web-based efforts or earned media value. Does it support Reno Tahoe branding and messaging?
- **Financial:** Is the event financially stable? Is the funding request less than 25% of the event's cash operating budget? Is the event dependent on Reno Tahoe funding to occur? In the case of a new event, does it have a realistic plan to sustain through "year one" such as revenue and expense projections, marketing plan, estimated attendance and room nights?
- **Funding Use:** Does Reno Tahoe funding make a difference? Did the event clearly demonstrate how Marketing Sponsorship would be used to augment their marketing, advertising and promotional efforts? Would a reduced award, or no award, negatively impact event's ability to maintain or grow their promotional efforts?
- **Television or Webcast Affiliation:** Will the event be aired on network TV, cable TV or Webcast as a scheduled broadcast? Is the broadcast professionally produced and does it positively highlight the destination? What is the potential viewership and who is the audience?
- **Sponsor Amenities:** Will the event extend sponsorship amenities to Reno Tahoe that support its mission and/or strategic objectives. Do the potential amenities offer an opportunity for Reno Tahoe to broaden its own marketing, sales or promotional efforts to a new audience?
- **Facility/Venue:** Does the event take place in a Reno Tahoe facility and receive concessions?

In addition to supporting events that impact room nights, the panel felt it was also essential to assist events that enhance the arts, cultural heritage and social diversity, as well as events that align with Reno Tahoe's "Ambition" brand.

### Fiscal Impact

The Special Event Marketing Sponsorship is a planned marketing program, traditionally incorporating a \$500,000 recommended allocation.

### Recommendation

The RSCVA President/CEO recommends that the Reno Tahoe Board of Directors accept this report and approve the distribution recommendations for 2024/25 Special Event Marketing Sponsorship as follows:

#### **Emerging Events:**

Reno Night Market: \$0  
 Northern Nevada Celtic Ceilidh: \$2,000  
 Rollin' Reno: \$2,500  
 Gamblers Run Music Festival: \$2,500  
 Pops at the Field: \$2,500

The Biggest Little Block Party in the World: \$2,500  
Believe in Reno: \$2,500  
Legends of Beer Festival: \$5,000  
Dark Corner Haunted House: \$5,000  
Race for the Rail: \$7,500  
Dragon Lights Reno: \$10,000  
Neon Nites: \$15,000  
Legion Sports Fest: \$15,000  
Reno Music Festival: \$15,000  
High Desert Reggae Festival: \$15,000  
Rebels and Renegades Music Festival: \$15,000  
Reno Tahoe International Art Show: \$25,000  
Reno Air Show: \$30,000

**Established Events:**

Reno Ukelele Festival: \$900  
Coors Light Boneyard Blast: \$1,500  
Sierra Nevada Honey and Lavendar Festival: \$2,000  
Bowers Bluegrass Festival: \$2,000  
Comstock Arabian Spring Fiesta: \$2,500  
Northern Nevada Intl Dragon Boat Festival: \$4,000  
PCCHA Road to Reno: \$5,000  
Western States Finals: \$5,000  
Reno Jazz Festival: \$5,000  
Dancing in the Streets: \$7,500  
Numaga Indian Days: \$8,000  
Street Vibrations Spring Rally: \$10,000  
Northern Nevada Pride: \$10,000  
TEDxReno: \$10,000  
Region 3 Championship Show: \$11,000  
Reno River Festival: \$12,000  
Lake Tahoe Shakespeare Festival: \$15,000  
Reno Snaffle Bit Futurity: \$15,000  
OffBeat Music Festival: \$15,000  
Cordillera International Film Festival: \$15,000  
Bass Camp Festival: \$15,000  
Classical Tahoe: \$15,000  
ACTRA National Finals: \$20,000

**Legacy Events:**

Street Vibrations Fall Rally: \$10,000  
Artown: \$25,000  
The Great Reno Balloon Race: \$35,000

Marketing Opportunity Funds: \$51,600

\*To be used for incoming event funding opportunities and other marketing support for special events as deemed appropriate by the Special Event Funding Panel.

## **Recommended Motion**

**The RSCVA President/CEO recommends the following motion: The Board moves to approve the distribution recommendations for 2024/25 Special Event Marketing Sponsorship as the staff has presented.**