

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
REGULAR MEETING OF THE BOARD OF DIRECTORS  
Thursday, June 27, 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 June 27, 2024, Regular Meeting of the Board of Directors**

For Possible Action

**C2. Approval of the Minutes of the May 30, 2024, Regular Meeting of the Board of Directors**

For Possible Action

**C3. Approval of the Property, Casualty, and Workers Compensation Insurance Policies for Fiscal Year 2024-2025 and Related Coverages in an Aggregate Amount not to Exceed \$888,058 With the Various Insurance Carriers Identified in the Supporting Materials.**

For Possible Action

**D. PRESENTATIONS**

**D1. Presentation: BVK (Agency of Record) Update**

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

Information Only

**D2. Presentation: Portable Indoor Track Update**

Shelli Fine, Director of Sports Development, will present to the RSCVA Board of Directors an update on the portable indoor track.

Information Only

**D3. Reno-Sparks Convention and Visitors Authority Department Updates**

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

Information Only

**E. BOARD MATTERS**

**E1. Review, Discussion, and Possible Action Regarding Contract Extensions for BVK, Reno Tahoe's Agency of Record and Partner Agency for Paid Media**

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve the authorization of the President and CEO to execute agreements with BVK for the extension of current contracts for Agency of Record (aka Integrated Marketing Agency) in an amount not to exceed \$340,000 and Paid Media in an amount not to exceed \$413,000 for a term not to exceed 12 months.

For Possible Action

**E2. Review, Discussion, and Possible Action to Approve Contracts with KPS3 for Website Search Engine Optimization, Maintenance/Repair/Optimization (MRO), and Website User Experience Optimization (A/B testing).**

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve the authorization of the President and CEO to execute agreements with KPS3 for professional services related to website search engine optimization, technical maintenance/repair/optimization for the visitrenotahoe.com and rscva.com websites, and user experience optimization of the new visitrenotahoe.com website in an amount not to exceed \$313,000 for a term not to exceed 12 months.

For possible action

**E3. Review, Discussion and Possible Action to Award RFP 2024-MKT01 Public Relations Agency**

**of Record, and Local Media & Community Engagement services**

The RSCVA Board of Directors is being asked to review, discuss and possibly approve the authorization of the President and CEO to execute agreements with The Decker/Royal Agency to act as Reno Tahoe's Public Relations Agency of Record in an amount not to exceed \$115,000 per year for a term of two years; and with Good Giant to handle Local Media & Community Engagement services in an amount not to exceed \$45,000 per year for a term of two years.

For possible action

**F. APPOINTMENT OF BOARD MEMBERS**

**F1. RSCVA Board Appointment of Reno Tahoe Airport Authority (RTAA) Board of Director's Seat Pursuant to NRS 244A.601(1)(d)(1)**

The elected public official members of the Board of Directors will consider the appointment of a representative to the RSCVA Board nominated by the Reno Tahoe Airport Authority. The nominee's appointment will become effective July 1, 2024, and will be for a term of two years. The RTAA has submitted the following names for consideration:

Shaun Carey

Richard Jay

For Possible Action

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

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

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, May 30, 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, May 30, 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 Lieutenant Governor Stavros Anthony 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 **[via Zoom]**  
Greg Long, RSCVA Board Member  
John East, RSCVA Board Member  
Rick Murdock, RSCVA Board Member  
Eddie Ableser, RSCVA Board Member

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

Richard Jay, RSCVA Board Member

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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

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

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

**Motion:** Approval of the agenda of the May 30, 2024 meeting and the minutes of the April 25, 2024, meeting.

**Moved by:** Board Member Ableser

**Seconded by:** Board Member Long

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

**Nay:**

**Absent:**

**Abstain:**

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

**D. PRESENTATIONS**

**D1. Presentation: Travel Nevada**

Lieutenant Governor Stavros Anthony and Travel Nevada CEO Rafael Villanueva presented a high-level update on visitation programming, sales, and marketing activities in Nevada.

Stavros Anthony is chair of the Nevada Tourism Commission and oversees the Nevada Department of Tourism and Cultural Affairs. He highlighted great tourist destinations in Nevada and has been giving voice to the value of tourism in the state.

CEO Rafael Villanueva shared that Travel Nevada focuses on several segments including marketing, research, public relations, and industry development. Statewide statistics for tourism in 2023 reveal it was a successful year, with 52 million visitors, \$32 million collected in room tax, 55.4 million room nights occupied, and an occupancy rate of 78.2%. Tourism in the state is a \$75 billion industry and provides \$5.5 billion in state and local taxes, represents 20% of jobs in Nevada, and provides a household tax savings of \$4,800.

Rural statistics for tourism in 2023 reveal a record \$1.26 million in room tax collection, 5.45 million visitors, and 3.25 million room nights occupied. The goal for the organization is to enhance visitor experience and continue to bring visitation to rural areas in the state.

Travel Nevada is set to receive \$9 million in grants to build two adventure centers (hubs for outdoor recreation) in Boulder City and Carson City. The goal is to break ground the first quarter of 2025, with the project to be completed approximately one year later.

The Board thanked Travel Nevada for the presentation and for the work they are doing to support and promote all tourism jurisdictions in the state.

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

Erin Francis-Cummings from Future Partners shared the results of the 2023 Visitor Profile Research Study that tracked visitor experience to better understand primary travel motivators and activities associated with Reno Tahoe. She explained how the research was designed, the methodologies used, and shared recent macro trends to provide context for the study results. She shared a profile of the Reno Tahoe visitor in 2023 and detailed the health of the Reno Tahoe tourism brand and explained Washoe County resident sentiment towards tourism.

Trends that impact the travel outlook and travel behaviors of visitors include:

- Americans' excitement for travel, which remains at near record levels.
- A healthy travel outlook, with 90% of American travelers having at least one trip planned.
- Aspirational domestic travel destinations that include areas in the state.
- The desire for value in travel that transcends income strata.

Other trends include the appeal of visiting "dupes," the popularity of undiscovered or off-the-beaten path travel destinations, and the popularity of dry-tripping.

The profile of visitors in 2023 were younger (millennials), women, BIPOC, and travelers with kids. Spending time and making memories with family, trying new things, and experiencing new cultures were the strongest travel motivators. When selecting destinations, visitors prioritized good value for money, followed by water access and an inclusive, welcoming atmosphere.

The average overall stay was 2.6 nights across all visitors. Visitors spent close to \$600 per day in Reno Tahoe, mostly on restaurants and accommodations. Gaming, visiting Lake Tahoe, and shopping were the most popular visitor activities in 2023.

Most visits were motivated by specific activities, with gaming being the most popular. Most visitors were highly satisfied with their trip to Reno Tahoe, with target personas reporting significantly higher satisfaction. A "vibrant and fun atmosphere" rings most true to visitors about Reno Tahoe, while "sophistication and edginess" resonated less.

The gap between interest and near-term intent on visiting the state highlights a significant opportunity to convert intrigue into bookings. Those who have visited recently were interested in coming back.

Reno Tahoe excels in delivering on its core strengths of outdoor recreation and gaming, but event experiences resonate less strongly with likely audiences. Reno Tahoe's target audiences and outdoor enthusiasts do not fully appreciate the destinations après-activity offerings. This can be an opportunity for growth for the state.

Although there is room for greater reach, Reno Tahoe advertisements leave an impression. Social media is the most consumed media type and is a source of inspiration for four in ten travelers. Reno Tahoe's integrated marketing campaign content significantly boosts

its reach. One in five target travelers has visited Reno Tahoe's website in the past year, making it the most frequented channel behind Facebook and Instagram.

Generally, resident sentiment towards tourism is positive, with many seeing its benefit to the economy and to the community's enrichment.

Six things that Reno Tahoe did well in 2023:

1. Added vibrancy to the community.
2. Attracted younger and more diverse visitors.
3. Inspired overnight visitors to stay longer.
4. Improved its family and value brands.
5. Developed a more versatile image.
6. Capitalized on its owned channels.

The Board asked how important gaming is to tourism in the region. Erin Francis-Cummings stated that gaming supports the tourism drive.

The Board asked about the sample size and whether the responses were specific to certain seasons. Erin Francis-Cummings stated that the sample size was 548 travelers over the past 12 months, but the intention is to do multiple waves of the survey research to build on responses and to target both winter visitors and summer visitors. This is a years-long research study conducted online, which allows for the surveys to be conducted often.

Mr. Lock asked what percentage of the outreach is focused on locals. Erin Francis-Cummings shared that there are no dedicated marketing dollars for locals, as most of the focus is outside of the region. She expressed that work can be done to boost local sentiment towards tourism and engage locals.

## **E. BOARD MATTERS**

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

**Motion:** To approve and adopt the RSCVA 2024-2025 budget as presented.

**Moved by:** Board Member Hill

**Seconded by:** Board Member East

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

**Nay:**

**Absent:**

**Abstain:**

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

The fiscal year 2024-2025 budget was presented to and approved by the Finance and Facilities Committee on May 10, 2024. Courtney Jaeger and RSCVA staff gave a summary of the overall budget and financial policies, presented general fund revenue and expenses, and reviewed RSCVA's other funds.

The budget is largely guided by the Board's financial policies for the strategic plan. The

current policy is to strive towards an unassigned general fund balance goal of 15-17% of expenses, approximately two months of operating expenses. The budget dedicates up to 10% of the annual room tax collections towards capital expenses, with up to \$2 million retained in the rainy-day fund. To maintain appropriate allocations for existing Board initiatives, up to \$3 million is now allocated for the air service fund annually, and up to \$1 million for special event funding annually.

In the general fund revenues and resources, the largest portion of the budget comes from the room tax at \$44 million, then the facilities revenues at \$7 million.

The overall composition of general fund expenses has stayed consistent with previous years. The largest category of spending is payroll and related costs followed by promotion and advertising and supplies and services%. The two highest general fund expenditures by department include the marketing and air service fund followed by facilities

The Board asked for clarification on the three new full-time staff positions budgeted in payroll. The staff positions include a creative director within the marketing department, an administrative assistant in sales, and an HR director.

The Board also recommended looking into the cost savings and grants available to make the facilities more environmentally green. The Board suggested hiring a grant writer or an advisor to research and advise on available federal grants available for sustainable upgrades to the facilities.

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

**Motion:** To approve the revised Unsolicited Proposals policy.

**Moved by:** Board Member Hill

**Seconded by:** Board Member Murdock

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

**Nay:**

**Absent:**

**Abstain:**

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

Mike Larragueta stated that the intent of the Unsolicited Proposals policy is to have senior RSCVA staff review all submissions for funding. The proposals would be divided in two categories: asks below \$10,000 and asks above \$10,000. Amounts below \$10,000 would not be brought to the Board for approval. Instead, senior staff would review the proposals to ensure they meet the criteria before deciding to approve or deny the funding request. Unsolicited proposals above \$10,000 would first go to senior staff to ensure required criteria is met, then would be presented to the Finance Committee before a decision is made as to whether the proposal would go to the Board for their consideration. The goal is vet the process based on criteria outlined in the policy before request are brought forth to the Board

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

**Motion:** To approve the FY 2024-2025 President/CEO goals.

**Moved by:** Board Member Ascuaga

**Seconded by:** Board Member Murdock

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

**Nay:**

**Absent:**

**Abstain:**

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

Mr. Larragueta and RSCVA staff presented the seven goals outlined for the President and CEO for fiscal year 2024-2025:

1. Group Room Night Goals
  - Increase group room nights 10% over fiscal year 2023-2024. The target is 261,122 produced group room nights.
2. Marketing Goals
  - Achieve an average paid media engagement rate of 5% or higher.
  - Achieve a partner referral per user of 0.14 or higher (20% increase).
  - Secure 215 or more earned media placements (10% increase).
3. Leisure Room Night Goals
  - Produce 634,110 cash hotel room nights by 11 hotel properties via tourism sales and third party (2% increase).
4. Facility Revenue Goals
  - Achieve \$6,435,595 in revenue for RSCC, NBS, REC, and RSLEC (by the venue sales and event team; this includes rent, audio visual, IT, parking, labor, equipment rental, facility fees, and other ancillary revenues).
5. Community Engagement Goals
  - Participate in 20 community activities per year, including public service, speaking engagements, government affairs, or City council meetings.
6. Staff Retainment Goals
  - Improve full-time staff retainment by 5%, focusing on voluntary terminations
7. Staff Survey Goals
  - Enhance workplace culture and productivity by implementing a staff satisfaction survey including a component for CEO feedback.

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

**Motion:** To approve the 2024-2024 Special Event Marketing Sponsorship Funding recommended award allocations.

**Moved by:** Board Member Hill

**Seconded by:** Board Member Long

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

**Nay:**

**Absent:**

**Abstain:**

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

The recommended allocations for fiscal year 2024-2025 were outlined in the Board package. The Special Events Marketing Sponsorship funding looks to fund events with strong marketing plans that could drive more out of town visitation. Forty-three of the 44 events that applied received funding. The total amount requested was \$1.4 million.

**F. ADDITIONAL PRESENTATIONS**

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

The RSCVA department updates were included in the packets to the Board. Mr. Larragueta shared that the Spotlight Employee of the Month for April was Daniel Marquez and reminded the Board of upcoming in-market events and tradeshow.

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

Chair Bybee read a report from Mr. Jay regarding an update on the FAA reauthorization, air service, and improvements on and near the airport.

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

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

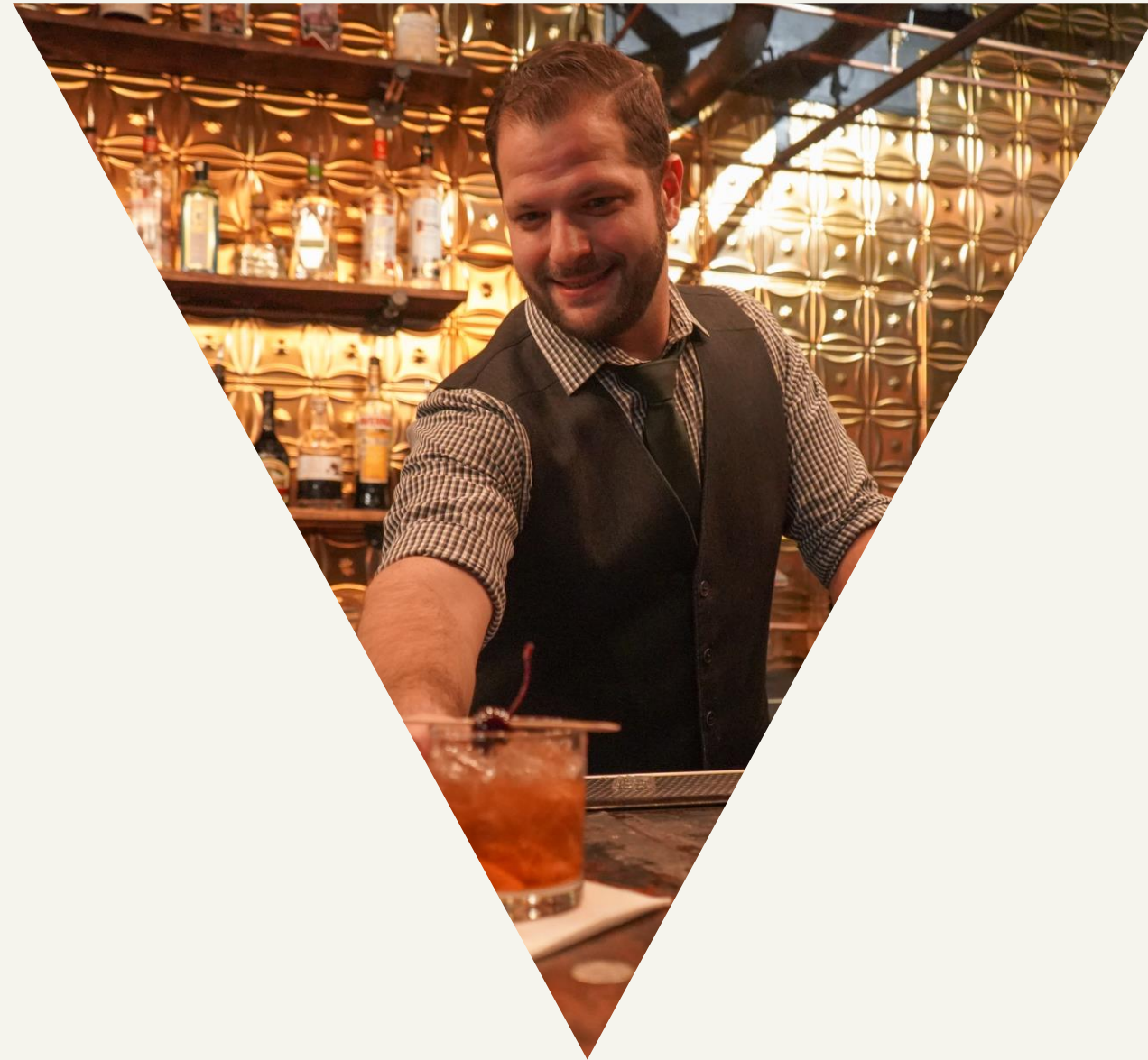
**I. ADJOURNMENT**

Chair Bybee adjourned the meeting at 11:59 am.

The meeting may be viewed at the following:

05/30/2024 RSCVA BOD Mtg <https://www.youtube.com/watch?v=XsrzalGCa1U>

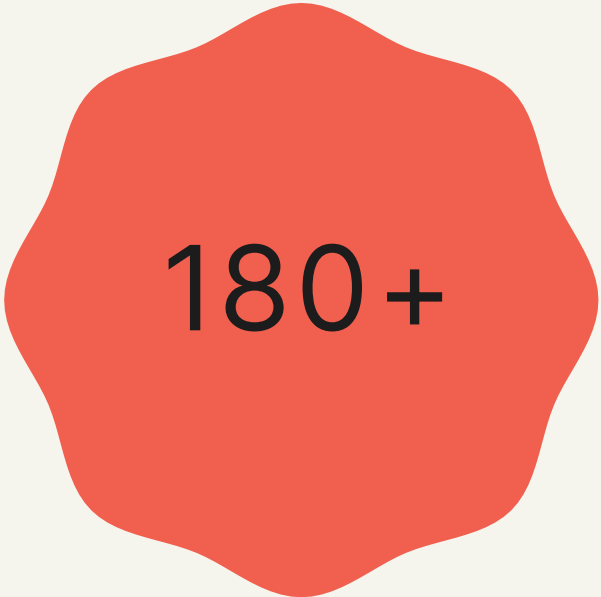




# RSCVA Board Meeting

Reno | June 27





Full-Time  
Employees



Annual  
Billings

# AdAge

Top 20 Independent

40 Years Hospitality  
Experience

Milwaukee  
Headquarters

## Strategic Partnerships





The strategic plan is the North star that guides our planning process. We measure progress toward plan goals and create strategies & tactics to accomplish stated goals.

Leverage insights across many sources to inform the plan.

Leverage Research  
Visitor Profile  
Brand Health  
Ad Effectiveness

Review Performance  
Media engagement rates  
Website performance  
Partner Referrals

Competitive Audit  
To identify areas of overlap  
opportunity

Cultural/Travel Trends  
Understand what’s driving demand  
and consumer desire

**Future Partners**



KANTAR



The paid media campaign was successful in moving potential visitors through the funnel from awareness to consideration to conversion.

- 72% researched Reno Tahoe as a travel destination.
- 38% added additional activities.
- 56% plan to visit in the next 2 years. 41% in the next 12 months. (+20pt lift unaware)
- 93% liked the ads.

1 in 3  
Ad Aware Booked  
A Trip

# Progress Toward Changing Audience Dynamics

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The average age of visitors is decreasing from 53 to 45.

Millennials are the most represented generated at 34%.



The number of families visiting is growing from 37% to 40%.



The household income for visitors is increasing from \$94,337 to \$97,039.

# Efficient Performance

- Impressions increased by 223% following launch of NO LIMITS
- Clicks increased by 92%
- CPC decreased by 29%
- CPM decreased by 58%







# Insights & Action Areas





# Integrated Approach to Drive Awareness and Visitation



INSIGHT

STRATEGY

TACTICS

Discovery

39% of target travelers are interested in visiting in the next 2 years, behind Las Vegas (58%), San Diego (54%) and Los Angeles (45%)

Drive awareness of Reno Tahoe and showcase No Limits

Partnerships  
Video  
Audio  
Paid Social  
Display/Native

Research

The reach of integrated marketing exceeded that of paid advertising alone (20% awareness of paid ads vs. 37% awareness of paid, earned or owned content).

Identify and capitalize on travel interest, placing Reno Tahoe in consideration

Video  
Display/Native  
Paid Social  
Paid Search  
Travel

Commit &  
Book

Of those 39% who are interested, 21% are planning to visit in the next year.

Solidify plans, encourage reservations, and help build itineraries

Paid Search  
Travel  
OTAs  
Display/Native  
Retargeting

# Driving Visitation with Key Audiences



## 25-54 with Millennial Focus

The average age of the 2023 Reno Tahoe visitor was 45 and Millennials comprise the largest share.

## Gaming & Outdoors Enthusiasts

1 in 3 visitors say gaming was their primary driver and 9 in 10 feel Reno Tahoe delivers on gaming and 81% rate it highly on outdoor recreation (81%).

## Diverse Travelers

27% of our visitors identify as BIPOC, and nearly 1 in 10 of visitors identify as LGBTQ.

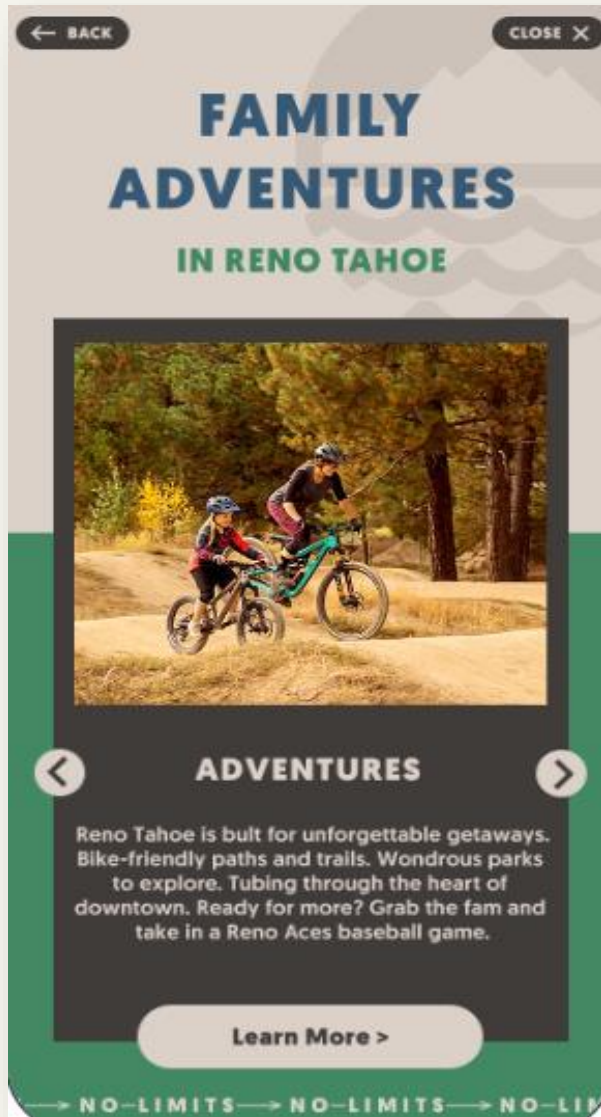
## Family Friendly

1 in 3 visitors traveled with children under 18. Family-friendly activities are important and strongly associated with Reno Tahoe (76%).

Maintain momentum through custom content, contextual targeting and like-minded brand partnerships.



# Custom Content – Dynamic Video Unit



[Dynamic Video Unit Preview Link](#)



# Increasing Accessibility, Spend and Length of Stay

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## Air Access & Fly Markets

Target visitors find it important for a destination to be easily accessible by car or plane however they don't rate this as a strength of Reno Tahoe.

## Visitor Dispersion

6 in 10 recent visitors visited downtown Reno, followed by Incline Village (41%), the Midtown District (29%) and the Riverwalk District (26%).

## Length of Stay

A good proportion of visitors are driving from within the state (13% of visitors came from Vegas) or from California. Visitors within shorter driving distances don't stay as long.

# Evolved Market Approach



Revaluated markets to focus on strongest opportunities for visitation, length of stay and spend.

Considered:

- Consumer Spending
- Visitation
- Audience Concentration
- Proximity
- Direct Flights

Shift to Drive & Fly markets, reducing total markets (37 to 26).

## Drive (Primary) – 49% of Visitation

San Francisco-Oakland-San Jose CA  
Los Angeles CA  
Las Vegas NV  
Sacramento-Stockton-Modesto CA

## Drive (Secondary) – 14% of Visitation

Boise ID	Salt Lake City UT
Chico-Redding CA	San Diego CA
Fresno-Visalia CA	Santa Barbara-Santa Maria-San Luis Obispo CA
Monterey-Salinas CA	
Portland OR	

## Fly (Secondary) – 9% of Visitation

Atlanta, GA	Houston TX
Chicago IL	Phoenix AZ
Dallas-Ft. Worth TX	
Denver CO	

# Partnerships, Content and Tactics

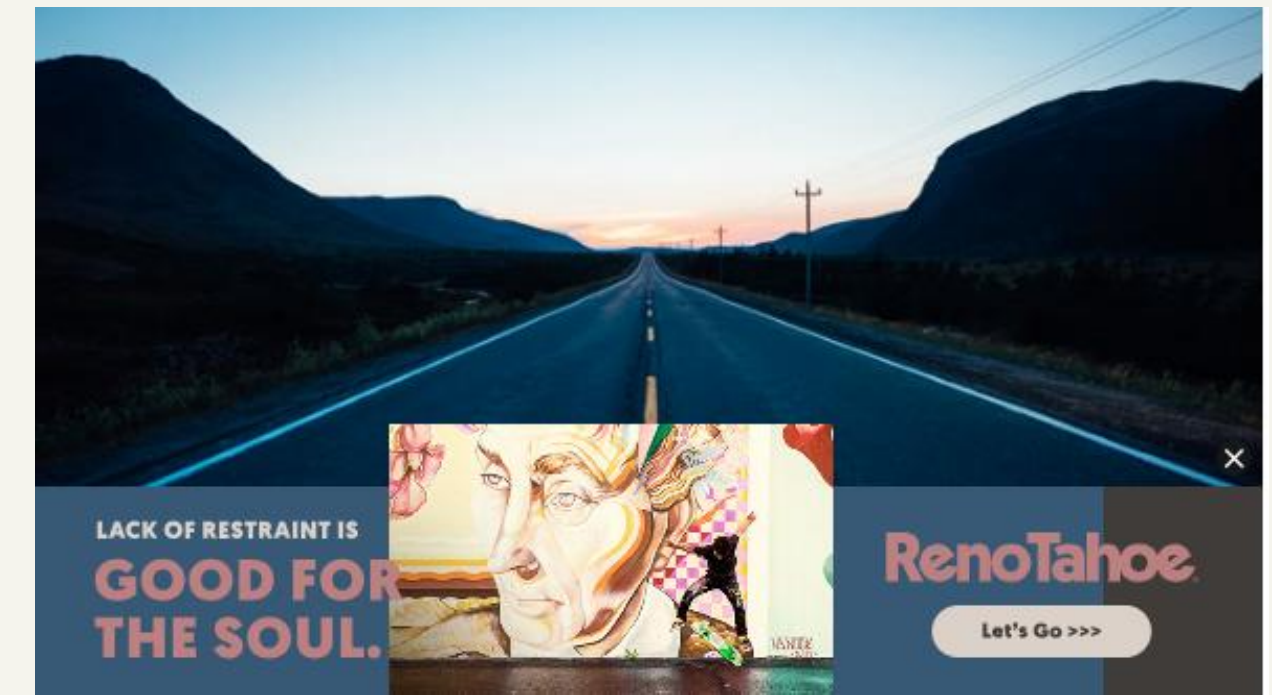
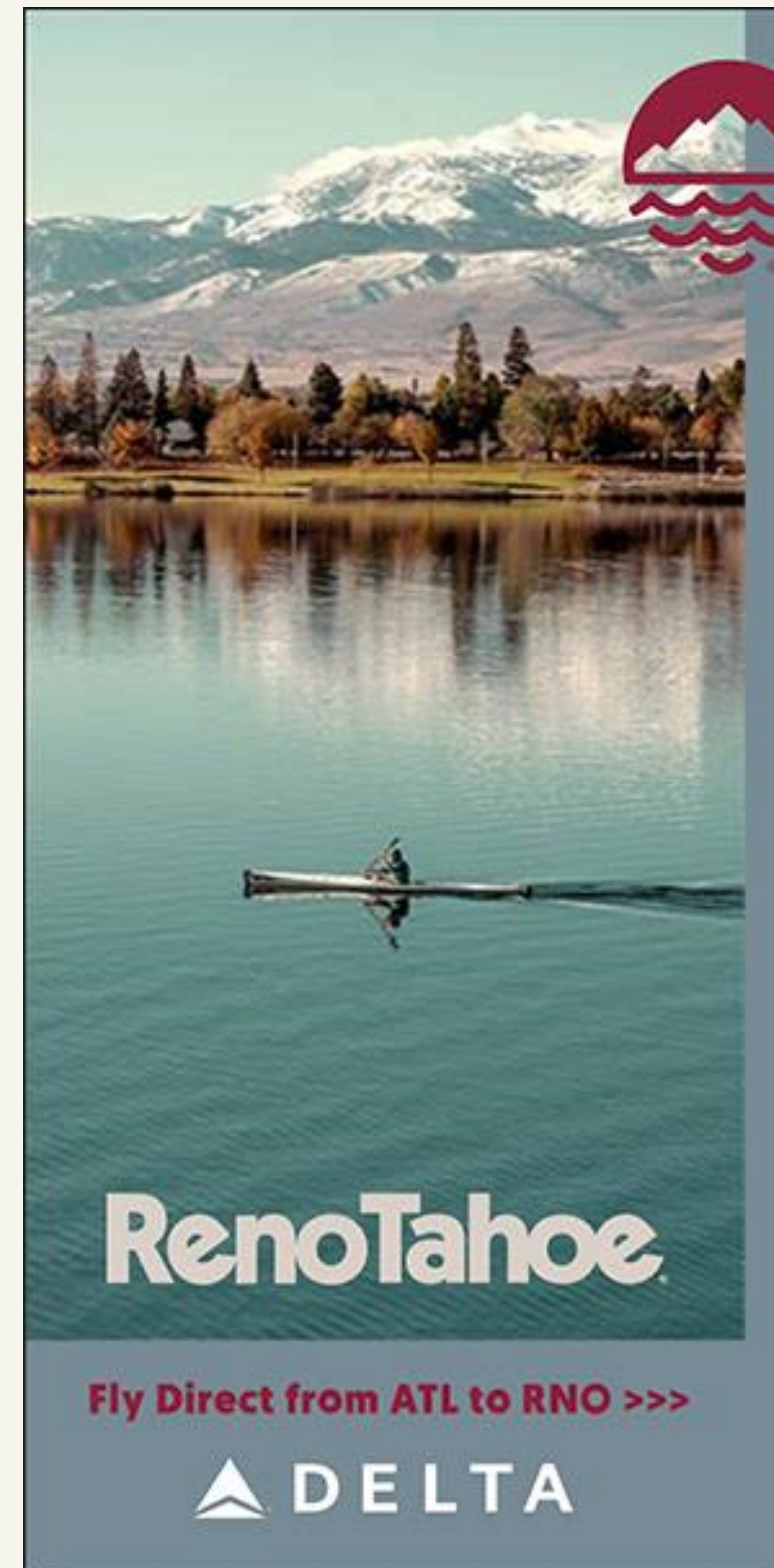


Partner with Delta to promote new Atlanta route starting in June.

Partner with OTA's and Hopper to drive bookings through deals and promotional offers.

Entice Bleisure travelers to lengthen their stay after business is done.

Promote less visited areas to show visitors the breadth of the destination, increasing visitor dispersion and length of stay.



[Contextual Interactive Display](#)



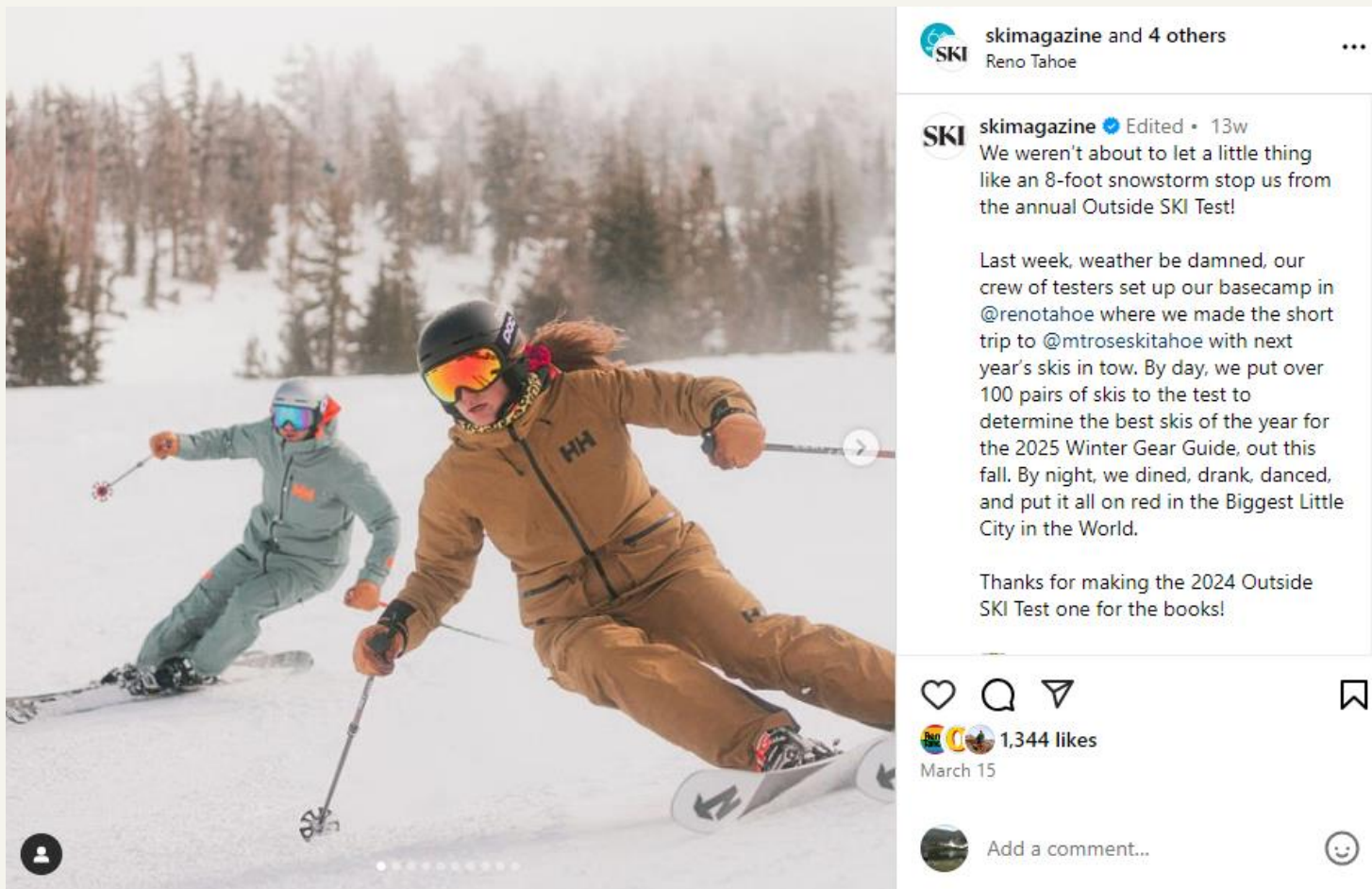
[Dynamic Contextual Brand Video](#)



# Expanding and Owning Outdoor Recreation



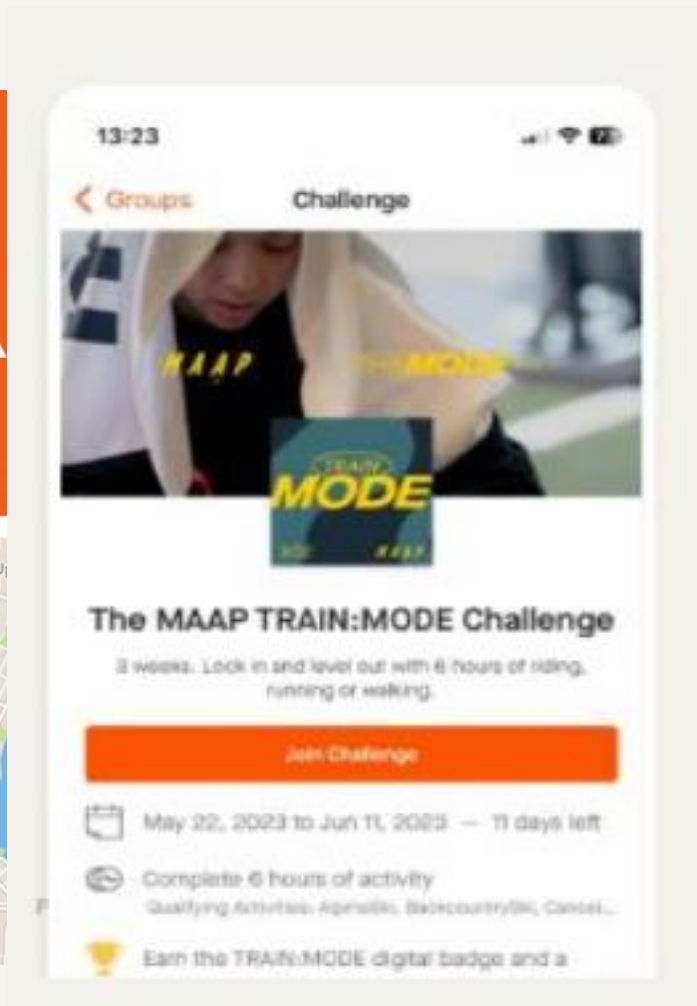
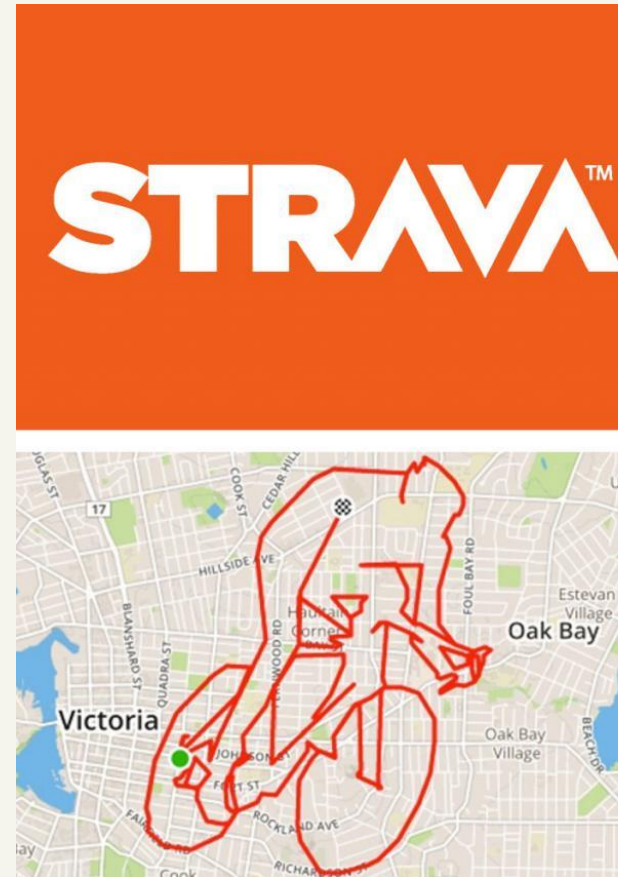
FY 25, we'll bolster the destination credibility and build awareness of outdoor recreation experiences through paid media, strategic brand partnerships and earned media.



Outside  
SKI

Recent visitors rate Reno Tahoe highly on outdoor recreation (81%), as well as winter sports (74%) and water activities (70%).

# Reno Tahoe Sponsored Challenges on Strava



The Strava app and website connects millions of runners, cyclists, hikers, walkers and other active people through the sports they love.

120+ million registered users in 190+ countries

2 million users/month who log 40+ million activities/week

## HOW IT WORKS

- Set the challenge in key markets & audience
- Provide the incentive for challenge completion
- Athletes see the challenge and join it
- Challenges appear naturally on Strava platform
- Redeem rewards via lead generation form
- Allows for future retargeting efforts for the brand

## Meaningful Market Activations

Generate greater awareness with like-minded brand partners and activations.

### Increased Brand Awareness

Partnering with like-minded brands increases our reach and connects the Reno Tahoe brand to new customers.

### Building a Loyal Customer Base

Provides opportunities for creating brand ambassadors and advocates through shared passions. Elevates and aligns Reno Tahoe with national brands.





# Creative Production





Video Highlighting Production Assets Shown Here



**BVK**

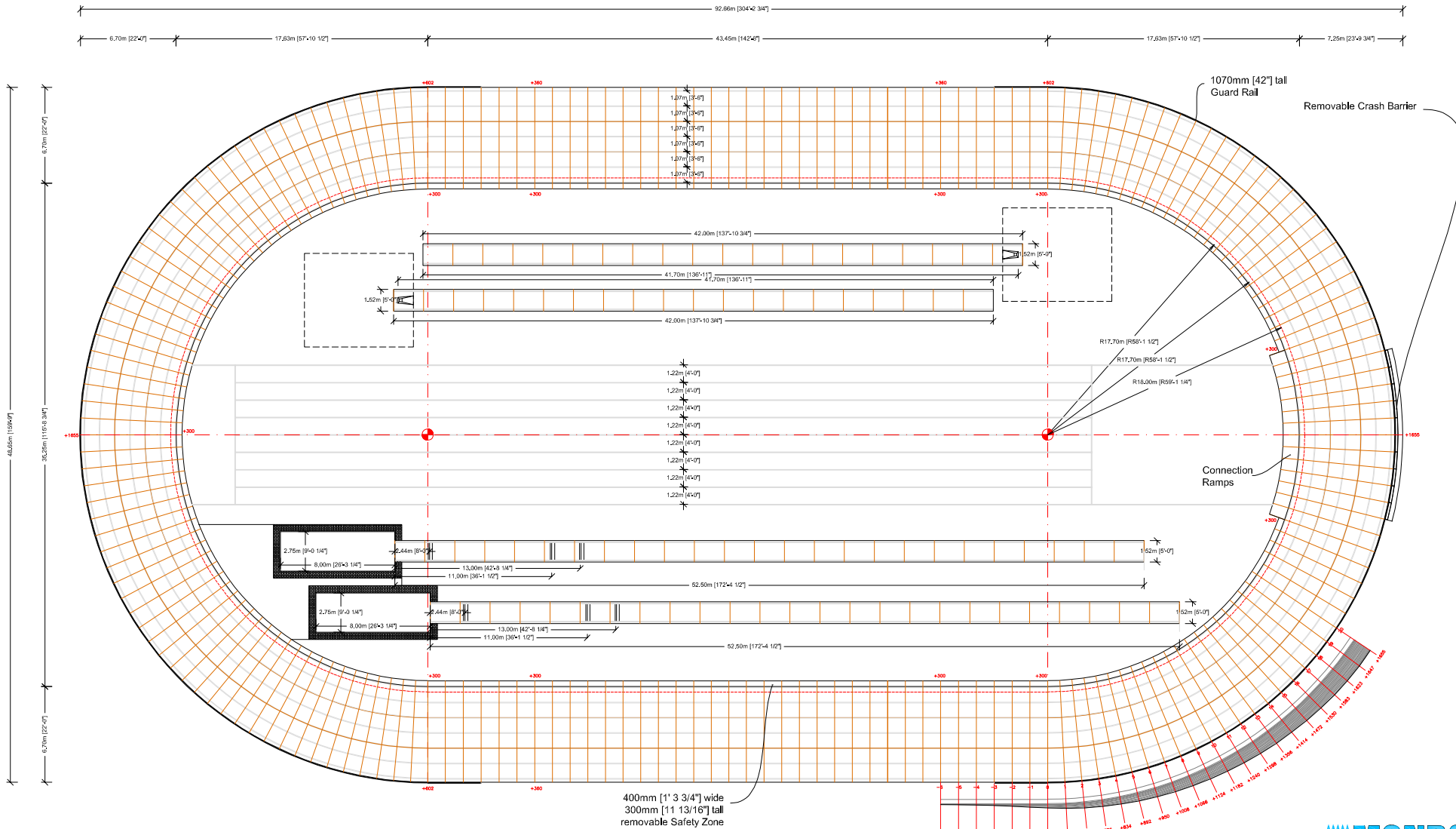


# INDOOR TRACK

**BOARD OF DIRECTORS  
JUNE 27, 2024**

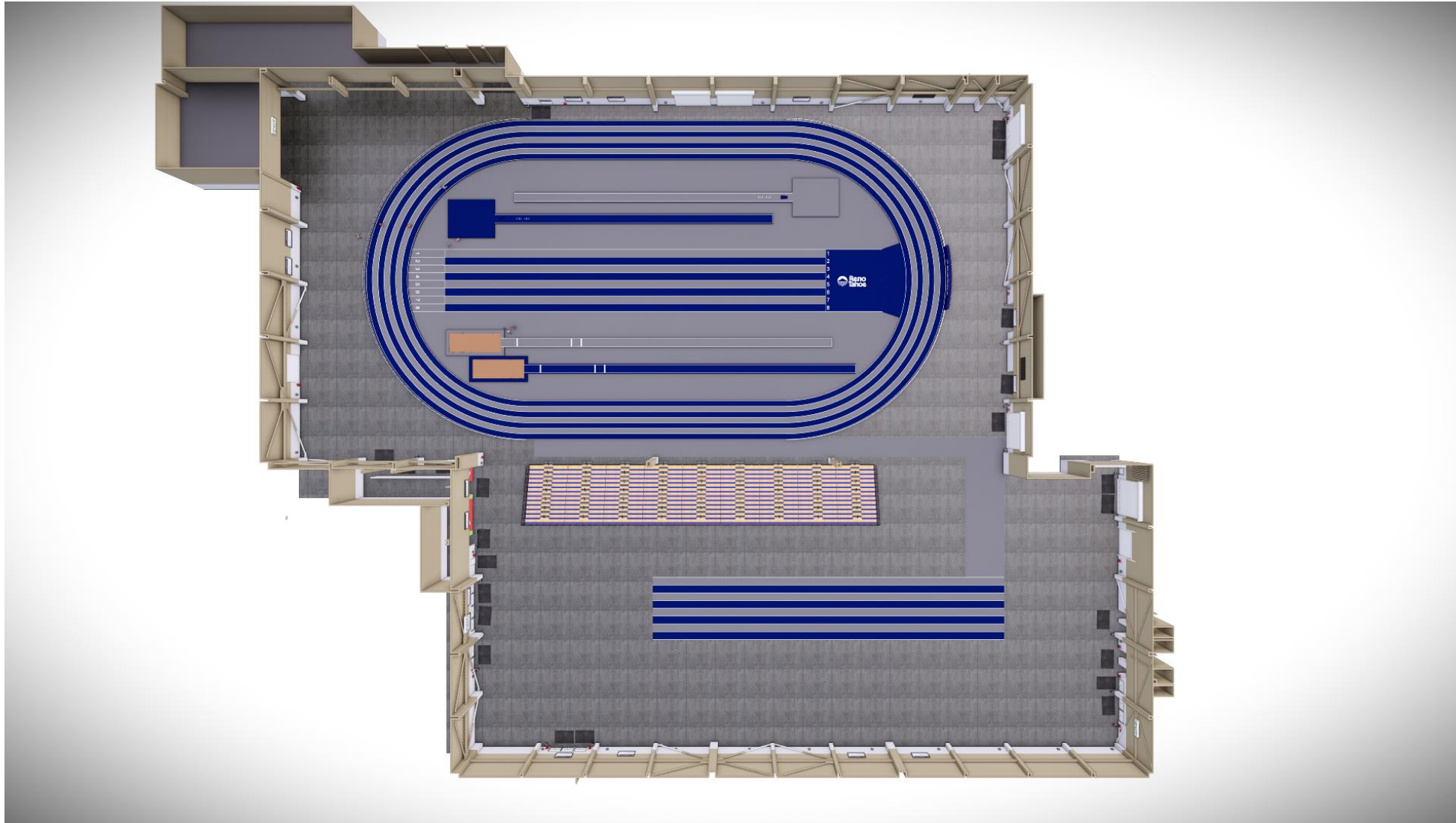


# Portable Mondo Indoor Track



# INDOOR TRACK

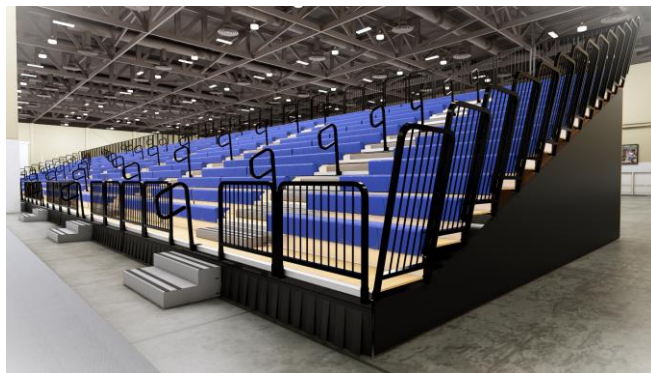
Portable Mondo Indoor Track





# COMING NOVEMBER 2024

## Portable Mondo Indoor Track



# TRACK DETAILS

- A 12° fixed banked oval with six 42" wide running lanes including guard rails around both banked turns
- Eight 48" wide sprint lanes on the infield for sprints and hurdles, with crash pads for athlete deceleration
- Two high jumps, two long & triple jumps and two pole vaults on the infield
- A dedicated shot put & weight throw area with protective jersey barriers and netting system outside the oval
- Expandable seating for 1,200
- World Athletics certified T&F equipment by UCS
- Dedicated Mondo rubber warmup area with eight 48" wide by 55m long lanes
- 20' by 71' (1,420 sq ft) clerking area on Mondo surfacing
- Mondo rubber access paths connecting the track oval, clerking area and warmup area
- More than 12,000 square feet of team staging area



# SCHEDULE FOR TRACK DELIVERY AND CONSTRUCTION

<b>10/1</b>	<b>TRACK DELIVERS FROM ITALY BY MONDO</b>
<b>10/4</b>	<b>MONDO STAFF ARRIVE (BEGIN PREPARATIONS FOR TRACK BUILD)</b>
<b>10/1 - 10/30</b>	<b>TRACK CONSTRUCTION</b>
<b>11/1 - 11/27</b>	<b>TRACK ASSEMBLY IN HALL 4 AND 5</b>
<b>11/13</b>	<b>UCS EQUIPMENT DELIVER / INVENTORY AND SET UP</b>
<b>12/2</b>	<b>EXHIBITION AND TRACK/EQUIPMENT TESTING</b>
<b>12/6</b>	<b>INAUGURAL MEET AND RIBBON CUTTING</b>







# CALENDAR OF EVENTS

2024 - 2025

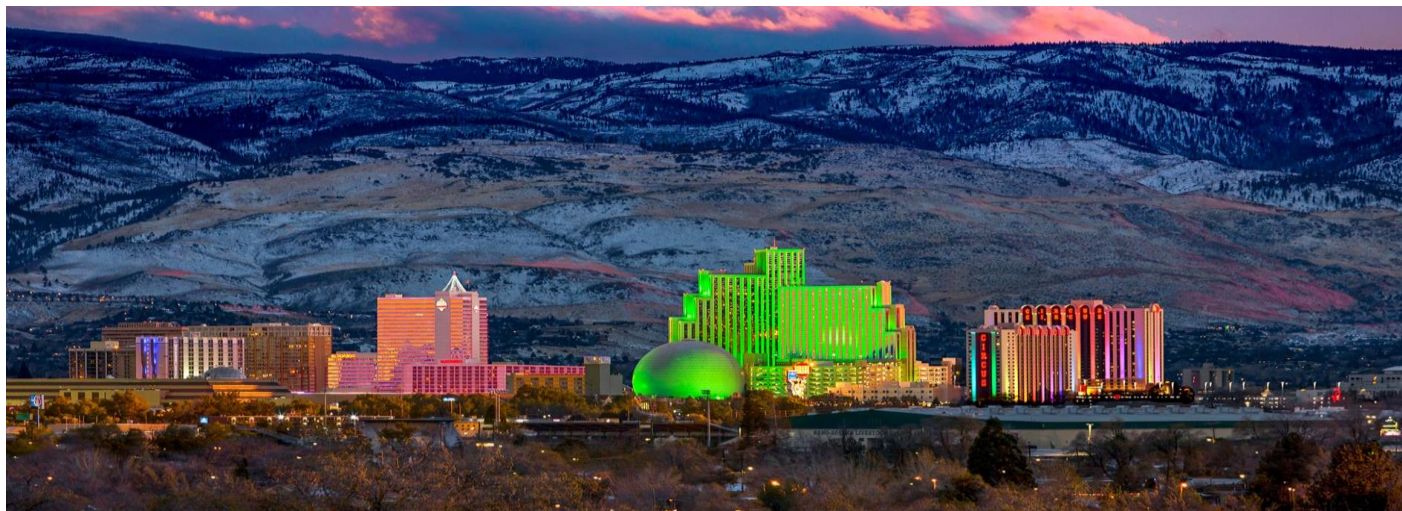
2024 - 2025		
DATE	HOST	EVENT
DECEMBER 6 - 7	UNIVERSITY OF NEVADA	MEET #1 "THE INAUGURAL"
DECEMBER 13 - 15		
DECEMBER 20 - 22		
DECEMBER 27 - 29	PACIFIC ASSOCIATION	HOLIDAY INVITATIONAL YOUTH/OPEN/MASTERS/HIGH SCHOOL
JANUARY 3 - 5		
JANUARY 10 - 11	UNIVERSITY OF NEVADA	SILVER & BLUE INVITATIONAL
JANUARY 24 - 25	UNIVERSITY OF NEVADA	NEVADA INVITATIONAL
FEBRUARY 1 - 2	PACIFIC ASSOCIATION	HIGH SCHOOL INDOOR T&F CHAMPIONSHIPS
FEBRUARY 7 - 8	UNIVERSITY OF NEVADA	WOLF PACK CLASSIC
FEBRUARY 15 - 17	PACIFIC ASSOCIATION	PRESIDENTS INVITATIONAL YOUTH/OPEN/MASTERS/HIGH SCHOOL
FEBRUARY 21 - 23		TBD
FEBRUARY 28 - MARCH 2	MOUNTAIN PACIFIC SPORTS FEDERATION/CONFERENCE MEET	TBD



# ROOM NIGHTS/ECONOMIC IMPACT

	TOTAL ROOM NIGHTS
YEAR 1	12,250
ECONOMIC IMPACT	\$3,891,890
YEAR 2	17,250*
	*American Bus Association January 8 - 13 (8,000 TRN)
YEAR 3	26,500
YEAR 4	31,250
YEAR 5	28,000*
	*American Farm Bureau Convention January 25 - 30 (11,455 TRN)





# THANK YOU





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

To: RSCVA Board of Directors

From: Mike Larragueta, President & CEO  
Christina Erny, Vice President of Marketing

Cc: Charlene Bybee, RSCVA Board Chair

Date: June 27, 2024

Subject: Review, Discussion and Possible Action Regarding Contract Extensions for BVK, Reno Tahoe's Agency of Record and Partner Agency for Paid Media

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### Executive Summary

BVK has been the contracted Agency of Record for Reno Tahoe since 2016, responsible for the development and launch of the current Reno Tahoe brand while also serving as our trusted partner for paid media efforts. Within the scope of services provided by BVK as part of their primary contracts and through various ad-hoc projects, BVK has been an integral part of the growth and evolution of our marketing efforts and contributed significantly to our success as an organization as we execute initiatives to attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities. Continued engagement with BVK by way of contract extensions for FY25 is recommended by the RSCVA President and CEO.

### Background/Analysis

As the Agency of Record, BVK leads efforts integral to the success of our organization. Within the scope of services provided, it is established by contract that: *BVK is responsible to further interpret existing, recent research; recommend new research to determine psychographic and/or demographic audiences; provide strategic, brand message recommendations; and develop marketing and advertising concepts to promote tourism to Reno Tahoe USA.*

Under the paid media services agreement, BVK has been responsible for the execution of campaigns related to our paid media campaigns for both leisure and meetings and conventions (b2b). The work BVK executes within the scope of the media buying agreement is of critical importance to the Reno Tahoe mission. Per the existing scope of work, services executed include media strategy and planning, media negotiations/buying/validation, media optimizations, monthly analysis and reporting, campaign wrap-up reporting, status reports, project management, and billing. It is worth noting that all organizational goals for which BVK plays an integral role have been met in the previous three fiscal years.

While staying within the framework and confines of the current contracts, we intend to execute strategic changes as part of the contract extensions that promote operational efficiency, increase

**Reno-Sparks Convention & Visitors Authority**

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visibility and performance monitoring, correlate efforts with impact, improve cross-channel collaboration, and allow for the evolution of the Reno Tahoe brand. As the services provided by BVK qualify as professional services under NRS 332.115, the renewal and/or extension of the BVK contracts are exempt from the competitive bidding requirements of NRS Chapter 332.

### Fiscal Impact

Funds for the contracts with BVK for Agency of Record and Paid Media are budgeted in the fiscal year 2024/2025 marketing budget, which was approved by the Board of Directors May 30, 2024. Contract extensions are being developed within the established framework of the current contracts to create continuity and alignment with operations in FY24 and will not exceed the limits established within the FY25 budget. Combined, the two contracts are expected not to exceed \$753,000.

### Recommendation

Staff recommends the following motion: The Board moves to approve the authorization of the President and CEO to execute agreements with BVK for the extension of current contracts for Agency of Record (aka Integrated Marketing Agency) in an amount not to exceed Three Hundred and Forty Thousand and No/100ths Dollars (\$340,000) and Paid Media in an amount not to exceed Four Hundred and Thirteen Thousand and No/100ths Dollars (\$413,000) for a term not to exceed 12.



**SECOND AMENDMENT TO AGREEMENT FOR  
MEDIA BUYING SERVICES**

This SECOND AMENDMENT TO AGREEMENT FOR MEDIA BUYING SERVICES (this "Amendment") is dated effective as of June 13, 2024 (the "Effective Date"), and is made by and between Birdsall, Voss & Associates, Inc., d/b/a BVK ("Agency") and the Reno-Sparks Convention and Visitors Authority (the "RSCVA").

**RECITALS:**

A. Agency and the RSCVA are parties to that certain Agreement for Media Buying Services dated as of July 1, 2020 (the "Agreement"). Capitalized terms utilized herein and not otherwise defined shall have the meaning ascribed to such terms in the Agreement.

B. Agency and the RSCVA desire to amend the Agreement to extend the term of the Agreement, and are entering into this Amendment for such purpose.

NOW, THEREFORE, in consideration of the foregoing and the mutual agreements set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Agency and the RSCVA hereby agree as follows:

1. Term. The Agreement is hereby amended as necessary to provide that the term of the Agreement shall be extended such that the Agreement shall now expire at 11:59 p.m. on June 30, 2025, unless otherwise sooner terminated as provided in the Agreement.
2. Ratification. As hereby amended and modified, the Agreement remains in full force and effect in accordance with its terms.
3. Counterparts. This Amendment may be executed in any number of counterparts, each of which shall be deemed an original hereof, but all of which shall constitute but one and the same document.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment as of the date set forth above.

**AGENCY**

Birdsall, Voss & Associates, Inc., d/b/a BVK

By: \_\_\_\_\_

Print Name: Kris Best

Its: CFO

**RSCVA**

Reno-Sparks Convention and Visitors Authority

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Its: \_\_\_\_\_

**THIRD AMENDMENT TO AGREEMENT FOR  
INTEGRATED MARKETING AGENCY**

This THIRD AMENDMENT TO AGREEMENT FOR INTEGRATED MARKETING AGENCY (this "Amendment") is dated effective as of June 13, 2024 (the "Effective Date"), and is made by and between Birdsall, Voss & Associates, Inc., d/b/a BVK ("Agency") and the Reno-Sparks Convention and Visitors Authority (the "RSCVA").

**RECITALS:**

- A. Agency and the RSCVA are parties to that certain Agreement for Integrated Marketing Agency dated as of March 29, 2019 (the "Agreement"). Capitalized terms utilized herein and not otherwise defined shall have the meaning ascribed to such terms in the Agreement.
- B. Agency and the RSCVA desire to amend the Agreement to extend the term of the Agreement, and are entering into this Amendment for such purpose.

NOW, THEREFORE, in consideration of the foregoing and the mutual agreements set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Agency and the RSCVA hereby agree as follows:

1. Term. The Agreement is hereby amended as necessary to provide that the term of the Agreement shall be extended such that the Agreement shall now expire at 11:59 p.m. on June 30, 2025, unless otherwise sooner terminated as provided in the Agreement.
2. Ratification. As hereby amended and modified, the Agreement remains in full force and effect in accordance with its terms.
3. Counterparts. This Amendment may be executed in any number of counterparts, each of which shall be deemed an original hereof, but all of which shall constitute but one and the same document.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment as of the date set forth above.

**AGENCY**

Birdsall, Voss & Associates, Inc., d/b/a BVK

By: 

Print Name: Kris Best

Its: CFO

**RSCVA**

Reno-Sparks Convention and Visitors Authority

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Its: \_\_\_\_\_



To: RSCVA Board of Directors

From: Mike Larragueta, President & CEO  
Christina Erny, Vice President of Marketing

Cc: Charlene Bybee, RSCVA Board Chair

Date: June 27, 2024

Subject: Review, Discuss, and Possible Action Regarding FY25 Contracts for KPS3, Reno Tahoe's Website Development and SEO Agency

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#### Executive Summary

In FY24, KPS3, a local agency based in Reno, served as an integral part of the RSCVA team, by: 1) working as our website development agency and leading the build-out of our new visitrenotahoe.com website, 2) maintaining our existing websites for technical soundness, security, and accessibility (including rscva.com), and 3) improving our performance in one of our most influential marketing channels, organic search. For FY25, staff has pursued the development of new contracts focused on enhancement and optimization of the newly launched visitrenotahoe.com website, optimization of our organic search efforts, and continued technical maintenance and security of our various websites. Approval of these contracts is recommended by the RSCVA President and CEO.

#### Background

In FY23, KPS3 was awarded two separate contracts as part of an extensive RFP process: 1) development of the new visitrenotahoe.com website, and 2) search engine optimization. Beyond that, KPS3 was contracted to maintain our existing visitrenotahoe.com and rscva.com websites through a service known in digital marketing as MRO (maintenance, repair, and optimization). In FY24, the RSCVA team worked closely with KPS3 to execute the work defined within the scope of the contracts. After successful completion of the goals and objectives outlined within the various contracts, including the successful design, development, and launch of the new visitrenotahoe.com website (launched 6/25/2024), the RSCVA team has worked with KPS3 to develop a meaningful and impactful plan to enhance the value of the newly designed website, ensure that our websites (including rscva.com) are safe, accessible, and technically sound, and to improve our presence on Google Search for highly competitive and valuable terms that create awareness and drive visitation to Reno Tahoe. As the scoped services provided by KPS3 qualify as professional services under NRS 332.115, the development, renewal and/or extension of the KPS3 contracts are exempt from the competitive bidding requirements of NRS Chapter 332.





#### Fiscal Impact

Funds for contracts with KPS3 for website optimization, MRO, and search engine optimization are budgeted in the FY25 marketing budget, which was approved by the Board of Directors May 30, 2024, and will not exceed a combined total of \$313,000.

#### Recommendation

Staff recommends the following motion: The Board moves to approve the authorization of the President and CEO to execute agreements with KPS3 for website testing and optimization services, search engine optimization services, and MRO (maintenance, repair, and optimization) for RSCVA owned/operated websites in an amount not to exceed Three Hundred and Thirteen Thousand and No/100ths Dollars (\$313,000) for a term not to exceed 12 months.

# RSCVA 2024-2025 Scope

KPS3 and RSCVA have already embarked on a partnership to launch a truly elevated and personalized web experience for destination marketing. Launching this new web experience will be a huge milestone! But the work doesn't stop there.

It's important that we continue to monitor, maintain, and optimize the site from all aspects to offer a unique user experience. This means writing the right content to be discovered and support the site's personalization; maintaining and optimizing the site and its tech stack for high-level performance; and continuing to understand what users want, how they navigate the site, and what contributes to area visitation.

Launch day is not the end. It's only just the beginning. We are invested in this site, partnership and, ultimately, the place we call home. So let's get started.

## Search Optimization, Content Development, & Reporting

With the strategy from 23-24, KPS3 will ramp up SEO efforts in accordance with the launch of the new RSCVA website. We will be collaborating with the RSCVA team on an ongoing basis to ensure the strategy and plan are in alignment with RSCVA goals and priorities. This will encompass the following:

- **Ongoing Search Optimization:** KPS3 will work directly with the RSCVA team to continue to grow qualified, organic search traffic to VisitRenoTahoe.com and increase partner referrals, along with other agreed upon metrics, from organic search visitors. This work includes:
  - Optimizing web content on key pages based on topic priorities, keyword research and opportunity for growth
  - Providing ongoing optimization of on-page elements and page structure, including title tags, meta descriptions, H1 tags, link structure, and interlinking strategies
  - Reviewing referral links, which includes disavowing third-party links that could ultimately harm search results/reputation

- Addressing technical SEO issues (e.g., url structure, dynamic metadata, site speed, UX improvements for key conversion paths, etc.) for better ranking and performance
  - Providing ongoing content recommendations to RSCVA's marketing team based on topic priorities, seasonality and search volume trends.
- **Paid Recommendations:** Paid and organic complement one another. With that in mind, RSCVA will provide KPS3 with the paid strategy (from BVK or another partner) and we will collaborate to align our recommendations and confirm that we have a cohesive, holistic strategy. Our goal is to supplement our organic rankings with RSCVA's paid search, extending our reach to new audiences. In addition, our hope is that RSCVA will also share the paid search data and insights with us to better inform strategy.
- **Content Creation:** KPS3's copywriting team delivers content that speaks to the brand voice while performing for search engines. From topic clusters to travel trends, our team is well-versed in writing for SEO. We will collaborate with RSCVA to inform or create content based on topic priorities, seasonality, and search trends. Content may include articles, event pages, travel itineraries, and other pieces.
- **Analytics, Reporting, & Ongoing Meetings:** KPS3 and RSCVA will have ongoing communications to discuss all current efforts and review analytics data. We will review the Looker Studio report to highlight organic performance, insights, and align on ongoing work.

This includes the following:

- Monthly reporting & status calls to review organic performance, discuss overall strategy, discuss ongoing content optimization, and align on next steps.
- Contributing data and insights to the quarterly reports (lead by BVK) and attending meetings to discuss overall RSCVA performance.

**Deliverables:**



- Monthly optimizations
- Content recommendations and creation
- Looker dashboard updates
- Monthly reporting and status meetings
- Quarterly report contribution and meeting

## Maintenance, Repair and Optimization (MRO)

KPS3 will provide ongoing MRO services for both VisitRenoTahoe.com and RSCVA.com. Both sites will be maintained; however, as the primary site, there will be more proactive focus on VisitRenoTahoe.com. KPS3 will be proactively monitoring the site for performance, optimizing, strategizing and working with RSCVA to align on priorities or larger impacts. Overall, this retainer will encompass the following:

- **Hosting & maintenance:** KPS3 will monitor website hosting and perform maintenance updates monthly. The setup is slightly different for each site:
  - **VisitRenoTahoe.com:** the new website will be hosted by Vercel. Since this is a headless site without plugins, it doesn't require the amount of updating that your traditional WordPress structure does. However; we'll monitor hosting and address anything that arises. This could include security updates (Sanity) or updates to third-party integrations (Formium, Algolia).
  - **RSCVA.com:** this site will continue to be hosted by Pantheon. This is a WordPress site, so we will continue with routine monthly maintenance for both core and plugin updates, as well as immediate security updates as they arise.
- **Repair:** KPS3 will monitor both sites to ensure nothing breaks. If there's something broken or a change in functionality, KPS3 will address and fix these issues.

- **Optimization:** KPS3 will proactively monitor **VisitRenoTahoe.com** to stay on top of site speed, accessibility, code health and evolving the site with current and new technologies. This includes ongoing monitoring and optimization of the following:
  - Site speed & CWV
  - Accessibility
  - New devices & browsers
  - Current tech stack and code
  - Current and future integrations (Formium, Algolia, weather, etc)

**Deliverables:**

- Monthly maintenance
- Monthly MRO report
- Implementation of recommendations

**Accessibility Platform**

We will need a third-party platform for tracking, testing and identifying accessibility issues. We recommend using SEMrush. We know RSCVA has an account. With SEMrush we don't need to scan the entire site every month, we can pick and choose pages. This helps keep costs low and for \$100/month we can scan 100 pages. That should be more than enough. KPS3 has earmarked up to \$1,200/yr in the budget for platform costs.

**Website Testing & Optimization**

KPS3 will work with RSCVA to implement an A/B testing strategy aimed at incremental performance increases on VisitRenoTahoe.com. This strategy will start with our overarching, largest objectives. From there, we'll create a series of hypotheses and associate these with KPIs. These hypotheses will test elements of the website relating to different pain points, tones, key messages, calls-to-action, forms, design elements, navigation elements, and more. KPS3 will use a 3rd-party service to implement these tests.

In the first month, KPS3 will set up the website to enable A/B testing as well as create a strategic roadmap that outlines tests, hypotheses, KPIs and effort. This will require some development time, as well as strategic planning. There will be no tests implemented/run in this first month of planning. KPS3 will review and prioritize tests from this roadmap with RSCVA each month. We'll re-evaluate and refill this roadmap with more tests at the 6 month mark. We can keep track of tests that come up along the way too.

After the first month, the exact number of tests performed within each month will depend on the retainer tier level and the type of tests being conducted. It really is dependent on the test and will fluctuate month to month. Each test will have an associated effort level allowing us to understand how many and which tests we can implement within the retainer. Additionally, we'll have to consider how tests may impact each other and therefore skew the results. There may be certain tests that cannot run at the same time.

To conclude each test, KPS3 will summarize and present the outcomes as well as recommend action items and next steps. This could result in a new test or a change to the website that would be implemented by KPS3 upon approval. If the recommendation is a website change, KPS3 will work within retainer hours to implement the change.

### **Deliverables:**

- Overarching strategic plan
- Monthly testing priorities
- Test implementation
- Reporting and analysis on each test
- Implementation of recommendations

### **Testing Tiers**

KPS3 and RSCVA could work together at different levels. The biggest difference between levels is how many tests we can run each quarter.

- **Tier 1: \$115,000 annual cost**



- This is 38 hrs/month which translates to an estimated 3-5 tests per quarter based on test complexity and RSCVA objectives.
- KPS3 services: \$7,500/mo // \$90,000/yr
- Platform cost: up to \$25,000/yr
  
- **Tier 2: \$145,000 annual cost**
  - This is 50 hrs/month which translates to an estimated 5-7 tests per quarter based on test complexity and RSCVA objectives.
  - KPS3 services: \$10,000/mo // \$120,000/yr
  - Platform cost: up to \$25,000/yr

## Testing Platform

We will need a third-party testing platform in order to conduct A/B testing on the website. The platform will be contracted by RSCVA as a hard cost separate to services. There are several A/B testing platform options, ranging from simple to robust. KPS3 has earmarked up to \$25,000/yr for the platform costs. KPS3 will evaluate platforms and make a recommendation to RSCVA.

## Ongoing Project Management & Strategy:

RSCVA will have a dedicated Account Director who will manage all ongoing work, as well as a VP of Strategy who will oversee all strategic planning. Together they will ensure work is being effectively prioritized, timelines are being met and verify that overall strategy is aligned with organizational objectives and client expectations.

# Project Assumptions

- KPS3 is not responsible for setting up, managing, or paying for third-party services or the consequences of their outages.

- This scope estimate does not include hard costs such as hosting, stock photo/video, CMS platform costs, user feedback incentives, etc.
- The scope does not include any development on third-party sites or sub-domains.
- KPS3 will be able to make direct edits to the CMS to optimize and add new content. All new content will be approved by RSCVA before publishing. Visual assets to be provided by RSCVA.
- This scope may include working with third-party content creators (e.g., topic experts) who produce articles and page content on behalf of RSCVA. KPS3 will adjust ongoing services for the management and optimizations of this content as needed. If RSCVA would like for KPS3 to manage payment for these providers, KPS3 will bill RSCVA separately for the approved third-party costs with an additional 10% administrative fee.
- Each month KPS3 will review the list of desired deliverables and work with RSCVA on prioritization to keep services within the provided monthly budget.
- KPS3 team members are expected to work and accomplish the set of tasks within this scope during standard business hours. Standard business hours are from 8:30 am to 5:30 pm PT, Monday through Friday, excluding standard holidays and the week of December 25 through January 1.
- KPS3 understands that urgent situations, critical deadlines, or after-hour services are needed every so often. We've got your back. We're here to provide support, whether it's navigating a PR crisis or providing critical after-hour website services. This work will be charged double the standard rate to compensate for disrupted schedules and ensure immediate staff availability. You will be notified before this work commences.
- KPS3 will always work within the monthly retainer to accomplish tasks pertaining to the work specified above. If a large change or additional work is requested that is not included in or extends the budget, a KPS3 Account Director will notify you to discuss impact to the costs or an additional SOW.
- If this proposal is not accepted within 45 days, KPS3 reserves the right to withdraw or update this scope of work.



# Projects Costs

SERVICES	MONTHLY	ANNUAL
Search Optimization, Content Development, & Reporting Services	\$10,000	\$120,000
Additional SEO contingency budget	n/a	\$10,000
Maintenance, Repair and Optimization Services	\$3,000	\$36,000
Site Improve Hard Cost	n/a	Up to \$1,200
Website Testing & Optimization Services	\$10,000*	\$120,000*
Testing Platform Hard Costs	n/a	Up to \$25,000
TOTAL	\$23,000	\$312,200

**BILLING SCHEDULE** - KPS3 will bill monthly as incurred

*\*Highest tier estimated to show max cost, lower tier selection would reduce costs.*

# Signature and Terms

By signing below, the Client hereby acknowledges, understands, and accepts the terms of this scope and the incorporation thereof into the LOA as an exhibit.

Unpaid and overdue balances will be assessed a 1.5% finance charge per month after 45 days until paid in full.

_____	<b>Rob Gaedtke</b>	<b>President &amp; CEO</b>	_____
Signature	Name	Title	Date
_____	_____	_____	_____
Signature	Name	Title	Date





To: RSCVA Board of Directors

From: Mike Larragueta, President and CEO

Cc: Charlene Bybee, RSCVA Board Chair

Date: June 27, 2024

Subject: Review, Discussion and Possible Action to Award RFP 2024-MKT01 Public Relations Agency of Record, and Local Media & Community Engagement services

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### Executive Summary

The RSCVA Board of Directors is being asked to review, discuss and possibly approve the authorization of the President and CEO to execute agreements with The Decker/Royal Agency to act as Reno Tahoe's Public Relations Agency of Record in an amount not to exceed \$115,000 per year for a term of two years; and with Good Giant to handle Local Media & Community Engagement services in an amount not to exceed \$45,000 per year for a term of two years.

### Background

The RSCVA Marketing Department recently completed an RFP process soliciting bids for qualified agencies wishing to act as the RSCVA's national Public Relations Agency of Record, agencies wishing to expand on the RSCVA's Local Media & Community Engagement efforts, and also agencies wishing to operate as both national and local arms of the Reno Tahoe brand. The RSCVA received five total bids: One bid for national representation only; One bid for local representation only; One bid for both national and local representation; One bid for both national and local representation OR national representation only; and, One bid for any combination of national and local representation.

A five-member internal panel evaluated proposals which set out to demonstrate each agency's capability to promote Reno Tahoe as a top travel destination across a variety of media segments and/or to create positive media and community engagement opportunities that highlight the value of tourism throughout the destination. Four respondents were asked to prepare a brief presentation and answer questions from the panel: two agencies presented specifically on national efforts, and two presented specifically on local efforts.

Based on the RFP response submissions and the presentations, each of the four finalists were evaluated on their experience, innovation, understanding of the RSCVA, resources, rates and fees, measurement practices, relevant case studies and account management.



### Fiscal Impact

The expenses outlined in this report have been accounted for in the budget already approved by the Board of Directors for Fiscal Year 2024-2025.

### Recommendation

Suggested motion: I move to grant the RSCVA President and CEO the authority to execute contracts for The Decker/Royal Agency to act as Reno Tahoe's Public Relations Agency of Record in an amount not to exceed \$115,000 per year for a term of two years; and with Good Giant to handle Local Media & Community Engagement services in an amount not to exceed \$45,000 per year for a term of two years.



June 17, 2024

Mike Larragueta  
President & CEO  
RSCVA  
P.O. Box 837  
Reno, NV 89504

RE: RTAA Submission for Trustee Appointment to the RSCVA Board

Dear Mr. Larragueta:

As you know, the Airport's current representative to the RSCVA Board is Richard Jay whose term with the RSCVA has expired.

The Reno-Tahoe Airport Authority Board of Trustees took action at their meeting on June 13, 2024, and submits the following two RTAA Trustees for consideration of appointment by the RSCVA Board as the new air service representative: Mr. Shaun Carey and Mr. Richard Jay. The Trustees may be contacted by email as follows:

Shaun Carey at [scarey@renoairport.com](mailto:scarey@renoairport.com)  
Richard Jay at [richardljayreno@gmail.com](mailto:richardljayreno@gmail.com)

Please feel free to contact me if you have any questions regarding this submission.

Sincerely,

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

Daren Griffin, A.A.E.  
President/CEO

cc: RTAA Trustees Carey and Jay





# RSCVA Monthly Snapshot | April | FY24

		April Monthly Performance   FY24			April YTD Performance   FY24				
Destination Performance	Economic Impact KPIs	Actual	Target	% to Target	YTD Actual	YTD Target	% to Target	Annual Target	Annual Pacing
	Room Inventory	643,012	649,776	99%	6,652,022	6,615,394	101%	7,958,752	7,982,426
	Cash Room Nights	256,034	261,356	98%	2,589,918	2,594,010	100%	3,162,691	3,107,902
	Comp Room Nights	64,773	62,942	103%	706,643	684,354	103%	827,350	847,972
	Overall Occupancy	63.2%	64.0%	99%	63.0%	63.2%	100%	63.8%	-
	Taxable Revenue	\$39,789,912	\$35,305,576	113%	\$383,203,384	\$371,928,149	103%	\$456,704,213	\$459,844,061
	A.D.R.	\$155.41	\$135.09	115%	\$147.96	\$143.38	103%	\$144.34	-
	Visitor Volume	305,314	309,935	99%	3,198,370	3,120,757	102%	3,796,974	3,838,044
	Gaming Win	\$82,821,394	-	-	\$873,702,927	-	-	-	\$1,048,443,512
	Air Passengers	364,374	-	-	3,843,298	-	-	-	4,611,958
Strategic Pillar 1   Sales and Marketing	Marketing KPIs	Actual	Target	% to Target	YTD Actual	YTD Target	% to Target	Annual Target	Annual Pacing
	Paid Media Impressions	103,971,090	44,711,505	233%	569,044,912	448,216,098	127%	615,000,000	682,853,894
	Website Users	305,861	296,848	103%	2,094,604	2,032,751	103%	2,560,000	2,513,525
	Website Sessions	372,057	327,372	114%	2,487,657	2,321,061	107%	2,920,000	2,985,188
	Website Partner Referrals	29,005	19,345	150%	242,876	170,853	142%	220,000	291,451
	Earned Media Reach	9,998,234	150,000,000	7%	1,478,680,413	1,500,000,000	99%	1,800,000,000	1,774,416,496
	Social Community Size	319,416	303,643	105%	319,416	303,643	105%	306,000	-
	Sales KPIs   M&C + Sports	Actual	Target	% to Target	YTD Actual	YTD Target	% to Target	Annual Target	Annual Pacing
	Convention Produced Room Nights	5,719	9,398	61%	134,395	96,659	139%	118,161	161,274
	Sports Produced Room Nights	2,109	3,252	65%	141,560	104,913	135%	117,701	169,872
	Total Gross Produced Room Nights	7,828	12,650	62%	275,955	201,572	137%	235,862	331,146
	Sales KPIs   Tourism	Actual	YoY FY19	% to FY19	YTD Actual	YTD FY19	% to FY19	FY19 Annual	Annual Pacing
	Wholesaler/ Receptive Operators	3,058	1,609	190%	32,333	21,583	150%	25,242	38,800
	Online Travel Agent	22,915	35,751	64%	306,153	423,326	72%	508,581	367,384
	Travel Agent	19,042	12,144	157%	170,398	134,802	126%	159,702	204,478
	Group Tour/Motorcoach	424	5,234	8%	8,856	31,282	28%	40,793	10,627
	Ski and Golf Production	0	299	0%	3,198	10,964	29%	14,839	3,838
	Total Gross Room Nights	45,439	55,037	83%	520,938	621,957	84%	749,157	625,126
	Sales Programs   Tourism	In Progress	Completed	Annual Target					
	OTA/Fit Programs (Executed)	12	17	15					
	Special Events KPIs	Allocated	Funded YTD	Annual Target					
	Total Special Event Funds Allocated	\$424,750	\$396,475	\$500,000					