

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

**BOARD OF DIRECTORS:
Councilwoman Charlene Bybee, Chair**

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

Commissioner Alexis Hill
Mr. Rick Murdock
Mr. Richard Jay
Mr. Eddie Ableser

THIS NOTICE AND AGENDA HAVE BEEN POSTED PER NRS REQUIREMENT, AT LEAST THREE BUSINESS DAYS BEFORE THE MEETING, IN ACCORDANCE WITH NRS 241.020, AT THE MEETING LOCATION AND AT THE FOLLOWING PUBLIC LOCATIONS:

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

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

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

Items on the agenda are for possible action by the Board of Directors unless stated otherwise. Items will not necessarily be considered in the order listed. The Board may combine two or more agenda items for consideration, may remove an item from the agenda, or may delay discussion relating to an item on the agenda at any time. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is Myrra Estrellado, 4065 South Virginia Street, Suite 100, Reno, NV (775) 827-7737.

AGENDA

A. OPENING CEREMONIES

Call to Order
Pledge of Allegiance
Roll Call

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period or on "action" items immediately before board discussion of such "action" items. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the RSCVA clerk at the meeting. No action may be taken on a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken. Public comments may not be accepted after the Chairman closes any period for public comment.

C. CONSENT AGENDA:

C1. Approval of the Agenda of the July 25, 2024, Regular Meeting of the Board of Directors

For Possible Action

C2. Approval of the Minutes of the June 27, 2024, Regular Meeting of the Board of Directors

For Possible Action

C3. Review, Discuss and Possible Action to approve staff's recommendation to approve two (2) change orders on the Request for Proposal 2023-OP03 (PWP-WA-2023-439) for the Reno-Sparks Convention Center - Sections D1, D2-1, and D2-2 Roof Replacement and Refurbishment Project.

Change Order #1 Roof Section D2-1 Total \$80,034.00

Change Order #2 Roof Section D2-2 Total \$9,872.00

For Possible Action

D. PRESENTATIONS

D1. Presentation: Firefighter Regional Games

Sparks Fire Battalion Chief, Tyler Gayton will present on the games that were held in May at the Nugget Events Center.

Information Only

D2. Presentation: Downtown Reno Partnership

Downtown Reno Partnership Executive Director Neoma Jardon will present the Board with information regarding recent activities, initiatives and priorities surrounding the Business Improvement District.

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. APPOINTMENT OF BOARD MEMBERS/ELECTION OF CHAIR

E1. Election of the RSCVA Board Chair, Vice-Chair, and Secretary/Treasurer

The RSCVA Board of Directors will elect a Chair, Vice-Chair, and Secretary/Treasurer from among its members pursuant to NRS 244A.601 and 244A.605.

For Possible Action

F. BOARD MATTERS

F1. Review, Discussion, and Possible Action Regarding Cancellation of the the Tentatively Scheduled August 22, 2024 Board Meeting.

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve the cancellation of the August 22, 2024, Board of Directors meeting.

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, June 27, 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, June 27, 2024. The meeting was properly noticed & posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

A1. Call to Order

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

A2. Pledge of Allegiance

Chair Bybee asked Trent LaFerriere, Vice President, Facilities to lead the pledge.

A3. Roll Call

The Clerk of the Board took roll call.

Board Members Present:

Councilwoman Charlene Bybee, RSCVA Chair
Commissioner Alexis Hill, Board Member – **arrived at 9:29am**
Stephen Ascuaga, RSCVA Board Member
Mayor Hillary Schieve, RSCVA Vice Chair **[arrived at 9:03am via Zoom]**
Greg Long, RSCVA Board Member
John East, RSCVA Board Member – **arrived at 9:06am**
Rick Murdock, RSCVA Board Member
Eddie Ableser, RSCVA Board Member **[via Zoom]**
Richard Jay, RSCVA Board Member

Board Members Absent:

RSCVA Executive Staff Present:

Mike Larragueta, President & CEO
Courtney Jaeger, Vice President, Finance
John McGinnes, Vice President, Sales
Christina Erny, Vice President, Marketing
Trent LaFerriere, Vice President, Facilities
Art Jimenez, Executive Director of Tourism Sales

RSCVA Legal Counsel:

Benjamin Kennedy, Argentum Law

Board Clerk:

Myrra Estrellado, Administrative Office Manager & Board Clerk

Minutes prepared by Monica Mortimer of Minutes Solutions Inc. from a video recording.

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Chair Bybee opened the floor to public comment.

Ty Whitaker, The Abbi Agency, spoke in opposition to agenda item E3.

The agency was disheartened to receive only a 15-minute time slot to present to the RSCVA Selection Committee. The presentation was conducted remotely, and two questions were asked by one panelist. Ty Whitaker stated the interview phase did not seem to do justice to the importance of the decision and the significant time and effort put into the RSCVA RFP response. Ty Whitaker expressed that the selection process did not allow the agency to showcase its nuanced understanding of the region's tourism needs and opportunities. Ty Whitaker stated that the RSCVA Board must understand the importance of having a public relations agency that can represent the region thoughtfully and strategically. The health of the local economy and the future of sustainable tourism are reliant on this decision.

Public comment was closed.

C. CONSENT AGENDA:

C. Approval of the Agenda of the June 27, 2024, Meeting of the Board of Directors

Board Member Long made a motion to approve the agenda for the June 27, 2024, Board of Directors meeting, as presented. The motion was seconded by Board Member Murdock. The motion was **APPROVED** by a vote of 9-0-0.

D. PRESENTATIONS

D1. Presentation: BVK (Agency of Record) Update

Victoria Simmons and **Stephanie Barkow** presented marketing efforts, strategies, and media buying initiatives based on recent research findings. BVK has been working with RSCVA for eight years and works closely with the RSCVA's marketing team. BVK is a Top 20 independently owned business brand and advertising solutions company, that is celebrating its 40th anniversary. BVK has a specialty practice in travel and tourism and is involved with several travel associations.

BVK's current strategic plan is now in its third year, with recent research presented by Erin playing a crucial role in shaping BVK's strategy and tactics to ensure the company meets RSCVA's goals. BVK is conducting competitive audits to gain insights into market messages and opportunities, while also monitoring cultural trends to identify emerging travel trends and opportunities. This research-driven approach is guiding the development of new campaigns and media plans, ensuring that updated data informs BVK's focus areas for achieving the strongest return on investment. BVK is committed to a data-driven approach, influencing all aspects of the marketing funnel and the traveler journey.

BVK's paid media campaign is effectively creating awareness and moving people into consideration and booking phases. Notably, 72% of AdAware travelers researched Reno-Tahoe as a travel destination, with 38% adding additional activities and 41% planning to visit within the next 12 months—a 20-point lift from unaware prospects. One in three AdAware travelers has booked a trip. There has been an increase in the number of impressions and clicks, accompanied by a decrease in cost per click and cost per thousand impressions.

The average age of visitors has decreased from 53 to 45, with Millennials now representing the most significant generational segment at 34%. While 39% of travelers express interest in visiting within the next two years, this figure is lower than that for competitors such as Las Vegas, San Diego, and Los Angeles. Of the 39% interested, only 21% plan to visit within the next year, highlighting an opportunity to close the gap and incentivize travelers to choose Reno-Tahoe for their next vacation. The target age range is 25 to 54, with a particular focus on the Millennial generation, which constitutes the largest share. Younger visitors are more likely to return, establishing themselves as healthy long-term visitors. We have also observed growth in diverse travelers.

Gaming remains a primary attraction, with one in three visitors citing it as their main reason for visiting, and 90% of these visitors feeling the destination delivers on gaming. Outdoor recreation is highly rated by 81% of visitors. Family-friendly activities are also significant, as one in three visitors travel with children under 18. These insights are instrumental in refining BVK's approach and enhancing its marketing effectiveness to ensure Reno-Tahoe continues to be a competitive and appealing travel destination.

BVK employs high-impact, high-visibility tactics to drive consideration and help travelers understand how they can travel, what to do, and the type of trip they can book, which has proven beneficial for marketing efforts. Additionally, BVK is utilizing an evolving market approach to focus on markets with the strongest opportunity for visitation and length of stay. Market analysis considered consumer spend, past visitation, audience concentrations, proximity, and direct flights. Consequently, BVK reduced the number of target markets from 37 to 26 for a stronger media impact.

BVK's additional tactics and strategy include:

- Partnering with Delta to promote the new Atlanta flight starting in June.
- Collaborating with OTAs and Hopper to drive bookings with promotional offers.
- Creating itineraries and content to promote less-visited areas to increase dispersion and length of stay. BVK has focus on promoting local attractions in Reno, including the Hero Tahoe images. It emphasizes Sparks Marina and its various attractions like the Peabody Trail, Legends Shopping Center, Walking Trail, Veterans Memorial, playgrounds, paddle boarding, and fishing, aiming to keep visitors in the area longer by highlighting lesser-known attractions.
- Engaging with segments through custom content, brand partnerships, and unique targeting, utilizing dynamic video units to showcase activities based on visitor interests.

- Focusing on increasing accessibility, spending, and length of stay for visitors. BVK recognizes that visitors want easier travel options, whether flying or driving, and acknowledge the need to improve the perception of air access.
- Leveraging outdoor media channels and brand partnerships, such as sponsoring the Reno-Tahoe Challenge.
- Utilizing brand partnerships to generate greater awareness and align the Reno-Tahoe brand with nationally recognized brands. BVK is exploring partnerships with sports brands, targeting audiences engaged in sports activities.
- Showcasing local assets in Reno, not just relying on Tahoe images. BVK received positive feedback on the assets shot for marketing.

These strategic initiatives are designed to enhance BVK's marketing effectiveness and ensure that Reno-Tahoe continues to attract and retain visitors.

Board Member Ableser left the meeting at 9:35am. He returned at 9:39am

D2. Presentation: Portable Indoor Track Update

Shelly Fine presented the portable indoor track update and displayed renderings of the proposed track. The track is World Athletic Union Certified, one of only three on the West Coast. The track and all equipment are certified, allowing for any type of meet.

The track will be delivered from Italy around the 1st of October. Staff from Mondo, including five experts from Italy, will assist in constructing and assembling the track.

Sales efforts will focus on track meets, leveraging the opportunities they present. Specifically, 80% of the calendar will be dedicated to USA Track and Field and AAU events. By capitalizing on the strong relationship with the Pacific Association, representing Northern California and Northern Nevada, a detailed sales strategy and budget allocation will be developed. Investment will be directed toward specific publications, marketing, and social media to advertise the Indoor Track. Plans include travel to Indianapolis and Orlando for one-on-one meetings with USA Track and Field and AAU representatives.

Leveraging existing relationships with USA Track and Field and AAU from past cross-country events, these one-on-one meetings will continue. The track season typically runs from November to March, with April reserved for NCAA volleyball, limiting track opportunities. The focus will be on Masters events in March, as collegiate events end in February. A city-wide event in January allows for track utilization before the NCAA volleyball season in April. The outdoor season starts in March, limiting indoor track usage. The speed of track assembly and disassembly remains uncertain, and the loss of five weekends due to facility conventions will impact room nights. The pursuit of exhibition or celebrity-type meets in the early part of the season is crucial, as the true competition season starts in the first week of December and runs through mid-March.

Year one projections are conservative due to uncertainty in track assembly and disassembly times. The university is expected to add more teams to their meets, with three open weekends currently available. Potential weekend losses due to assembly and disassembly times, especially with full facility conventions, are a concern. Improving track assembly and disassembly efficiency by years four and five is a goal. The track has been

purchased, and the focus now shifts to promoting and selling it, with standing-room-only events anticipated for track enthusiasts and supporters from various associations and universities. Pacific Association events will generate about 7,000 to 8,000 room nights. University of Nevada events will generate about 4,000 to 5,000 room nights. The first year will have fewer colleges participating, around six to eight. Room nights are expected to grow in subsequent years as more colleges participate. The original commitment was for six meets per year in year one, and they are close to achieving that number.

Questions about cooperation from Nevada and necessary support have been addressed through numerous discussions. Contract finalization has been delayed, with contingency plans identified. An area adjacent to the convention center, referred to as the castle, has been identified for storage, offering 7,000 to 8,000 square feet. Three bids were received for the racking system (\$10,000) and HVAC unit (\$75,000 to \$120,000). The university has committed to paying for the HVAC unit over a 10-year term and the racking system upfront (\$20,000 to \$22,000 in year one). A trade value agreement with the university for tickets and events has been established, though there is a risk of the university not meeting their financial obligations over the 10-year term.

The university has committed to six meets per year with a minimum of 10 teams. If the university fails to fulfill its obligation, other universities like Sac State, Stanford, and UC Davis will be approached to host meets. There is confidence in securing these partnerships due to high demand for the track. Efforts to secure more university partnerships are ongoing, including exploring opportunities in bowling and gaming.

The university has committed to transportation and storage valued at \$200,000, expected to be provided in-kind. However, the university is now being asked to write hard dollar checks instead of providing in-kind services. Issues and risks include the university's difficulty in moving forward with the agreement due to this change. Exploring alternative options for transportation and storage that benefit the track and team is a next step. Storing equipment on-site is preferred for logistical reasons and the long-term lifespan of the track.

**Board Member Murdock left the meeting at 9:42am. He returned at 9:45am.
Board Member Ascuaga left the meeting at 9:43am. He returned at 9:44am.**

D3. Reno-Sparks Convention and Visitors Authority Department

Courtney Jaeger presented the room tax update to the Board. Courtney Jaeger stated that in May, taxable revenues experienced an 8.6% decline, \$35,832,298 in 2024 in contrast to \$39,215,191 in 2023, with a 2.5% decrease in specific sectors. Year-to-date, total taxable room revenues have decreased by approximately 2%, primarily due to a reduction in occupied rooms. The overall Average Daily Rate (ADR) has remained stable year-to-date. In May, hotels saw an 8.5% decline, while vacation rentals increased by 7.4%, and other segments remained relatively flat. Year-to-date, most segments have experienced declines, with motels remaining flat and vacation rentals showing an increase. While hotel ADR has increased year-to-date, it experienced a 2% decline in May. Vacation rental ADRs have dropped by 3.7% year-to-date, maintaining a flat total ADR. Notably, Reno-D experienced the largest year-to-date decline at over 7%, followed by Washoe-D

at 2.6%. National travel trends indicate travel is up, planes are full, but overall occupancy and cash flows are down compared to the prior year. Downtown occupancy is down due to the absence of male bowlers. This year, women bowlers are present but not filling the gap left by men.

Mike Larragueta presented the executive update. Brenda Salgado was announced as the May recipient of the Spotlight Employee of the Month award. Additionally, John McGinnis was introduced as the new Vice President of Sales. John McGinnis has 30 years of experience in Hotel Sales, including leadership roles at Atlantis Casino Resort Spa and El Dorado International Hotel Group.

Two baseball games are scheduled: July 31st in San Francisco (Giants vs. Athletics) and September 18th (Padres vs. Astros). An event in Kansas City on November 4th (Chiefs vs. Buccaneers) will be hosted by Emily Flynn. This will be the third consecutive year for this event. Emily Flynn, Regional Director of Convention Sales, will be hosting clients. Board members are encouraged to participate to demonstrate community support.

Board members are encouraged to participate in the upcoming major trade shows, ASAE annual meeting in Cleveland, Ohio from the 10th to 13th, IMAX America in Las Vegas in October, with a major client event, and Holiday Showcase in Chicago, Illinois in November.

The Reno-Tahoe Team Outing was held on Tuesday, June 18th at the Renaissance Boondocks Bocce Summer Bash. The event was a tremendous success with about 150+ attendees including employees, their significant others, and dependents.

The first community stakeholder engagement meeting was held with approximately 25 attendees including Board member Murdock and Chair Bybee. Two leads were generated from the meeting.

Shriners International 150th Imperial Session is coming to the region from June 30th through July 4th, bringing significant economic benefits to the region. This prestigious event, four years in the making, will attract approximately 4,000 attendees and account for nearly 11,500 room nights. The headquarters hotel for the event is the Reno downtown, with additional venues including the Reno Ballroom and the RAC being utilized. The economic impact of the Shriners International 150th Imperial Session is projected to be nearly seven million dollars, underscoring its importance to the local economy.

Christina Erny presented the marketing update. After a year of development, a dynamic and personalized new website has been launched, highlighting Sparks, Tahoe, Gaming, Reno, and various events. Kristen McClellan was acknowledged for her significant contributions to this project. The website, which went live in March, includes 390 pages, 170 menu features, 135 articles, and user-generated content photos. Developed in collaboration with GuyVeek, an AI and ChatGPT company, the website features a personalized guide that prioritizes site content before searching the broader internet, already used by nearly 9,000 visitors.

The website features seasonal elements to provide relevant content based on the time of year, with key findings and studies available on cba.com. Despite Ben McDonald's absence, updates on tourism economics will be provided in an upcoming meeting. The

Bucket List Family, with over seven million followers, visited the region for the third time, hosted a meet-up at the Reno Aces Stadium, and significantly boosted local engagement, including 1,400 new Instagram followers.

Promotions at the visitor center include a new visitor profile study indicating an increase in travelers with pets. Complimentary wag bags, containing a QR code for dog-friendly locations and other goodies, are offered to visitors. Additionally, branded T-shirts and apparel are now available for sale to increase brand awareness and foot traffic.

Research suggests opportunities for better alignment between destination strength and events. An initiative to partner influencers with area events has been implemented, with plans to increase 'No Limits' branding at events. Custom flags and banners have been developed to encourage attendance and promote the brand, displayed at events like the River Festival and beyond.

New photo and video assets have been prioritized to showcase upgrades at the convention center and the Reno Event Center. The Reno Event Center suite, recently upgraded with new furniture, carpet, and wall decorations, was featured in a photo shoot designed to simulate a concert atmosphere with lights and smoke machines.

Board Member Jay left the meeting at 10:26am. He returned at 10:29am.
Board Member Hill left the meeting at 10:28am. She returned at 10:29am.
Board Member Ableser left the meeting at 10:26am. He returned at 10:47am.

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

Motion: To extend the contract for BVK for paid media for one additional year.

Moved by: Board Member Ascuaga

Seconded by: Board Member East

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

Nay:

Absent:

Abstain:

Vote: Motion passed unanimously 9-0-0

The Board was asked to renew the BVK contract for both Agency of Record and Media Buying Services for one additional year. BVK has been a partner for eight years and has not increased their cost of services despite rising business costs. The RFP process was put on hold due to a change in leadership and lack of a permanent CEO. The Board will revisit the RFP process in the 2025 fiscal year. The Board will consider signing a multi-year agreement for media buying strategy in the future.

Board Member Ableser left the meeting at 10:56am. He returned at 11:14am.

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).

Motion: To sign KPS3 for one year to oversee website maintenance, search engine optimization, and testing.

Moved by: Board Member Commissioner 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 9-0-0.

KPS3 was chosen through a full RFP process last year for website management. The website launched this week. The contract includes testing to improve user experience and to maximize conversions. An SEO contract is crucial for organic search positioning. KPS3 provided an impressive proposal for top positioning on Google and other search platforms. Testing includes approximately seven in-depth tests per month at a cost of \$145,000 for the year. Historically, one-year contracts are used, and needs are reassessed annually. The Board will reassess website maintenance needs and costs in a year.

BVK handles paid search and media buy, while KPS3 handles organic search. Both agencies work together to ensure seamless visitor experience and conversions. Regular quarterly meetings are scheduled between the two agencies.

Board Member Ascuaga left the meeting at 11:01am. He returned at 11:01am.

E3. Review, Discussion and Possible Action to Award RFP 2024-MKT01 Public Relations Agency of Record, and Local Media & Community Engagement services

Motion: To approve Decker Royal Agency as RSCVA's national PR firm, and Good Giant as RSCVA's local PR firm, as presented.

Moved by: Board Member Jay

Seconded by: Board Member Commissioner Hill

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

Nay:

Absent:

Abstain:

Vote: Motion passed unanimously 9-0-0

The full RFP process for public relations included the opportunity for submitters to bid for national, local, or both PR services. Five agencies submitted proposals, with four advancing to the final stage. The final bidders included one agency focused solely on national PR, two agencies willing to handle both national and local PR, and one agency specializing only in local PR. Decker Royal Agency was selected for national PR, while Good Giant was chosen for local PR. Historically, two-year contracts have been used for PR services with positive outcomes; one-year contracts are considered too short of a time

frame to make a significant impact. Concerns were raised about the fairness and transparency of the selection process during the public comment section of the Board

meeting. **Mike Larragueta** responded to the concerns, stating each finalist had 30 minutes to present their plan and participate in a Q&A session. Bidders also submitted hard copies of their entire plans, which were reviewed and scored over several days.

Board Member Long left the meeting at 11:05am. He returned at 11:06am.

Board Member Jay left the meeting at 11:05am. He returned at 11:06am.

Board Member Murdock left the meeting at 11:10am.

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)

Motion: To nominate Richard Jay to the Board of Directors for a two-year term

Moved by: Board Member Commissioner Hill

Seconded by: Board Member Chair Bybee

Aye: Board Members: Bybee, Hill, and Schieve

Nay:

Absent:

Abstain:

Vote: Motion passed unanimously 3-0-0

Richard Jay is currently finishing out the unfinished term for Miss Ferrazza, with one year remaining on his Airport Board seat. The appointment is for a two-year term, effective July 1, 2024, and only elected officials have the ability to vote on the appointment.

Richard Jay gave an update on the significant progress that has been made during his term, including policy review and improved relationships between RSCVA, EDawn, and RTA. Richard Jay had a recent trip to Atlanta with Delta, that had a positive impact on the community.

Richard Jay and Sean Carey have been nominated for the Airport Board.

Board Member Ableser returned to the meeting at 11:14am.

G. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Richard Jay gave an update on airport matters. June 23rd marked the busiest day of the year, with approximately 9,000 departures. Peak travel days around Independence Day are expected to see around 18,000 total passengers, reflecting a nearly 15% increase in passenger numbers compared to last year. The new purple parking lot is now open, and no cars have been turned away.

Mark Bird has been announced as the new Chief Commercial Officer, relocating from Rio to Hawaii. In his role, he will oversee all aspects of commercial properties and focus on expanding business and industry at the airport and its associated lands.

The Airway Commerce Center development, located south of the airport, is anticipated to have its grand opening next month.

Board Member Ableser left the meeting at 11:23am.

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 11:24 am.

The meeting may be viewed at the following:

06/27/2024 RSCVA BOD Mtg <https://www.youtube.com/watch?v=jOA5Acd3Agg>



To: RSCVA Board of Directors

From: Trent LaFerriere, Vice President of Facilities

Cc: Charlene Bybee, RSCVA Board Chair

Date: July 25, 2024

Subject: Review, Discuss and Possible Action to approve staff's recommendation to approve two (2) change orders on the Request for Proposal 2023-OP03 (PWP-WA-2023-439) for the Reno-Sparks Convention Center - Sections D1, D2-1, and D2-2 Roof Replacement and Refurbishment Project.

Executive Summary

The purpose of this agenda item is to review staff's recommendations to approve two (2) change orders on the Request for Proposal 2023-OP03 for the Reno-Sparks Convention Center - Sections D1, D2-1, and D2-2 Roof Replacement and Refurbishment Project. This RFP was approved at the board of directors meeting held August 24, 2023.

Background

A Request for Proposal for the Reno-Sparks Convention Center - Sections D1, D2-1, and D2-2 Roof Replacement and Refurbishment Project was approved by the board of directors on August 24, 2023, and awarded to D&D Roofing and Sheetmetal, Inc. for the total sum of \$902,974.00.

Change Order #1

During the roof replacement of section D2-1 over the main kitchen area at the Reno-Sparks Convention Center it was observed by the roofing consultant, that parts of the existing insulation were no longer performing its intended function due to high levels of water saturation. The cost for removal, disposal, and replacement with new insulation for these areas resulted in an added cost of \$80,034.00. Replacement of the new insulation is essential to restore the building's energy efficiency and prevent further structural damage.

Change Order #2

During the roof refurbishment of section D2-2 at the Reno-Sparks Convention Center, indications of water infiltration to the insulation were present. In order for the warranty to be valid certain sections of the old membrane needed to be removed for insulation inspection. Per the roof consultant there was not enough saturation to warrant replacing the insulation, but the membrane needs to be replaced. The cost to remove and replace 3,000sq ft of membrane is \$9,872.00.



Fiscal Impact

Below is a financial summary of RFP 2023-OP03 Reno-Sparks Convention Center - Sections D1, D2-1, and D2-2 Roof Replacement and Refurbishment Project.

- Total Board Approved Budget Amount: \$1,385,000.00
- Total Board Approved Contract Amount for D&D: \$902,974.00
- Total Change Order Request Amount: \$89,906.00
- New Total for D&D Roofing & Sheetmetal, Inc. Contract Amount: \$992,880.00

Recommendation

Staff recommends paying both change orders for RFP 2023-OP03 in the amount of \$89,906.00 to D&D Roofing and Sheet Metal, Inc.

Proposed Motion

I move to award both change orders for the Reno-Sparks Convention Center - Sections D1, D2-1, and D2-2 Roof Replacement and Refurbishment Project under Request for Proposal 2023-OP03 to D&D Roofing and Sheet Metal, Inc. for the total sum of \$89,906.00, under the terms presented.



Reno-Sparks Convention & Visitors Authority Board Meeting

Downtown Reno Partnership
July 25, 2024



What is the Downtown Reno Partnership?

- Created in 2018 by the City of Reno at the request of downtown property owners. It replaces and expands two previous Special Assessment Districts.
- 1 of 1,500+ throughout the country.
- Private-sector led and managed Neighborhood Improvement Project under NRS271.
- 501c6 nonprofit business whose main purpose is to make downtown Reno a safer, cleaner, and more vibrant district for residents and visitors.
- Funded by property assessments which pay for operations, street maintenance, Ambassadors, marketing and economic development.



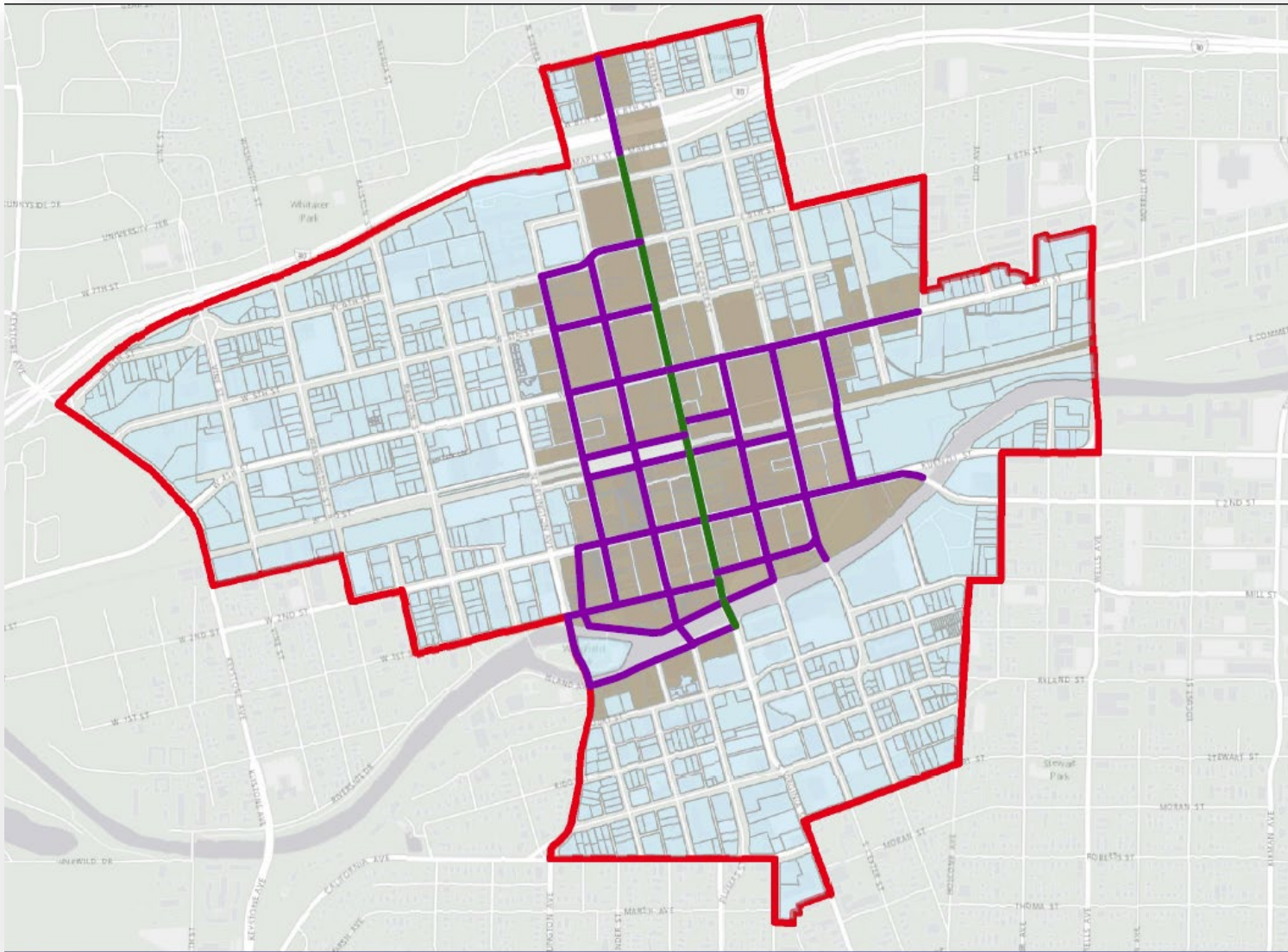
BID Boundary & Service Zones

110 Block Area

Standard Services are provided throughout the entire district and include safety, on-demand spot cleaning, crime deterrence and engagement with street populations and visitors.

Premium services added patrols within the core of downtown, heavy concentration on litter and graffiti removal, public furniture cleaning and power washing.

Premium-plus services are concentrated along the Virginia Street corridor and include additional daily services. Premium-plus properties also pay into a special beautification budget for annual projects.





Before the BID was created

- Major cleanliness issues.
- Downtown's reputation was negative.
- Developers were hesitant to come downtown.
- No strong sense of a community.
- Homeless individuals were not strongly tended to for help and referrals to resources.
- Police were inundated with nuisance calls for service (i.e. trash, weeds, vandalism, graffiti, illegal camps).





Before
&
After



Ambassador Services



- Our Ambassadors work three shifts, 24 hours a day, seven days a week
- They pick up trash, remove graffiti, pressure wash, transport individuals to services, check in with business owners, assist with patrolling special events & engage with residents and visitors.

Social Service Ambassadors

- Our team of 4 social outreach Ambassador take individuals to numerous different housing and social service locations including: Cares Campus, Our Place, Eddy House, Reno Behavioral, social security office, Division of Welfare, VA Hospital, family counseling services, Nation's Finest, Capitol Hill, WellCare, Hopes Clinic, Salvation Arms, DMV, Restart, Good Shepard, Bristlecone, Senior Center



Overnight Ambassadors



- Launched an overnight Ambassador program in the summer of 2023
- Goal is to shine a light into the dark corners of the BID to keep negative activities from establishing overnight
- Two teams of two patrol 7 nights a week
 - 11 p.m. - 7:30 a.m.
- Secured an additional vehicle to help remove trash, carts and encampment debris
- Deploy on foot once the sun comes up

Security Ambassadors

- **Launch Security Ambassador Team**
 - National trend since the pandemic – augmented program with licensed security personnel
 - Allows for on-foot patrolling in problematic areas to serve in an education capacity and as a deterrent
 - Provides augmented security for ambassador team as they do outreach and cleaning
 - Increase the feeling of safety for all those working, living or visiting the downtown area
 - They are licensed security personnel that will be deployed in the time, place and manner as issues dictate



Wing Fest



Reno Aces games



Veterans Day Parade



Event Support

- The DRP promotes and shares BID business events on social
- DRP routinely supports events in the BID to provide safe walks, extra presence and more:
 - Veterans Day Parade
 - Reno Aces games
 - National Bowling Tournaments
 - Hot August Nights
 - WingFest
 - Italian Festival
 - BBQ, Blues and Brews



Shriner's Convention



Hot August Nights

Event Support

- The DRP promotes and shares BID business events on social
- DRP routinely supports events in the BID to provide safe walks, extra presence and more:
 - Veterans Day Parade
 - Reno Aces games
 - National Bowling Tournaments
 - Hot August Nights
 - WingFest
 - Italian Festival
 - BBQ, Blues and Brews
 - Shriner's

Downtown Developments

- 301 State Street
 - 5 stories
 - 88 units
 - \$8,554,173
- NV Museum of Art Expansion
 - 50,000 square-feet
 - 2025 Completion
 - \$60,000,000
- Ballpark Apartments
 - 5 stories
 - 368 units
 - \$63,551,556
- 245 N Arlington
 - 5 stories
 - 153 units
 - \$13,287,273
- Vintage at Washington
 - 5 stories
 - 205 units
 - Affordable senior living
 - \$17,092,584
- UNR Business Building
 - 5 stories
 - 128,000 sq ft
 - Hotel component



Inaugural State of Downtown Report

- The State of Downtown report provides a recent snapshot of data to illustrate the current state of downtown, utilizing a standard geography of a 1-mile radius as an area of economic influence to allow for easier evaluation and comparison. This report establishes a baseline to measure future progress, and it is an asset to help investors, developers, businesses, and brokers to make better data-informed decisions.



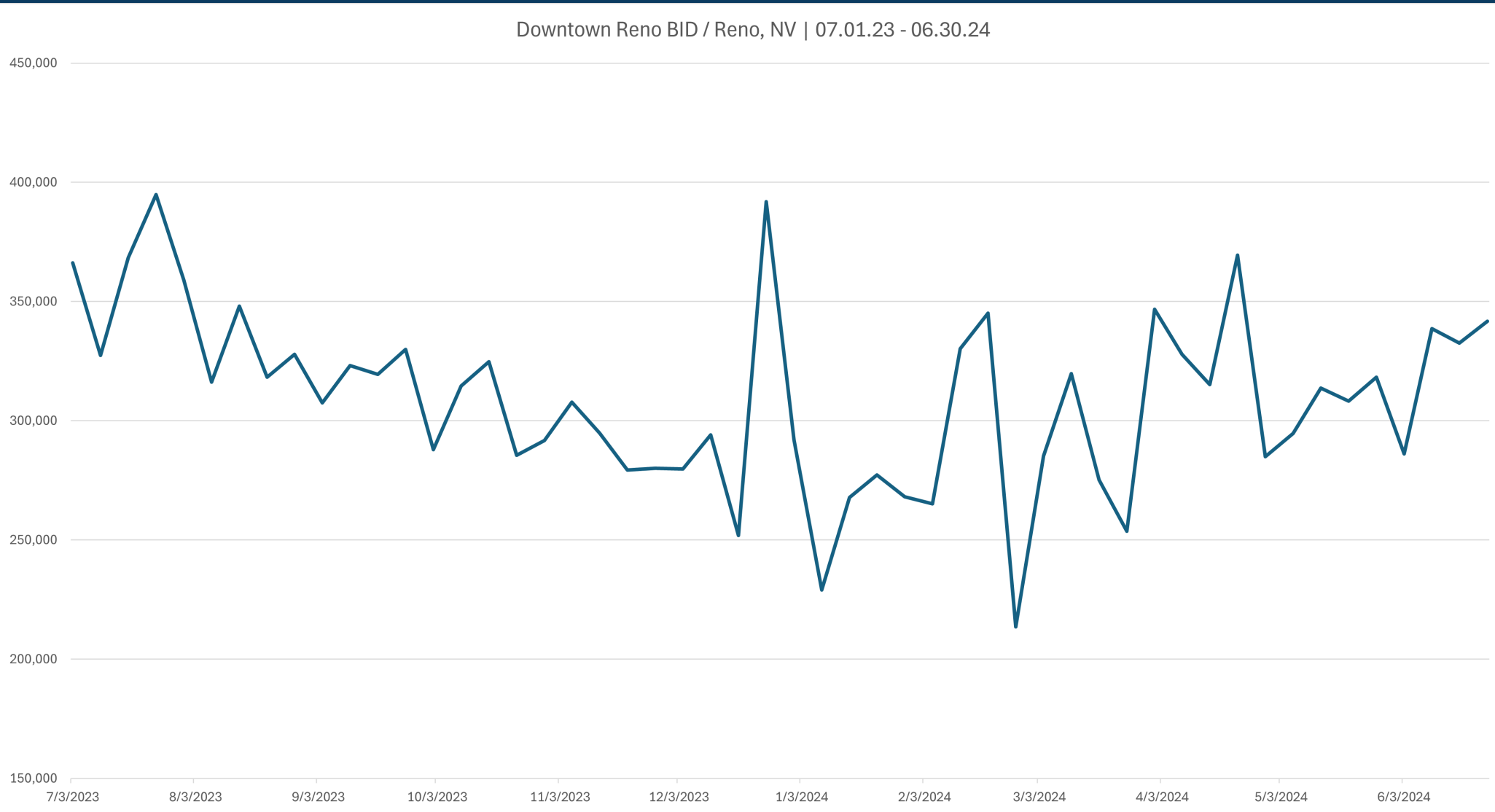
Downtown Visits Metrics

Downtown Reno BID / Reno, NV | 07.01.23 - 06.30.24

In Fiscal Year
23/24

- Downtown Reno was visited 16,158,651 times by 2,301,720 (16.2 million times by 2.3 million people)

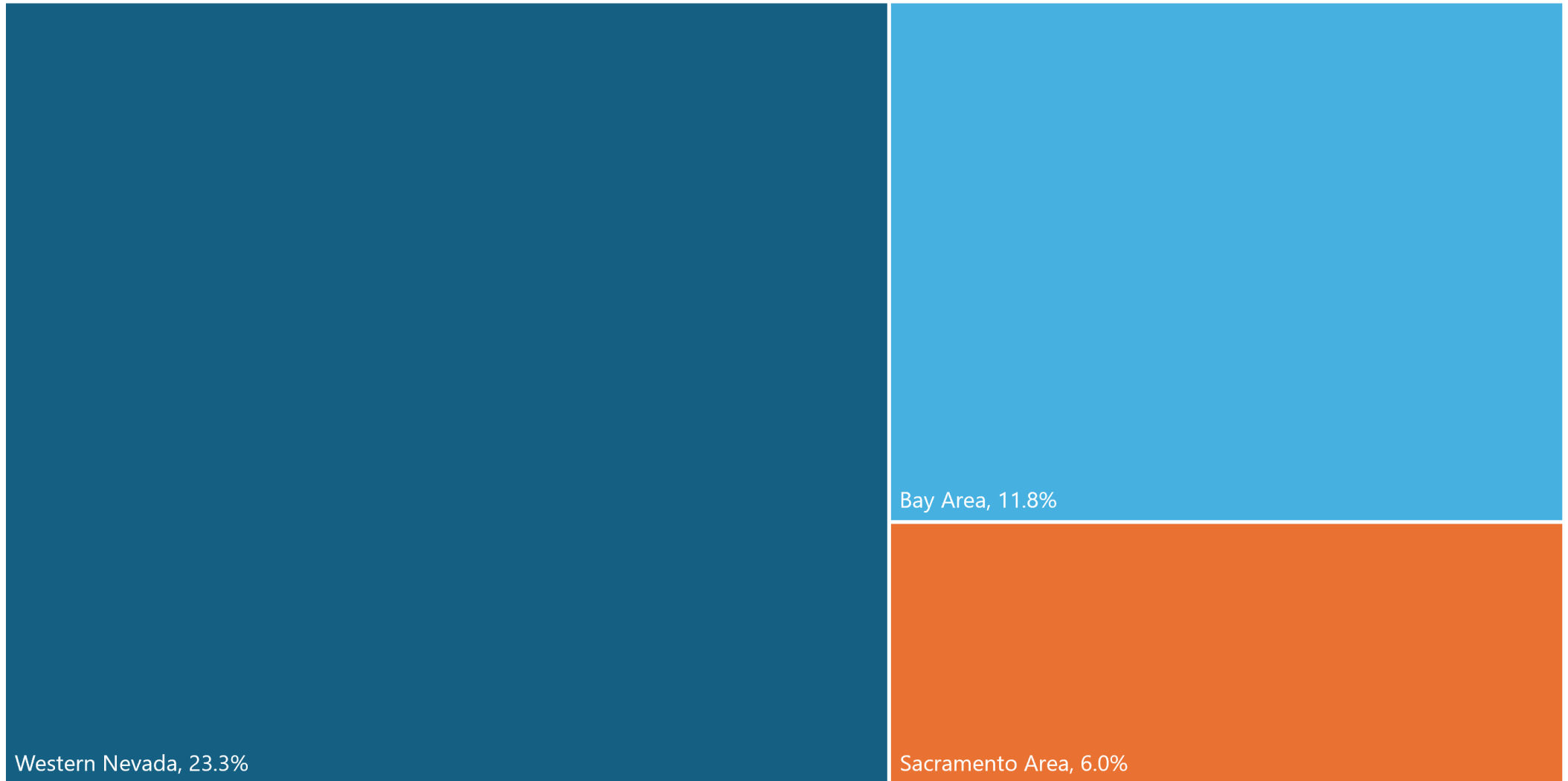
- 1.1 million people from California visited downtown 4.1 million times



Visitors by Origin

Downtown Reno Visitors by Origin

■ Western Nevada ■ Sacramento Area ■ Bay Area



Downtown Event Foot Traffic

Five major special events that took place in Downtown Reno this summer each saw a significant increase in foot traffic for their 2023 events over their 2022 events:

- Riverfest
2022: 7,000 attendees
2023: 14,000 attendees
Increase of 112%
- Hot August Nights
2022: 35,000 attendees
2023: 39,000 attendees
Increase of 14.4%
- BBQ, Brews and Blues Festival
2022: 13,000 attendees
2023: 17,000 attendees
Increase of 31%
- Great Reno Italian Festival
2022: 19,300
2023: 21,700
Increase of 12.4%
- WingFest
2022: 25,750 attendees
2023: 30,059 attendees
Increase of 16.7%



Rollin' Reno

- Hosted Rollin' Reno roller skating event on June 4
- Drew more than 700 people from in and out of town
- Featured music, skating, food and drinks on Locomotion Plaza between the Reno Arch and Eldorado





ARTS & CULTURE

New mural 'activates' vacant storefront on Virginia Street; Downtown Reno Partnership plans more wall art

by Staff Reports May 23, 2023



PHOTO/DAVE ROBERT: The new mural by artist Mike Harrison on the vacant storefront at 229 N. Virginia St.

RNR
Reno News & Review
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RECENT STORIES

In search of Reno's last pay phones: A few survive, but younger people don't know

Vacant Storefront Beautification Program

2NEWS NEWS WATCH WEATHER SPORTS FEATURES EVENT CALENDAR

Beautification of Downtown With New Murals and Flower Planting

Jaden Urban May 11, 2023 Updated May 11, 2023



DRP completes first mural as part of its vacant storefront beautification initiative, space now available for lease (sponsored)

By: Downtown Reno Partnership Date: May 12, 2023



Vacant Storefront Beautification Program



BID Map with
Highlight QR
Code





July 2023-June 2024 Ambassador Stats



176,721 pounds of
trash collected



4,988 pressure washes
completed



525 pieces of
graffiti removed



92,788 stakeholder
check-ins



1,035 shopping
carts recovered



10,246 social service
referrals

#BELIEVEINRENO



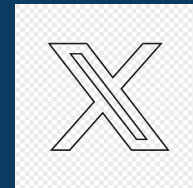
DRP Ambassador Team



Hotline Number: 775-313-4080
Email: njardon@downtownreno.org



facebook.com/DowntownRenoBID



twitter.com/downtown_reno



instagram.com/downtown_reno



Downtown Reno Partnership



DOWNTOWN RENO PARTNERSHIP



EXECUTIVE UPDATES

**BOARD OF DIRECTORS
JULY 25, 2024**





SPOTLIGHT AWARD



SPOTLIGHT AWARD



PUBLIC BOWLING DAYS

EVENT

AUTOMO-BOWL

73 LANES

227 BOWLERS

PROCEEDS TO NATIONAL
AUTOMOBILE MUSEUM


2NEWSNEVADA

NEWSWATCHWEATHERSPORTSFEATURESEVENT CALENDAR

94°

National Bowling Stadium Holds Auto-Bowl Fundraiser for National Automobile Museum

22 hrs ago



2 OUR COMMUNITY

KTVM

2NEWS NEVADA

AUTOMO-BOWL FUNDRAISER TODAY

11:24 PMMLBDetroit 4Toronto 5

Watch 2 News

KTVM

2NEWS NEVADA

WATCH NOW

BISCOTTI'S

Online Printing Shop

Smartpress

Currently in Reno

Partly Cloudy

94°

97° / 67°

4 PM96°

5 PM94°

6 PM93°

7 PM92°

8 PM88°

☁️

☁️

☁️

☁️

☀️

The event was a fundraiser for the National Automobile Museum.

The National Bowling Stadium held the Auto-Bowl fundraiser on July 21.

4

FUTURE PUBLIC BOWLING DAYS

SEP 28	BOOK BOWL IN SUPPORT OF SPREAD THE WORD NEVADA
OCT 26	BOO BOWL IN SUPPORT OF SCOUTING AMERICA (NEVADA AREA COUNCIL)
NOV 23	FUR BOWL FOR OPTIONS VETERINARY CARE
DEC	HOLIDAY BOWL (CHARITY TBD)
JAN	CHARITY TBD
FEB 22	OUR 30TH ANNIVERSARY, WE WILL DO A BACK TO THE 90s BASH



SHRINERS



SHRINERS



ECONOMIC IMPACT

\$6,921,918

TOTAL ROOM NIGHTS

11,491

ATTENDEES

4,000

ARRIVE

JUNE 21

DEPART

JULY 5

CONVENTION DATES

JUNE 30 – JULY 4





THE RENO TAHOE EXPERIENCE





LOCAL HOTELS AND PARTNERS

JULY 13 - 16





ATTENDEE ORGANIZATIONS

JULY 13 - 16



DELTA

Southwest

American
Airlines



spirit

UNITED



HB | HELMSBRISCOE



ConferenceDirect

prestige | global
meeting
source



USAVolleyball



AACE

AMERICAN ASSOCIATION OF CODE ENFORCEMENT

ALLDATA

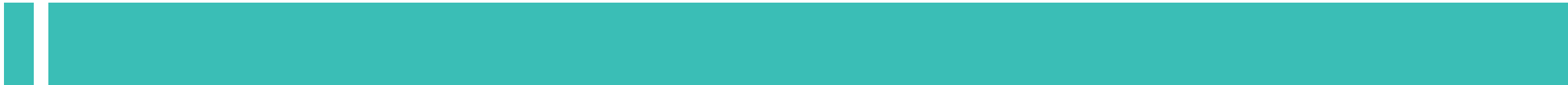


FAST FORWARD
Events. PR. Joy.

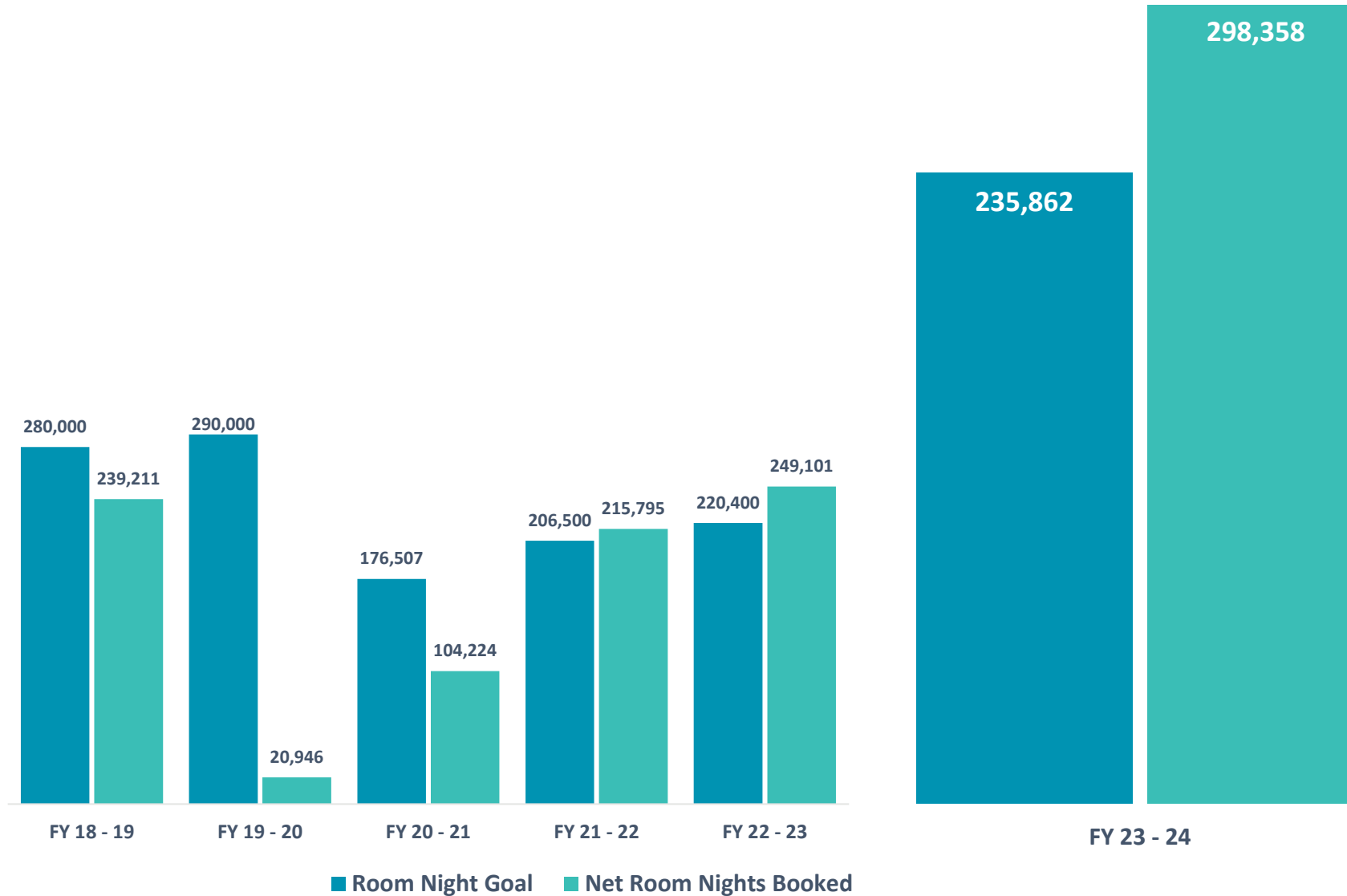




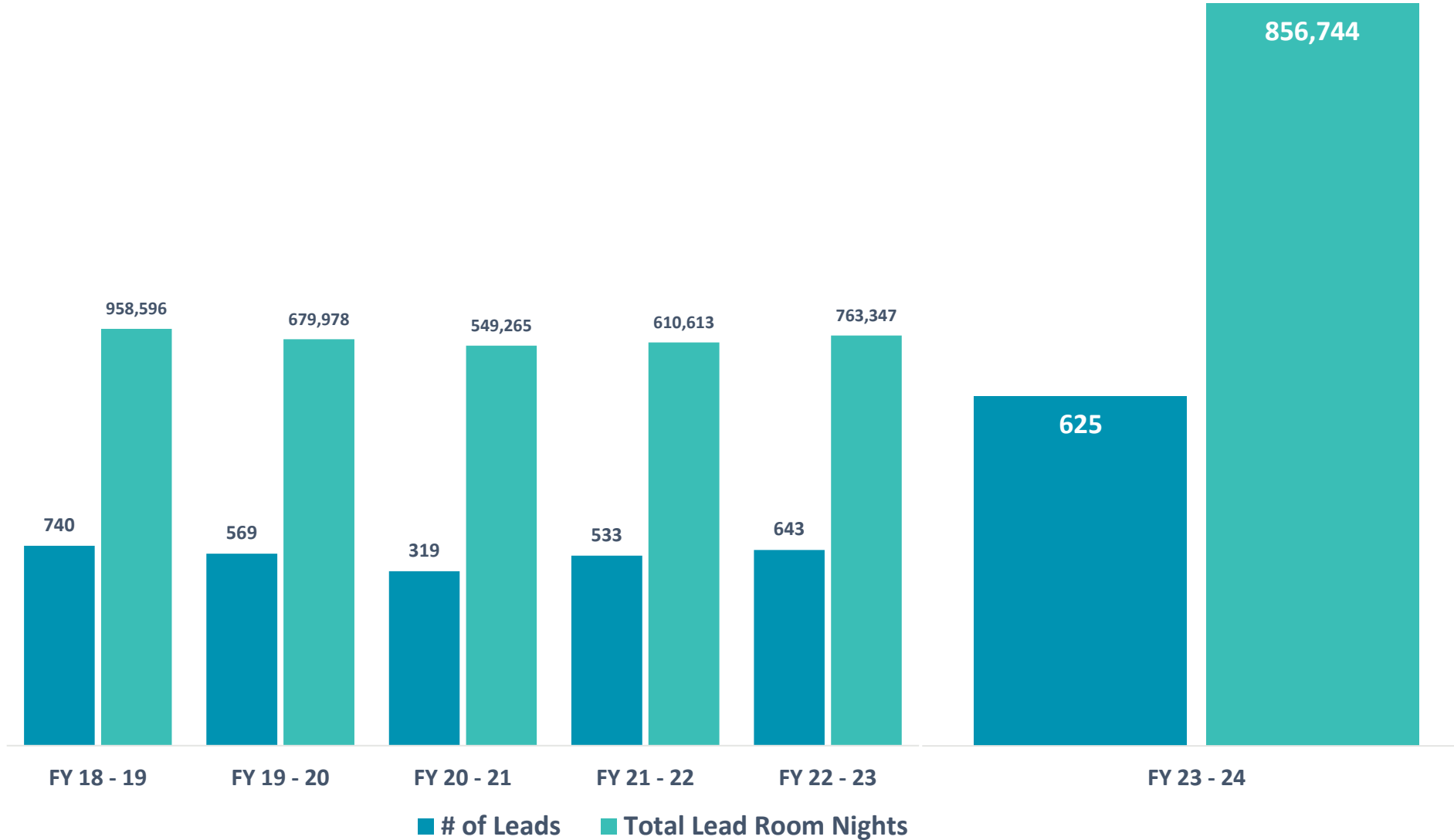
CONVENTION SALES



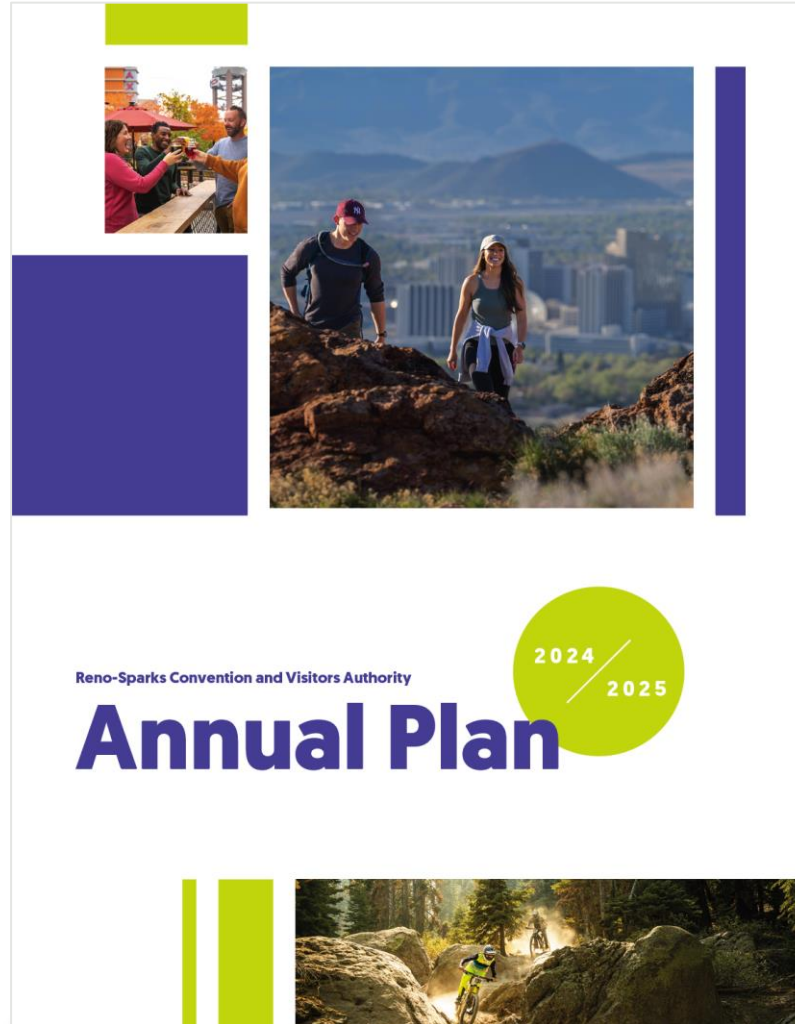
CONVENTION ROOM NIGHTS



LEAD ROOM NIGHTS



ANNUAL PLAN 2024 - 2025



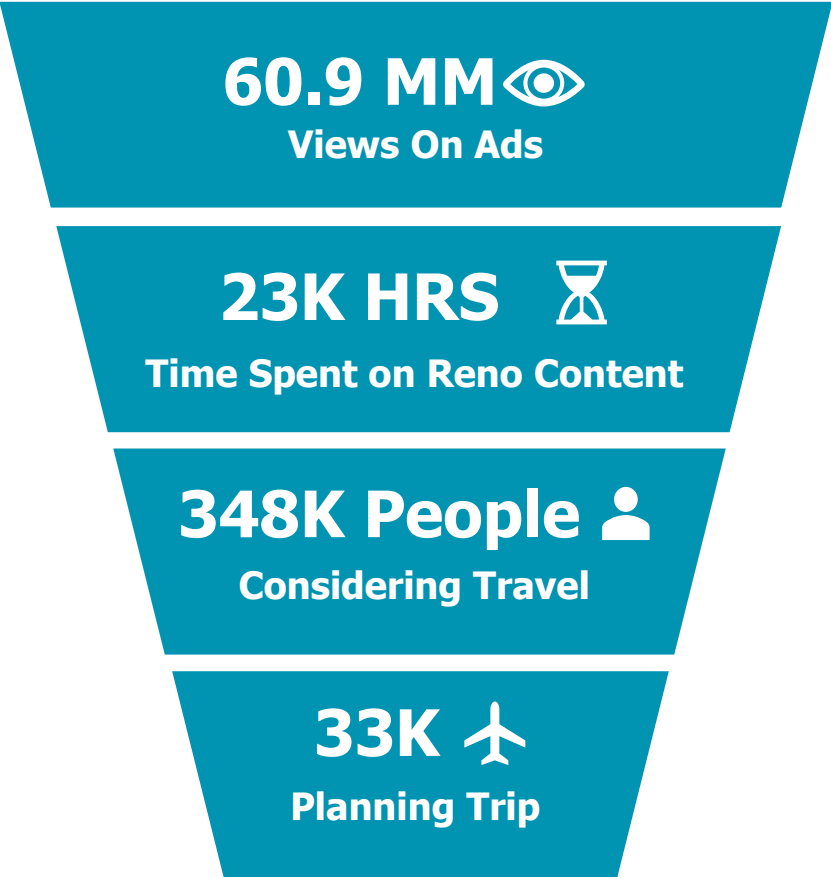


MARKETING & RESEARCH



Paid Media Impact (Leisure)

JUNE 2024



Ads In-Market

Total ads across all channels

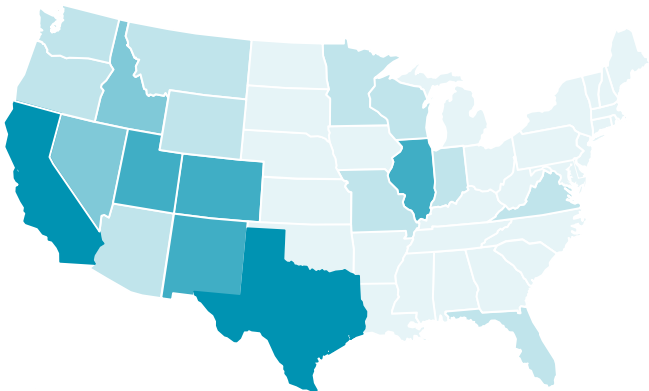
362

Ad Interactions

Clicks, Completed Views, Comments, Shares, and Likes

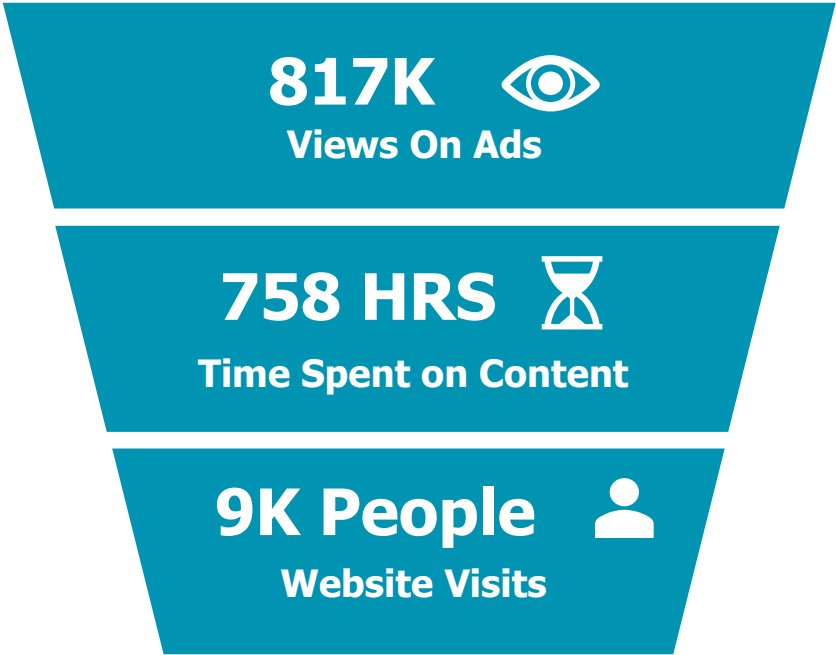
4.5MM

Where Our Ads Are Being Seen



Paid Media Impact (M&C)

JUNE 2024



Ads In-Market

Total ads across all channels

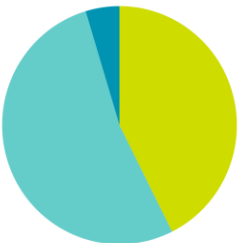
29

Ad Interactions

Clicks, Completed Views, Comments, Shares, and Likes

55K

Spend Allocation



● Social ● Search ● Programmatic

Channel Mix

asae®

LinkedIn

meetings
TODAY

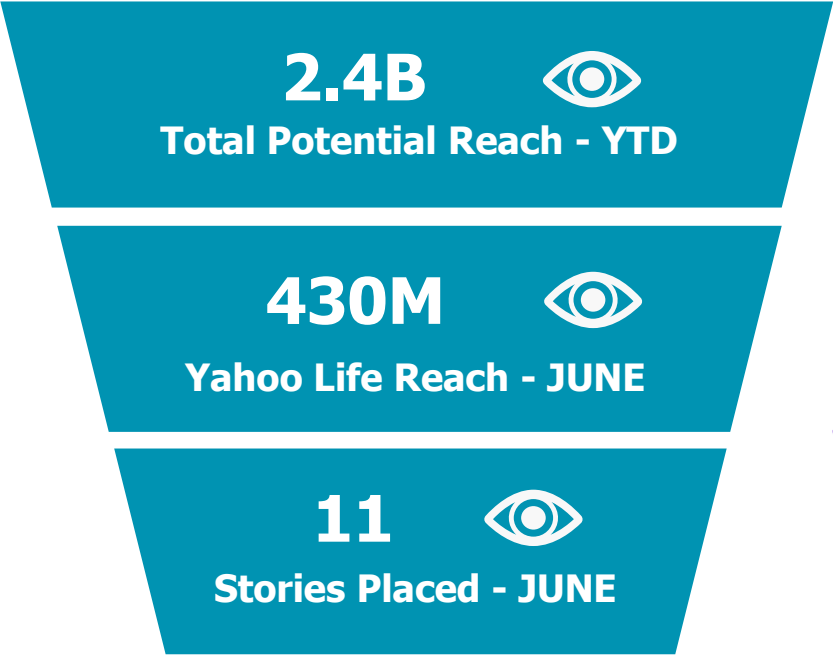
Sports ETA

Google



EARNED MEDIA

FY24



YTD STORIES PLACED

203

JUNE PUBLICATIONS

yahoo!life

MEN'S JOURNAL

msn

thrillist

TRAVEL
PULSE

PRIDE
JOURNEYS



TOURISM MARKET INDICATORS



Reno Tahoe Tourism Market Indicators

May 2024



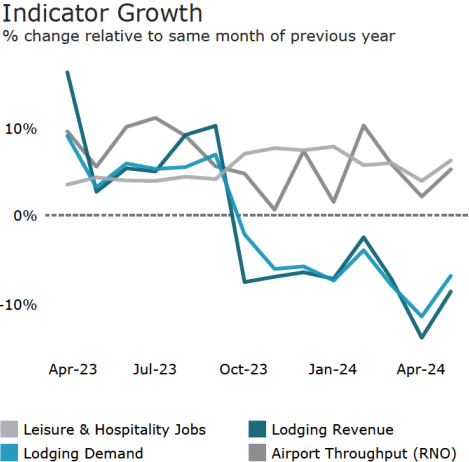
Lodging occupancy ran 62.4% in May (consisting of Cash, Comp, 28 Day occupied rooms as a percentage of all Supply), 4.9% below prior year levels. Cash Occupied rooms totaled 255.0k, 6.7% below prior year. ADR fell by 1.9% to \$140. This resulted in a decline of Taxable Room Revenue of 8.5% to \$35.8M.

Continuing on a similar trend to the prior three months, Website Sessions rose significantly over prior year. They reached 485.0k in May, 72.2% over prior year levels. Paid Social drove nearly 50% of all sessions. Google (33.4% share) and Facebook (31.6% share) were the highest sources, while the top Landing Section was "Things to Do".

TSA Airport throughput at RNO totaled 199.2k in April, an increase of 5.3% over April 2023 and 11.6% higher than 2019. Las Vegas volume grew 4% over prior year; US volume was up 8%. Calendar YTD throughput at RNO was 960.5k, up 5.0% over prior year.

Intent for leisure travel is up from the prior year across most income brackets nationwide. 73% of the highest earners are planning leisure travel in the next six months, up from 64% last year while 41% of survey respondents in the lowest income bracket have plans to travel, up from 35% last year.

US hotel occupancy was 66% in May, a gain of 1.5% from the prior year and the highest May occupancy since pre-pandemic 2019. ADR was \$160, a new high for the month of May and leading to a \$105 RevPAR. It is the third consecutive month that has seen nationwide RevPAR exceed \$100.



62.4%

Lodging Occupancy
▼ -4.9% YOY



\$35.8M

Lodging Revenue
▼ -8.5% YOY



199,158

Airport Throughput
▲ 5.3% YOY, ▲ 11.6% vs. 2019



40.5K

Leisure and Hospitality Jobs
▲ 6.3% YOY, ▲ 3.6% vs. 2019

Powered by: **SYMPHONY** TOURISM ECONOMICS

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



LODGING PERFORMANCE



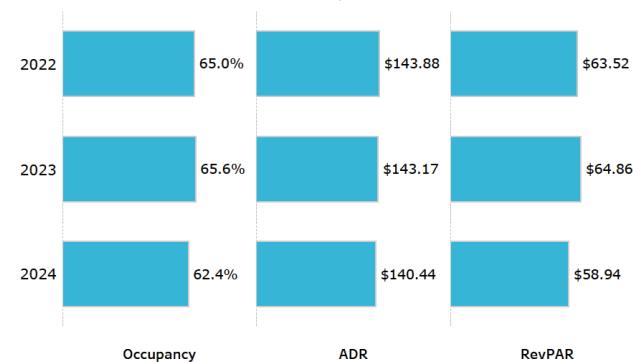
Lodging Performance May 2024



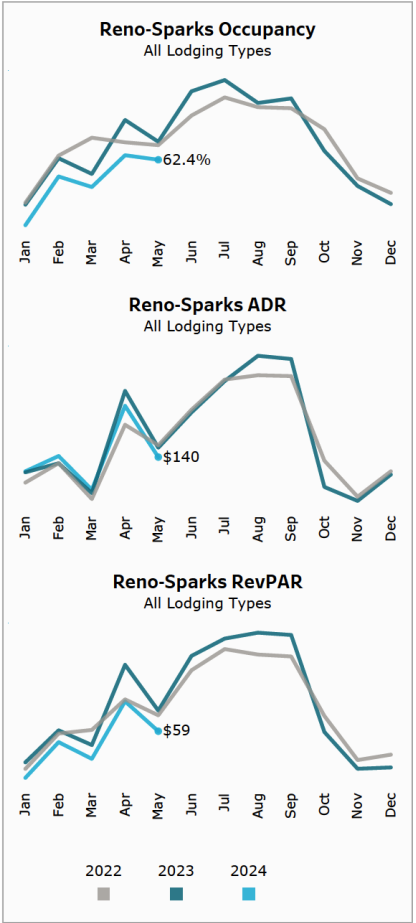
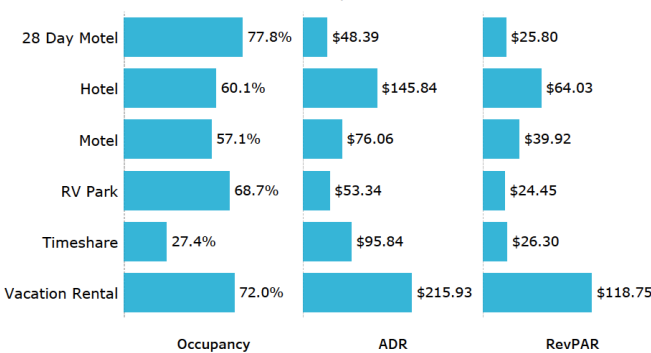
Lodging Performance: Monthly

Occupancy	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
62.4%	▼ -4.9%	\$140.44	▼ -1.9%	\$58.94	▼ -9.1%	671,185	▲ 2.4%	255,140	▼ -6.7%	\$35.8M	▼ -8.5%

May Performance, Past 3 Years Total: Reno-Sparks



May 2024 Monthly Performance Category Comparison Reno-Sparks



Data Source: Visit Reno Tahoe

Powered by: **SYMPHONY** TOURISM ECONOMICS



DOMESTIC VISITORS

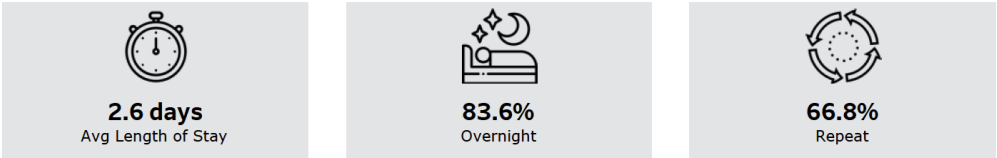
Start Date
July 01, 2023

End Date
May 31, 2024

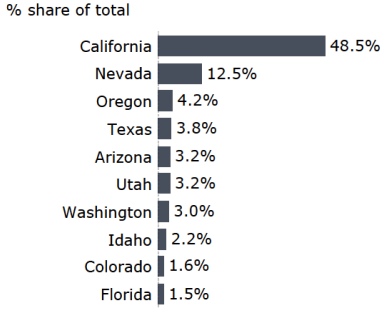
Trip Type
All

Weekend/Weekday Trips
All

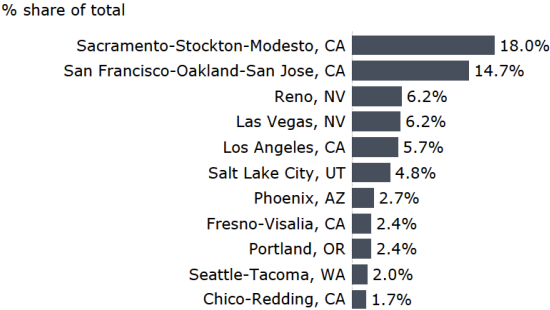
Sample Size: 700,942



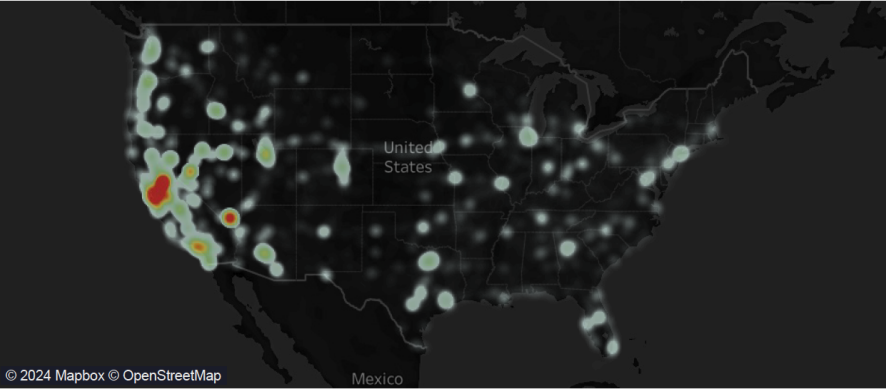
Top Visitor Origin States



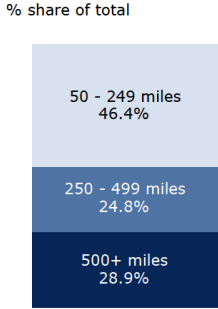
Top Visitor Origin DMAs



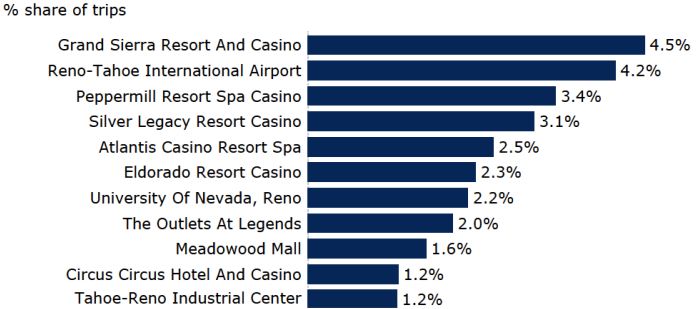
US Mainland Origin Heat Map



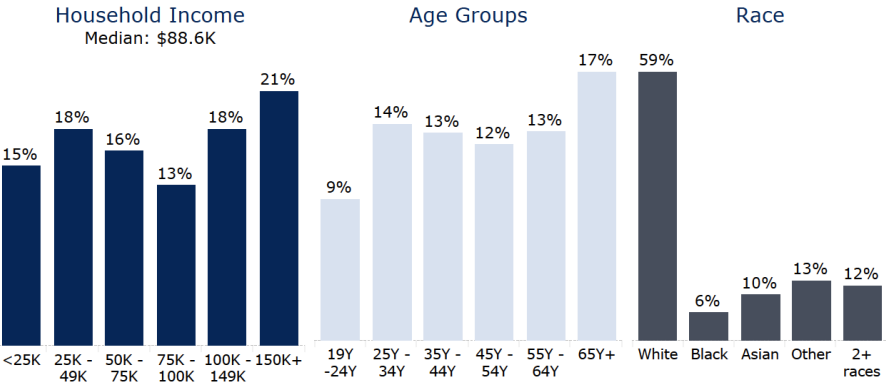
Distance Share



Top POIs Visited



Demographic Estimates



Source: Azira & US Census Bureau



NATIONAL TRAVEL INDICATORS

Compare to Prior Year or 2019
Previous Year



Travel Spending*
(Tourism Economics)
\$114.7B
↗ +4.8%
May vs. Previous Year
↗ +2.4%
YTD vs. Previous Year



Air Passengers
(TSA)
↗ +7.7%
May vs. Previous Year
↗ +7.3%
YTD vs. Previous Year



Overseas Arrivals
(NTTO)
↗ +17.5%
May vs. Previous Year
↗ +19.6%
YTD vs. Previous Year



Hotel Demand
(STR)
↗ +2.0%
May vs. Previous Year
--
YTD vs. Previous Year



Short-term Rental Demand
(AIRDNA)
↗ +11.7%
May vs. Previous Year
↗ +8.9%
YTD vs. Previous Year

Insights

Air passenger volume growth accelerated year-over-year to 8% in May from 5% in April.

Overseas arrivals year-over-year growth increased to 18% in May from 9% in the month prior.

Hotel room demand in May versus last year increased for a second consecutive month (+2%).

Group room demand for the top 25 markets grew 6% year-over-year compared to 11% in April.

Short-term rental demand grew at a faster pace in May relative to 2023 (+12%) compared to April (+1%).

..

Travel Indicators

% change relative to same month vs. Previous Year

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Travel Spending (Tourism Economics)	6%	7%	7%	8%	5%	6%	5%	1%	2%	1%	3%	5%
Air Passengers (TSA)	15%	12%	11%	10%	11%	10%	10%	6%	11%	7%	5%	8%
Overseas Arrivals (NTTO)	24%	21%	27%	28%	21%	24%	24%	24%	26%	25%	9%	18%
Hotel Demand (STR)	0%	0%	0%	0%	-1%	-1%	-1%	-1%	-1%	-2%	2%	2%
Top 25 Group Hotel Demand** (STR)	-1%	2%	3%	-1%	2%	2%	-8%	9%	10%	-4%	11%	6%
Short-term Rental Demand (AIRDNA)	16%	11%	8%	10%	17%	8%	4%	1%	16%	15%	1%	12%
National Park Visits (National Park Service)	3%	3%	4%	2%	4%	1%	5%	0%	-1%	4%	-3%	1%

-8%

28%

*Travel spending estimates are subject to revision as annual data becomes available
**STR group hotel demand at upper-tier hotels (luxury and upper upscale classes)

SYMPHONY TOURISM ECONOMICS



U.S. ECONOMIC CONDITIONS

Compare to
Previous Year

Insights

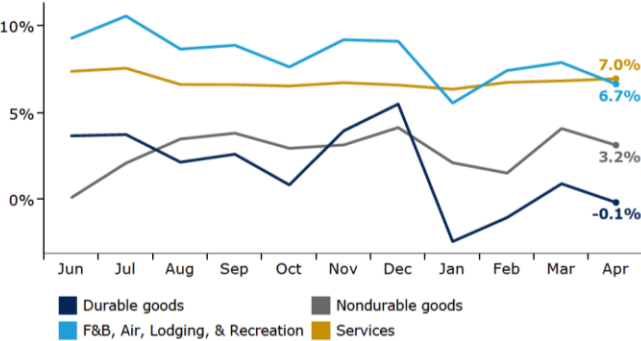
The second consecutive monthly drop in the University of Michigan consumer sentiment survey was driven by a worse outlook on personal finances. Higher prices, delayed interest rate cuts, and weakening income growth are weighing on consumers, although it is expected that recent positive inflation news will offer support in the coming months. Regardless, the resilience of consumer spending is dependent on the state of household balance sheets which remain strong for middle- and high-income households.

A trifecta of May inflation readings – the CPI, PPI, and import prices – surprised to the downside, and many of the underlying details in the reports were encouraging and indicate disinflation is back on track. The supercore CPI – the CPI for core services excluding rent of shelter – fell for the first time since September 2021. On the back of this, the Federal Reserve left rates unchanged in June and marked down its forecast for the number of rate cuts this year to just one from three in March. Meanwhile, TPI year-over-year growth decelerated to 1.2% in May from 1.5% in April, driven by lower lodging price growth.

The NFIB small business optimism index improved for a second month in a row but remains well below its historical average, conveying pessimism among firms. The weak signal from the NFIB survey is largely due to the index's "soft" components, which are most susceptible to political bias. In contrast, the "hard" components, which include firms' hiring and capex plans, correlate more strongly with GDP growth and point to an economy that has cooled but not collapsed.

Consumer Spending

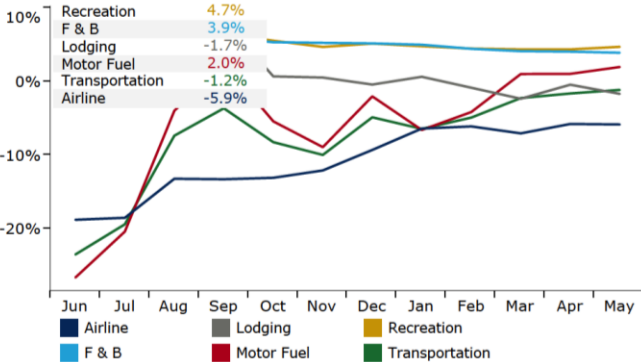
% change relative to same month vs. Previous Year, prior 12-month trend



Source: BEA

Travel Price Index, Major Components

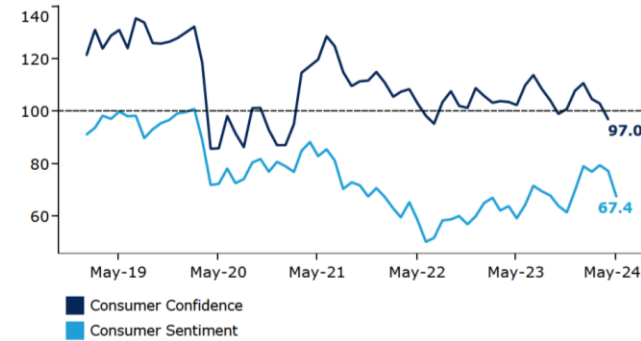
% change relative to same month vs. Previous Year, prior 12-month trend



Source: Tourism Economics

Consumer Confidence & Sentiment Index

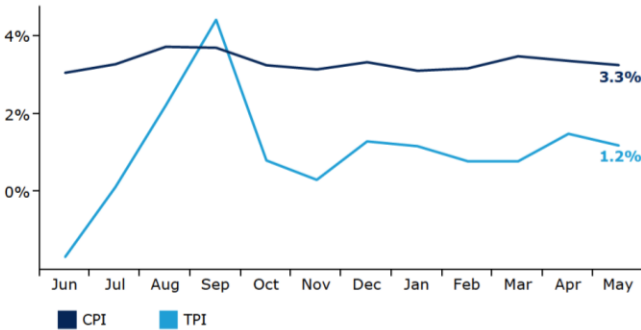
Index, 1985=100, prior 5-years



Source: Conference Board and University of Michigan

Travel (TPI) and Consumer (CPI) Price Indices

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



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

SYMPHONY TOURISM ECONOMICS



U.S. HOTEL FORECAST

Insights

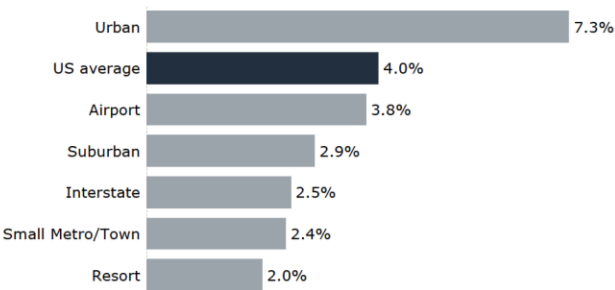
The updated forecast released in June by Tourism Economics and STR anticipates hotel demand will experience only slight growth in 2024 before gaining momentum in 2025. Growth in the group segment and international arrivals will help offset softness in domestic leisure travel. Softening demand is particularly noticeable among lower price hotels where economic headwinds are impacting some household budgets.

Room revenue is forecast to grow 2.7% in 2024, primarily from 2.1% growth in ADR. Demand is expected to increase less than 1%, and occupancy is projected to fall modestly after factoring in supply growth.

RevPAR is projected to rise 2.0% in 2024, a downward revision from the previous forecast of 4.1% growth this year. The revision reflects weaker-than-expected performance thus far in 2024 as well as lowered growth projections for the remainder of the year

U.S. Actual RevPAR Growth by Location

May 2024, % change relative to last year



Source: STR

U.S. Hotel Forecast Summary

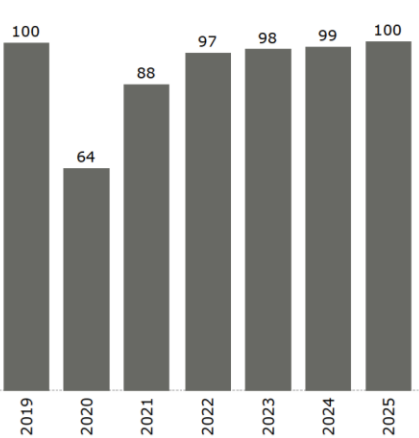
YOY % change, Forecast released June 2024

	2020	2021	2022	2023	2024	2025
Supply	-4.0%	4.9%	1.7%	0.3%	0.8%	1.0%
Occupancy	-33.4%	31.0%	8.7%	0.7%	-0.2%	0.6%
Demand	-36.0%	37.4%	10.6%	1.0%	0.6%	1.6%
ADR	-21.6%	20.7%	19.9%	4.3%	2.1%	2.0%
RevPAR	-47.8%	58.1%	30.3%	5.0%	2.0%	2.6%
RevPAR relative to 2019	-47.8%	-17.2%	7.9%	13.3%	15.6%	18.5%

Source: STR; Tourism Economics

Occupancy Index

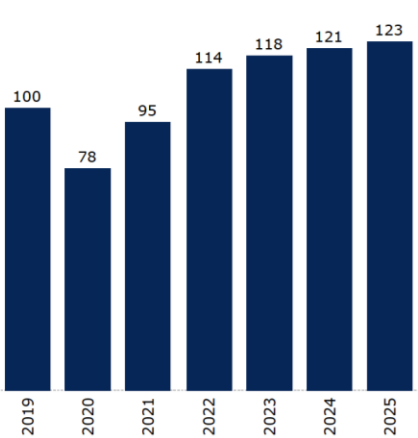
Index (2019 = 100)



Source: STR; Tourism Economics

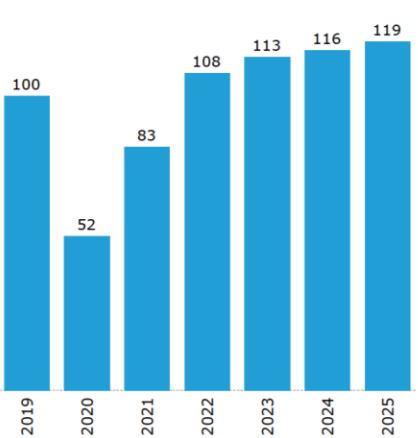
ADR Index

Index (2019 = 100)



RevPAR Index

Index (2019 = 100)





THANK YOU.

