

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
REGULAR MEETING OF THE BOARD OF DIRECTORS  
Thursday, October 24, 2024, at 9:00 a.m.  
Reno-Sparks Convention and Visitors Authority  
4065 S. Virginia Street, Board Room  
Reno, Nevada**

**BOARD OF DIRECTORS:  
Mayor Hillary Schieve, Chair**

Councilwoman Charlene Bybee  
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 October 24, 2024, Regular Meeting of the Board of Directors**

For Possible Action

### **C2. Approval of the Minutes of the September 26, 2024, Regular Meeting of the Board of Directors**

For Possible Action

## **D. PRESENTATIONS**

### **D1. Presentation: Matador Network**

Matador Network is a global media brand and the world's largest independent travel publisher who creates award-winning editorial content with the goal of inspiring modern adventures to share their stories and travel fearlessly. Over the years, Matador and Reno Tahoe have partnered on a number of projects, most recently GuideGeek, the AI-powered chatbot and experience guide on the new VisitRenoTahoe.com website. Matador Network's CEO, Ross Borden, will provide an update on innovative partnerships, content creation, and future planning as a frequent media partner of the RSCVA.

Information Only

### **D2. 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 Legislative priorities for the upcoming Legislative session**

Jesse Wadhams, with the law firm of Black and Wadhams, as the RSCVA's retained government affairs firm, will discuss the upcoming Legislative session and issues which may impact or be of interest to the RSCVA. The Board may consider, discuss and take action to direct Mr. Wadhams to pursue RSCVA priorities/initiatives in the upcoming Legislative session including amendment of NRS 244A.601 to revise the manner in which Board members are appointed and/or reappointed to the Board, as well as the eligibility requirements for election to serve as Chair of the Board.

For Possible Action

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

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

Information Only

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

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

## **H. ADJOURNMENT**

For Possible Action

For information or questions regarding this agenda please contact:

Reno-Sparks Convention & Visitors Authority

The RSCVA Executive Office  
P.O. Box 837, Reno, NV 89504  
775-827-7618

**Reno-Sparks Convention & Visitors Authority  
Meeting held Thursday, September 26, 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 a.m. on Thursday, September 26, 2024. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

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## **A. OPENING CEREMONIES**

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

Chair Hillary Schieve called the meeting to order at 9:00 a.m.

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

Chair Schieve asked Vice Chair Richard Jay to lead the pledge.

### **A3. Roll Call**

The Clerk of the Board took roll call.

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

Mayor Hillary Schieve, RSCVA Chair  
Richard Jay, RSCVA Vice Chair  
Councilwoman Charlene Bybee, RSCVA Chair  
Commissioner Alexis Hill, Board Member  
Stephen Ascuaga, RSCVA Board Member  
Greg Long, RSCVA Board Member  
John East, RSCVA Board Member  
Rick Murdock, RSCVA Board Member  
Eddie Ableser, RSCVA Board Member

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

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#### **RSCVA Executive Staff Present:**

Mike Larragueta, President & CEO  
Courtney Jaeger, Vice President, Finance  
Jose Martinez, Vice President, Facilities  
Art Jimenez, Executive Director of Tourism Sales  
Christina Erny, Vice President, Marketing  
John McGinnes, Vice President, Sales  
Ben McDonald, Senior Director of Communications & Public Affairs

#### **RSCVA Legal Counsel:**

Benjamin Kennedy, Argentum Law  
Molly Rezac, Ogletree Deakins

#### **Board Clerk:**

Myrra Estrellado, Administrative Office Manager & Board Clerk



Minutes prepared by Josh Rup of Minutes Solutions Inc. from a video recording.

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## **B. COMMENTS FROM THE FLOOR BY THE PUBLIC**

**George Combs**, General Manager of the Reno Rodeo, noted that the rodeo is approaching its 106<sup>th</sup> year and outlined ongoing initiatives such as the facilities update and bringing additional events to Reno. It was noted that the Reno-Sparks Livestock Events Center is one of the few arenas that does not have a scoreboard and it is important for future events. Last year, the Reno Rodeo had rented a videoboard to improve the guests' experience in the indoor area. The Reno Rodeo is working on updating the bucking shoots outside of the arena and the arena staff is assisting with labor costs. George Combs highlighted the positive relationship between the RSCVA Board and staff members.

## **C. CONSENT AGENDA**

Councilwoman Charlene Bybee made a motion to approve the consent agenda with the removal of item C3. The motion was seconded by Board Member Jay. The motion was **APPROVED** by a vote of 9-0-0.

### **C1. Approval of the Agenda of the September 26, 2024, Meeting of the Board of Directors**

Board member Jay made a motion to approve the agenda for the September 26, 2024, Board of Directors meeting as presented. The motion was seconded by Board Member Hill. The motion was **APPROVED** by a vote of 9-0-0.

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

Board member Jay made a motion to approve the minutes of the July 25, 2024, Meeting of the Board of Directors. The motion was seconded by Board Member Murdock. The motion was **APPROVED** by a vote of 9-0-0.

### **C3. Review, Discussion, and Possible Action to Approve Staff's Recommendation to Award the Request for Proposal 2024-OP01 PWP-WA-2024-263 for the Reno-Sparks Livestock Events Center – Purchase and Installation of a New Scoreboard from RTS Solutionz, Inc., Not to Exceed \$548,061.64**

**Motion:** To award the Request for Proposal 2024-OP01 PWP-WA-2024-263 for the Reno-Sparks Livestock Events Center – Purchase and Installation of a New Scoreboard from RTS Solutionz, Inc., not to exceed \$548,061.64

**Moved by:** Chair Schieve

**Seconded by:** Board Member Jay

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

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously 9-0-0

Councilwoman **Charlene Bybee** proposed removing consent agenda item No. C3 due to the amount of the expenditure, and the matter will be presented by staff members for the Board's information.

**Mike Larragueta** noted that in fiscal year 2021 to 2022, the Board approved a \$275,000 bid process to move forward with a bid for the scoreboard and at the time both the staff and the consultant hired believed the scoreboard was inclusive of power. The scoreboard was not inclusive of power; therefore, there was an additional \$100,000 expense which would result in a total expense of \$375,000, though the Board only approved \$275,000. Only one bid was received for \$395,000 which exceeded the amount the Board approved. The staff tabled the matter and requested the Board to approve additional funds and consider the use of LEDs rather than a scoreboard. After consulting clients and the Reno Rodeo, the staff decided that LEDs were not ideal for the facility. The item has now been reallocated to the current fiscal year budget. Mike Larragueta highlighted client feedback and reiterated George Combs' opinion that the scoreboard will maintain existing business, attract new business, and open opportunities for digital sponsorship as needed.

There are carried-forward monies that have been allocated to the capital budget and will be used for the purchase. Jose Martinez noted that \$400,000 was budgeted for the exhibit hall painting at the convention center, and after a competitive bidding process, a bid of \$257,680 was received which was a savings of \$142,320. Airwalls were recommended to replace existing panels; however, after an inspection, it was decided that a replacement was not required and the airwalls just needed to be maintained which resulted in savings of \$257,779. With the savings from both projects, there is sufficient funds to purchase the scoreboard.

- C4. **Review, Discussion, and Possible Action to Approve Staff's Recommendation to Use the State of NV Contract for the Purchase and Installation of Office Furniture for the RSCVA from Create Spaces, Not to Exceed \$303,137.01**
- C5. **Review, Discussion, and Possible Action to Approve Staff's Recommendation to Award the Request for Proposal 2024-OP02 PWP-WA-2024-382 for the Reno Events Center – Arena Lighting Retrofit to Nelson Electric Company Inc., Not to Exceed \$168,900**

## **D. PRESENTATIONS**

### **D1. Presentation: Decker/Royal Agency and Good Giant**

**Christina Erny** noted that public relations agencies Decker/Royal and Good Giant were present for the meeting including Cathy Decker and Stacy Royal who will highlight their firms for the Board's information.

**Cathy Decker** introduced her team and highlighted Decker/Royal's reputation and awards from industry peers. Cathy Decker noted that her firm's work is generally based in traditional media relations. The firm is focused on travel and tourism and destination hospitality. **Stacy Royal** shared Decker/Royal's initiative with Contiki, a social tour company whereby a campaign was created to promote travel to Europe based on the Taylor Swift's Eras concert dates. The campaign resulted in a 22% increase to referral traffic to Contiki's website. Campaigns for The Dunes on the Waterfront was highlighted and a campaign to announce Connecticut as the pizza capital of America was presented. Decker/Royal's measurable results with several clients in 2023 was highlighted.

Stacy Royal highlighted Reno's coverage since 2017 which focused on the qualities Reno did not have. Over the years, coverage has focused on Reno as a thriving, gaming destination and its diverse attraction options. Decker/Royal's 2023 to 2024 fiscal year's metrics were highlighted. Articles about Reno that have been published during the current fiscal year were presented. Decker/Royal's strategy to promote the Reno-Sparks Convention Center launch was outlined which includes a press release, launch event, and pitch interviews opportunities for RSCVA staff. The RSCVA Board and staff members were encouraged to share Decker/Royal's email address with their teams as information can be shared with the firm with the goal of building Decker/Royal's stakeholder list. Chair Schieve noted that a local PR interface would be beneficial to share information.

**Jen Eastwood** introduced Good Giant's team and highlighted Good Giant's relationship as RSCVA's in-state PR agency since July, 2024. Good Giant will be developing and executing in-state PR campaigns for Reno Tahoe, RSCVA, and their venues and partners. Good Giant's main focus is to help the community understand why tourism is vital for Reno. Promotions in August and September, 2023, were highlighted which resulted in 61 mentions and \$75,627 in publicity. Good Giant's initiatives over the next several months were highlighted including the indoor track opening on December 5, 2024. The Board noted that the local partners should highlight the positive contributions of RSCVA.

**Chair Schieve left the meeting at 9:27am. She returned at 9:28am.**  
**Board Member Jay left the meeting at 9:28am. He returned at 9:29am.**  
**Board Member Hill left the meeting at 9:32am. She returned at 9:33am.**  
**Board Member Murdock left the meeting at 9:58am. He returned at 9:59am.**

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

**Mike Larragueta** reported that Ernesto Loa, a stagehand lead at the Facility department was the July, 2024, Spotlight Award winner. Beverly Borda, the box office senior manager for all facilities was the August, 2024, Spotlight Award winner. The Spotlight Employee of

the Year Awards banquet was held on September 5, 2024, and Daniel Marquez was awarded the employee of the year. A retirement party was held for Trent, and the Board and Staff extended their well wishes. Jose Martinez has been promoted to Vice President of Facility Operations. Activities held in August and September, 2024, were highlighted. A stakeholder meeting was held on September 25, 2024, which included representatives of Decker/Royal and Good Giant. A second Reno Tahoe Experience Family Event will be held on September 27, 2024, at the Nugget Event Center. The mural at the RSLEC was presented to the Board.

Regarding the indoor track, seven of 11 shipments have been delivered to the RSCC. Representatives from Mondo, a manufacturer in Italy, will begin installation of the track on September 30, 2024. The VIP ribbon cutting event will be held on December 5, 2024, with a track meet event scheduled on the weekend of December 7, 2024. It was noted that from October, 2023, to July, 2024, taxable revenue has decreased by 2% to 11% compared to the previous fiscal year. In August, 2024, taxable revenue was \$55,845,967, an all-time record, and it was due to the following factors:

- Cash room nights up over 16,000 or 5.2%
- Occupancy up 3.6%
- Convention rooms up 8.8%
- Comp rooms up 18.6%
- Tourism rooms up 19.5%
- Fit rooms down 10.5%
- Average daily rate down \$1.56

October, November, and December, 2024, will indicate market conditions. Chair Schieve noted that a meeting will be held in October, 2024, to discuss special events. Mike Larragueta met with leaders of legacy events and RSCVA is collaborating with city officials to address obstacles. A feasibility study regarding opportunities of expansion should be available soon. A partnership with a Reno-based organization will be announced which will bring a new event to the city during the Memorial Day weekend. In August, 2024, the total room nights was 11,485 higher than the previous year. Consumed room nights are approximately 17,000 higher than the previous fiscal year.

BVK representatives highlighted the stakeholders meeting held on September 25, 2024. In August and September, 2024, BVK conducted 14 virtual interviews for stakeholders to identify opportunities for brand development. A high-level summary of top five takeaways from the interviews was presented to the Board and included in the meeting package for the Board's information. It was noted that marketing efforts in FY 2024 exceeded all performance goals by an average of 121%. There were 39 million ad interactions and more travelers were discovering Reno Tahoe's content.

**Courtney Jaeger** recapped FY 2024 room tax statistics and noted that taxable room revenues were down by approximately 3% from the prior fiscal year. Occupied rooms were up by 5% in August, 2024, and the average daily rate was down by 1% in August, 2024.

**Board Member Ableser left the meeting at 10:32am. He returned at 10:33am.**  
**Board Member Long left the meeting at 10:33. He returned at 10:36am.**

**Board Member Ascuaga left the meeting at 10:36am. He returned at 10:37am.**

## **E. BOARD MATTERS**

### **E1. The Reno-Sparks Convention and Visitors Authority Board of Directors Will Review, Discuss, and Possibly Approve the Revised Unsolicited Proposals Policy.**

**Motion:** To approve the revised Unsolicited Proposals Policy/Sponsorship Program.

**Moved by:** Board Member Hill

**Seconded by:** Board Member Jay

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

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously 9-0-0

**Mike Larragueta** noted that five recommendations and changes were presented regarding the Unsolicited Sponsorship Program:

- A change in payment timing and structure to include installments determined by staff.
- Payment conditions were added to allow RSCVA to review progress and adherence to agreed policies.
- The organization must provide appropriate documentation required by the RSCVA.
- Number of attendees and location of an event expected should be added to the application.
- A post-event report that organizers will need to complete to receive remaining payments.

### **E2. Review, Discussion, and Possible Approval of the Fiscal Year 2024–2025 Annual Business Plan**

**Motion:** To approve the FY 2024–2025 annual business plan.

**Moved by:** Chair Schieve

**Seconded by:** Board Member Jay

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

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously 9-0-0

**Ben McDonald** noted that the annual business plan was based on the three-year strategic plan developed in 2022. Updates were made to Page 1 and Pages 8 to 10. Chair Schieve noted that she will meet with all Board members and staff to discuss a vision for

2025. The Board agreed that the three-year plan is ideal; however, an annual review should be done to determine the feasibility of goals and pivot if needed.

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

Board member Richard Jay highlighted airport experience, noting an 8% increase in July, 2024, and a 9% increase in August, 2024, compared to June, 2024. A 9% increase in seats is expected for the fiscal year. The Operation Santa Claus event will be held on December 7, 2024. Board member **Eddie Ableser** noted that membership continues to increase for the Reno Sparks chamber of commerce and a potential bill may be brought forward to help with operational efficiency. Commissioner **Alexis Hill** noted that the Legislative Committee will discuss the Board policy as part of their next meeting agenda. Reno firefighters will be honored on October 15, 2024.

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

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

#### **H. ADJOURNMENT**

Chair Schieve adjourned the meeting at 11:22 am.

The meeting may be viewed at the following:

[09/26/2024 RSCVA Board Meeting - YouTube](#)





MATADOR network +



Reno  
Tahoe  
VisitRenoTahoe.com

# Matador Intro RSCVA Board Meeting OCT 2024



# About Matador

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# Matador Network

#1 global publisher for  
Modern Adventurers

1000-person  
Influencer Team

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16M  
Social Followers

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50-person  
content studio

---

240M  
video views/month

---

8M monthly website visits

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# Destinations We Work With

We build scalable, custom **content + media** programs from \$100K - \$3M+.



# Brands We Work With

We build scalable, custom **content + media** programs from \$100K – \$3M+.

SAMSUNG



VISA

Disney



GMC

intel®



CAMPING  
WORLD

MARRIOTT  
BONVOY™ | CHASE

GoPro  
Be a HERO.



Hilton



Lufthansa

crocs™



IHG®  
HOTELS & RESORTS



norwegian

NATURE VALLEY

CERVEZA DEL  
PACIFICO  
MAZATLAN SINALOA

Go RVing

Southwest

SanDisk



# Our Capabilities

## **Premium Media**

High-impact, takeovers, custom audiences, retargeting, you name it.

## **Custom Content**

Custom articles, guides, and interactive content, with built-in distribution.

## **Video Production + Distribution**

The best video your brand has ever created, with huge built-in distribution.

## **Events + Activations**

Virtual film festivals, small group trips, speaker series—we redefine brand events.

## **Creator + Influencer Team**

Diverse talent from our 60,000 creator network and 1000-person influencer team.

## **Short-Form**

### **Vertical Video Production**

Content production as a service with strategy for platforms like TikTok, Instagram Reels, #shorts

## **Creative Agency Scope**

Big agency capabilities without the big agency fees and inefficiencies.

## **3<sup>rd</sup> Brand Partnership**

We bring together powerful brands to create bigger impact.

## **GenAI w/ GuideGeek**

Build custom AIs on our best-in-class platform, GuideGeek.

# Matador x RSCVA Partnerships Past + Future

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# Matador x RSVCA

## Partnerships to date

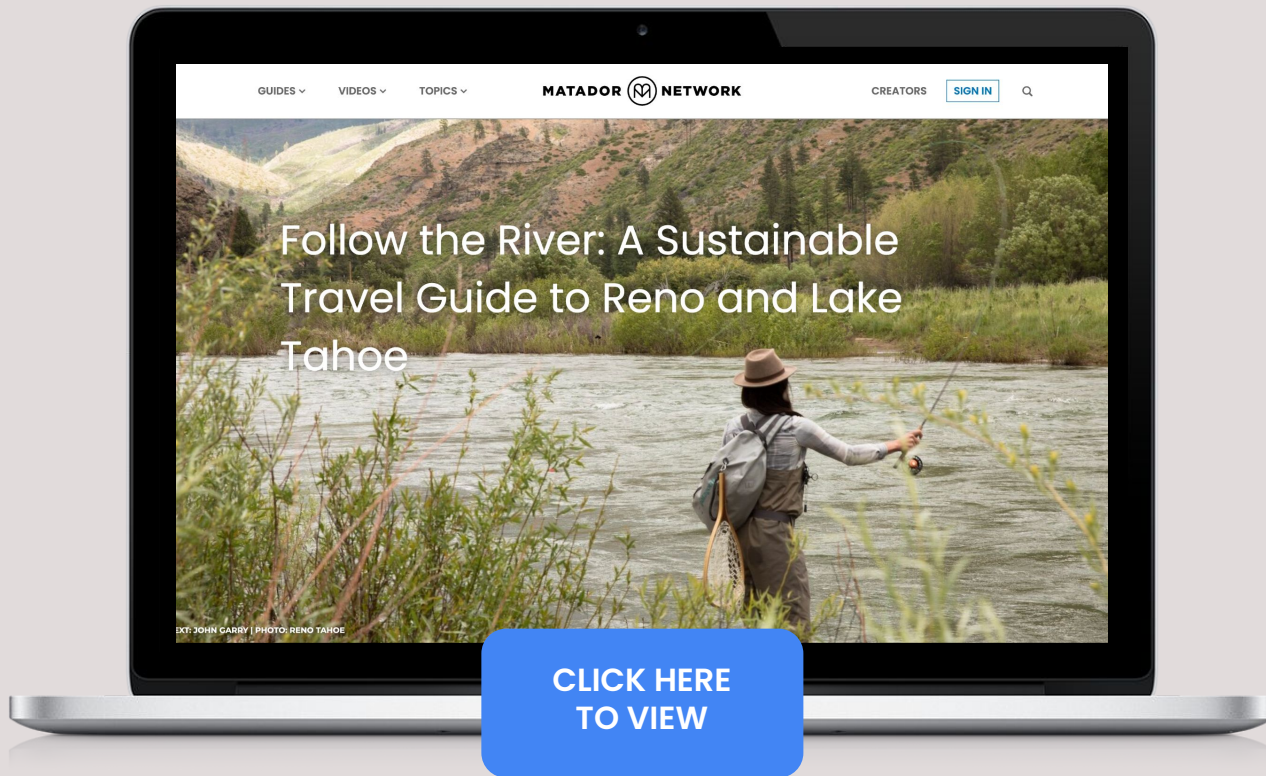
### **Past Partnerships**

Custom content and Destination Guides  
Custom Video + Influencer Programs  
Leave No Trace Video + Content Program  
Scalable Vertical Video for RenoTahoe O&Os

### **Looking Forward**

Brand Partnerships  
GuideGeek AI  
Event Activations  
Deeper Creative Scope

# In-depth Destination Guides



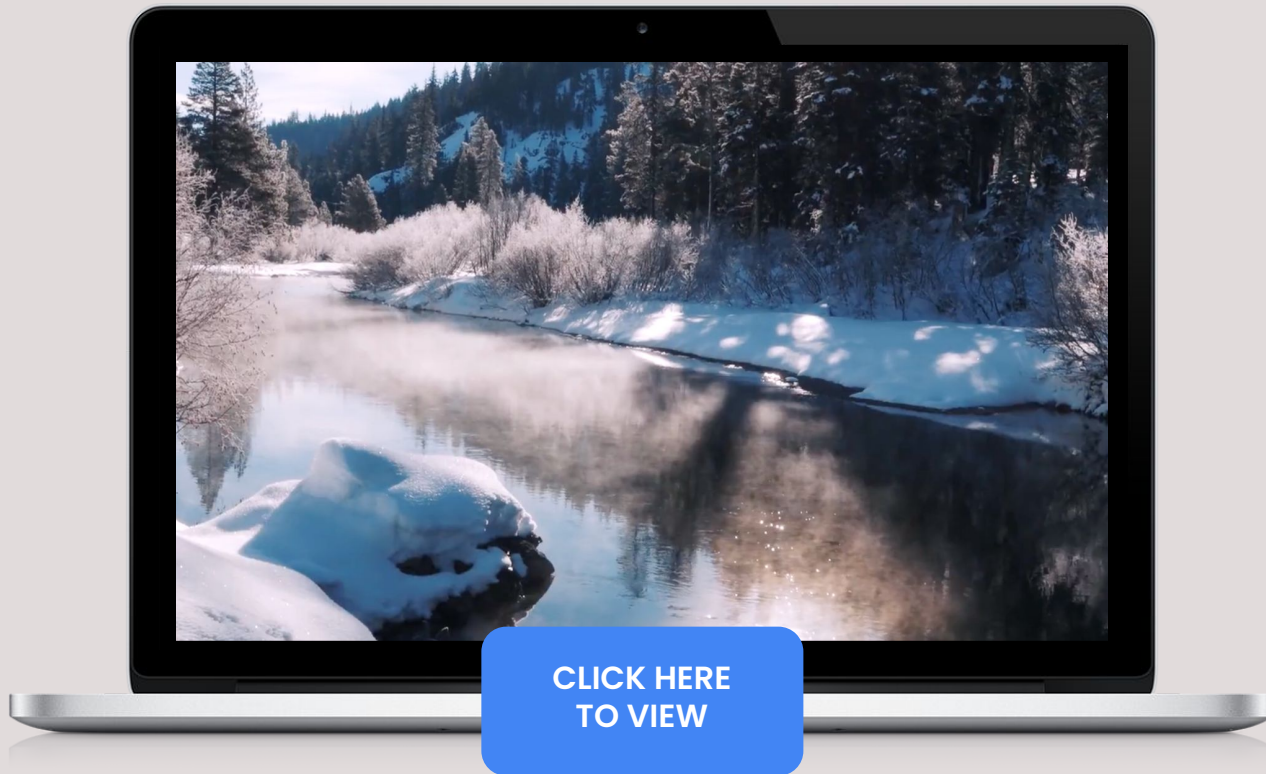
# Leave No Trace x Matador



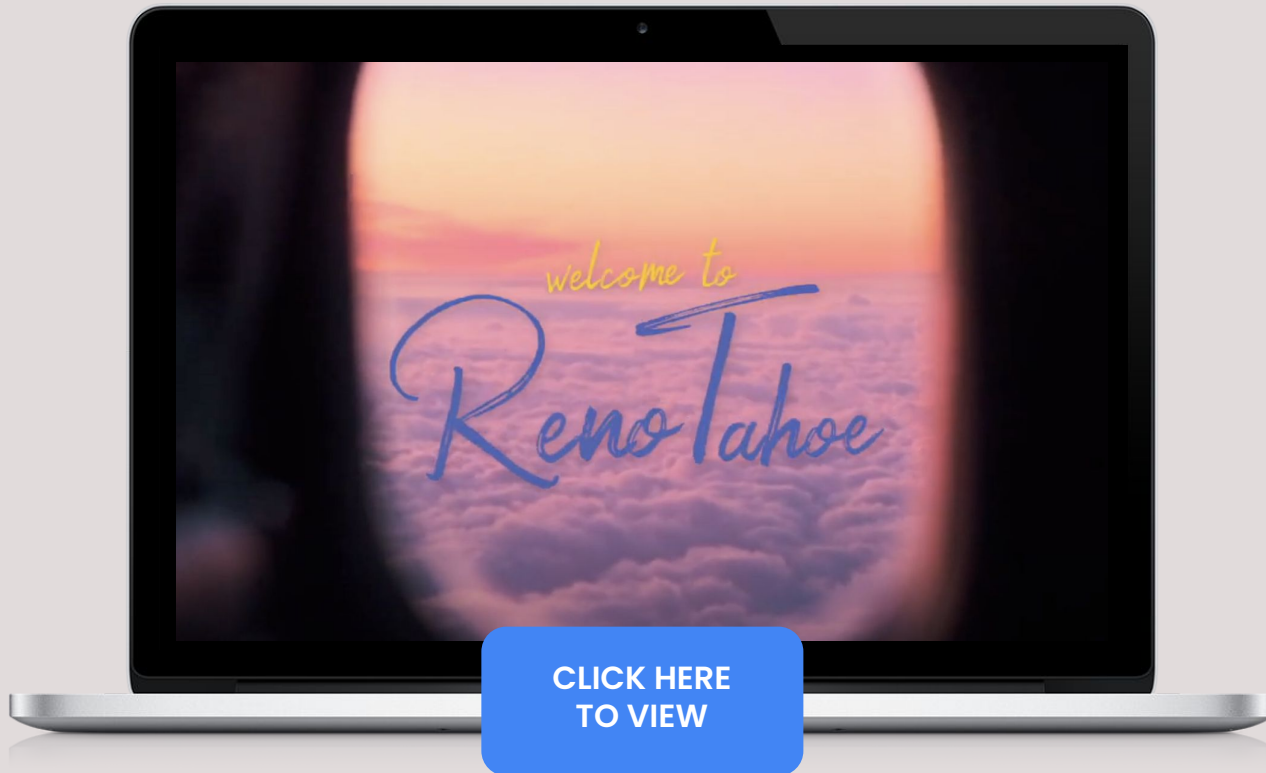
[CLICK HERE  
TO VIEW](#)



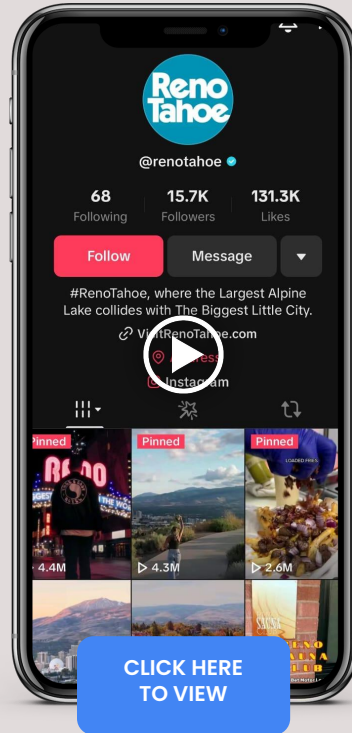
# Video Inspo + Insider Guides



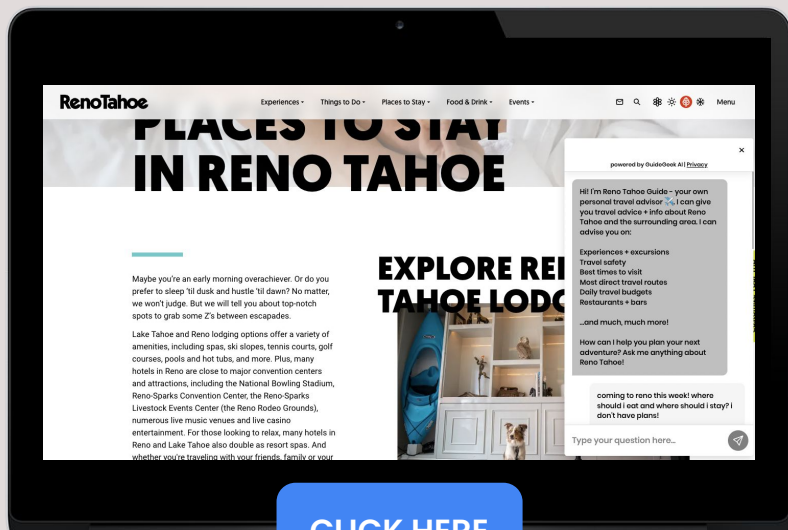
# Southwest x Reno Tahoe



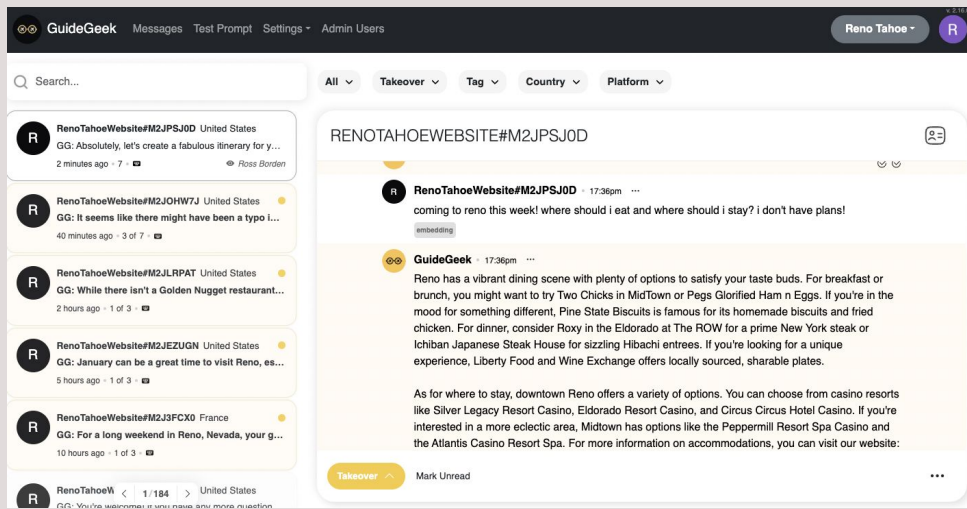
# Vertical Video for O&O RSCVA Platforms



# GuideGeek + Reno Tahoe



CLICK HERE  
TO VIEW



# GuideGeek

Launched in March 2023

Available on web, WhatsApp,  
IG, Fb

Currently #1  
Travel-specific AI

1.3M followers in  
Instagram

11M+ messages sent  
to the AI by real  
travelers

1 million users



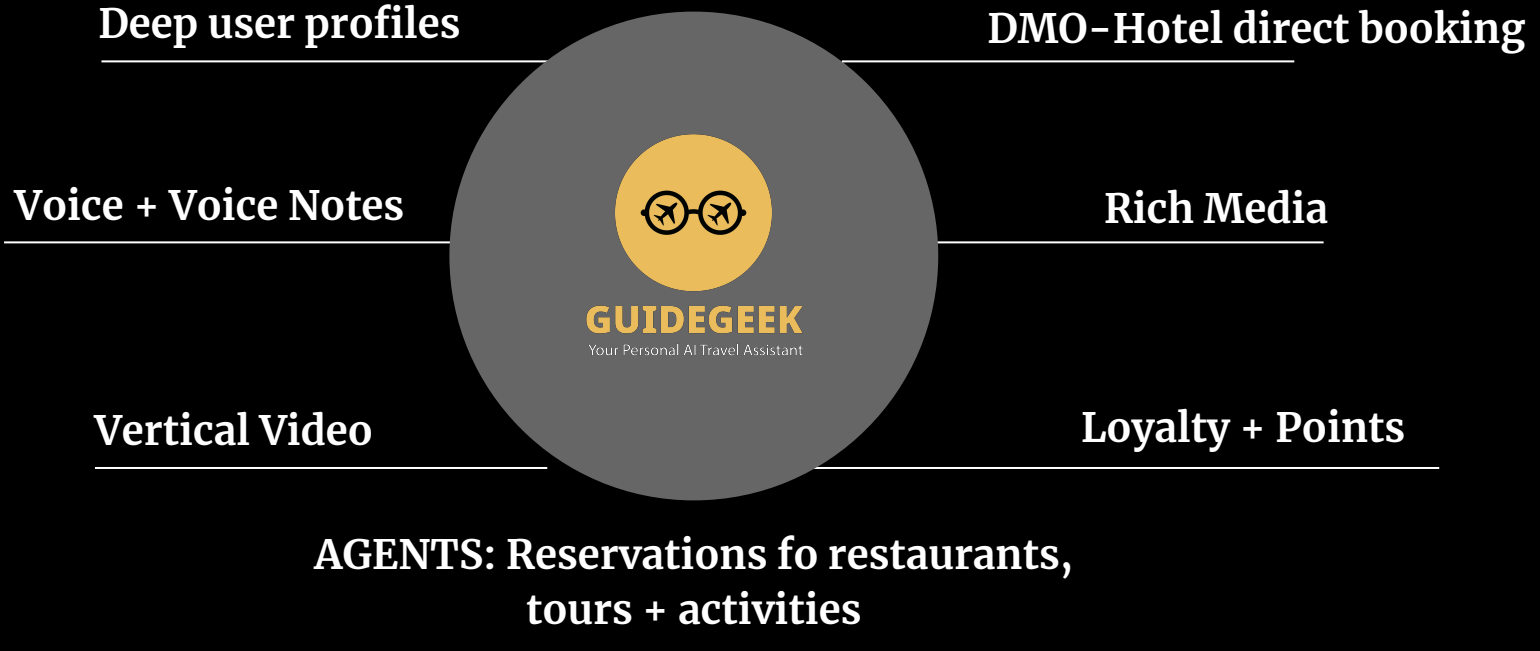
**GenAI**  
will eat  
the  
*ENTIRE*  
travel  
funnel



The best custom AIs in Travel for  
2025 will thrive on  
website indexing + integration of  
vertical video and real-time APIs  
based on your brand, your data and  
your partnerships.

# GuideGeek

**IN 2025**





*Our hope for Matador x RSVCA in 2025:*

Continue to bring Reno Tahoe exciting opportunities across content, media, creators, brand partnerships and technology.

# Thank you

The background of the slide features a warm, orange-toned sunset or sunrise scene. In the foreground, the silhouettes of a film crew are visible against the bright sky. On the left, a person stands holding a camera. To their right, another person is partially visible. Further right, a person is seen from the side, holding a long pole or boom. On the far right, a dog is standing, looking towards the crew. A large, spiky plant, possibly a yucca, is silhouetted in the center-left background. The overall mood is professional yet artistic, suggesting a focus on visual storytelling.

**ROSS BORDEN**

Chief Executive Officer

[Ross@MatadorNetwork.com](mailto:Ross@MatadorNetwork.com)

**AJ Kinney**

Global Sales Director

[aj.kinney@matadornetwork.com](mailto:aj.kinney@matadornetwork.com)

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# EXECUTIVE UPDATES

**BOARD OF DIRECTORS  
OCTOBER 24, 2024**





# SPOTLIGHT AWARD



# SPOTLIGHT AWARD





# NEW HIRE



**Lori Tange**

Director of Human Resources



# DEL MAR FOOD + WINE





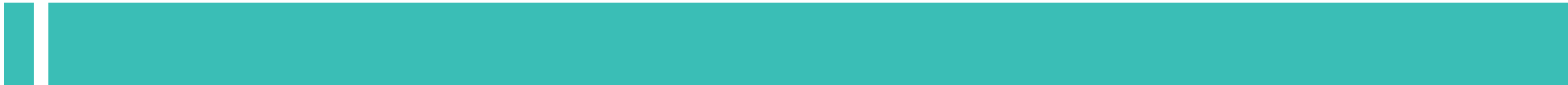
# PARTY ANIMALS IN RENO



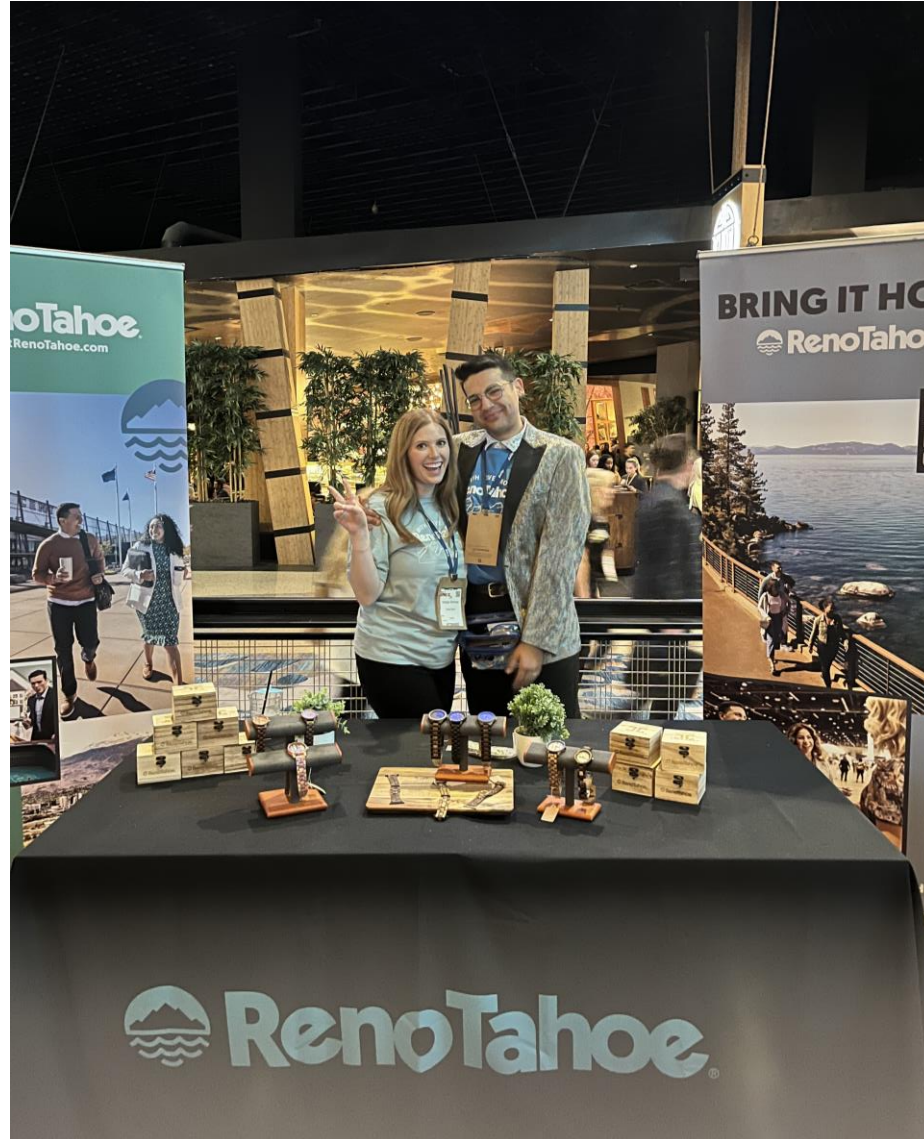




# CONVENTION SALES



# IMEX AMERICA



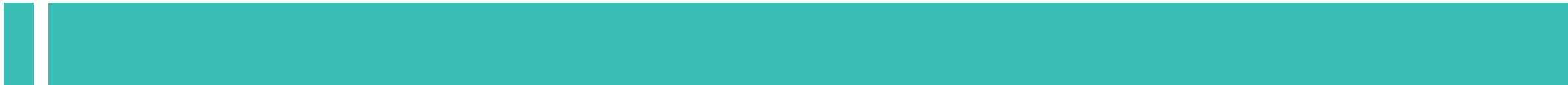
# M&C "WINS"

	DATE	CONTRACT ROOMS
Worldwide Buying Group	JAN 2025	2,826
USA Taekwondo	FEB 2025	3,000
Air National Guard Fire Chief	JUL 2025	4,070
Northern California Volleyball Association	APR 2026	20,492
Air National Guard Fire Chief	JUL 2026	4,070
The Tailhook Association	AUG 2026	5,951
BFG Nursery Supply Company- Ohio	OCT 2026	2,915
Advanced Textiles Association	FEB 2027	3,265
BFG Nursery Supply Company- Ohio	SEP 2027	2,915
National Association of Postal Supervisors	AUG 2028	6,853
TOTAL ROOM NIGHTS		56,357





# TOURISM SALES





# SEE IS BELIEVING





# SEE IS BELIEVING



**volaris** 



**spirit**<sup>®</sup>





# MARKETING & RESEARCH



# INDOOR TRACK BUILD





# NEW INDOOR TRACK LOGO



+



**GRAND OPENING: SAVE THE DATE**



**Thursday, December 5**

**6:00 PM – 7:00 PM**

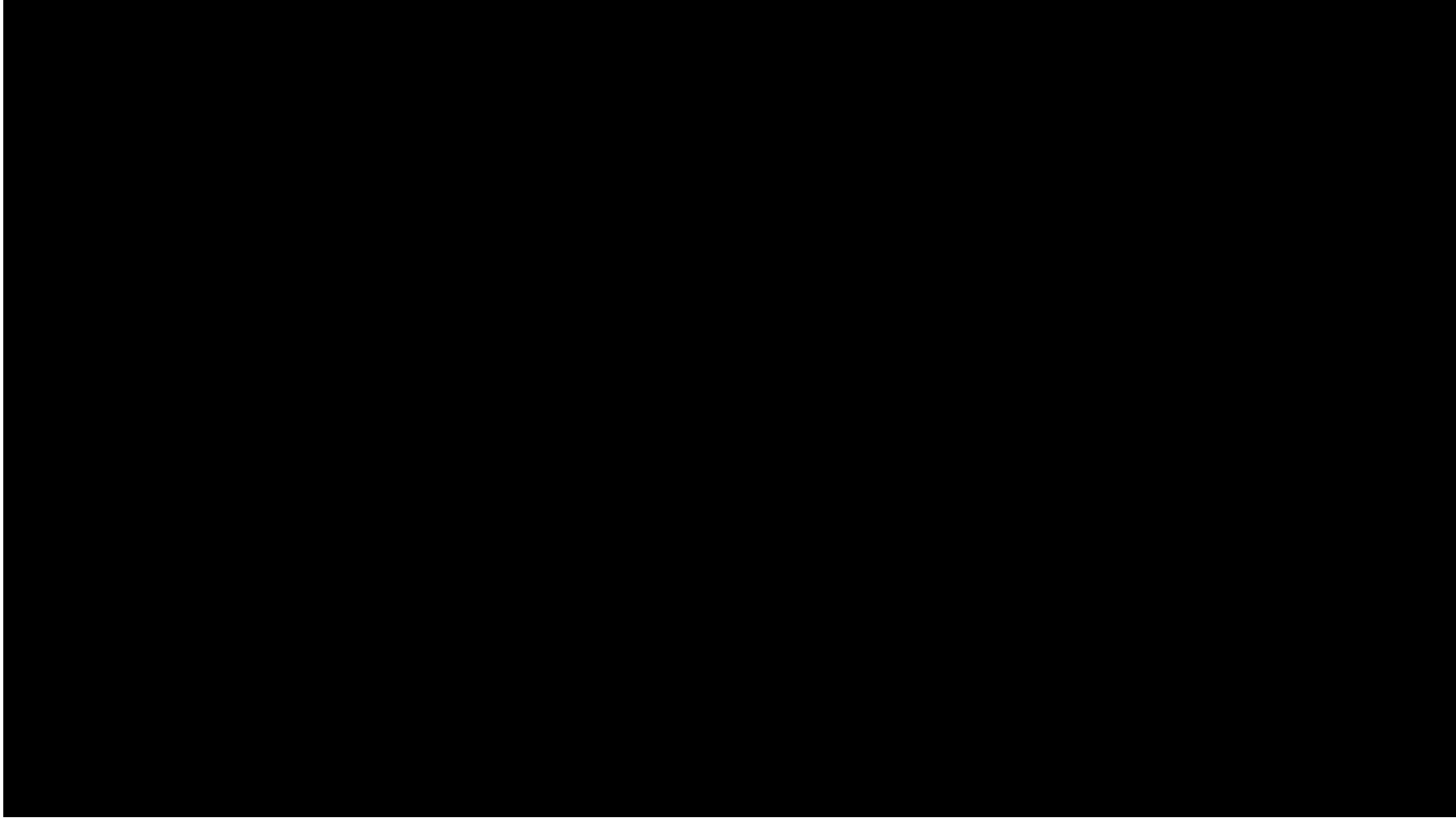


# HIT THE GROUND RUNNING

- **Content Series**
- **Brand Partnerships**
  - **Strava**
    - 39k+ participants
    - 455 members in the Reno Tahoe Club
    - 6k+ getaway entries
    - 3k+ email opt-ins
- **National and Local PR**
- **Community Partnerships**

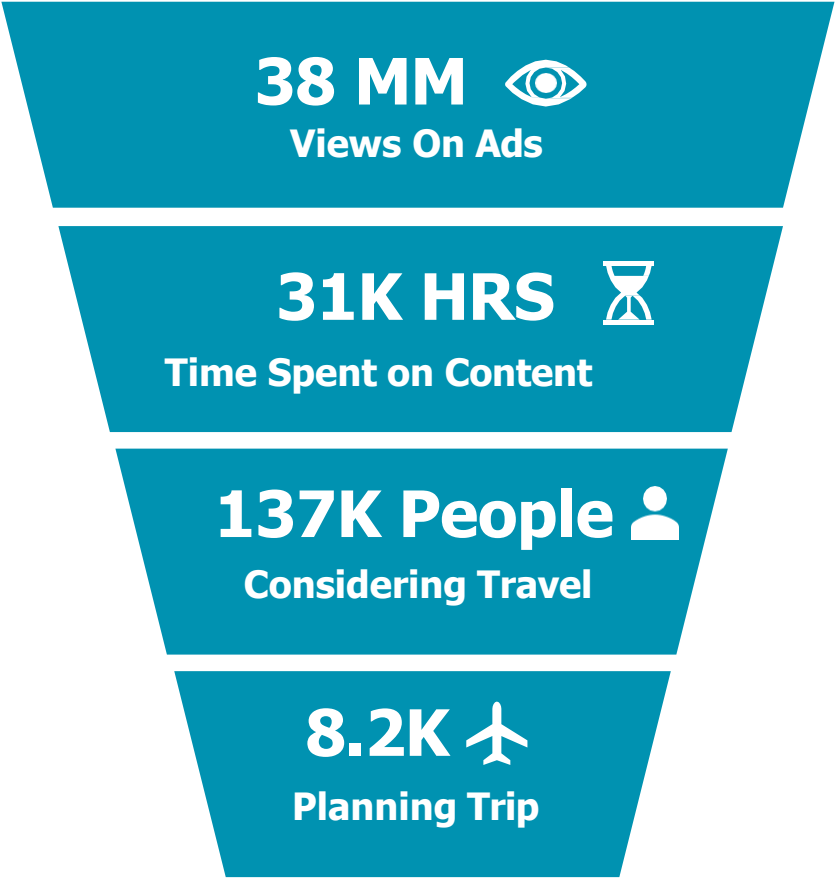


# HIT THE GROUND RUNNING TEASER



# LEISURE PAID MEDIA IMPACT

September '24



## Ads In-Market

Total ads across all channels

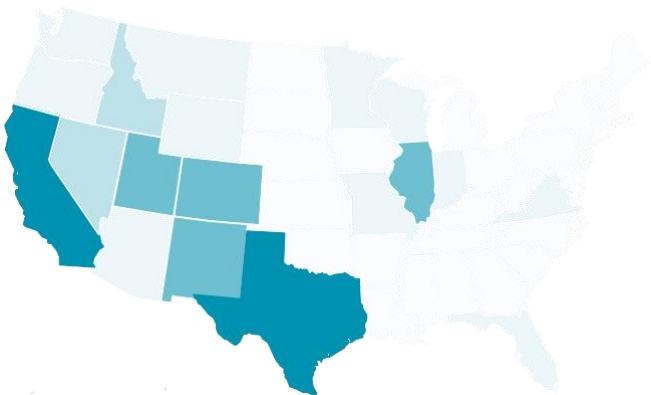
308

## Ad Interactions

Clicks, Completed Views, Comments, Shares, and Likes

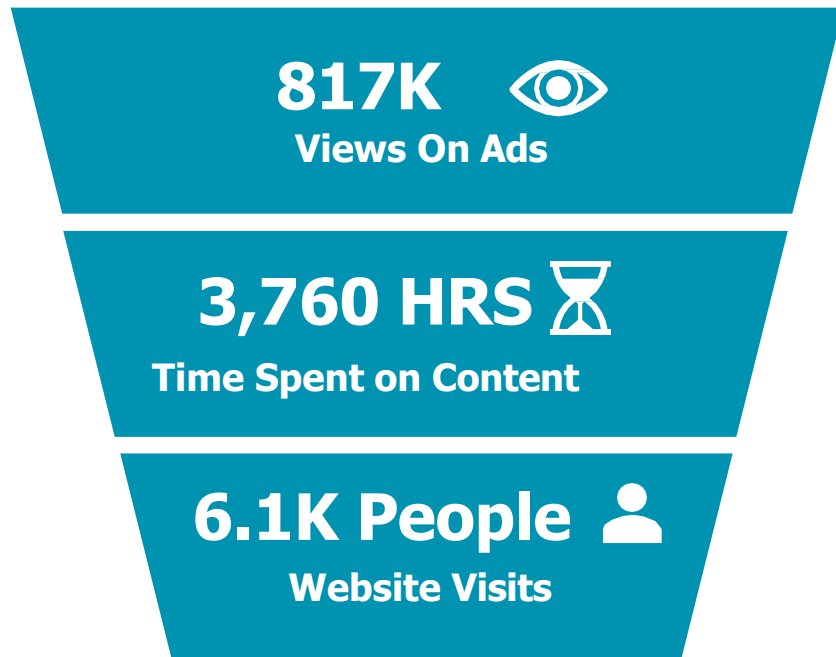
7.1MM

## Where Our Ads Are Being Seen



# M&C PAID MEDIA IMPACT

September '24



## Ads In-Market

Total ads across all channels

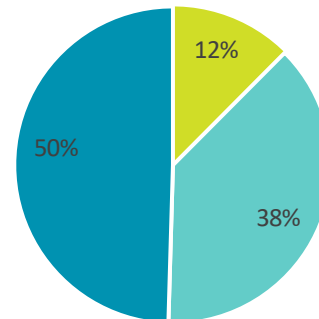
38

## Ad Interactions

Clicks, Completed Views, Comments, Shares, and Likes

778K

## Spend Allocation



■ Social ■ Search ■ Programmatic

## Channel Mix





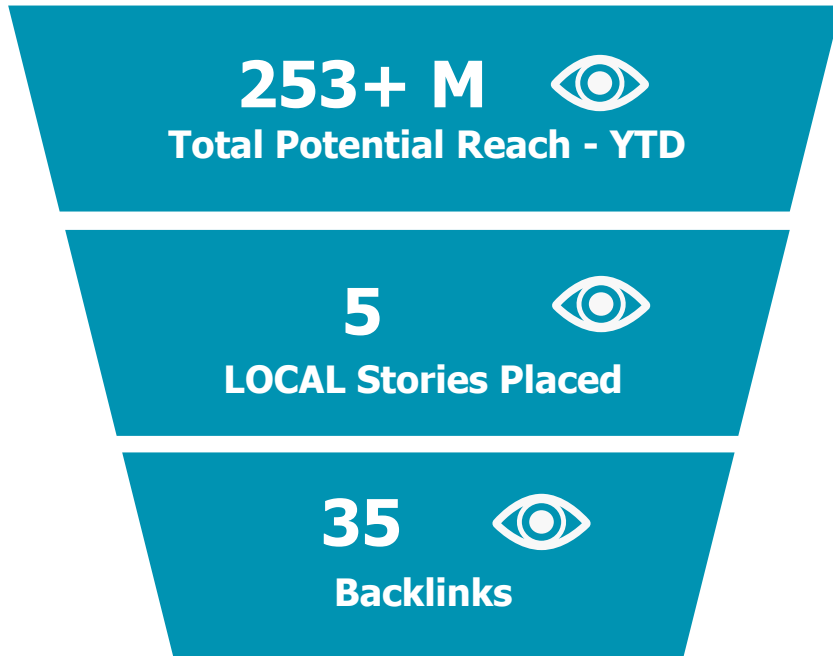


# EARNED MEDIA



# EARNED MEDIA

September



STORIES PLACED

13

PUBLICATIONS

FOOD & WINE



Forbes

TRAVEL+  
LEISURE

Smartmeetings





# TOURISM ECONOMICS



# MONTHLY SUMMARY REPORT



# EXECUTIVE SUMMARY

## Highlights

Lodging occupancy ran 74.8% in August (consisting of Cash, Comp, 28 Day occupied rooms as a percentage of all Supply), 3.3% above prior year levels. Cash Occupied rooms totaled 331.5k, 5.2% above prior year. ADR fell by 0.9% to \$168. Overall, this resulted in an increase of 4.3% to taxable room revenue at \$55.8M for the month.

84% of visitors came from out of state, with the top markets being Sacramento, San Francisco, Las Vegas and San Jose. Majority of visitors in August were between the 25-54-years, with household incomes exceeding \$100,000.

The most popular origin metros for visitors to Reno-Tahoe in August remained Sacramento, San Francisco, and Las Vegas. Compared to the prior month, visitors from Sacramento were up slightly, while visitors from San Francisco and Las Vegas declined slightly. Visitors from California and Nevada declined by a percentage point of the visitor base, with more visitors coming from other states.

60%+ of Attributed Visits were among key demos (A25-64), focused in key markets (Sacramento, San Francisco). Website Sessions increased by 100%+ YoY through paid traffic; and August delivered nearly 2x as many engaged sessions YoY.

The U.S hotel industry saw an average 1.5% growth in hotel stays in the month of August, while ADR and RevPAR increase by 2.3% and 3.9%. Positive travel sentiment is largely income-driven now.



Lodging Revenue  
**\$55.8M**  
+4.3% YOY



Overnight Trip Share  
**84.6%**



RNO Total Passengers  
**479.8K**  
+9.4% YOY



Visitor Spending  
**\$56.5M**  
-2.0% YOY



L&H Jobs  
**41.0K**  
+3.0% YOY



Social Media Audience  
**368.8K**  
+10.8% YOY

Sources: Azira (formerly Near), RTAA, Transunion, Sprout Social, Google Analytics, and Bureau of Labor Statistics

Powered by **SYMPHONY** | TOURISM ECONOMICS





# MONTHLY SCORECARD

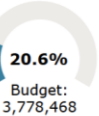
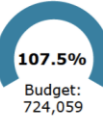
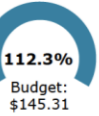
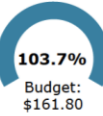
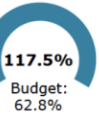
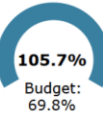
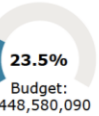
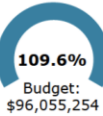
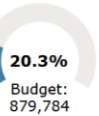
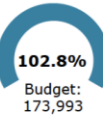
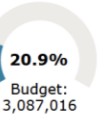
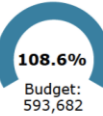
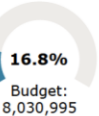
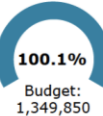
FISCAL YEAR-TO-DATE AS OF AUGUST 2024



Room Inventory	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Actual	671,754	678,848											1,350,602
Budget	672,925	676,925	671,090	676,925	655,450	692,565	676,925	612,500	692,395	655,450	676,925	670,920	8,030,995
% of Budget	99.8%	100.3%											16.8%
Cash Room Nights													
Actual	313,404	331,510											644,914
Budget	303,190	290,492	301,763	260,678	210,384	222,406	205,438	225,892	241,413	263,239	259,660	302,462	3,087,016
% of Budget	103.4%	114.1%											20.9%
Comp Room Nights													
Actual	89,344	89,444											178,788
Budget	93,325	80,668	84,332	69,439	68,230	66,972	58,480	65,941	75,251	65,223	71,194	80,729	879,784
% of Budget	95.7%	110.9%											20.3%
Taxable Room Revenue													
Actual	\$49,388,346	\$55,845,967											\$105,234,313
Budget	\$48,224,292	\$47,830,962	\$49,684,313	\$34,065,034	\$26,077,029	\$29,807,717	\$27,802,324	\$31,195,856	\$31,091,329	\$40,266,054	\$36,693,310	\$45,841,870	\$448,580,090
% of Budget	102.4%	116.8%											23.5%
Overall Occupancy													
Actual	72.9%	74.8%											73.8%
Budget	72.6%	67.0%	70.4%	61.5%	55.6%	54.4%	52.1%	69.6%	57.5%	62.6%	61.1%	70.0%	62.8%
% of Budget	100.4%	111.7%											117.5%
Average Rate - Cash													
Actual	\$157.59	\$168.46											\$163.18
Budget	\$159.06	\$164.65	\$164.65	\$130.68	\$123.95	\$134.02	\$135.33	\$138.10	\$128.79	\$152.96	\$141.31	\$151.56	\$145.31
% of Budget	99.1%	102.3%											112.3%
Estimated Visitor Count													
Actual	380,690	398,031											778,721
Budget	375,473	348,586	363,577	312,139	264,700	283,294	252,945	283,000	303,150	309,729	311,918	369,958	3,778,468
% of Budget	101.4%	114.2%											20.6%
Other Monthly KPIs													
Air PAX	479,858	479,829											959,687
Gaming Win	\$95,701,124	\$93,197,497											\$188,898,621

Year-to-Date

Year-End





# LODGING PERFORMANCE

AUGUST 2024

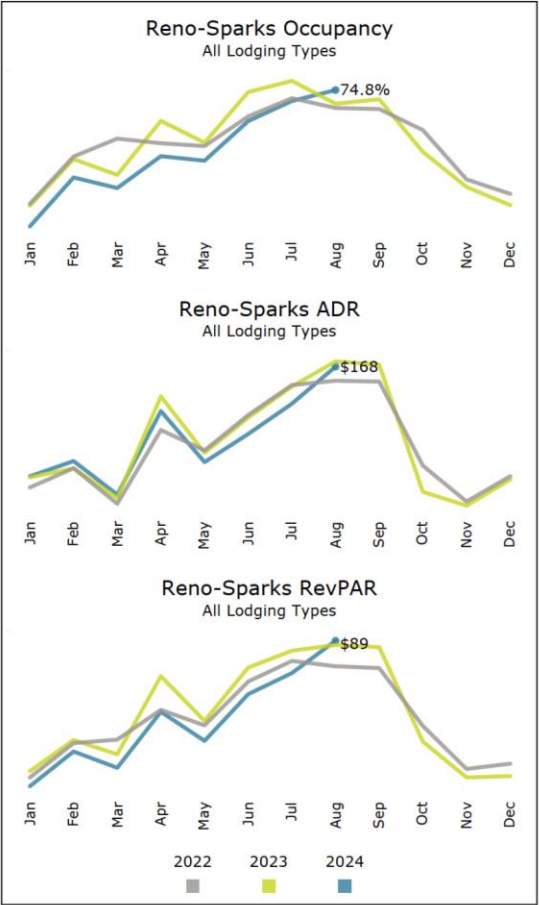
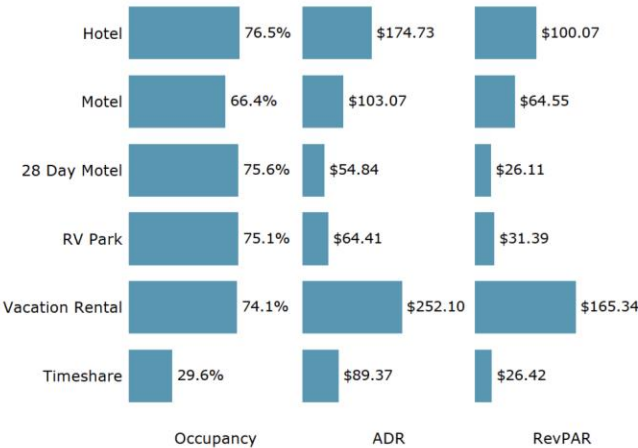
Lodging Performance: Monthly

Occupancy	Previous Year	ADR	Previous Year	RevPAR	Previous Year	Supply	Previous Year	Demand	Previous Year	Revenue	Previous Year
74.8%	▲ 3.3%	\$168.46	▼ -0.9%	\$88.53	▲ 1.4%	678,848	▲ 3.5%	331,510	▲ 5.2%	\$55.8M	▲ 4.3%

August Performance, Past 3 Years  
Total: Reno-Sparks



August 2024 Monthly Performance Category Comparison  
Reno-Sparks



# VISITOR PROFILE

## August 2024 Domestic Visits



3.2 days

Avg. Length of Stay

STLY: 2.4 days

+33.6% YOY



85.3%

Overnight Trip Share

STLY: 83.4%

+2.2% YOY



67.9%

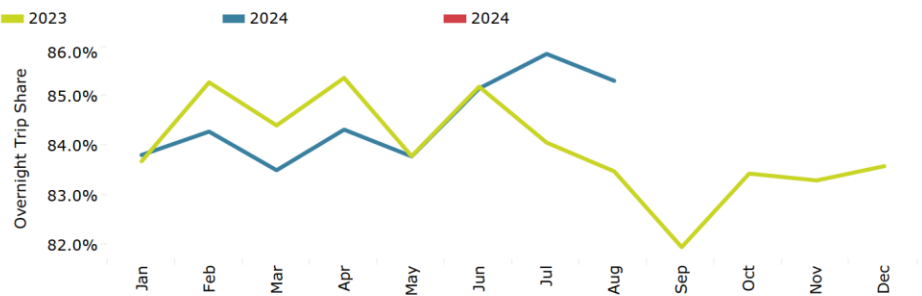
Repeat Trip Share

STLY: 37.3%

+82.0% YOY

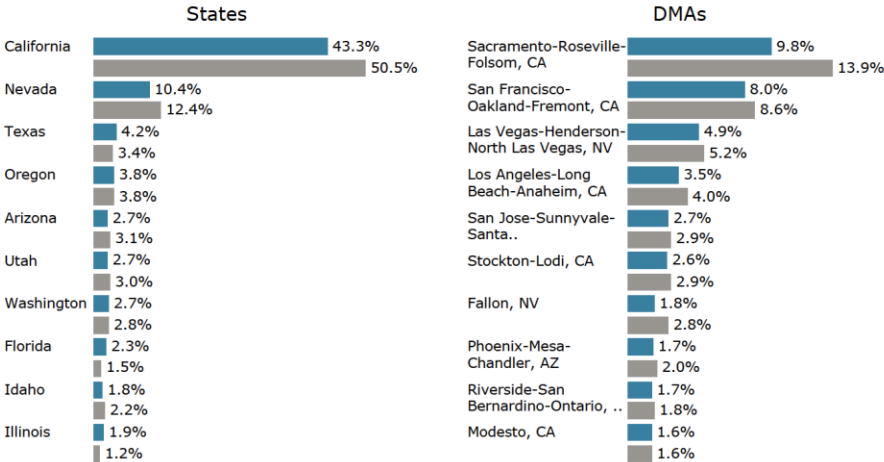
## Domestic Visitor Trends & Characteristics

### Overnight Trip Share by Month



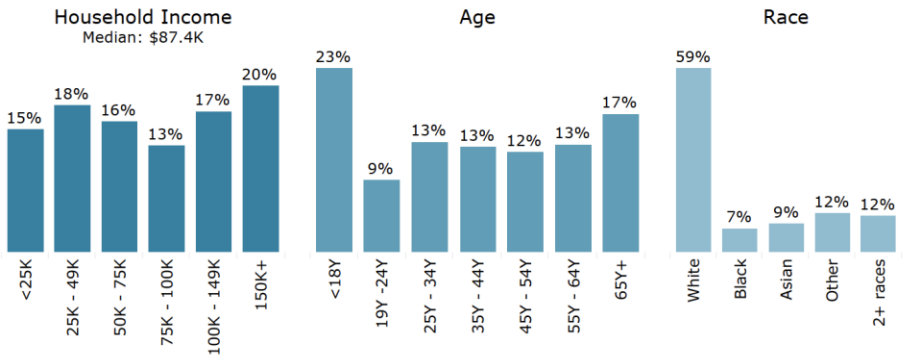
### Top Origin Markets

Current Year Last Year



### August 2024 Visitor Origin Demographics

Share of Total



Source: Azira (formerly Near) & U.S. Census Bureau



# RENO-TAHOE INTERNATIONAL AIRPORT PASSENGER SUMMARY

AUGUST 2024



▲ 9.9% YOY



Total Deplaned  
243.9K

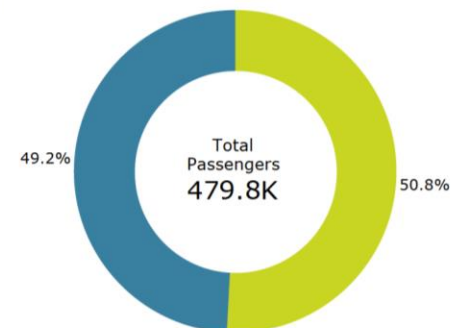
▲ 8.9% YOY



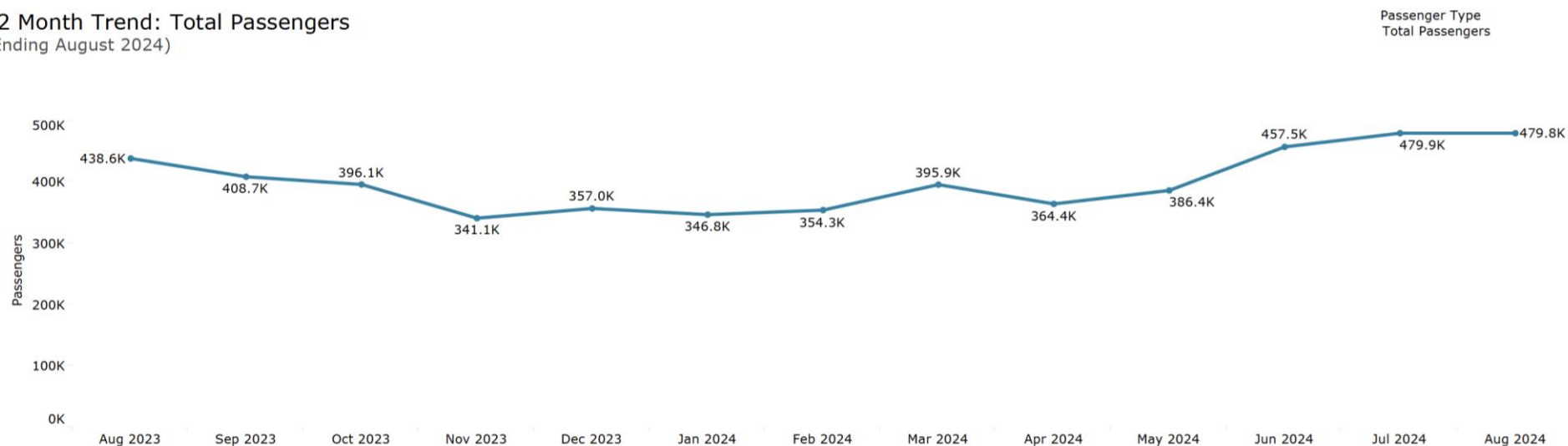
Total Passengers  
479.8K

▲ 9.4% YOY

Deplaned  
Enplaned



12 Month Trend: Total Passengers  
(Ending August 2024)

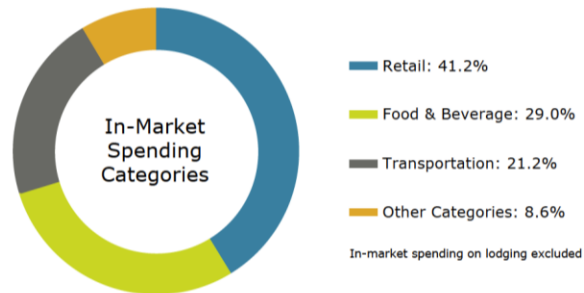


# VISITOR SPENDING

AUGUST 2024

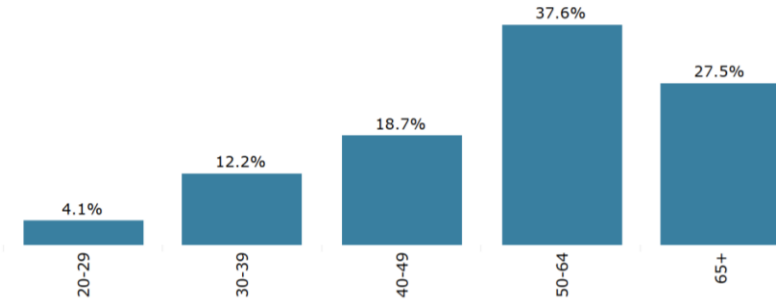
## Visitor Credit Card Spending

August 2024 Card Spend  
**\$56.5M**  
-2.0% YOY

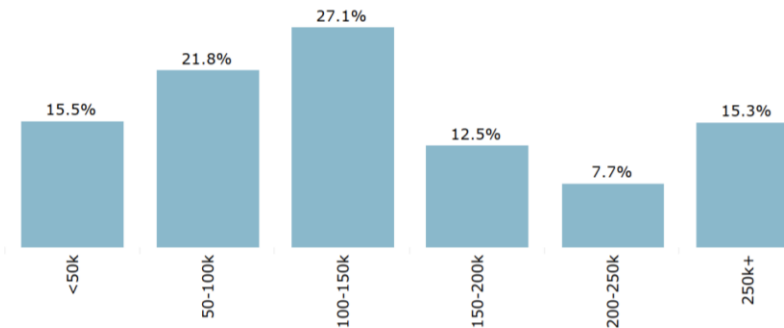


## Visitor Credit Card Spending by Demographic

### Age



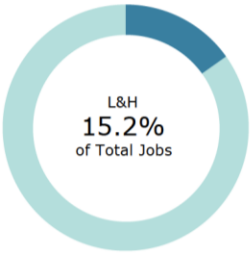
### Household Income



# LEISURE & HOSPITALITY WORKFORCE

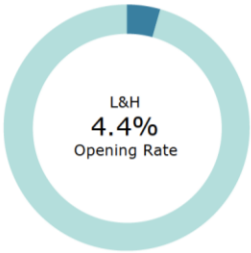
## Total Leisure & Hospitality Jobs

L&H Jobs  
as of August 2024  
**41.0K**  
+3.0% YOY | +1.2% vs. 2019



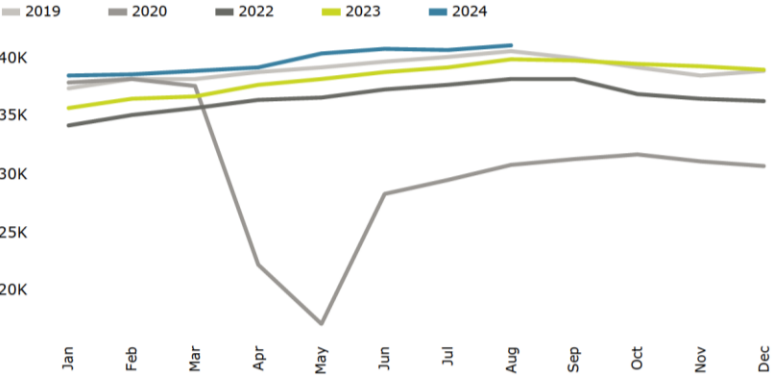
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of July 2024  
**1.9K**  
-21.2% YOY | -6.3% vs. 2019



### Employment Recovery

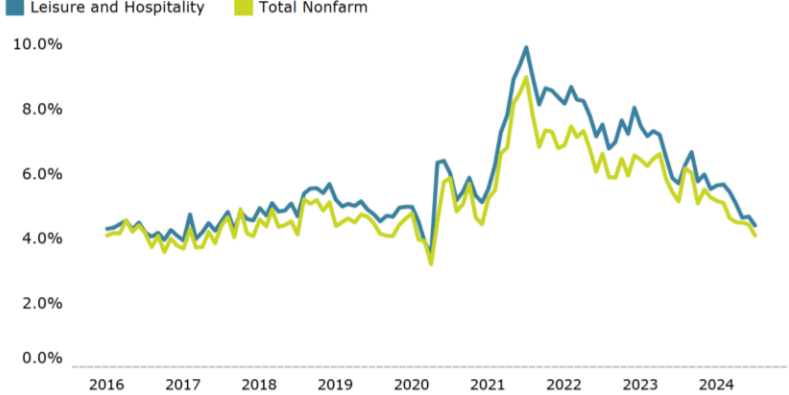
Leisure & Hospitality Jobs (Thousands)



Source: Bureau of Labor Statistics

### Job Opening Rate

Share of total available jobs that are not filled



Source: Tourism Economics



# NATIONAL TRAVEL TRENDS KPIS

## Insights

US hotels in August signaled increases over the previous year - occupancy of 66.9% grew 1.5%, while ADR and RevPAR increased 2.3% and 3.9%, respectively. Top 25 Market occupancy was led by New York City (87.3%, up 5.2% YOY), with New Orleans (54.1%) and Phoenix (58.4%) registering the lowest.

Oxford Economics models predict lower odds of a recession currently than one year ago, supported by an encouraging employment report, solid gains in retail sales, and a rebounded of industrial production, despite the labor market's slowed momentum of late.



### Travel Spending (Tourism Economics)

↗ **+3.4%**  
August vs. Previous Year

↗ **+2.5%**  
YTD vs. Previous Year



### Air Passengers (TSA)

↗ **+5.5%**  
August vs. Previous Year

↗ **+6.6%**  
YTD vs. Previous Year



### Overseas Arrivals (NTTO)

↗ **+7.6%**  
August vs. Previous Year

↗ **+15.2%**  
YTD vs. Previous Year



### Hotel Demand (STR)

↗ **+1.9%**  
August vs. Previous Year

↗ **+0.3%**  
YTD vs. Previous Year



### Short-term Rental Demand (AIRDNA)

↗ **+12.8%**  
August vs. Previous Year

↗ **+8.6%**  
YTD vs. Previous Year

Source: Tourism Economics, TSA, NTTO, STR, AirDNA

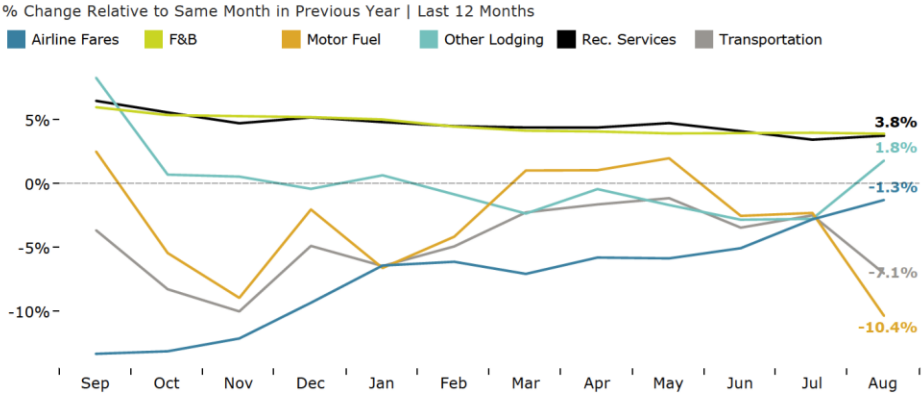
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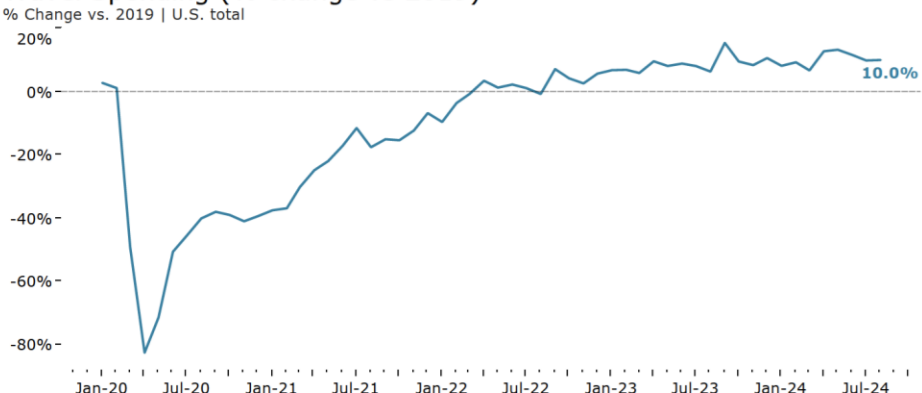
# NATIONAL TRAVEL TRENDS

## Travel Price Index



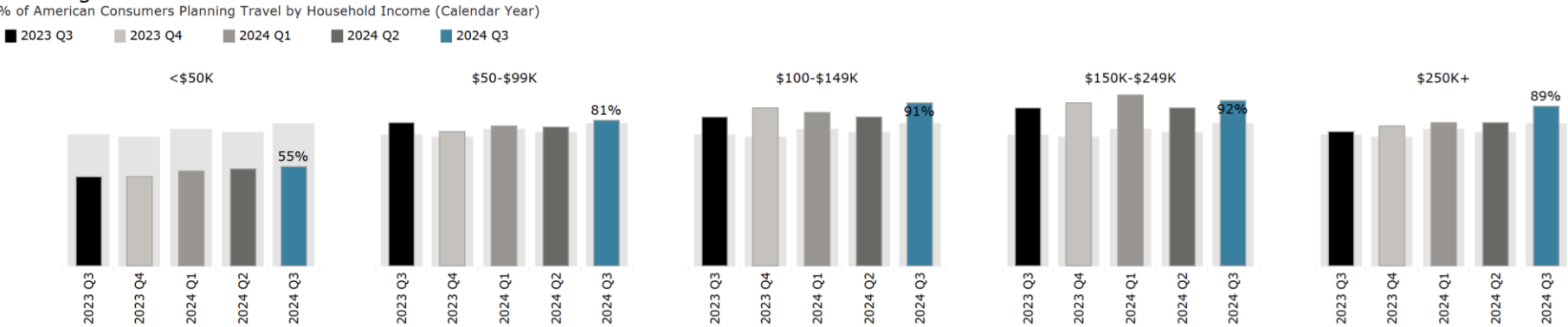
Source: U.S. Travel Association via U.S. Travel Recovery Tracker

## Travel Spending (% change vs 2019)



Source: Tourism Economics via U.S. Travel Recovery Tracker

## Planning Leisure Travel Within the Next 12 Months



Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers

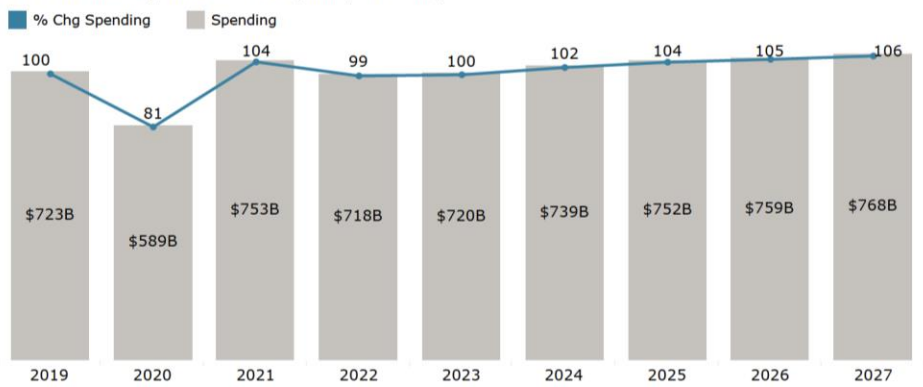
Powered by SYMPHONY | TOURISM ECONOMICS



# DOMESTIC TRAVEL FORECAST

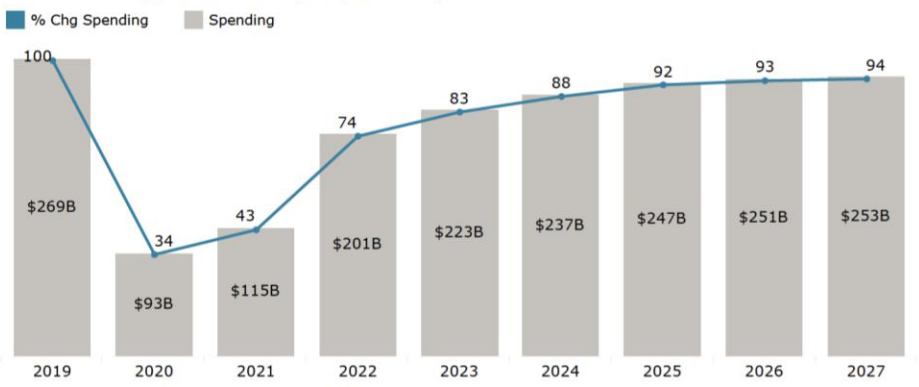
## Real Domestic Leisure Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



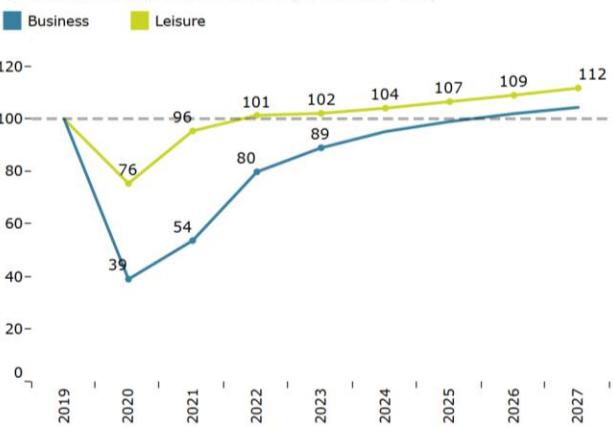
## Real Domestic Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



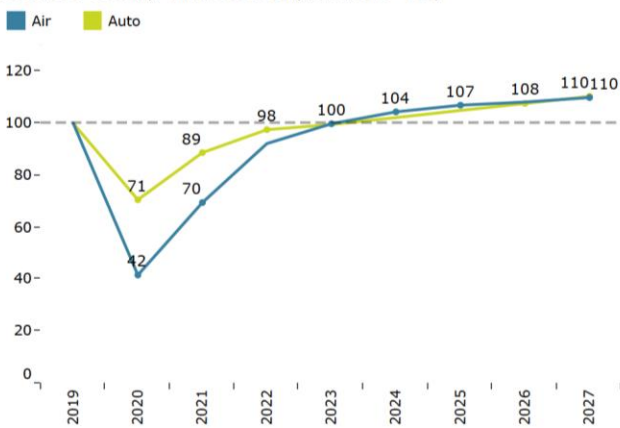
## Leisure vs. Business Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



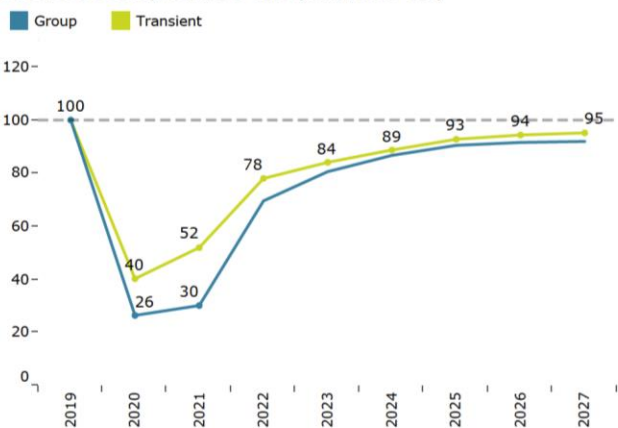
## Auto vs. Air Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



## Group vs. Transient Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



Forecast as of December 2023  
Source: Tourism Economics via U.S. Travel Recovery Tracker

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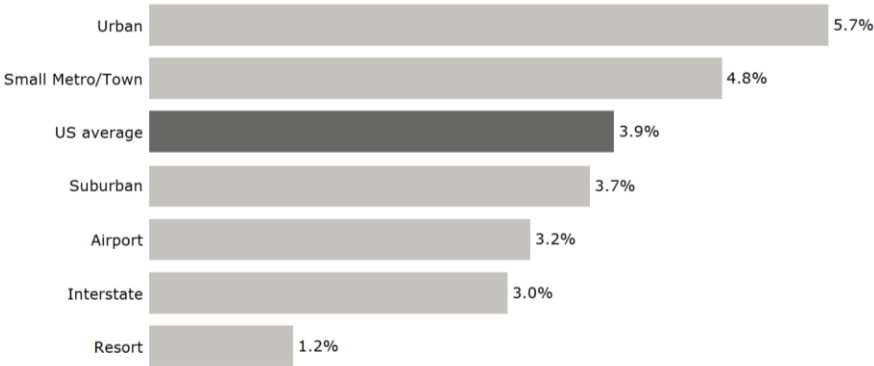


# U.S. HOTEL FORECAST

AUGUST 2024

## U.S. Actual RevPAR Growth by Location

August 2024, % change relative to 2019



Source: STR

## U.S. Hotel Forecast Summary

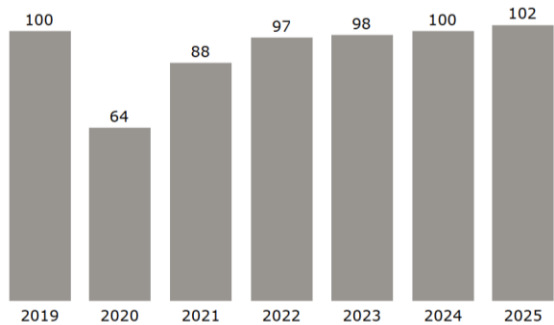
YOY % change, Forecast released August 2024

	2020	2021	2022	2023	2024	2025
Supply	-4.0%	4.9%	1.7%	0.3%	0.7%	1.0%
Occupancy	-33.4%	31.0%	8.7%	0.7%	0.0%	0.6%
Demand	-36.0%	37.4%	10.6%	1.0%	0.7%	1.7%
ADR	-21.6%	20.7%	19.9%	4.3%	2.0%	2.0%
RevPAR	-47.8%	58.2%	30.4%	5.0%	2.0%	2.6%
RevPAR relative to 2019	-47.8%	-17.2%	8.0%	13.4%	15.7%	18.7%

Note: RevPAR reflects standard methodology  
Source: STR; Tourism Economics

## Occupancy Index

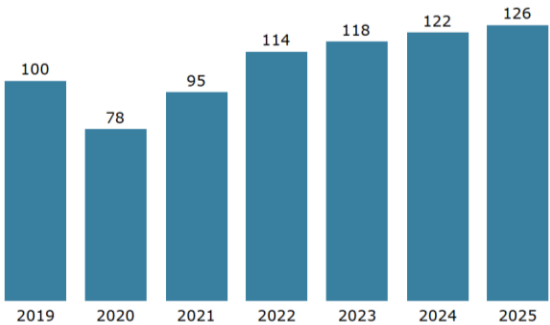
Index (2019 = 100)



Note: RevPAR reflects standard methodology  
Source: STR; Tourism Economics

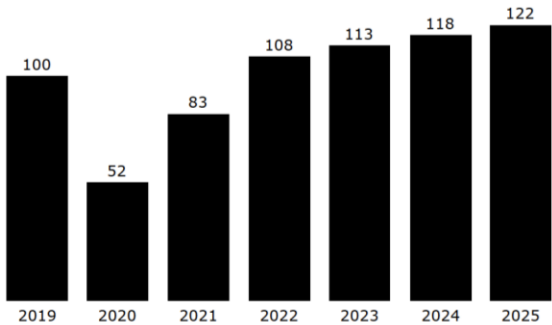
## ADR Index

Index (2019 = 100)



## RevPAR Index

Index (2019 = 100)



# VENUE SALES & EVENTS



# ANNUAL OCCUPANCY BY VENUE

	FY 2023	FY 2024	VARIANCE
RSCC	46.92%	43.33%	-3.59%
RSLEC	39.51%	34.86%	-4.65%
REC	28.63%	30.63%	+2.0%
NBS	45.83%	42.06%	-3.77%



# ANNUAL NUMBER OF EVENTS

	FY 2023	FY 2024	VARIANCE
RSCC	229	256	+27
RSLEC	56	72	+16
REC	43	41	-2
NBS	41	73	+32





# ANNUAL VENUE REVENUES

	FY 2024	BUDGET	VARIANCE	% DIFF
RSCC	\$3,802,387	\$2,962,158	+\$840,229	28.4%
RSLEC	\$1,455,024	\$1,034,100	+\$420,924	41.7%
REC	\$1,788,783	\$1,647,764	+\$141,019	8.6%
NBS	\$832,214	\$527,832	+\$304,382	57.7%



# ALL VENUES REVENUE COMPARISON

BUDGET	FY 2024	VARIANCE
\$6,171,854	\$7,878,408	+\$1,706,554
FY 2023	FY 2024	VARIANCE
\$8,030,490	\$7,878,408	-\$152,082



# FY 2024 SURVEY SCORES

	FY 2024	CATEGORY
RSCC	91.62%	EXCELLENT
RSLEC	91.19%	EXCELLENT
REC	81.79%	VERY GOOD
NBS	88.17%	VERY GOOD



# VENUE SPONSORSHIP SALES

JANUARY – JUNE 2024

	GOAL	ACTUAL	DIFF
FY 2024	\$106,671	\$114,773	\$8,102





# REC EVENTS





# RSLEC EVENTS





# RSCC EVENTS





# NBS EVENTS







**THANK YOU.**





FOR DISTRIBUTION – NOT SUBJECT TO ATTORNEY/CLIENT PRIVILEGE

To: RSCVA Board of Directors  
From: RSCVA Legal Counsel  
CC: Mike Larragueta  
Date: October 18, 2024  
Subject: Proposed revisions to NRS 244A.601

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#### Executive Summary

Nevada Revised Statute (“NRS”) 244A.601 (copied below) addresses the membership of the RSCVA Board of Directors (the “Board”). NRS 244A.601 provides that admission of new Board members (with the exception of the elected officials), as well as the renewal of non-elected Board members’ terms, is voted on by the three elected officials only, as opposed to being voted on by the entire Board. NRS 244A.601 also provides that the Chair of the Board must be selected from among the three elected officials. The Reno Sparks Chamber of Commerce (the “Chamber”) appointee to the Board, Mr. Eddie Ableser, on behalf of the Chamber, has proposed pursuing an amendment to NRS 244A.601 in the upcoming Legislative session to provide (i) that all Board members shall vote on the admission of new Board members, as well as on any renewal of a Board member’s term; and (ii) that all Board members shall be eligible for election to serve as the Chair of the Board.

#### Discussion

NRS 244A.601(1) provides that the RSCVA Board shall be comprised of nine members as follows: (i) one member appointed by the Washoe County Commission; (ii) one member appointed by the Reno City Council; (iii) one member appointed by the Sparks City Council; (iv) one member representative of air service interests from a list of nominees provided by the Reno Tahoe Airport Authority; (v) one member representing interests related to tourism or other commercial interests or the resort hotel business, from a list of nominees submitted by the Chamber; (vi) one member representing business or commercial interests, including gaming establishments, from a list of nominees provided by Travel North Tahoe Nevada (formerly the Incline Village Crystal Bay Visitors Bureau); and (vii) three members representing gaming establishments from a list of nominees provided by the Nevada Resort Association.

NRS 244A.601(3) provides that the term of the elected officials shall be coterminous with their terms of office, and that all other Board members shall be appointed for a term of two years, with the possibility of reappointment for one additional two-year term. NRS 244A.601(1)(d) provides that the appointment all of the non-elected Board members to the Board, as well as the reappointment of all non-elected Board members to an additional two-year term, is voted on by the three elected officials only.

NRS 244A.601(2) provides that the Chair of the Board must be selected from among the three elected officials.

The Chamber, through its appointed representative, Mr. Eddie Ableser, has proposed pursuing amendment of NRS 244A.601(1)(d) and 244A.601(2) in the upcoming Legislative session: (i) to provide that the admission of new Board members, as well as the renewal of existing Board members' terms, is voted on by the entire Board; and (ii) to provide that all members of the Board are eligible to be elected to serve as Chair of the Board. If the Board supports one or all of the suggested amendments, it would need to take action to direct it's lobbyist, Jesse Wadhams, of Black & Wadhams, to pursue codification of the amendment(s) at the upcoming Legislative session.

**NRS 244A.601 County fair and recreation board in county whose population is 100,000 or more but less than 700,000: Number, appointment and terms of members; vacancies.**

1. In any county whose population is 100,000 or more, and less than 700,000, the county fair and recreation board consists of nine members who are appointed as follows:
    - (a) One member by the board of county commissioners.
    - (b) One member by the governing body of the largest incorporated city in the county.
    - (c) One member by the governing body of the next largest incorporated city in the county.
    - (d) Except as otherwise provided in subsection 2, six members by the members appointed pursuant to paragraphs (a), (b) and (c). The members entitled to vote shall select:
      - (1) One member who is a representative of air service interests from a list of nominees submitted by the airport authority of the county. The nominees must not be elected officers.
      - (2) One member who is a representative of interests relating to tourism or other commercial interests or the resort hotel business from a list of nominees submitted by the chamber of commerce of the largest incorporated city in the county.
      - (3) One member who is a representative of other business or commercial interests, including gaming establishments, from a list of nominees submitted by a visitor's bureau, other than a county fair and recreation board or a bureau created by such a board, that is authorized by law to receive a portion of the tax on transient lodging, if any. If no such bureau exists in the county, the nominations must be made by the chamber of commerce of the third largest township in the county.
      - (4) Three members who are representatives of the association of gaming establishments whose membership collectively paid the most gross revenue fees to the State pursuant to [NRS 463.370](#) in the county in the preceding year, from a list of nominees submitted by the association. If there is no such association, the three appointed members must be representative of gaming.
- If the members entitled to vote find the nominees on a list of nominees submitted pursuant to this paragraph unacceptable, they shall request a new list of nominees.

2. The members of the board shall elect a Chair from among the members appointed pursuant to paragraphs (a), (b) and (c) of subsection 1.
  3. The terms of members appointed pursuant to paragraphs (a), (b) and (c) of subsection 1 are coterminous with their terms of office. The members appointed pursuant to paragraph (d) of subsection 1 must be appointed for 2-year terms. Any vacancy occurring on the board must be filled by the authority entitled to appoint the member whose position is vacant. Each member appointed pursuant to paragraph (d) of subsection 1 may succeed himself or herself only once.
  4. If a member ceases to be engaged in the business or occupation which he or she was appointed to represent, he or she ceases to be a member, and another person engaged in that business or occupation must be appointed for the unexpired term.
  5. Any member appointed by the board of county commissioners or a governing body of a city must be a member of the appointing board or body.
- (Added to NRS by [1977, 817](#); A [1979, 516](#); [1983, 1663](#); [1989, 1903](#); [1991, 819](#), [1977](#); [1995, 2804](#); [1999, 2016](#); [2001, 561](#); [2011, 1117](#); [2015, 407](#))

### Proposed Motion

I move to direct Jesse Wadhams to pursue amendment of NRS 244A.601 in the upcoming Legislative session to provide: (i) that all members of the Board may vote on the admission of new non-elected members to the Board as well as the renewal of the terms of non-elected Board members; and (ii) that all members of the Board shall be eligible for election to serve as Chair of the Board.





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

**Interim Financial Report**

**August 2024**



**Reno-Sparks Convention and Visitors Authority  
Interim Financial Report  
August 2024**

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# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Financial Summary by Category

	Two Month Period Ended August 31,		Total Budget Fiscal Year 2025
	2024	2023	
<b>Revenues</b>			
Room Tax Collections	\$ 9,070,548	\$ 9,225,583	\$ 39,739,356
Tourism Surcharge	914,727	919,473	4,309,997
Facilities Revenues	1,096,979	1,533,665	7,358,789
Other Income	402,076	393,138	1,902,541
<b>Total Revenues</b>	<b>\$ 11,484,330</b>	<b>\$ 12,071,859</b>	<b>\$ 53,310,683</b>
<b>Operating Expenses (by Category)</b>			
Payroll & Related	\$ 2,356,139	\$ 2,051,242	\$ 19,111,658
Supplies & Services	2,448,217	2,691,039	13,654,422
Promotion & Advertising	1,515,594	1,966,086	10,136,707
Travel & Entertainment	157,064	109,414	2,193,900
Special Projects	242,032	117,267	1,242,043
Other	13,159	14,944	186,900
<b>Total Operating Expenses</b>	<b>\$ 6,732,204</b>	<b>\$ 6,949,992</b>	<b>\$ 46,525,630</b>
<b>Non-Operating Expenses/General Fund Transfers Out</b>			
Incline Village/Crystal Bay Apportionment	\$ 617,786	\$ 552,492	\$ 2,003,029
Debt Service Transfers	1,347,067	1,346,525	8,082,400
Capital Improvements	188,795	2,429,818	6,623,617
Contingency	-	-	200,000
<b>Total Non-Operating Expenses/Transfers</b>	<b>\$ 2,153,647</b>	<b>\$ 4,328,835</b>	<b>\$ 16,909,046</b>
<b>Net Revenues (Expenses)</b>	<b>\$ 2,598,479</b>	<b>\$ 793,033</b>	<b>\$ (10,123,993)</b>

# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Financial Summary by Department

	Two Month Period Ended August 31,		Total Budget Fiscal Year 2025
	2024	2023	
<b>Revenues</b>			
Room Tax Collections	\$ 9,070,548	\$ 9,225,583	39,739,356
Tourism Surcharge	914,727	919,473	4,309,997
Facilities	1,096,979	1,533,665	7,358,789
Other Income	402,076	393,138	1,902,541
<b>Total Revenues</b>	<b>11,484,330</b>	<b>12,071,859</b>	<b>53,310,683</b>
<b>Operating Expenses (by Department)</b>			
Facilities Operations	2,376,572	2,461,399	14,074,264
Marketing	1,549,594	1,683,017	14,933,807
Sales	1,285,431	1,167,955	9,886,066
General Government, Finance, and Administrative	1,520,606	1,637,619	7,631,495
<b>Total Operating Expenses</b>	<b>6,732,203</b>	<b>6,949,991</b>	<b>46,525,632</b>
<b>Non-Operating Expenses/General Fund Transfers Out</b>			
Incline Village/Crystal Bay Room Tax Apportionment	617,786	552,492	2,003,029
Debt Service Transfers	1,347,067	1,346,525	8,082,400
Capital Improvements	188,795	2,429,818	6,623,617
Contingency	-	-	200,000
<b>Total Non-Operating Expenses/Transfers</b>	<b>2,153,647</b>	<b>4,328,835</b>	<b>16,909,046</b>
<b>Net Revenues (Expenses)</b>	<b>\$ 2,598,479</b>	<b>\$ 793,033</b>	<b>\$ (10,123,995)</b>

# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Transient Lodging Tax Collections and Statistics

	One Month Period Ended August 31,		Increase (Decrease)	
	2024	2023	\$	%
<b>Room Tax Collections</b>				
Lodging (6 5/8%)	\$ 6,967,232	\$ 7,086,317	\$ (119,085)	(3.3%)
Convention Center (2%)	2,103,315	2,139,266	(35,950)	(3.3%)
Tourism Surcharge	914,727	919,473	(4,746)	(1.0%)
<b>Total Tax Collections</b>	<b>\$ 9,985,275</b>	<b>\$ 10,145,056</b>	<b>\$ (159,781)</b>	<b>(3.1%)</b>
<b>Total Taxable Room Revenues</b>	<b>\$ 105,234,313</b>	<b>\$ 107,030,897</b>	<b>\$ 56,200,342</b>	<b>110.6%</b>
<b>Average Rate - Cash</b>	<b>\$ 163.18</b>	<b>\$ 166.25</b>	<b>\$ 3.18</b>	<b>1.9%</b>
<b>Occupied Rooms</b>				
Cash	644,914	643,777	332,068	106.5%
Comp	178,788	166,579	87,746	111.3%
28 Day	172,579	183,553	88,868	93.9%
<b>Total Occupied Rooms</b>	<b>996,281</b>	<b>993,909</b>	<b>508,682</b>	<b>104.8%</b>
<b>Total Percentage of Occupancy</b>	<b>73.8%</b>	<b>74.3%</b>	<b>0.9</b>	<b>1.2%</b>
<b>Total Taxable Room Revenues by Tax District</b>				
Reno B (Suburban Reno)	\$ 48,217,235	\$ 48,476,161	\$ 26,636,101	122.0%
Reno D (Downtown Reno)	\$ 21,977,701	\$ 23,908,764	\$ 13,003,810	119.2%
Reno E (1 Mile Radius from Downtown)	\$ 2,403,407	\$ 2,884,848	\$ 1,657,792	135.1%
Sparks	\$ 12,004,169	\$ 12,738,321	\$ 6,452,346	102.6%
Washoe A (Washoe County (excluding Incline Village)	\$ 282,969	\$ 159,043	\$ 32,814	26.0%
Washoe B (Incline Village)	\$ 20,348,832	\$ 18,863,760	\$ 8,417,479	80.6%