

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
MEETING OF THE BOARD OF DIRECTORS
Thursday, February 27, 2025, at 10:00 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. Richard Jay
Mr. Glenn Carano
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 February 27, 2025, Regular Meeting of the Board of Directors

For Possible Action

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

For Possible Action

D. PRESENTATIONS

D1. Presentation: OnStrategy Strategic Plan Update

Erica Olsen and Kamryn Mock, from the RSCVA's strategic planning partner OnStrategy, will update the RSCVA Board of Directors on the process and timeline for producing a new, three-year strategic plan.

Informational Only

D2. Reno-Sparks Convention and Visitors Authority Department Updates

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

Informational Only

E. BOARD MATTERS

E1. Review, Discussion and Possible Action 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 current 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 Legislative session.

For Possible Action

E2. Review, Discussion, and Possible Action Regarding Contract for Future Partners, for Destination Research

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve the authorization of the President and CEO to execute agreements with Future Partners for conducting the following destination research projects in 2025: Visitor Profile Study in an amount not to exceed \$78,000, Brand Health & Ad Tracking Study in an amount not to exceed \$34,000, and Resident Sentiment Study in an amount not to exceed \$33,000. The total amount is not to exceed \$145,000.

For Possible Action

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

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

Informational Only

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

H. ADJOURNMENT

For Possible Action

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

**Reno-Sparks Convention & Visitors Authority
Meeting held Thursday, January 30, 2025, at 10:00 a.m.
4065 S. Virginia Street, Board Room
Reno, Nevada**

The Reno-Sparks Convention & Visitors Authority Board of Directors met at 10:00 a.m. on Thursday, January 30, 2025. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

A1. Call to Order

Vice Chair Richard Jay called the meeting to order at 10:00 a.m.

A2. Pledge of Allegiance

Vice Chair Jay asked Board Member Carano to lead the pledge.

A3. Roll Call

The Clerk of the Board took roll call.

Board Members Present:

Mayor Hillary Schieve, RSCVA Chair **[via Zoom]**
Richard Jay, RSCVA Vice Chair
Stephen Ascuaga, RSCVA Board Member
Councilwoman Charlene Bybee, Board Member
Commissioner Alexis Hill, Board Member
Greg Long, RSCVA Board Member
John East, RSCVA Board Member
Glenn Carano, RSCVA Board Member
Eddie Ableser, RSCVA Board Member

Board Members Absent:

RSCVA Executive Staff Present:

Mike Larragueta, President & CEO
John McGinnes, Vice President of Sales
Courtney Jaeger, Vice President of Finance
Art Jimenez, Executive Director of Tourism Sales
Renee McGinnes, Executive Director of Venue Sales & Events
Ben McDonald, Senior Director of Communications & Public Affairs
Lori Tange, Director of Human Resources
Joel Seidman, Director of Operations Reno Event Center
Valarie Segarra, Director of Event Development

RSCVA Legal Counsel:

Benjamin Kennedy, Argentum Law
Molly Rezac, Ogletree Deakins

Board Clerk:

Myrra Estrellado, Administrative Office Manager & Board Clerk

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Vice Chair Jay opened the floor to public comment, there was one public comment from Chris Minnes with Legion Sports Fest. Public comment was closed.

Chair Schieve joined the meeting via Zoom at 10:03am.

C. CONSENT AGENDA:

C1. Approval of the Agenda of the January 30, 2025, Regular Meeting of the Board of Directors

C2. Approval of the Minutes of the December 19, 2024, Regular Meeting of the Board of Directors

On a motion made by Board Member Bybee, seconded by Board Member East, it was decided to approve the consent agenda. The motion was **APPROVED** by a vote of 8-0-0.

D. PRESENTATIONS

D1. Reno-Sparks Convention and Visitors Authority Department Updates

Mike Larragueta presented the Executive Update PPT for January, 2025. He announced that the spotlight award was awarded to Maria Ammirati. He informed the Board of the upcoming 30th Anniversary Bowl on February 1, 2025. They have sold 58 lanes for \$50 per lane, which includes bowling balls and shoes for four bowlers. Mike Larragueta advised that the number of room nights of 5,431 for the five completed track meets only includes the rooms of the athletes, it does not include family members and others. He informed the Board that his team is working on a strategy to collect more detailed data regarding the impact on room nights for track events. Mike Larragueta reassured the Board that for Track and Field events Shot Put and Hammer Throw, the throw area is in Hall 5 and is protected by nets on all sides. The staff make sure everything meets safety standards and requirements and the safety manager is on site. He updated the Board that they have come to an agreement with the Wild Sheep event, where the track does not need to be removed for the event. The past Wild Sheep event was a test run in terms of not taking down the track and it was a success.

Courtney Jaeger presented the Finance Updates. There were no questions from the Board.

John McGinnes presented Convention Sales updates. In general, he reported increases, and his team is working on making sure they are securing business in areas where there was a decrease. He reported that even though there was a drop in the average leads for room nights, they are still going strong and there is nothing to be concerned about.

Art Jimenez presented Tourism Sales updates. He reported that in general there was nice growth in Tourism Sales. They have already reached and surpassed their goals. He reported that corporate travel is driving the 20 percent increase in sales seen in the Travel Agent channel.

E. BOARD MATTERS

E1. Review, Discussion and Possible Action regarding Legislative priorities for the upcoming Legislative session

Jesse Wadhams reported that the Legislative Session begins on February 3, 2025, and there are 986 VDRs 287 pre-filed bills. He expects another 700 to 800 bills to be filed. It will all be finished in June. The Board's Bill number is AB114 sponsored by Assemblyman DeLong in Washoe County. He reported that a minor technical amendment will be made to capture the two concepts of the Board requested. Jesse Wadhams reported that it is still too early to see what direction the bills will be headed, he has not seen anything related to room tax or other items that the Board may be interested in, but there is still time for more issues to come out.

Board Member Bybee inquired as to whether there will be any co-sponsors to have a Democratic support as well. Jesse Wadhams will be working with a democratic majority to ensure there is democratic support.

E2. Review, Discussion, and Possible Action regarding the Reno Events Center at-risk promotion and pursuit of Concerts and Events

Mike Larragueta introduced Joel Siedman to present the REC Operations PPT. He emphasized that the purpose was to activate the facilities at REC.

Joel Siedman explained that the PPT only included revenue from ticket sales, it did not include sales from concessionary sales, merchandise sales, and other sales that would come in from hosting events. He also explained that RSCVA would take the position of the promotor, meaning that the facility fee is paid to the RSCVA.

Board Member Ascuaga is in support of promoting events in activating the REC and suggested a screening of events by the Executive Committee and advised that events would not be promoted during certain times of the year.

Mike Larragueta explained that to lower risk and liability as much as possible, they would form a committee chaired by Mike Larragueta and included John McGinnes, Courtney Jaeger, Christina Ernie, Jose Martinez, and Joel Seidman. Each member would look at the event from the perspective of their department and then it will be passed on the Mike Larragueta. Mike Larragueta expanded that when they choose events for the REC, they will not be looking to compete with stakeholders and casinos but will be looking for events that will be compliment the community. They will be looking for indoor events with a seat capacity of 3000 to 7000 seats. In the summer, since it is busy season for events, they will only be looking for concerts and events that will compliment events already being held in the community. He also explained that his staff is equipped to choose

quality events that will appeal to the community.

Board Member Bybee asked for a breakdown of where the funding for the events will come from.

Mike Larragueta explained that since there was no item budgeted this fiscal year for this opportunity, they can make use of the Event Development Fund for the first year of the plan. In the budget process in March and April they can discuss how to budget for the subsequent year. He also explained that the events are a rolling expense, so if they plan to host six concerts for the year, they do not need to have the funds for the entire six concerts at the beginning of the year, since they will be collecting revenue as the events roll out. They can discuss and decide on an amount to budget for these events to ensure that they have enough to bid and to make sure they do not have a financial crisis. He also elaborated that the goal is to break even after each event. If an event is cancelled because of a storm there would be no financial loss.

Joel Seidman added that if the performer cannot come in because of the weather, or he does not want to come in because he knows a large number of the audience cannot attend, the event will usually be rescheduled to another date and there is no loss on anyone's end. REC can offer to refund or to rebook tickets sold.

Board Member Carano suggested increasing the budget of \$500,000 for the events, which could be considered at the future meeting.

Board Member Ableser asked for elaboration of the impact on tourism that these events will have.

Mike Larragueta and Joel Seidman explained that they are in constant communication with the airports and that when attendees stay the night in Reno, it is usually two to a room and they are spending on food, drink, and more.

Board Member Ableser inquired if there was any program for discounts for local residents.

Joel Seidman explained if there are events that are undersold, they can open up discounts to local residents to boost ticket sales.

On a motion made by Board Member East, seconded by Board Member Long, it was decided to authorize the RSCVA President/CEO to contract with artists or live performances at the REC, either solely or in partnership with other promoters or as a direct promoter, and also to authorize the RSCVA President/CEO's signature to authorize a maximum of \$500,000 per event. The motion was **APPROVED** by a vote of 8-0-0.

Stephen Ascuaga clarified that the authorization for the President/CEO's signature to spend a maximum of \$500,000 was so that he did not need to return to the Board for authorization for each item.

Board Member Ascuaga left at 11:02am. He returned at 11:04am.

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Vice Chair Jay reported that the airport celebrated its busiest year since 2008, in 2024, with 4.8 million passengers, which is a 6% increase from the previous year. The airport is also projecting a 5% increase in seats.

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

H. ADJOURNMENT

Vice Chair Jay adjourned the meeting at 11:23am.

The meeting may be viewed at the following:

01/30/2024 RSCVA BOD Mtg <https://www.youtube.com/watch?v=9sZ6Fc02wg8>

Board Kickoff

February 2025



OnStrategy Team



Erica Olsen
CEO



Kamryn Mock
Principal Strategist

CVB Clients:



OnStrategy Planning Model

Core Purpose

What is our noble reason for being?

Diagnosis

Where are we today?

Envisioned Future

*Where are we going?
What does success look like?*

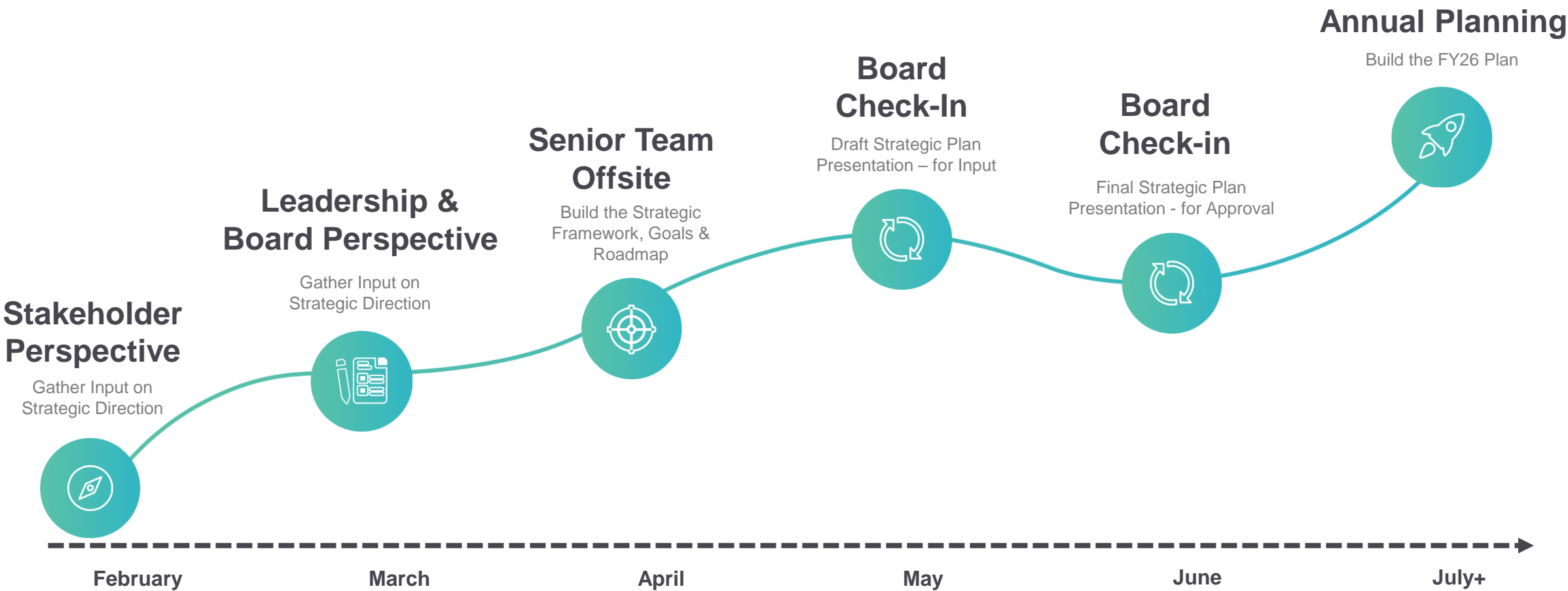
Guiding Approach

*What principles will guide us
along the way?*

Coordinated Action

Who needs to do what by when to achieve our future state?

RSCVA Planning Process Timeline



Principles to Guide this Process



Directional, not prescriptive.

New plan will be directional in nature, with an emphasis on clearly defining what are “strategic” initiatives and “business as usual” RSCVA health metrics.



Build the future & learn from the past.

Using the current plan to see what we’ve learned, what’s still relevant, & what can be carried forward.



Staff to build. Board to refine.

Senior Staff’s role is building the plan; Board’s role is confirming & refining.



Update Board often.

Communicate with the Board early and often – framework and roles.



Direction not operations.

Stay at the 30,000ft level, not day to day operations.

Strategic Topics We'll Explore

To be expanded based on Board and stakeholder input.

- Creating a framework for facility development and activation
- Expand the track market to become the national destination
- Approach to developing the identified event categories
- Maintaining a positive employee engagement rate
- Supporting the Air Service Fund
- Deepen our community education and collaboration efforts
- Planning for Federal impacts & impacts from the 2025 Session



EXECUTIVE UPDATES

**BOARD OF DIRECTORS
FEBRUARY 27, 2025**





SPOTLIGHT AWARD



SPOTLIGHT AWARD





AMERICAN BUS ASSOCIATION (ABA) MARKETPLACE 2026 UPDATE



ABA MARKETPLACE

- Marketplace is an appointment-based show for Motorcoach and Tour Operators and Travel Industry Suppliers who want to expand group tour & travel business.
- January 2026 will be the first time that ABA has held their Marketplace on the west coast of the country.
- Reno was selected from a finalist list consisting of Portland, Oregon and Long Beach, California.



Atlantis
CASINO RESORT SPA • RENO
Every Player's Paradise™

Nugget
CASINO RESORT

PEPPERMILL
RENO



ABA BY THE NUMBERS

3,500 ATTENDEES

2,300 Motorcoach/Tour Operators

1,200 Suppliers

8,000 CASH ROOM NIGHTS

SHOULDER SEASON – JANUARY AND MIDWEEK

POTENTIAL 10% INCREASE*

Overall group tour business

For five consecutive years

**EXPOSE NEW MOTORCOACH
COMPANIES TO DESTINATION**

\$3,765,359 ECONOMIC IMPACT



ABA MARKETPLACE 2025 - PHILADELPHIA



ABA MARKETPLACE 2026



Q3 STAKEHOLDERS MEETING



VOLARIS FAM



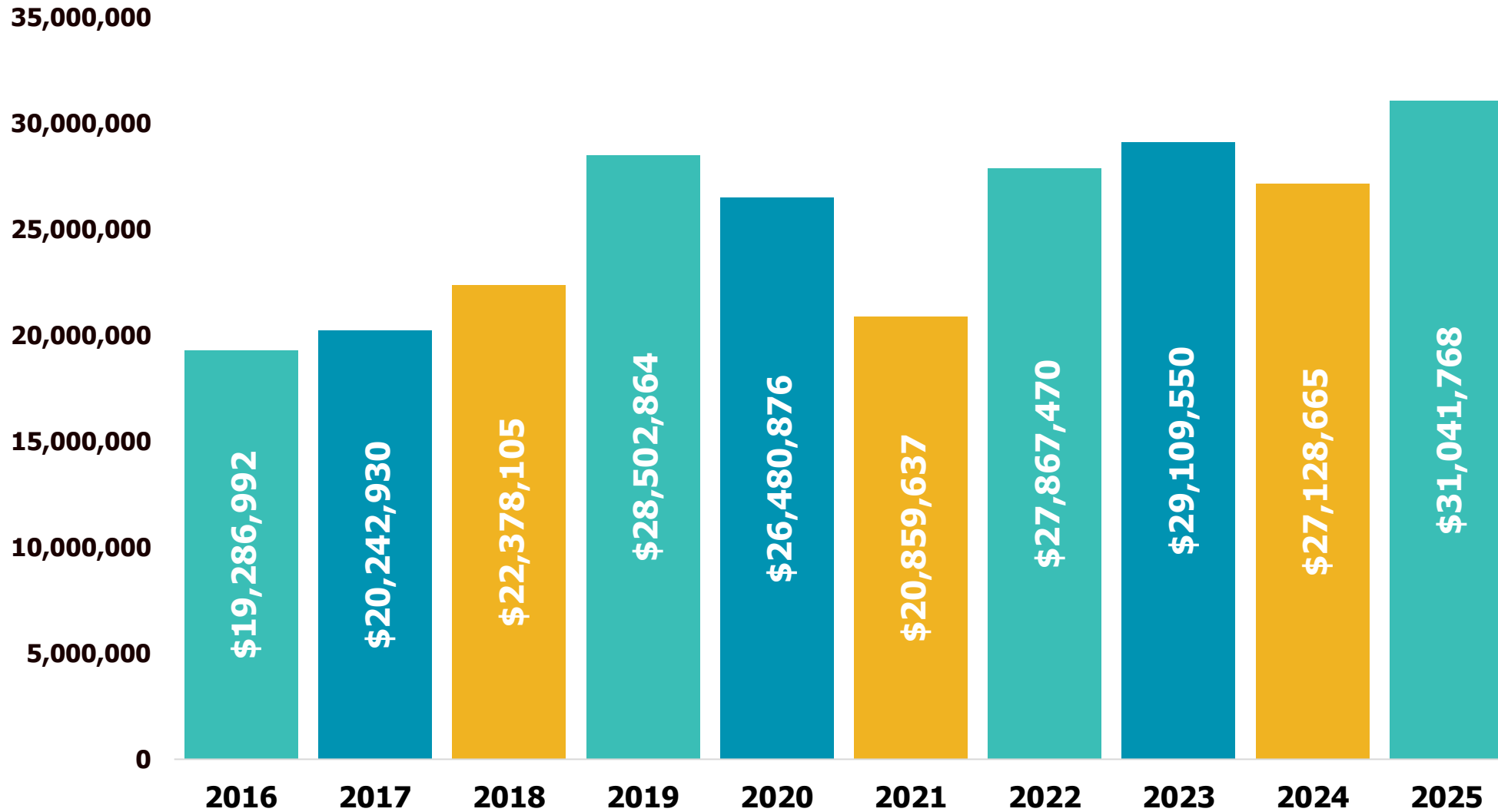
BOARD MEMBER OPPORTUNITIES

INDUSTRY SHOWS & EVENTS	DATES
RURAL ROUNDUP	April 8 - 11
PARTY ANIMALS - RENO	May 29 - 31
IPW - CHICAGO	June 14 - 18
AMERICAN CENTURY CLASSIC - RENO TAHOE	July 9 - 12
DESTINATIONS INTERNATIONAL - CHICAGO	July 9 - 11
ESTO - PHOENIX	August 16 - 19
CONNECT MARKETPLACE - MIAMI	August 25 - 27



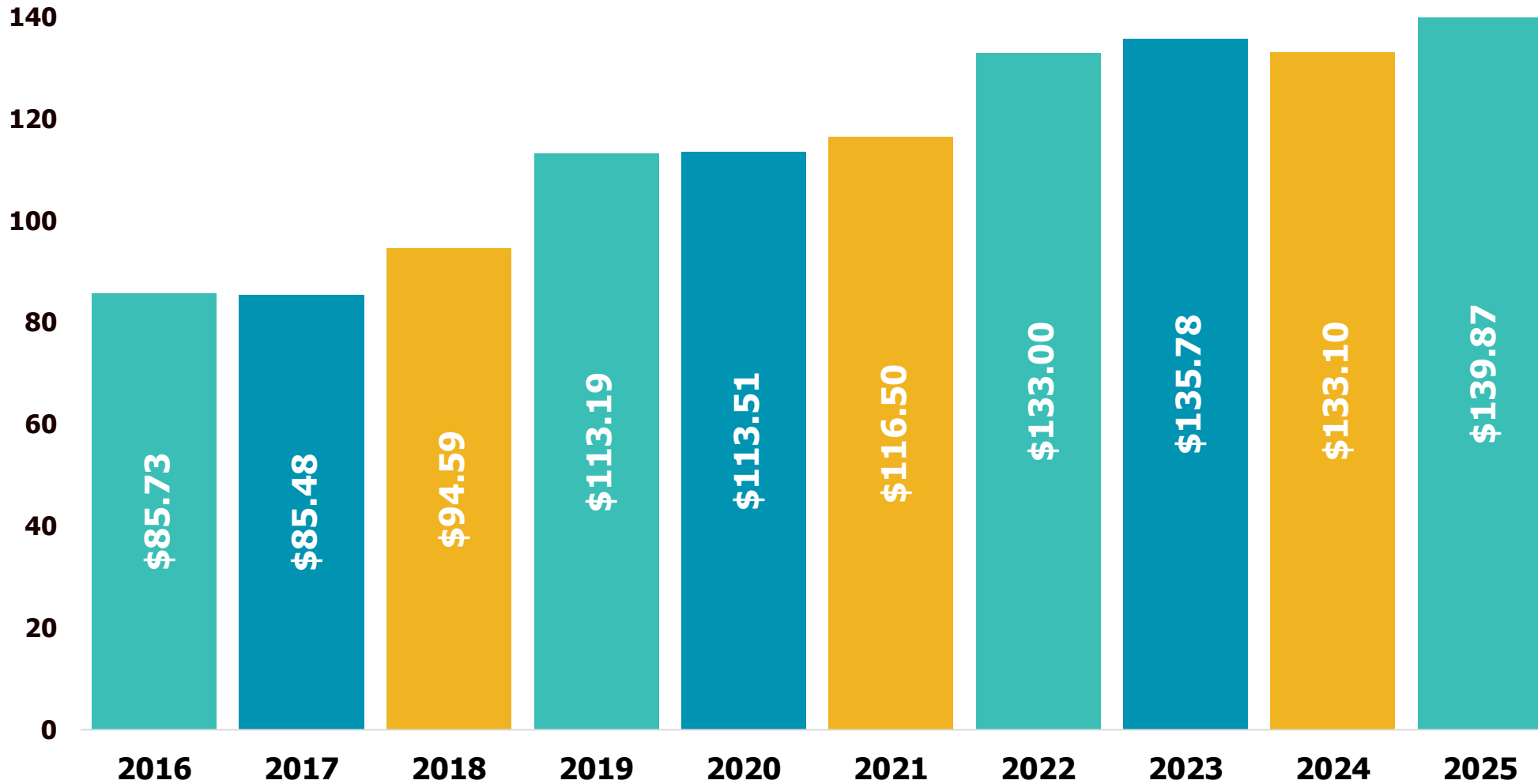
JANUARY PERFORMANCE

Taxable Revenue



JANUARY PERFORMANCE

Average Daily Rate





STAFF UPDATES



CHAD PETERS



HIRE DATE

1/30/2024

STARTING TITLE

NBS Operations Manager

CURRENT TITLE

Director of Operations



JOSE MARTINEZ





MARKETING & RESEARCH



SPECIAL EVENT FUNDING PROGRAM

NOW OPEN

Application Open: Tuesday, February 25

Deadline: Monday, April 14

Panel Review: Early May

Final Award Approvals: End of May

Eligibility and Guidelines: rscva.com



PERFORMANCE | VISITRENOTAHOE.COM

July '24 - January '25

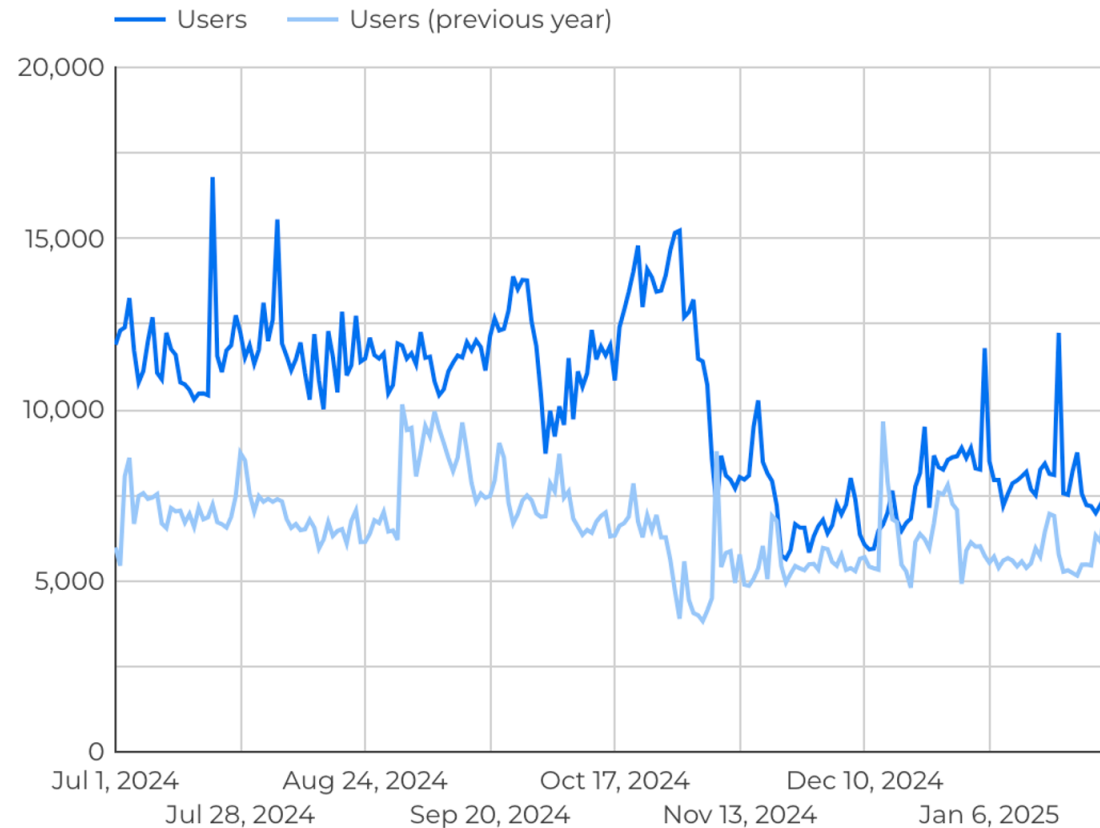
+62% YoY Sessions

+47% YoY Users

+35% Engaged Sessions

+41% Non-local Engaged Sessions

- Developing custom content: from general articles highlighting partners to custom guides to local experts guest writing.
- Top viewed pages are: Outdoor activities, events, family activities, overall things to do and places to stay.
- Top referral driving pages: Things to do with kids, snow parks, food & drink, and events.



PERSPECTIVES | VISITRENOTAHOE.COM

40 experts... and counting!



RenoTahoe

Experiences - Things to Do - Places to Stay - Food & Drink - Events -

Beyond Skiing: Exploring Greater Reno Area with the Fam

One thing about [ski resorts](#) in [Lake Tahoe](#) is the lifts close at 4 p.m. daily and on when the storm conditions that bring our infamous powder cause wind holds - b have to end with the close proximity to family-friendly activities. Some of our fav time includes:

- [Pizza at Schussboom Brewing](#)
- [Swimming and Arcade at Atlantis Casino Resort Spa](#)
- [Historic Virginia City Sightseeing](#)
- [Carson Hot Springs](#)
- [Bowl Incline](#)



MORE FROM THIS EXPERT

READ MORE

Local's Guide to Family-Friendly Ski Resorts in Lake Tahoe

Skiing & Snowboarding

Experiences - Things to Do - Places to Stay - Food & Drink - Events -

Aly Nicklas

Aly Nicklas is a writer, photographer and filmmaker based in Washington with her young family.

About this Expert →

Amber DiBello

Hello! My name is Amber DiBello and I am a mountain mama of 2 kids and 2 dogs in Reno Nevada. We live in the snowy community of Sky Tavern at 8000' elevation.

About this Expert →

Alle Shipe

Alle Shipe shares her adventurous spirit and passion for living life to its fullest.

About this Expert →

MyTravelMuse

MyTravelMuse is a travel blog providing you resources to make traveling more accessible, adventurous and immersive.

About this Expert →

Ant Richards

Ant Richards is an athlete of Reno's former soccer team, Reno 1868 FC.

About this Expert →

Cheat Day Eats

Cheat Day Eats is a lifestyle brand and production company focusing on food, travel and fitness.

About this Expert →

Christian Schaffer

Christian Schaffer is an outdoor adventure, lifestyle

Breeze Turner

Active at heart, Breeze Turner shares her love of paddleboarding and travel with her young family and two dogs.

About this Expert →

Chloe Ure

Chloe Ure is a Canada-born Nevadan. Seeing as she grew up in the snow, she felt there was no better place to migrate to than Reno Tahoe, if only to keep her love for the wondrous winters alive and well. She's been in Reno for going on a decade now.

About this Expert →

Bucket List Family

The Bucket List Family are five family travel journalists who journey around the world together.

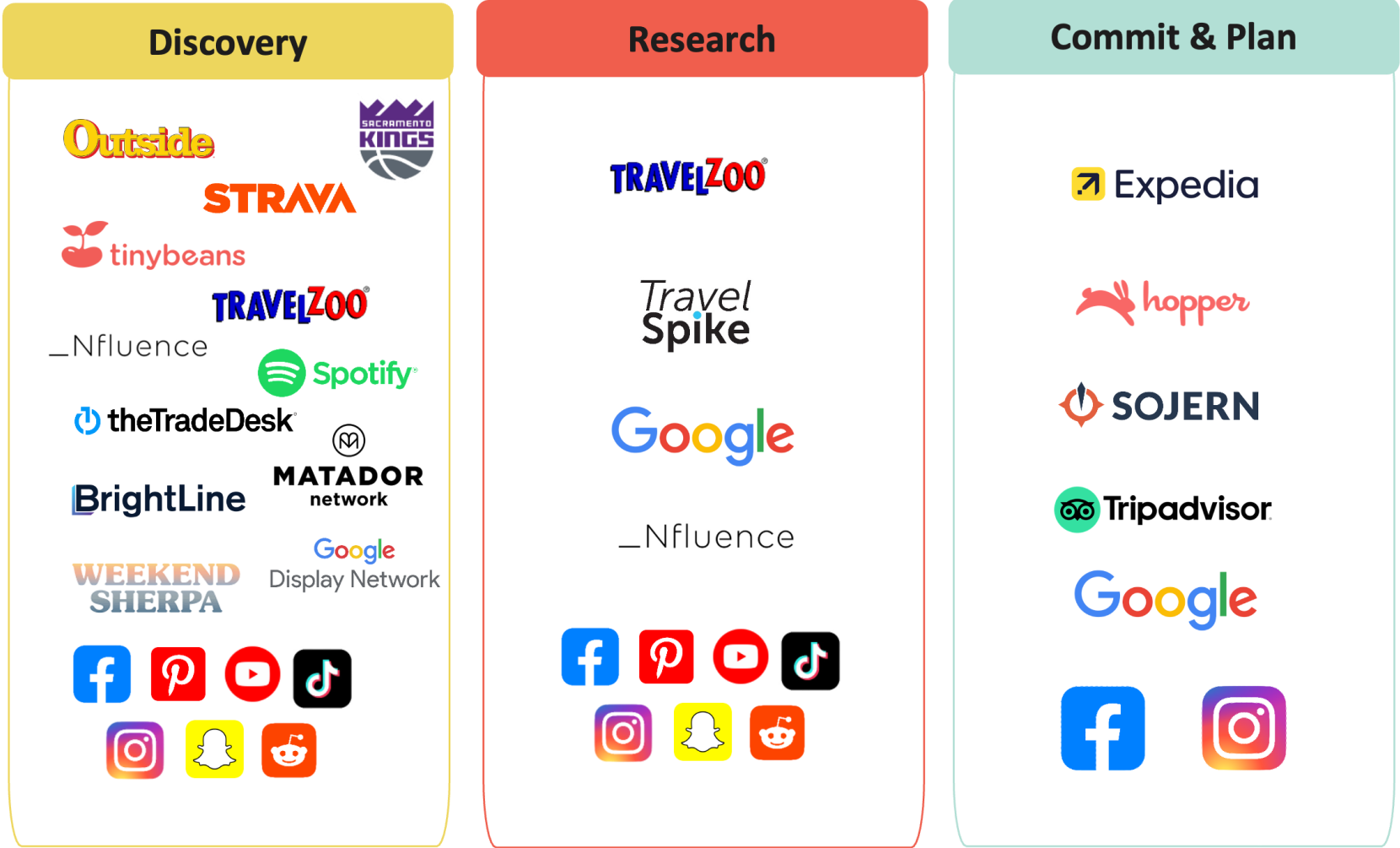
About this Expert →

Christine Tran

Christine Tran is the founder, editor and digital

20

FY25 PAID MEDIA OVERVIEW



PARTNERSHIPS | STRAVA

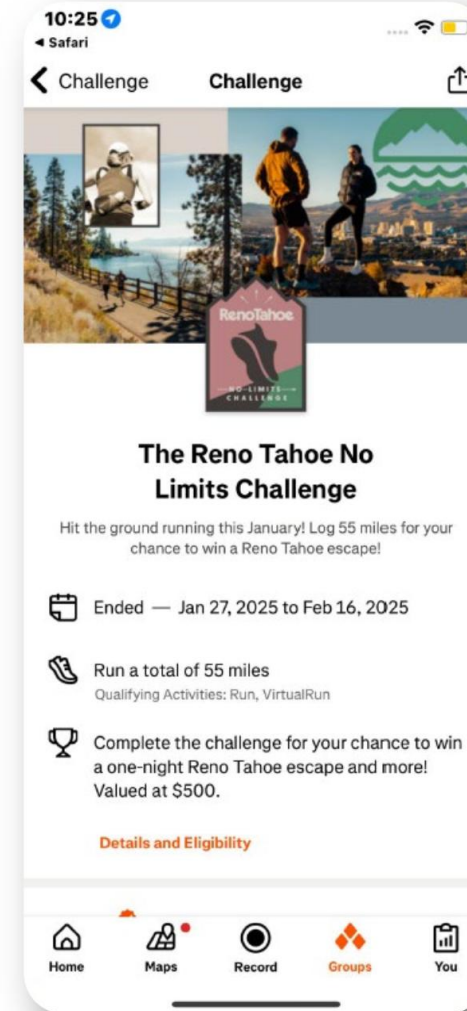
Hit the ground running this January!

CHALLENGE #2 LAUNCHED JAN 27 - FEB 16

- 18.3K Participants
- 6.9K Completions | **37.6% Completion Rate**
- 2.7K Unique Reward Clicks
- Resulted in ~2K entries on sweepstakes landing page

CAMPAIGN DROVE 186.5K HOURS OF ACTIVITY

- Participants traveled 1.1MM+ miles and uploaded more than 215K activities
- Grew Reno Tahoe Club by nearly 270 members



STRAVA



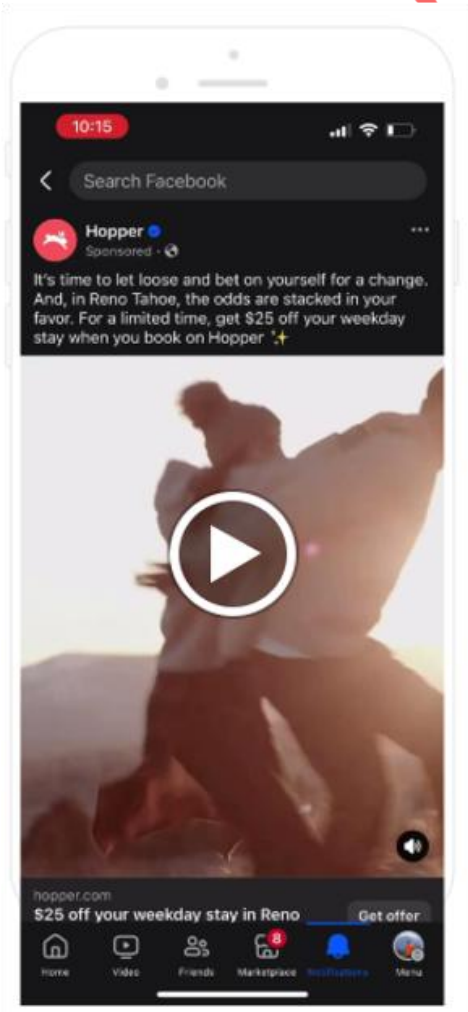
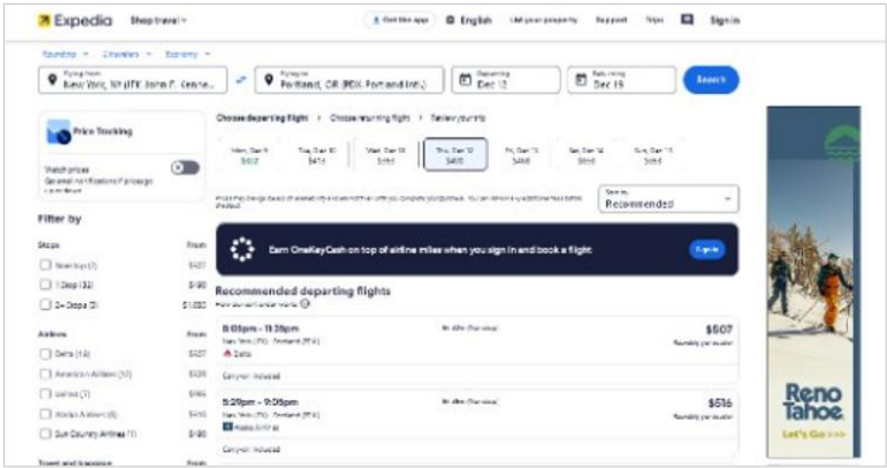
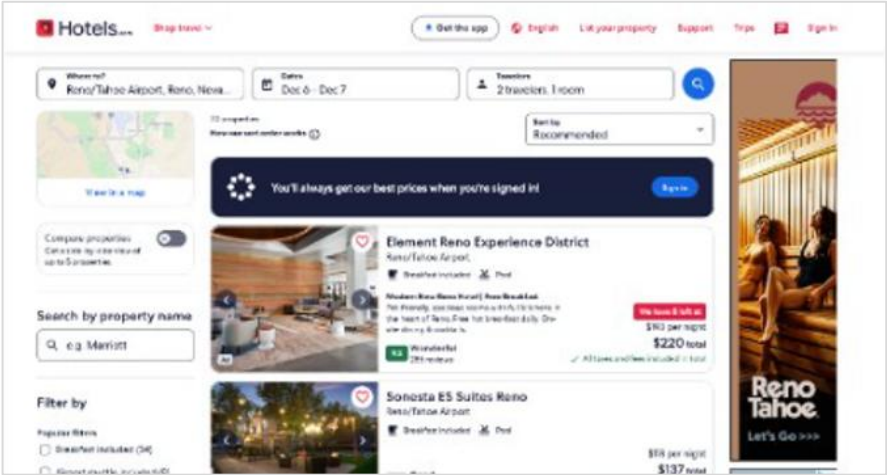
PARTNERSHIPS | KINGS



Sacramento Kings @SacramentoKings · Feb 20
Enter to win the Kings Stay & Play Getaway courtesy of @renotahoe! 🏀
One lucky fan will win exclusive Kings branded snowboard and skis along with a two-night stay in Reno, lift tickets and many more amazing prizes!
bit.ly/4at4bXE



PARTNERSHIPS




DISPLAY - PROGRAMMATIC

tripsavvy

DESTINATIONSTRIP PLANNINGINSPIRATIONNEWSOUTDOORSEDITIONS' CHOICE AWARDSABOUT US

The 10 Best Art Museums in the USA

By Melanie Renucci



The Cleveland Museum of Art. PHOTO: RICHARD CUMMINGS / GETTY IMAGES

The United States is home to some of the most sophisticated art museums in the world and houses some of the most famous works of art. From Leonardo da Vinci to Roy Lichtenstein, every artistic era and medium is represented in museums throughout the country.

In This Article

Time Zone

Best Time to Go

Things to Know

How to Get Around

Best Hotels

Best Restaurants


Things to do

Best Shopping

Neighborhoods to Know

Weather

Apps to Download



RenoTahoe
Let's Go >>>

TRAVEL+LEISURE

TRIP IDEASDESTINATIONSWORLD'S BESTTRIPS • PLANNINGCRUISESABOUT US

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PHOTO: STEVE GRANITZ PHOTOGRAPHY/GETTY IMAGES

The climate ranges from cold, snowy winters to sunny, clear summers. Snow falls as early as October and continues through April, with December, January, and February receiving the largest amounts, receiving at least 12 inches each month, according to [WeatherSpots](#). Summers are dry with minimal rainfall, and even on warm days, the temperature is significantly cooler at night.



More color. More flavor.
RenoTahoe is a vibrant culinary scene. Reno Tahoe is yours to explore.





PHOTO: STEVE GRANITZ PHOTOGRAPHY/GETTY IMAGES

The climate ranges from cold, snowy winters to sunny, clear summers. Snow falls as early as October and continues through April, with December, January, and February receiving the largest amounts, receiving at least 12 inches each month, according to [WeatherSpots](#). Summers are dry with minimal rainfall, and even on warm days, the temperature is significantly cooler at night.



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THE POINTS GUY


NEWSCREDIT CARDSPOINTS • MILESTRAVELTOOLS

perks we don't use because we are also Disney Vacation Club and annual pass holders, which unlock discounts and benefits of their own.

But even with all that, we still keep the Disney Visa in our wallet because it offers unique perks such as character access and periodic resort or other discounts that can save a ton of money when offered at the right time for your needs.

If you take semi-regular Disney vacations, don't have access to any of these member or passholder discounts, and don't mind adding another card to your wallet, the perks and savings that come with a Disney Visa can make it worth your while, especially if you're able to take advantage of one of the heftier discounts periodically offered on hotel stays.

And if you are already a Disney Vacation Club member or annual passholder and visit the theme parks as frequently as we do, even the seemingly small perks like exclusive character meet-and-greets add up enough to make the card worth it.




More color. More flavor.
RenoTahoe is a vibrant culinary scene. Reno Tahoe is yours to explore.

BudgetTravel


DISCOVER USAREAL DEALSSHOPEXPLOREBOOK TRAVEL

7 Places to Experience Incredible Interactive Art

By Liz Weslaner



Related places




RenoTahoe
Let's Go >>>

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BIG

Best Places to Go in the Fall: USA Travel




TIME

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27 Underrated U.S. Destinations Everyone Should Visit in Their Lifetime

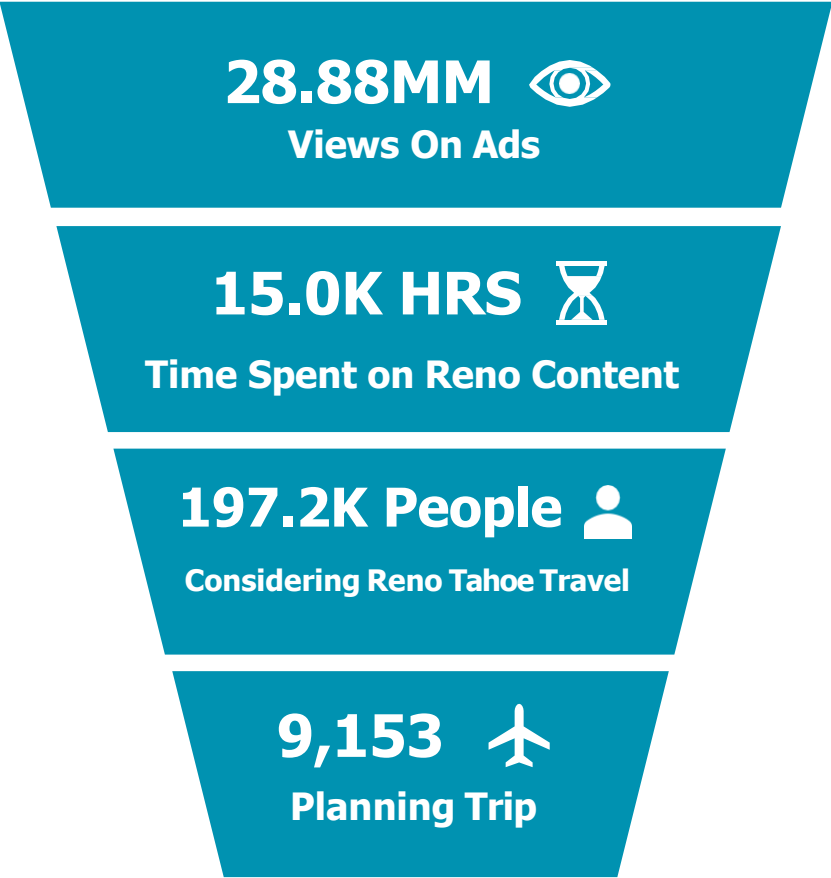
10 MINUTE READ



25

PAID MEDIA IMPACT (Leisure Only)

January '25



Ads In-Market

Total ads across all channels

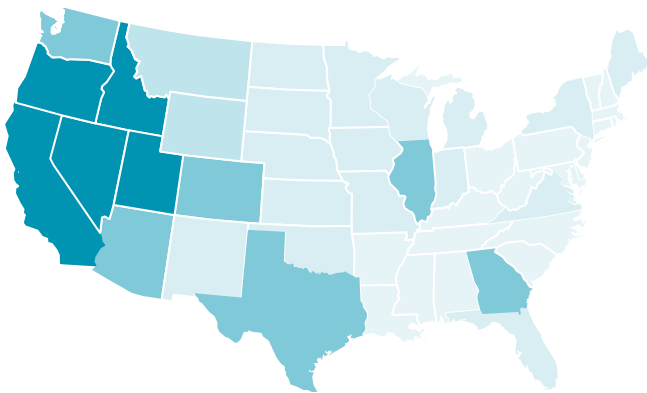
262

Ad Interactions

Clicks, Completed Views, Comments, Shares, and Likes

4.6MM

Key Markets



PAID MEDIA IMPACT (M&C Only)

January '25

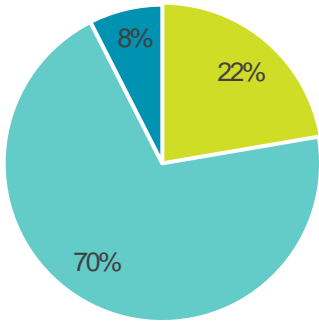


Ads In-Market

Total ads across all channels

40

Spend Allocation



■ Social ■ Search ■ Programmatic

Ad Interactions

Clicks, Completed Views, Comments, Shares, and Likes

28,327

Channel Mix

LinkedIn

meetings
RENO-TAHOE
TODAY

Smartmeetings

SportsETA
SPORTS EVENTS & TOURISM ASSOCIATION

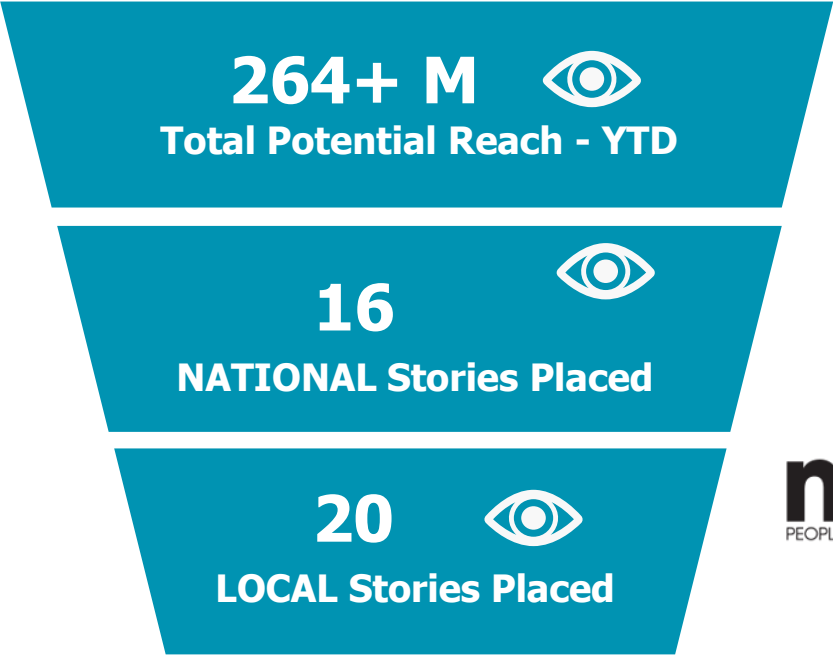
Google

**Definitions for each metrics are in Appendix



EARNED MEDIA

December & January




STORIES PLACED

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Top Ski Destinations and Online Casino Fun Combined

Press Release

Press Release | January 3, 2023



Skiing Meets Slots: Discover Snowy Reels and Real Money Wins

Ski and Gamble

When you think of a ski vacation, images of snow-covered slopes, après-ski drinks, and cozy lodges might come to mind. But what if you could combine the thrill of skiing with the excitement of casino gaming? Skiing and casinos make for an exhilarating combination, and in today's world, you don't even need to visit a brick-and-mortar casino to enjoy real-money games.

Thanks to the **rise of online casinos**, you can bet online at places like **BetUS** and enjoy the thrill of winning while taking a break from the slopes. This article will explore some of the best ski destinations where you can enjoy casino options—on-site or online.


Reno-Tahoe

Mike Larragueta is a third-generation Nevadan with 30 years of travel and tourism industry experience evenly split between Vegas and Reno Tahoe. In May 2024, he became the new President and CEO of the [Reno-Sparks Convention and Visitors Authority](#). In this Q&A with Meetings Today senior contributor Jeff Heilman, Larragueta shares his outlook and plans for a thriving Northern Nevada group market.

— POLL —

NIL in College Sports

How do you think NIL deals will affect college sports events?



TOURISM ECONOMICS



EXECUTIVE SUMMARY

Dec '24

Highlights

Room revenues for Reno rose in December compared to the year prior. Reno lodging providers reported \$30.8M in room revenues, up 2.1% compared to the year before. This was primarily due to increased demand, which rose 1.5% compared to the year prior, though pricing also strengthened, increasing 0.6% YoY to \$135.99.

RevPAR was roughly in line with prior year performances in December. At \$49, it was slightly above 2023's \$48, but below 2022's \$52 amount. This trend in performance compared to prior years was also reflected in occupancy and RevPAR statistics, with 2023 and 2024 values about the same, but lagging 2022's levels.

The month-to-month decline in leisure and hospitality (L&H) jobs was slightly stronger than in 2023. According to BLS data, employers shed 400 L&H jobs over the month, compared to 300 last year, or, a 1% decline vs a 0.7% decline. However, the total L&H employment levels remained elevated above last years levels, with 1% more workers employed in the sector than..

Hotel demand for the U.S. ended 2024 up 0.5% YOY, while ADR and RevPAR grew 1.7% YOY. Tourism Economics' November hotel forecast currently predicts hotel demand to grow 1.1% throughout 2025 in tandem with a 0.9% increase in supply.

Short term rental listing nights and cruise cabin nights continue to gain a larger share of total U.S. lodging demand, at a combined 17.3% for the 2024 full-year forecast, up 3.6 ppt from its 2019 aggregate share of 13.7%.

Media Engagement Rate remained relatively flat MoM (17.7%), remaining well above 5% goal (+3.5x) – driven by high engagement custom content, video and paid social. Campaign continues to see significant increases to site traffic, with paid sessions at 153K (+40% YoY) and an average paid time on site of more than 2 minutes (+85% YoY).

Media partnerships continue with Outside, Sacramento Kings and Weekend Sherpa, along with many lower-funnel Travel tactics (Expedia, Hopper, Sojern, TripAdvisor).

Outside campaign wrapped – delivering nearly 4MM total impressions and 25K clicks to Reno Tahoe pages, custom content, or posts tagging Reno Tahoe, over-delivering on planned impressions by 1MM.

Campaign also drove great exposure through social channels – with engagement rates well above benchmarks and organic posts. Editorial and content pieces drove nearly 795K in additional impressions as well.

Weekend Sherpa's Editorial Takeover delivered nearly 500K impressions and 1+ minute of time on page.



Lodging Revenue
\$30.8M
+2.2% YOY



Overnight Trip Share
83.2%



RNO Total Passengers
400.6K
+12.2% YOY



Visitor Spending
\$51.2M
-1.1% YOY



L&H Jobs
39.3K
+1.0% YOY



MONTHLY SCORECARD

Fiscal YTD as of Dec '24

Room Inventory														Year-to-Date	Year-End
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total		
Actual	671,754	678,817	691,071	676,141	645,046	695,188							4,058,017	100.3%	50.5%
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	Budget: 4,045,880	Budget: 8,030,995
% of Budget	99.8%	100.3%	103.0%	99.9%	98.4%	100.4%							50.5%		
Cash Room Nights															
Actual	313,404	331,510	293,091	271,762	206,826	226,381							1,642,974	103.4%	53.2%
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	Budget: 1,588,912	Budget: 3,087,016
% of Budget	103.4%	114.1%	97.1%	104.3%	98.3%	101.8%							53.2%		
Comp Room Nights															
Actual	89,344	89,444	82,838	75,809	65,130	69,759							472,324	102.0%	53.7%
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	Budget: 462,966	Budget: 879,784
% of Budget	95.7%	110.9%	98.2%	109.2%	95.5%	104.2%							53.7%		
Taxable Room Revenue															
Actual	\$49,388,346	\$55,845,967	\$43,207,539	\$36,554,763	\$26,026,566	\$30,785,441							\$241,808,622	102.6%	53.9%
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	Budget: \$235,689,347	Budget: \$448,580,090
% of Budget	102.4%	116.8%	87.0%	107.3%	99.8%	103.3%							53.9%		
Overall Occupancy															
Actual	72.7%	74.7%	67.1%	64.7%	54.8%	54.4%							64.8%	101.9%	103.2%
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%	Budget: 63.6%	Budget: 62.8%
% of Budget	100.2%	111.5%	95.3%	105.2%	98.5%	100.1%							103.2%		
Average Rate - Cash															
Actual	\$157.59	\$168.46	\$147.42	\$134.51	\$125.84	\$135.99							\$147.18	102.0%	101.3%
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	Budget: \$148.33	Budget: \$145.31
% of Budget	99.1%	102.3%	89.5%	102.9%	101.5%	101.5%							101.3%		
Estimated Visitor Count															
Actual	380,690	398,031	359,672	333,727	262,888								1,735,008	89.1%	45.9%
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	Budget: 1,947,768	Budget: 3,778,468
% of Budget	101.4%	114.2%	98.9%	106.9%	99.3%								45.9%		
Other Monthly KPIs															
Air PAX	479,858	479,829	419,203	418,241	346,927								2,144,058		
Gaming Win	\$95,701,124	\$93,197,497	\$98,302,106	\$91,277,190	\$76,064,042								\$454,541,959		

Source: Visit Reno Tahoe



LODGING PERFORMANCE

Dec '24

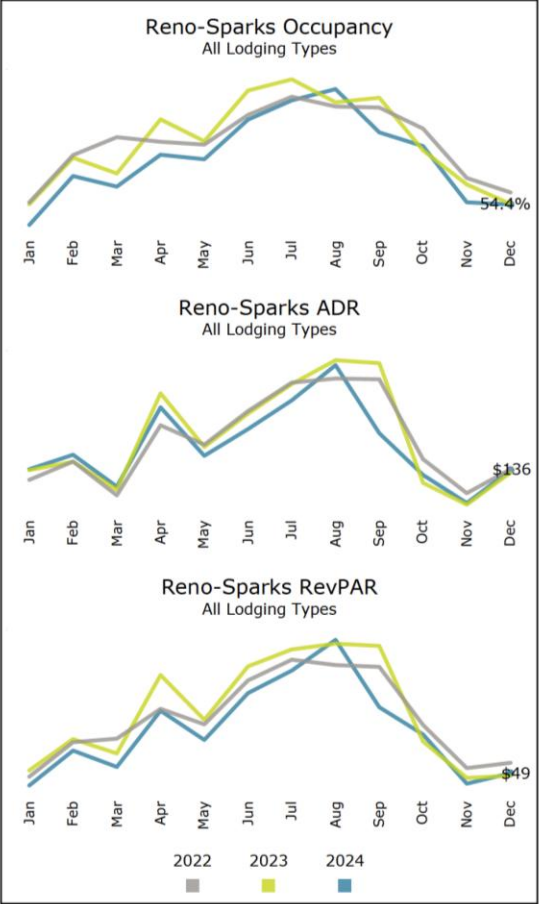
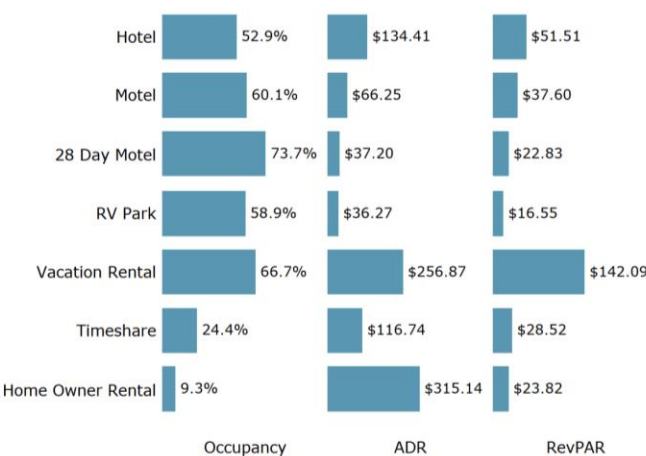
Lodging Performance: Monthly

Occupancy	Previous Year	ADR	Previous Year	RevPAR	Previous Year	Supply	Previous Year	Cash Rooms	Previous Year	Revenue	Previous Year
54.4%	▼ -0.2%	\$135.99	▲ 0.6%	\$49.13	▲ 1.5%	695,188	▼ -0.3%	226,381	▲ 1.5%	\$30.8M	▲ 2.1%

December Performance, Past 3 Years
Total: Reno-Sparks



December 2024 Monthly Performance Category Comparison
Reno-Sparks



Data Source: Visit Reno Tahoe



VISITOR PROFILE

December 2024 Domestic Visits



2.6 days

Avg. Length of Stay

STLY: 2.7 days

-2.5% YOY



82.9%

Overnight Trip Share

STLY: 83.5%

-0.8% YOY



76.4%

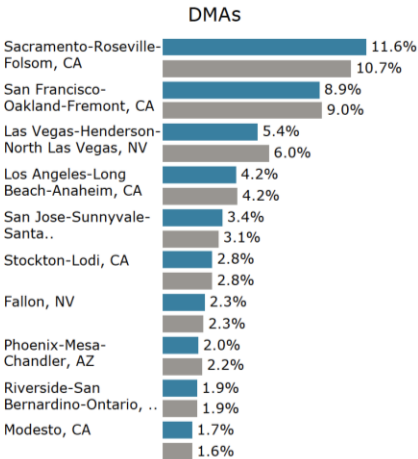
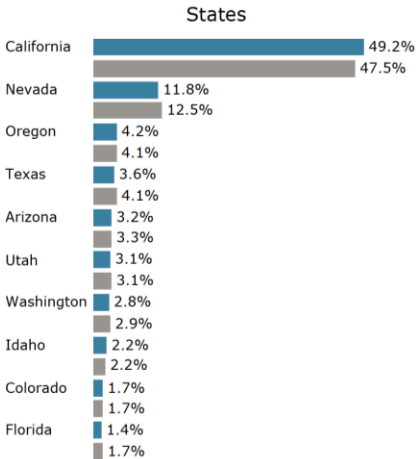
Repeat Trip Share

STLY: 75.5%

+1.3% YOY

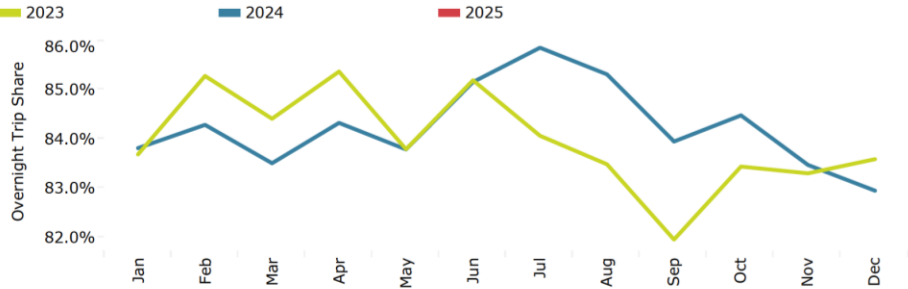
Top Origin Markets

Current Year Last Year



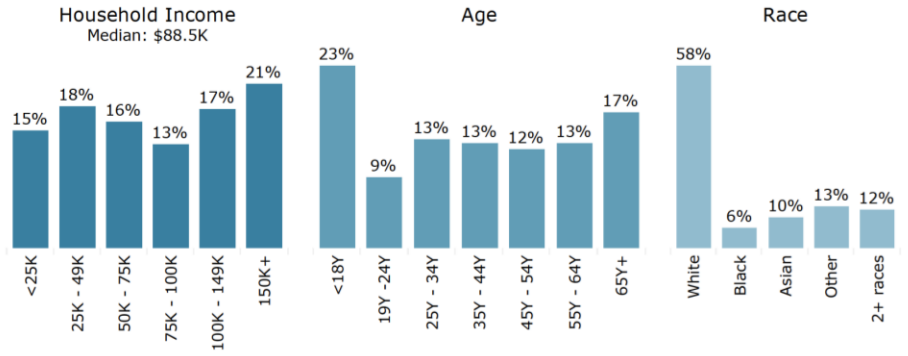
Domestic Visitor Trends & Characteristics

Overnight Trip Share by Month



December 2024 Visitor Origin Demographics

Share of Total



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



PASSENGER SUMMARY

Reno-Tahoe International Airport | Dec '24



▲10.9% YOY



Total Deplaned
205.4K

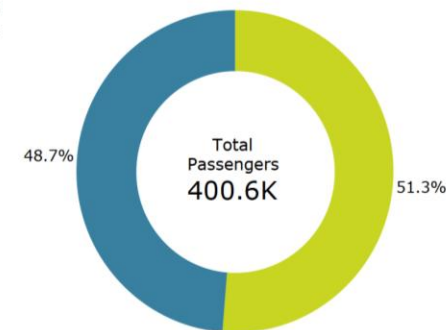
▲13.5% YOY



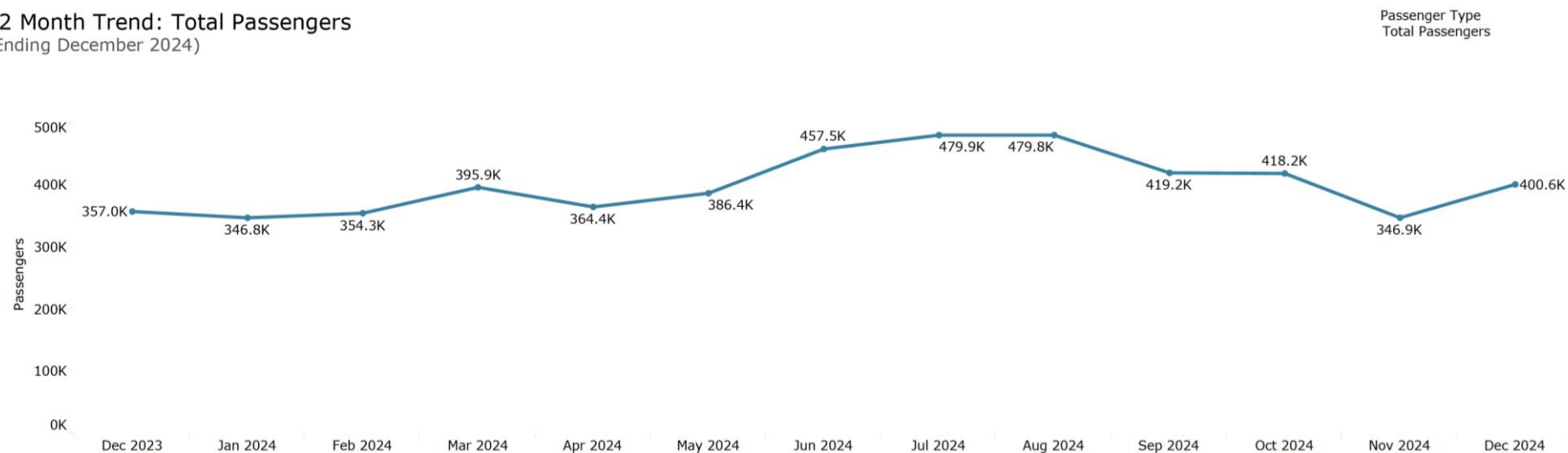
Total Passengers
400.6K

▲12.2% YOY

Deplaned
Enplaned



12 Month Trend: Total Passengers
(Ending December 2024)



Source: Reno-Tahoe International Airport (RNO)

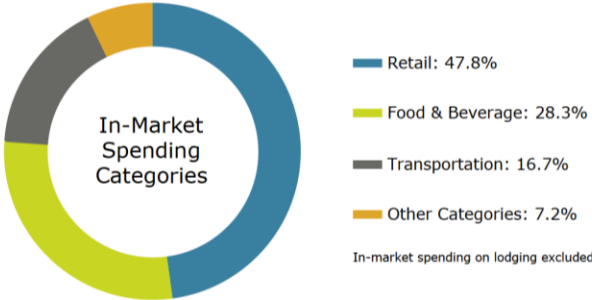


VISITOR SPENDING

Dec '24

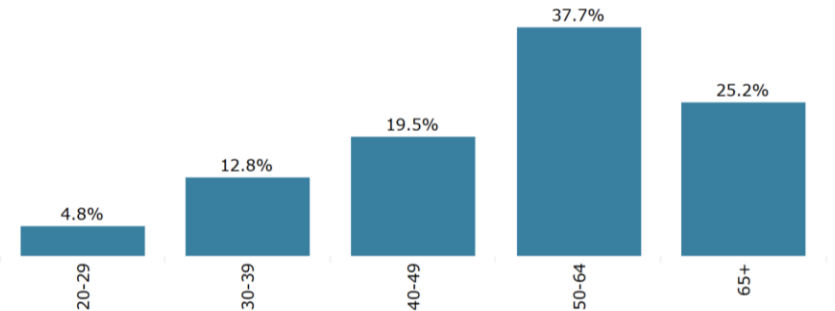
Visitor Credit Card Spending

December 2024 Card Spend
\$51.2M
-1.1% YOY

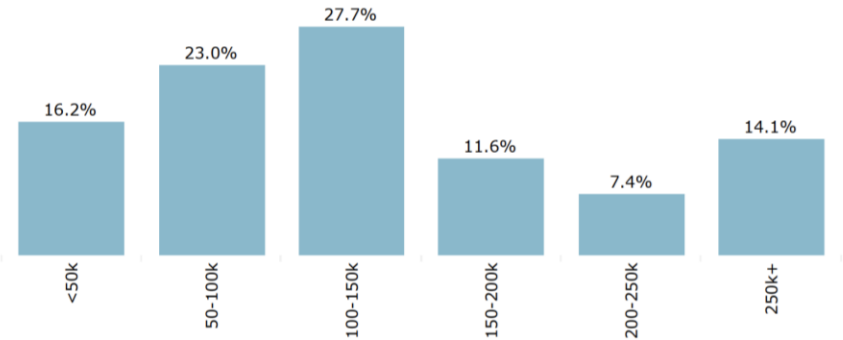


Visitor Credit Card Spending by Demographic

Age



Household Income



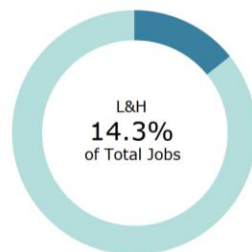
Source: Transunion



LEISURE & HOSPITALITY WORKFORCE

Total Leisure & Hospitality Jobs

L&H Jobs
as of December 2024
39.3K
+1.0% YOY | +1.3% vs. 2019



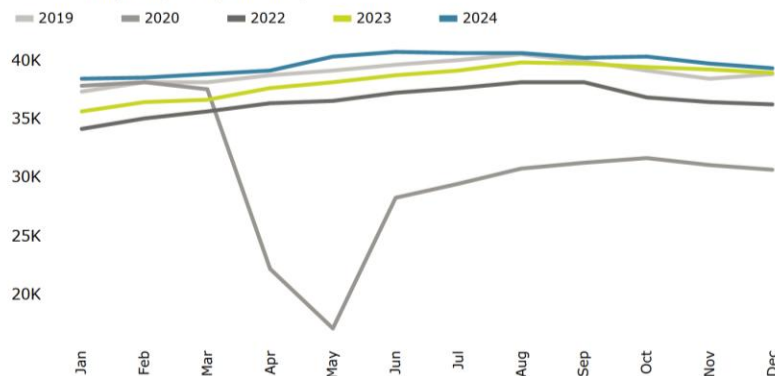
Leisure & Hospitality Job Openings

L&H Job Openings
as of November 2024
2.1K
-15.4% YOY | +5.7% 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

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NATIONAL TRAVEL TRENDS KPIS

Dec '24

Insights

Hotel demand for the U.S. ended 2024 up 0.5% YOY, while ADR and RevPAR grew 1.7% YOY. Tourism Economics' November hotel forecast currently predicts hotel demand to grow 1.1% throughout 2025 in tandem with a 0.9% increase in supply.

Short term rental listing nights and cruise cabin nights continue to gain a larger share of total U.S. lodging demand, at a combined 17.3% for the 2024 full-year forecast, up 3.6 ppt from its 2019 aggregate share of 13.7%.



Travel Spending
(Tourism Economics)
↗ +2.4%
December vs. Previous Year

↗ +2.4%
YTD vs. Previous Year



Air Passengers
(TSA)
↗ +3.6%
December vs. Previous Year

↗ +2.1%
YTD vs. Previous Year



Overseas Arrivals
(NTTO)
↗ +5.8%
December vs. Previous Year

↗ +11.7%
YTD vs. Previous Year



Hotel Demand
(STR)
↗ +1.7%
December vs. Previous Year

↗ +0.5%
YTD vs. Previous Year



Short-term Rental Demand
(AIRDNA)
↗ +4.4%
December vs. Previous Year

↗ +9.1%
YTD vs. Previous Year

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

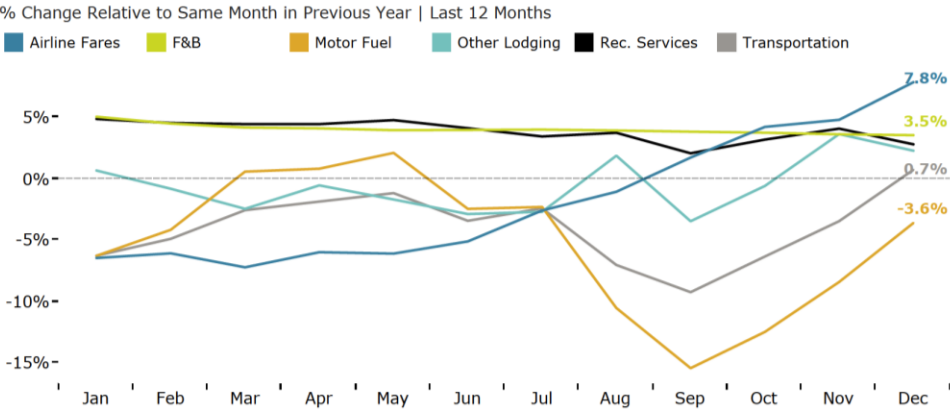
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NATIONAL TRAVEL TRENDS

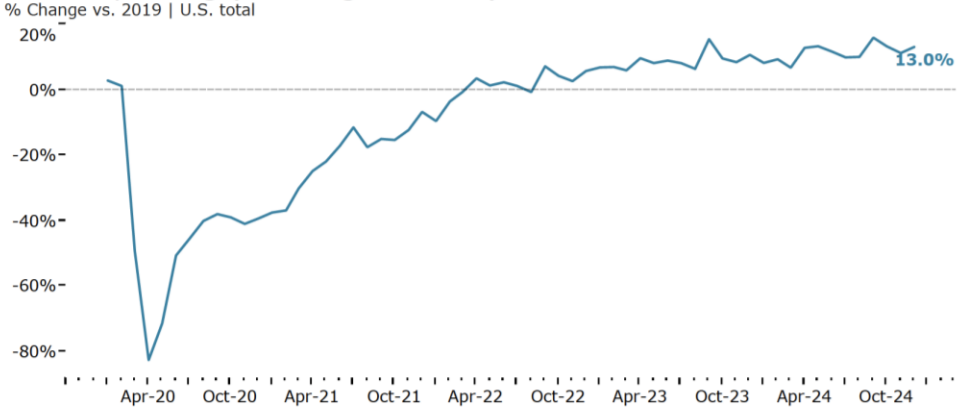
Dec '24

Travel Price Index



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

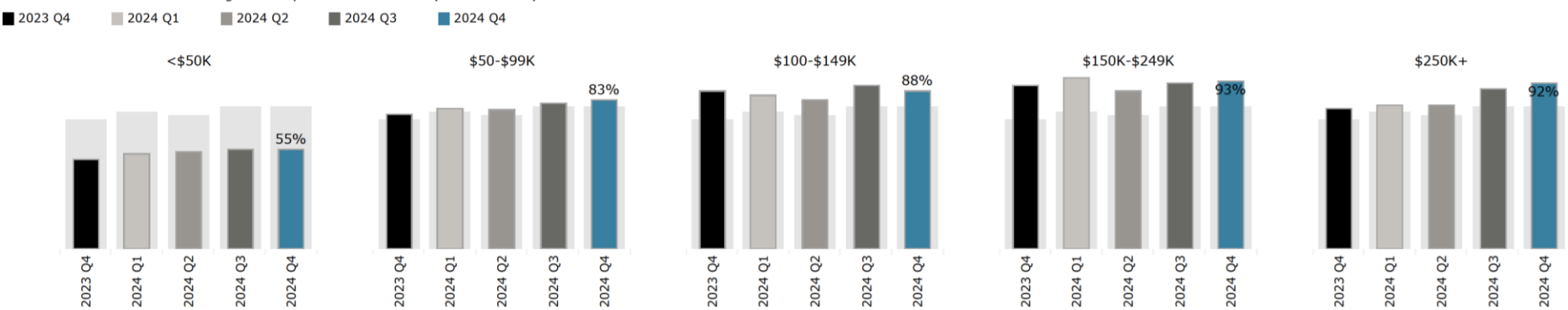
Travel Spending (% change vs 2019)



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

Planning Leisure Travel Within the Next 12 Months

% of American Consumers Planning Travel by Household Income (Calendar Year)



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

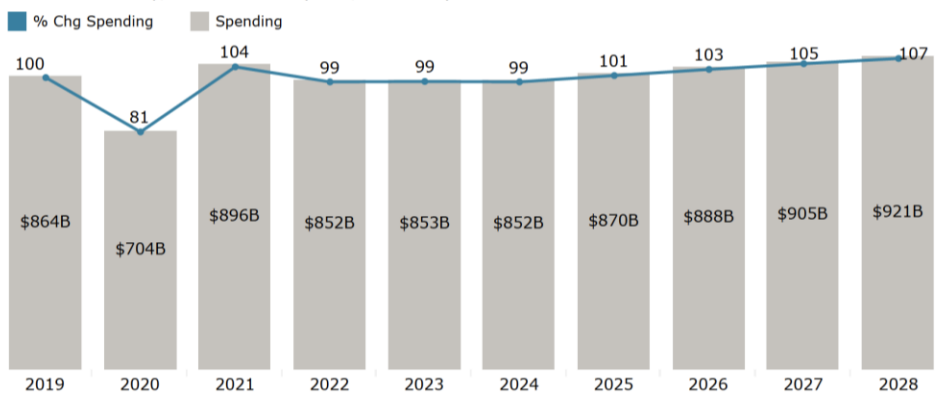


DOMESTIC TRAVEL FORECAST

Dec '24

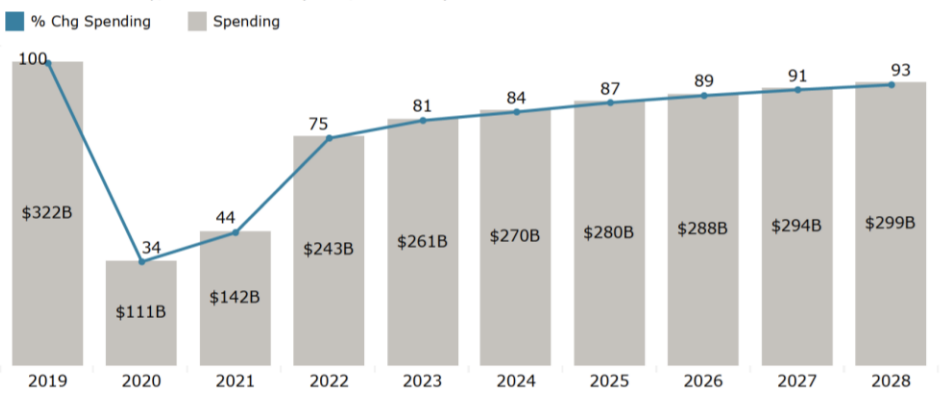
Real Domestic Leisure Travel Spending

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



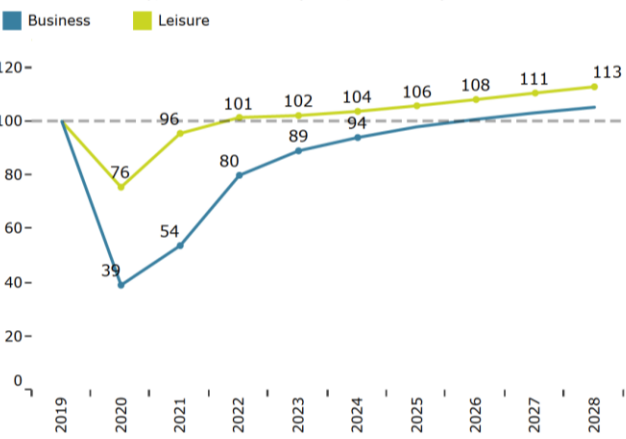
Real Domestic Business Travel Spending

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



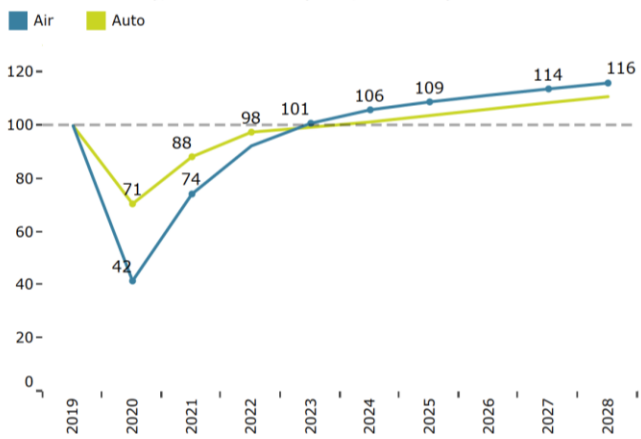
Leisure vs. Business Travel Volume

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



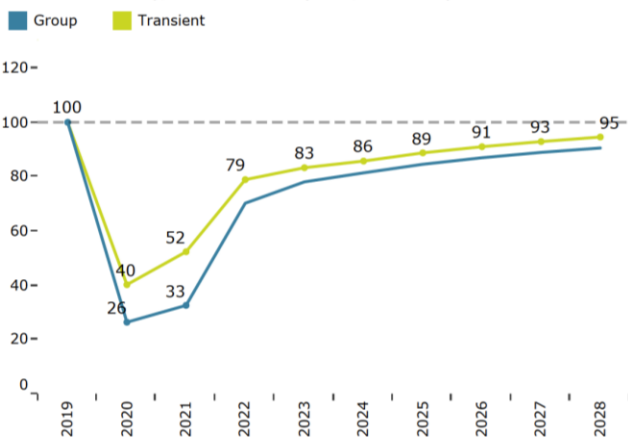
Auto vs. Air Travel Volume

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



Group vs. Transient Travel Spending

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



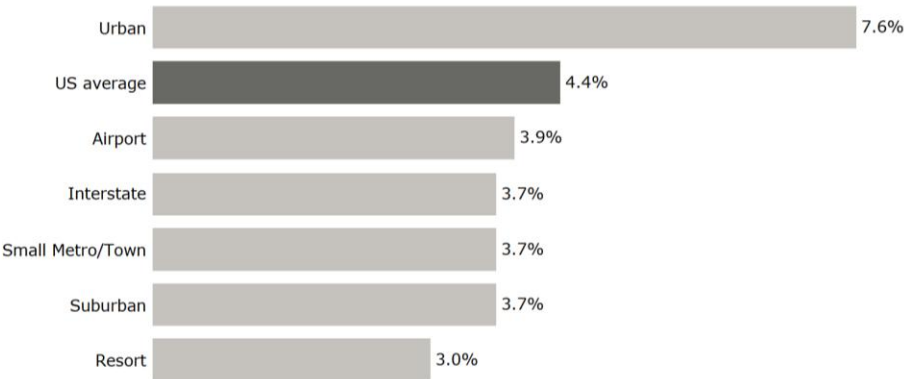
Forecast as of December 2024
Source: Tourism Economics via U.S. Travel Recovery Tracker



U.S. HOTEL FORECAST

Dec '24

U.S. Actual RevPAR Growth by Location
December 2024, % change relative to 2019



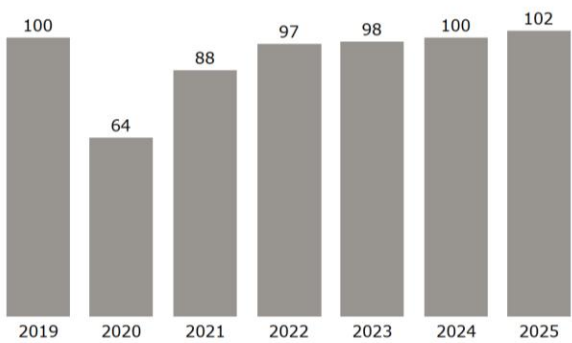
Source: STR

U.S. Hotel Forecast Summary
YOY % change, Forecast released February 2025

	2020	2021	2022	2023	2024	2025	2026
Supply	-4.0%	4.9%	1.7%	0.2%	0.5%	0.9%	1.3%
Occupancy	-33.4%	31.0%	8.8%	0.7%	0.0%	0.2%	0.1%
Demand	-36.0%	37.4%	10.6%	0.9%	0.5%	1.1%	1.4%
ADR	-21.6%	20.7%	19.9%	4.3%	1.7%	1.6%	2.0%
RevPAR	-47.8%	58.2%	30.4%	5.0%	1.8%	1.8%	2.1%
RevPAR relative to 2019	-47.8%	-17.2%	8.0%	13.4%	15.4%	17.5%	19.9%

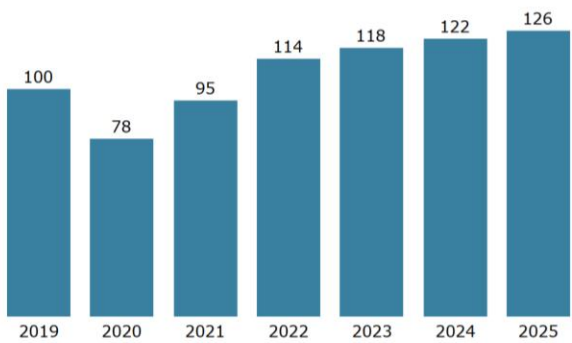
Note: RevPAR reflects standard methodology
Source: STR; Tourism Economics

Occupancy Index
Index (2019 = 100)

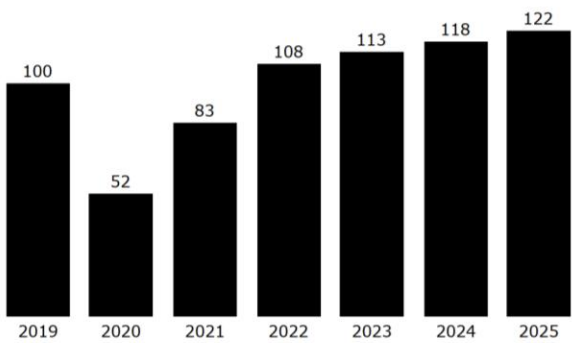


Note: RevPAR reflects standard methodology
Source: STR; Tourism Economics

ADR Index
Index (2019 = 100)



RevPAR Index
Index (2019 = 100)





THANK YOU.



Future Partners

Reno-Sparks Convention & Visitors Authority Proposed Scope of Work for the Reno Tahoe 2025 Destination Research Program

Research Overview & Objectives

The Reno-Sparks Convention & Visitors Authority (RSCVA) seeks to continue its comprehensive Visitor Profile, Brand Health and Ad Tracking and Resident Sentiment Research Study. This research provides the RSCVA with insights on:

- Visitors, including trip logistics, seasonality, desired experiences, activities, satisfaction, and demographic characteristics
- Brand health, brand sentiment, and ad recall
- Intention to visit and deterrents to visiting
- Resident sentiment about tourism and its impact on their quality of life
- Data changes over time to illustrate the impact of RSCVA's efforts and yield actionable data to inform future marketing strategies

In support of these insights, Future Partners proposes continuing the following studies in 2025:

- Visitor Profile Study
- Brand Health & Ad Tracking Study
- Resident Sentiment Study

2025 Visitor Profile Study

The primary objectives of this study are to track:

- Visitors to Reno Tahoe, including trip logistics, seasonality, desired experiences, activities, and demographic characteristics
- Travel planning resources used
- Key performance indicators, such as visitor satisfaction, likelihood to return and likelihood to recommend

Visitor Profile: Online Survey of Visitors, N=600

Future Partners will survey visitors through our trusted online panel providers. Collection will be "always-on" to maximize sample size. Month of travel will be captured in the survey to allow for insights based on seasonality.

Future Partners

Visitor Profile: Online Survey of Owned Audiences

To supplement the sample of N=600 completed visitor surveys collected through panel providers, Future Partners offers an optional Online Survey of Owned Audiences. A survey link will be provided to RSCVA to distribute the survey to email subscribers and/or visitor guide requestors. Future Partners will employ a system for tracking the source of the survey respondents as well as removing duplicate respondents. To encourage survey responses Future Partners will manage an attractive sweepstakes incentive package. Sample size will be dependent on response rate.

Visitor Profile: Analysis of Mobile Geolocation Data

Should RSCVA wish, Future Partners will analyze mobile geolocation data. Mobile geolocation data analyzed will be layered in to the final visitor profile report, as well as implemented in the data weighting model. Future Partners requests access to mobile geolocation data dashboards.

2025 Brand Health and Ad Tracking Study

The primary objectives of this study are to track:

- Perceptions of the Reno Tahoe destination brand
- Intentions to visit and deterrents to visiting
- Advertising awareness
- Advertising recall
- Key performance indicators, such as ad likeability, the impact of the ads on destination brand perceptions and the impact of the ads on travel intentions

Future Partners will survey RSCVA's target audience through a trusted panel provider. In total, N=1,600 completed surveys will be collected from their target audience in key markets.

2025 Resident Sentiment Study

The primary objectives of this study are to track:

- Sentiment about tourism and its impact on quality of life
- Perceptions of the tourism industry
- The impact of tourism on the local and statewide economies
- Ideal tourist/visitor behaviors from the perspective of Washoe County residents

Future Partners will survey residents through our trusted panel providers. In total, N=400 completed surveys will be collected from Washoe County residents. Data collection will be "always-on" to maximize sample size.

Future Partners

***IMPORTANT NOTE:** Future Partners requests access to secondary data that the RSCVA has available in order to develop the data weighting plan. We request lodging data, tax data, dashboards, and any other available information from the RSCVA.

Added Value: *The State of the American Traveler*

Future Partners' *The State of the American Traveler* study surveys a new, representative sample of 4,000 adult American travelers each month. This study is specifically designed for organizations seeking up-to-date information on the American travel landscape, American traveler profiles, and how to best market to them, including:

- Travel Sentiment
- Trip Behaviors
- Media Consumption Habits and Travel Planning Behaviors
- Demographics + Psychographics
- Destinations and Travel Brands Visited, Used and/or of Interest

The destinations of Reno and Lake Tahoe are tracked separately in *The State of the American Traveler*. As the Reno-Sparks Convention & Visitors Authority is one of our most valued partners, RSCVA will receive two complimentary custom *The State of the American Traveler* reports—Reno Edition and Lake Tahoe Edition.

Research Services & Deliverables

Future Partners' proposed scope of work for the Reno Tahoe 2025 Destination Research Program includes the following:

- Project Kick-off, Discovery, and Briefings
- Project Management
- Survey Questionnaire Review & Updates
- Survey Programming and Hosting
- Sample Procurement and Data Collection
- Management of Sweepstakes
- Data Cleansing, Crosstabulations, and Analysis
- Online Dashboard
- Quarterly Dashboard Updates
- Comprehensive Annual Reporting for Visitor Profile, Brand Health & Ad Tracking, and Resident Sentiment, with each deliverable including:
 - Executive Summary

Future Partners

- Data Visualizations and Written Analyses
- Online Presentation of Findings
- In-Person Presentation of Findings, presented during the Spring Board of Directors Meeting

Investment

The following presents the investment associated with conducting the proposed Reno Tahoe 2025 Destination Research Program:

Investment	
Visitor Profile Study <ul style="list-style-type: none">• Survey of Visitors (N=600)• Survey of Owned Audiences• Mobile Geolocation Data Analysis	\$78,000
Brand Health & Ad Tracking <ul style="list-style-type: none">• Survey of Target Audiences (N=1,600)	\$34,000
Resident Sentiment Research <ul style="list-style-type: none">• Survey of Residents (N=400)	\$32,750
Added Value: Two Custom Reports: <ul style="list-style-type: none">• <i>The State of the American Traveler</i> Reno edition• <i>The State of the American Traveler</i> Lake Tahoe edition	Added value of \$20,000
\$144,750	
Additional research design, analysis, presentations, and/or reporting outside of the proposed scope of work	\$250/hour
A new scope of work will be developed for additional research and analysis beyond 30 days of delivering the report of findings.	

Future Partners

Reno Tahoe 2025 Destination Research Program Terms & Conditions

- Destination Analysts was founded in 2003 and rebranded as Future Partners in 2023. The company's legal name remains Destination Analysts and invoices will be sent from Destination Analysts.
- The two parties to this agreement are Destination Analysts (2855 Jackson St. #302, San Francisco, CA 94115) and Reno-Sparks Convention & Visitors Authority (4065 S. Virginia St., Reno, NV 89502).
- Under this agreement, Destination Analysts will provide the research services as described in this proposal/scope of work document.
- Destination Analysts, its officers, agents, employees and subcontractors shall not, in no event or under any circumstances, be liable to Reno-Sparks Convention & Visitors Authority or any other person whose rights or claim may arise through Reno-Sparks Convention & Visitors Authority for any loss, injury or damage, including consequential damages, that Reno-Sparks Convention & Visitors Authority or any other person may sustain by reason of the provision, application or use in any manner of the data or services furnished by Destination Analysts. No person, firm or entity shall be a third person beneficiary of this agreement.
- Both parties acknowledge that any and all data collected under the scope of work is the intellectual property of Destination Analysts. Destination Analysts agrees to only use the data collected under the scope of work for the research project outlined within said scope and for no other purposes.

- Any and all use, release or publication of the Future Partners or Destination Analysts name and logo must first receive clear and explicit consent from Destination Analysts. Destination Analysts acknowledges that its reports will be presented publicly and provided to any party requesting the same, and hereby grants consent to its name and logo on such publicly released presentations and reports.

- Destination Analysts' work product is the intellectual property of Destination Analysts. Work product includes surveys and discussion guides. Reno-Sparks Convention & Visitors Authority agrees not to share use or publish Destination Analysts work product without the explicit consent of Destination Analysts unless required by law. Destination Analysts acknowledges that its reports will be presented publicly and provided to any party requesting the same, and hereby grants consent to such release of its intellectual property.

- Reno-Sparks Convention & Visitors Authority agrees to pay Destination Analysts a total project fee of \$144,750, billed in quarterly installments of \$36,187.50 (upon signature, April 2025, July 2025 and October 2025). Each invoice will detail the months covered by the

- invoice. Invoices will be sent by Destination Analysts and checks should be made payable to Destination Analysts. A finance charge of 1.5%, 18% annually, will be charged on all balances 30 days past the invoice date.

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Future Partners



Reno-Sparks Convention and Visitors Authority

Interim Financial Report

December 2024



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

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RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Financial Summary by Category

	Six Month Period Ended December 31,		Total Budget Fiscal Year 2025
	2024	2023	
Revenues			
Room Tax Collections	\$ 20,854,540	\$ 21,823,734	\$ 39,739,356
Tourism Surcharge	2,390,280	2,403,257	4,309,997
Facilities Revenues	2,742,696	3,903,031	7,358,789
Other Income	1,225,570	1,163,432	1,902,541
Total Revenues	\$ 27,213,085	\$ 29,293,454	\$ 53,310,683
Operating Expenses (by Category)			
Payroll & Related	\$ 8,718,360	\$ 7,590,335	\$ 19,111,658
Supplies & Services	5,368,665	6,067,838	13,654,422
Promotion & Advertising	4,886,696	4,734,436	10,136,707
Travel & Entertainment	427,855	492,773	2,193,900
Special Projects	746,085	1,153,575	1,242,043
Other	43,414	54,272	186,900
Total Operating Expenses	\$ 20,191,076	\$ 20,093,229	\$ 46,525,630
Non-Operating Expenses/General Fund Transfers Out			
Incline Village/Crystal Bay Apportionment	\$ 1,380,113	\$ 1,307,705	\$ 2,003,029
Debt Service Transfers	4,041,200	3,366,313	8,082,400
Capital Improvements	4,250,395	3,226,167	6,623,617
Contingency	-	-	200,000
Total Non-Operating Expenses/Transfers	\$ 9,671,709	\$ 7,900,185	\$ 16,909,046
Net Revenues (Expenses)	\$ (2,649,699)	\$ 1,300,040	\$ (10,123,993)

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Financial Summary by Department

	Six Month Period Ended December 31,		Total Budget Fiscal Year 2025
	2024	2023	
Revenues			
Room Tax Collections	\$ 20,854,540	\$ 21,823,734	39,739,356
Tourism Surcharge	2,390,280	2,403,257	4,309,997
Facilities	2,742,696	3,903,031	7,358,789
Other Income	1,225,570	1,163,432	1,902,541
Total Revenues	27,213,085	29,293,454	53,310,683
Operating Expenses (by Department)			
Facilities Operations	7,728,678	8,208,262	14,074,264
Marketing	5,491,366	5,419,580	14,933,807
Sales	3,841,794	3,807,840	9,886,066
General Government, Finance, and Administrative	3,129,238	2,657,548	7,631,493
Total Operating Expenses	20,191,076	20,093,229	46,525,630
Non-Operating Expenses/General Fund Transfers Out			
Incline Village/Crystal Bay Room Tax Apportionment	1,380,113	1,307,705	2,003,029
Debt Service Transfers	4,041,200	3,366,313	8,082,400
Capital Improvements	4,250,395	3,226,167	6,623,617
Contingency	-	-	200,000
Total Non-Operating Expenses/Transfers	9,671,709	7,900,185	16,909,046
Net Revenues (Expenses)	\$ (2,649,699)	\$ 1,300,040	\$ (10,123,993)

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Transient Lodging Tax Collections and Statistics

	Six Month Period Ended December 31,		Increase (Decrease)	
	2024	2023	\$	%
Room Tax Collections				
Lodging (6 5/8%)	\$ 16,018,704	\$ 16,763,158	\$ (744,453)	(20.8%)
Convention Center (2%)	4,835,835	5,060,576	(224,741)	(20.8%)
Tourism Surcharge	2,390,280	2,403,257	(12,977)	(2.7%)
Total Tax Collections	\$ 23,244,820	\$ 24,226,991	\$ (982,171)	(19.1%)
Total Taxable Room Revenues	\$ 241,808,622	\$ 253,544,185	\$ (11,735,563)	(23.1%)
Average Rate - Cash	\$ 147.18	\$ 152.05	\$ (4.88)	(3.0%)
Occupied Rooms				
Cash	1,642,974	1,667,474	(24,500)	(7.9%)
Comp	472,324	451,433	20,891	26.5%
28 Day	432,392	449,546	(17,154)	(18.1%)
Total Occupied Rooms	2,547,690	2,568,453	(20,763)	(4.3%)
Total Percentage of Occupancy	64.8%	66.4%		(1.6%)
Total Taxable Room Revenues by Tax District				
Reno B (Suburban Reno)	\$ 114,259,224	\$ 119,964,052	\$ (5,704,828)	(4.8%)
Reno D (Downtown Reno)	\$ 50,854,603	\$ 56,836,501	\$ (5,981,898)	(10.5%)
Reno E (1 Mile Radius from Downtown)	\$ 7,153,931	\$ 7,061,078	\$ 92,853	1.3%
Sparks	\$ 29,222,710	\$ 31,590,481	\$ (2,367,771)	(7.5%)
Washoe A (Washoe County (excluding Incline Village))	\$ 1,026,162	\$ 526,142	\$ 500,020	95.0%
Washoe B (Incline Village)	\$ 39,291,992	\$ 37,565,932	\$ 1,726,060	4.6%