

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
MEETING OF THE BOARD OF DIRECTORS  
Thursday, January 30, 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

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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 January 30, 2025, Regular Meeting of the Board of Directors**

For Possible Action

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

For Possible Action

## **D. PRESENTATIONS**

### **D1. 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 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.

For Possible Action

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

The RSCVA Board of Directors is being asked to review, discuss, and possibly take action to allow the RSCVA to act as an "at-risk" promotor of concerts, events and other entertainment at the REC in order to provide additional event dates at the REC throughout the year. If approved, the RSCVA Board is being asked to discuss and possibly take action to provide direction to staff regarding the parameters and guidelines for establishing and operating an at-risk promotion program. In addition, the Board is being asked to establish the CEO signature authority for at-risk promotions in an amount not to exceed \$500,000 per event.

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, December 19, 2024, 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, December 19, 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**

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

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

Vice Chair Jay asked Mike Hendi 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 **[via Zoom]**  
Richard Jay, RSCVA Vice Chair  
Councilwoman Charlene Bybee, Board Member  
Commissioner Alexis Hill, Board Member (from 10:02am until 11:42 am)  
Greg Long, RSCVA Board Member  
John East, RSCVA Board Member  
Rick Murdock, RSCVA Board Member **[via Zoom]**  
Eddie Ableser, RSCVA Board Member

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

Stephen Ascuaga, RSCVA Board Member

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

Mike Larragueta, President & CEO  
Christina Erny, Vice President, Marketing  
Jose Martinez, Vice President of Facilities  
Courtney Jaeger, Vice President of Finance **[via Zoom]**  
Ben McDonald, Senior Director of Communications & Public Affairs  
Lori Tange, Director of Human Resources  
Joel Seidman, Director of Operations Reno Event Center

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

Benjamin Kennedy, Argentum Law  
Molly Rezac, Ogletree Deakins

#### **Board Clerk:**

Myrra Estrellado, Administrative Office Manager & Board Clerk

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

Vice Chair Jay opened the floor to public comment, there was no public comment. Public comment was closed.

## **C. CONSENT AGENDA:**

- C1. Approval of the Agenda of the December 19, 2024, Regular Meeting of the Board of Directors**
- C2. Approval of the Minutes of the October 24, 2024, Regular Meeting of the Board of Directors**
- C3. Approval of the Reno-Sparks Convention and Visitors Authority Employee Benefit Plans, for active employees and qualifying retirees, at a cost not to Exceed \$1,781,201 for medical benefits.**

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

## **D. PRESENTATIONS**

### **D1. Tourism Economics**

**Chuck Davidson**, Vice-President of Attribution Solutions at Tourism Economics presented a thorough slide presentation on national trends, travel trends, local market performance and risks and scenarios that may arise due to the coming change in presidency. There were no questions from the Board.

**Board Member Hill arrived at 10:03am.**

**Chair Schieve joined the meeting via Zoom at 10:20am.**

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

**Mike Larragueta, Christina Erny** and **Ben McDonald** presented the Executive Update PPT for December 2024. They elaborated on the success of some recent events and upcoming contracts. The Board commended the staff for the success of the recent VIP indoor track grand opening event. A time-lapse video of the track-build will be posted online soon. The staff is following up directly with each client from the Kansas City In-Market Event and there are already some leads. Christina Erny highlighted the Strava No Limits Challenge. The marketing team offered incentives for anyone signing up. Of the people who signed up 35,000 people also signed up for newsletters to receive updates. This event cost \$88,000.

## **E. BOARD MATTERS**

### **E1. Review, Discussion, and Possible Action to approve the Indoor Track Use and Trade-Out Agreement with the University of Nevada to allow for use of the RSCVA indoor track facilities by the University of Nevada Track Team**

**Mike Larragueta** advised that the agreement is a two-year contract with auto renewal. It was noted that the track on-site minimizes the need to transport the track, which prolongs the life of the track. In turn, the University of Nevada will host up to 6 meets a year and have 40 practices. If the facility is not available they will try to arrange other facilities for practice. The cost of \$21,500 for the first year, includes the cost of the racking system and the prorated cost of the HVAC system for the climate control needed to store the track. The University of Nevada will reimburse the racking system and the HVAC system over a period of 10 years. The \$11,500 in second year subsequent years is for the HVAC system payment.

On a motion made by Board Member East and 2<sup>nd</sup> by Board Member Ableser, it was resolved to approve the Indoor Track Use and Trade-Out Agreement as presented, and to authorize Mayor Schieve, Chair of the Board to execute the agreement. The motion was **APPROVED** by a vote of 8-0-0.

### **E2. RSCVA Board Appointment of Nevada Resort Association Board of Director's seat pursuant to NRS 244A.601(1)(d)(4)**

On a motion made by Chair Schieve, seconded by Board Member Bybee, it was resolved to accept Glenn Carano as the representative for the Nevada Resort Association Board of Director's seat. The motion was **APPROVED** by a vote of 3-0-0 from the elected members of the Board.

### **E3. Review, Discussion and Possible Action regarding Legislative priorities for the upcoming Legislative session**

**Jesse Wadhams** provided an overview on the upcoming Legislative session, which begins on February 3, 2025. He advised that the current political situation is that the Democrats control the State Senate and State Assembly. He pointed out that this allows the governor to veto issues at the end of a session. There are presently 971 bill draft requests, which is roughly two thirds of the final number of bill drafts that will come in. Jesse Wadhams, following direction from the Board and from the Executive Legislative Committee, has secured a bill draft request dealing with the governance of the RSCVA. The bill draft amends the NRS 244a 601 in two ways. First, that all members of the Board can vote on new members joining the Board. Second, that all members of the Board can serve as Chair. Jesse Wadhams is prepared to move forward with the bill at the direction of the Board.

**Eddie Ableser** advised that he supports moving forward with both concepts, but as the Executive Legislative Committee discussed, if the Board decided that moving forward with only one concept was more advantageous, he would support that decision too.

**Jesse Wadhams** disclosed that the sponsor who submitted the VDR is listed on the Legislative website. He also advised that he will monitor the bill draft to make sure it is moving through the process and he advised that his opinion was that any or all members of the Board should be present at the legislative session to present the bill and answer questions about it.

On a motion duly made by Board Member Ableser and 2<sup>nd</sup> by Board Member Long, it was resolved to move forward with the two concepts of the amendment to the bill draft as discussed and to empower Jesse Wadhams and his team to continue with the process. The motion was **APPROVED** by a vote of 8-0-0.

**E4. Review, Discussion, and Possible Action to approve funding for the Nevada Museum of Art "Deep Time: Sea Dragons of Nevada" exhibit in an amount not to exceed \$50,000.00 in total value consisting of up to \$25,000 in cash and up to \$25,000 in in-kind sponsorship**

**E5. Review, Discussion, and Possible Action to approve funding for the Lake Tahoe Stewardship Council – Year 2 Council Membership request in an amount not to exceed \$20,000.00**

On a motion duly made by Board Member Hill and 2<sup>nd</sup> by Board Member East it was resolved to approve both the funding for the Nevada Museum of Art "Deep Time: Sea Dragons of Nevada" exhibit in an amount not to exceed \$50,000.00 in total value consisting of up to \$25,000 in cash and up to \$25,000 in in-kind sponsorship and the funding for the Lake Tahoe Stewardship Council--Year 2 Council Membership request in an amount not to exceed \$20,000.00. **The motion was APPROVED by a vote of 8-0-0.**

**John East** suggested that the funding for the Lake Tahoe Stewardship Council Membership be added to the annual budget, to eliminate the need for a motion each time.

**Rick Murdoch** expressed a desire for Reno and Tahoe to work together, he hopes this is a stepping stone to a better relationship. He advised that Reno needs Lake Tahoe and they also need Reno International Airport to survive.

**Hillary Schieve** supports the renewal of the Lake Tahoe Stewardship Council Membership annually, but would like the item to continue to be on the agenda to keep the item open for discussion at the Board, in order to encourage cooperation between Reno and Tahoe.

**E6. Discussion regarding the Reno Events Center's pursuit of Concerts and Events**

**Ben Kennedy** read a letter from Stephen Ascuagua, who expressed his full support of a discussion for marketing and selling the Reno Events Center or to identify possible partners. However, he believes there is a very high level of risk to the organization if the

discussion is about RSCVA being the buyer and taking the risk of buying and promoting concerts.

**Ben Kennedy** added that when Stephen Ascuagua expressed his comments, this was a discussion only item, however now it is an action item, for the Board to give direction to the staff on further developing item E6. Stephen Ascuagua requested that, if the Board decided to pursue this, the staff develop a proposal to bring back for further approval before committing the organization to any promoting.

**Mike Larragueta** advised that they are looking to promote an additional three to five events a year. They could move forward with direction from the Board for either a monetary value, that he and his staff have to work with in booking of concerts and events, or they could present each concert and event individually, as it arises, to the Board for approval. He pointed out that there could risk in the delay involved in presenting each event to the Board, especially if the event or concert was also pursuing other cities for a venue.

**Joel Seidman** explained that policy for events at REC is zero risk. When event organizers are looking for a venue they consider whether the route is logical in relation to the other events on their tour. Reno Events Center uses the concept of co-pro, where the rule is to make a little money, and not lose any money. If the RSCVA wants the attention of performers and wants to bring entertainment back to Reno, then a little risk needs to be involved. Mike Larragueta added that if the Board gives direction for them to proceed with marketing, they would choose events that would fit RSCVA. For example, they would choose concerts with 3000-6000 seat capacity and they would not pursue events that compete with larger venues.

**Alexis Hill** commented that a background of Reno Events Center, outlining the history of the marketing schemes would be informative and help her come to a decision.

**Mike Larragueta** does not know specifically what direction they will be move forward, but if they did move forward, they would task Joel Seidman to pursue events, instead of only booking events from inquiries that come in. But they do not have a model yet.

**Rick Murdoch** supports action from the Board to be competitive and to get the buildings running and to fill them with events. He added that Reno and Tahoe work together and the results benefit everyone. He supports the idea to have large profit events.

**John East** added that the number of events has dropped in recent years, he thinks this is a great opportunity for the REC and if the REC does not move forward with more events, then they need to decide what to do with it.

The Board asked for more information, direction and further modeling for moving forward as respects to adding more events.

**Hillary Schieve** investigated why Reno is not on the radar for event organizers and found that there is no promotion and that the Executive Staff does not have authority to make decisions about the events, so the issue has not been dealt with. She believes that



if REC wants to be a player in entertainment venue they need to take action to market and promote their venues. It will not happen without action. She would like the staff to come up with a plan to move forward to present to the Board in January.

**Ben Kennedy** summarized the discussion by explaining the current model of REC is co-pro, which is a zero risk policy. Mike Larragueta is proposing to the Board to make a decision about considering a model that would involve risk. The Board then needs to decide what level of risk they would tolerate and what parameters to set.

On a motion made by Board Member Ableser, seconded by Board Member East it was decided to direct the staff to present an at risk business model proposal in January for special events, for the Board to consider. The motion was **APPROVED** by a vote of 8-0-0.

**Board Member Hill left the meeting at 11:42am and she did not return.**

#### **E7. Approval of the 2025 Board Meeting Schedule**

On a motion made by Chair Schieve and seconded by Board Member Murdoch, it was decided to approve the 2025 Board Meeting Schedule found on page 68 of the meeting package. The motion was **APPROVED** by a vote of 8-0-0.

Board Member Ableser requested calendar invites to be sent out in advance of the meetings.

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

Vice Chair Jay commented that parking at the airport is tight and will be for the next two years until the ground transportation center is completed.

#### **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 12:05pm.

The meeting may be viewed at the following:

12/19/2024 RSCVA BOD Mtg <https://www.youtube.com/watch?v=0HluoIBzH5A&t=3s>



# EXECUTIVE UPDATES

**BOARD OF DIRECTORS  
JANUARY 30, 2025**





# SPOTLIGHT AWARD



# SPOTLIGHT AWARD





# RSCVA HOLIDAY PARTY



## RENO TAHOE HOLIDAY PARTY

**WEDNESDAY, JANUARY 15**



# PUBLIC BOWLING DAYS



**1995 ★ 2025**  
**30<sup>TH</sup> ANNIVERSARY BOWL**

**NBS**

NATIONAL BOWLING STADIUM ★ RENO, NEVADA

**Saturday, February 1**  
**11 am - 1 pm & 2 pm - 4 pm**

\$50 per ticket, each ticket admits up to 5 people on a lane

A portion of the proceeds will benefit  Junior Achievement<sup>™</sup>  
of Northern Nevada





# NBS MURAL



# INDOOR TRACK MEETS



**5 COMPLETED TRACK MEETS**

**5,431 ROOM NIGHTS**

**UPCOMING TRACK MEETS**

**The Pacific Association of USA T&F – Championships**

**FEB 1**

**University of Nevada Reno – Wolfpack Classic**

**FEB 7 - 8**

**USA T&F National Coaches Clinic**

**FEB 13 - 14**

**The Pacific Association of USA T&F –  
President's Day Invitational**

**FEB 15 - 16**





# INDOOR TRACK RECORDS

## COLLEGIATE HIGHLIGHTS

**#3 in Men's Weight Throw – All Time**

**#1 in Women's 60m – 2025 Season**

**#1 in Men's Weight Throw – 2025 Season**

**#8 in Men's 800m – 2025**

**#9 in Women's High Jump – 2025 Season**

## DIVISION II

**#1 and #2 in Men's 200m – 2025 Season**

**#1 in Men's 60m – 2025 Season**

**#1 in Women's 60m – 2025 Season**

**#3 in Women's 200m – 2025 Season**

## UNIVERSITY OF NEVADA

**Women's 60m – School Record**

**Women's Triple Jump – #2 in School History**

## WORLD RANKINGS

**#7 in Women's Triple Jump – 2025 Season**

**#10 in Women's 60m – 2025 Season**



# WILD SHEEP



# WILD SHEEP

Wild Sheep celebrated their 48<sup>th</sup> year as an organization, 32 of those years have been in Reno

	DATES	ROOMS REQUESTED	ROOMS PICKED UP
<b>2025</b> (Consumed)	<b>JAN 10 - 20</b>	<b>3,590</b>	<b>5,656</b>
<b>2026</b> (Definite)	<b>JAN 16 - 26</b>	<b>3,590</b>	
<b>2027</b> (Definite)	<b>JAN 15 - 26</b>	<b>4,484</b>	
<b>2028</b> (Tentative)	<b>JAN 7 - 17</b>	<b>5,600*</b>	

\*Estimated room request, based on the 2025 pick-up.



# UNITED MARKETING CAMPAIGN

## PARTNERSHIP WITH RASC (Reno-Tahoe Regional Air Service Corporation)

### CAMPAIGN SCOPE

- Primary objective is to drive awareness and conversions of travel domestically with United's RNO – ORD route
- United to run the campaign across display & paid social media channels

### STRATEGIC BENEFITS

- Provides significant access to United's insights, including reach, impressions, clicks, CTR, purchases and ROAs
- Leverages United's brand loyalty and scale for maximum impact
- Strengthens partnership with United for future opportunities

### CAMPAIGN LAUNCH

- Start Date: Jan 27
- End Date: March 31

### FINANCIAL COMMITMENT

- Total Budget: \$300k (direct investment for the purchase of media managed by United.)
- Split between RASC and RSCVA





# FINANCE





# ROOM TAX STATISTICS

	YTD DECEMBER 2024	PRIOR YEAR	BUDGET
<b>TAXABLE ROOM REVENUES</b>	<b>\$241,808,622</b>	<b>\$253,544,185</b>	<b>\$235,689,317</b>
<b>OCCUPIED ROOMS - CASH</b>	<b>1,642,974</b>	<b>1,667,474</b>	<b>1,558,912</b>
<b>AVERAGE RATE - CASH</b>	<b>\$147.17</b>	<b>\$152.05</b>	<b>\$148.33</b>
	YTD DECEMBER 2024	PRIOR YEAR	BUDGET
<b>OCCUPIED ROOMS</b>			
Cash	<b>1,642,974</b>	<b>1,360,560</b>	<b>1,588,912</b>
Comp	<b>472,324</b>	<b>451,433</b>	<b>462,966</b>
28 Day	<b>516,032</b>	<b>538,400</b>	<b>520,626</b>
<b>TOTAL OCCUPIED ROOMS</b>	<b>2,631,330</b>	<b>2,657,307</b>	<b>2,572,504</b>
	YTD DECEMBER 2024	PRIOR YEAR	BUDGET
<b>% OF OCCUPANCY</b>			
Cash	<b>40.5%</b>	<b>41.6%</b>	<b>39.3%</b>
Comp	<b>11.6%</b>	<b>11.3%</b>	<b>11.4%</b>
28 Day	<b>12.7%</b>	<b>13.4%</b>	<b>12.7%</b>
<b>TOTAL OCCUPIED ROOMS</b>	<b>65.6%</b>	<b>63.5%</b>	<b>63.6%</b>



# TAXABLE REVENUE BY TAX DISTRICT

	YTD DECEMBER 2024	PRIOR YEAR
RENO B	\$114,259,224	\$119,964,052
RENO D	\$50,857,603	\$56,836,501
RENO E	\$7,153,931	\$7,061,078
TOTAL RENO	\$172,267,758	\$183,861,631
WASHOE A	\$1,026,162	\$526,142
WASHOE B	\$39,291,992	\$37,656,932
TOTAL WASHOE COUNTY	\$40,312,103	\$38,092,074
SPARKS	\$29,222,710	\$31,590,481
TOTAL TAXABLE REVENUE	\$241,808,622	\$253,544,185

Note: These figures are preliminary.

RENO B	Suburban Reno
RENO D	Downtown Reno
RENO E	1 Mile Radius from Downtown
SPARKS	City of Sparks
WASHOE A	Washoe County (excluding Incline Village)
WASHOE B	Incline Village



# AVERAGE DAILY RATE - CASH

	SIX MONTHS ENDED DECEMBER 31,	
AVERAGE DAILY RATE (CASH)	2024	2023
Hotels	\$151.31	\$156.46
Motels	\$83.80	\$86.43
28 Day Motels	\$47.70	\$48.45
R.V. Parks	\$48.85	\$56.86
Vacation Rentals	\$231.49	\$244.96
Timeshares	\$87.35	\$66.81
Homeowner Rentals	\$329.18	\$315.241
<b>TOTAL AVERAGE DAILY RATE (CASH)</b>	<b>\$147.18</b>	<b>\$152.05</b>





# OCCUPIED ROOMS

	SIX MONTHS ENDED DECEMBER 31,	
OCCUPIED ROOMS (CASH)	2024	2023
Hotels	1,327,698	1,360,560
Motels	106,522	106,352
28 Day Motels	24,710	24,354
R.V. Parks	52,810	51,597
Vacation Rentals	108,076	99,182
Timeshares	18,237	20,051
Homeowner Rentals	4,921	5,378
<b>TOTAL OCCUPIED ROOMS (CASH)</b>	<b>1,642,974</b>	<b>1,667,674</b>



# TAXABLE ROOM REVENUES

	SIX MONTHS ENDED DECEMBER 31,	
TAXABLE ROOM REVENUES	2024	2023
Hotels	\$200,893,144	\$212,867,707
Motels	\$8,926,083	\$9,191,720
28 Day Motels	\$1,178,683	\$1,180,034
R.V. Parks	\$2,579,534	\$2,993,893
Vacation Rentals	\$25,018,366	\$24,295,768
Timeshares	\$1,592,925	\$1,379,682
Homeowner Rentals	\$1,619,887	\$1,695,381
<b>TOTAL TAXABLE ROOM REVENUES</b>	<b>\$241,808,622</b>	<b>\$253,544,185</b>



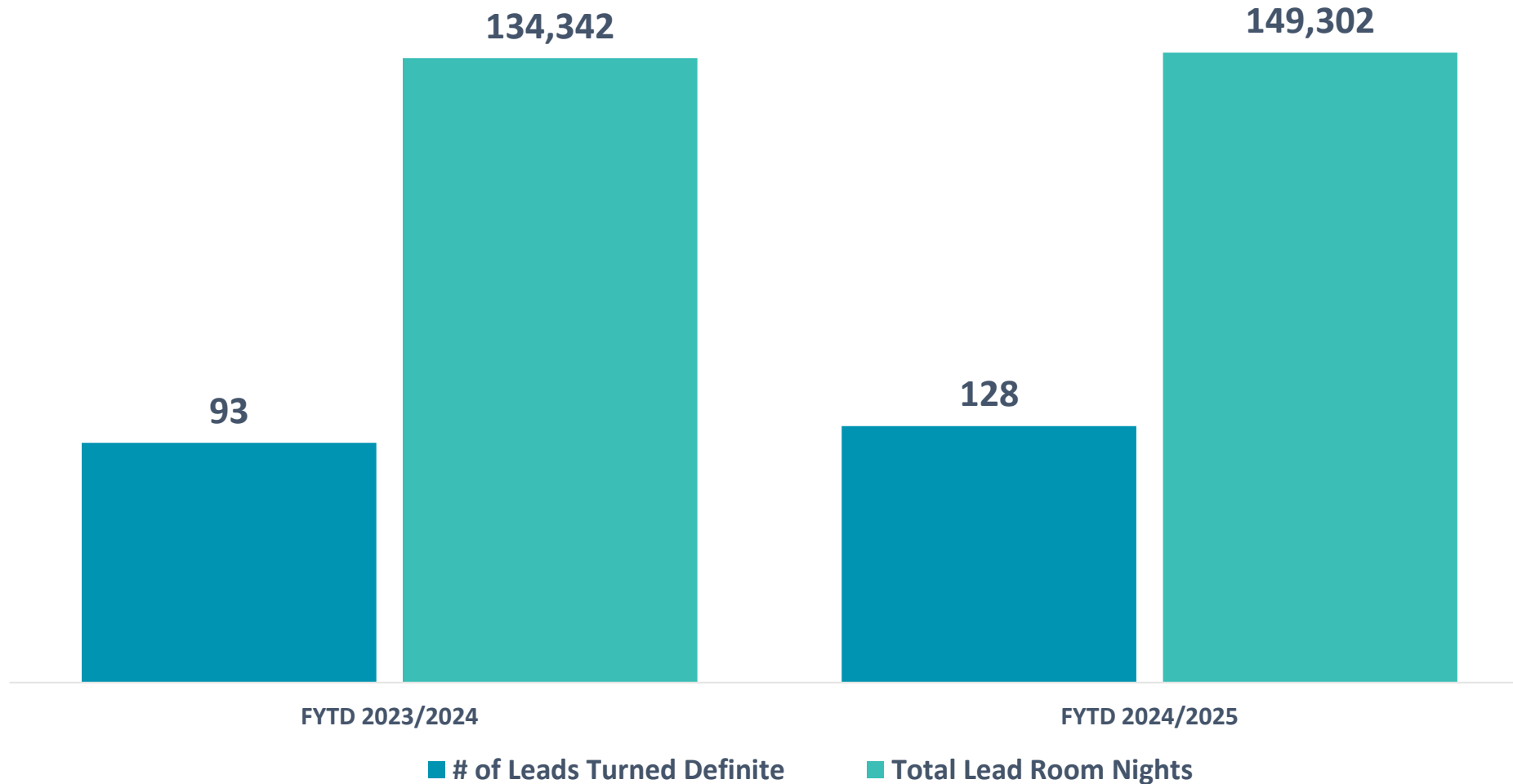


# CONVENTION SALES







# DEFINITE ROOM NIGHTS

JULY - DECEMBER



# EVENTS BOOKED

JULY - DECEMBER

GROUPS BOOKED	128	 32% YOY
AVG BOOKING WINDOW	8.5 MO	 109 DAYS YOY
ESTIMATED ATTENDEES FROM BOOKINGS	195,732	 9.3% YOY
REQUESTED ROOMS FROM HOTELS	149,302	 14.3% YOY
ANNUAL ROOM NIGHT GOAL	261,122	OF FY GOAL ACHIEVED 57.2%



# LEAD ROOM NIGHT BREAKDOWN

JULY - DECEMBER

	FYTD 2023 - 2024		FYTD 2024 - 2025	
	LEADS	ROOM NIGHTS	LEADS	ROOM NIGHTS
<b>NEW-HAVE NEVER MET IN DESTINATION</b>	241	324,445	296	279,790
<b>REINTRODUCTION</b> HAVE NOT BEEN HERE IN 4+ YEARS	21	44,857	46	64,459
<b>REPEAT</b> HAVE BEEN HERE IN 4 OR LESS YEARS	64	120,166	72	140,565
<b>GRAND TOTALS</b>	326	489,468	414	484,814

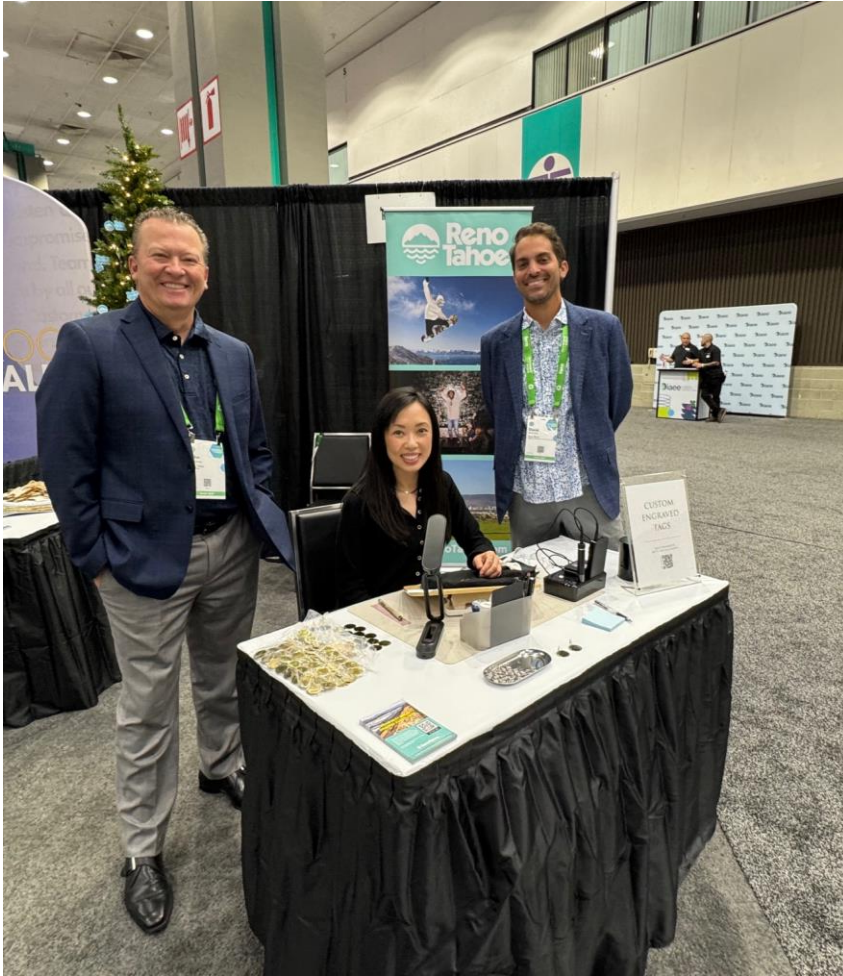


# NEW BUSINESS

	DATE	ROOM NIGHTS
NATIONAL RURAL WATER ASSOCIATION	SEP 2028	4,881
KEY COMMUNICATIONS	SEP 2025	2,515
PROFESSIONAL BOWLERS	FEB 2025	2,628
UCS SPIRIT POLE VAULT SUMMIT	JAN 2025	2,889
TOTAL		12,913



# IAEE-LOS ANGELES & PCMA-HOUSTON





# HOLIDAY SHOWCASE - CHICAGO





# TOURISM SALES



# TOURISM SALES ROOM NIGHTS

	MONTH OVER MONTH		YEAR OVER YEAR TOTALS	
	DEC 2023 (FY 2024)	DEC 2024 (FY 2025)	FYTD 2024	FYTD 2025
Ski Production*	0	0	0	0
Golf Production*	0	0	3,187	3,988
Online Travel Agent*	33,196	32,597	206,544	210,616
Travel Wholesaler*	876	1,040	6,987	6,540
Group Tour   Motorcoach*	489	1,285	7,090	14,235
Travel Agent**	11,162	13,545	99,271	118,247
Receptive Operators*	2,535	2,698	12,942	19,190
TOTAL	48,258	51,165	336,021	372,816
% Increase   Decrease	6.02%		10.95%	

\*RN's from 11 core properties

\*\* Travel Agent RN's from 11 core properties + Washoe County GDS RN's



# TOURISM SALES ROOM NIGHTS

	MONTHLY 4 YEAR COMPARISON			
	DEC 21	DEC 22	DEC 23	DEC 24
Ski Production*	0	0	0	0
Golf Production*	0	0	0	0
Online Travel Agent*	27,612	34,238	33,196	32,597
Travel Wholesaler*	489	1,308	876	1,040
Group Tour   Motorcoach*	1,446	545	489	1,285
Travel Agent**	10,396	12,577	11,162	13,545
Receptive Operators*	1,521	1,665	2,535	2,698
TOTAL	41,464	50,333	48,258	51,165

\*RN's from 11 core properties

\*\* Travel Agent RN's from 11 core properties + Washoe County GDS RN's



# TOURISM SALES ROOM NIGHTS

	FYTD 4 YEAR COMPARISON			
	FYTD 22	FYTD 23	FYTD 24	FYTD 25
<b>Ski Production*</b>	0	0	0	0
<b>Golf Production*</b>	4,484	5,127	3,187	3,988
<b>Online Travel Agent*</b>	232,988	231,626	206,544	210,616
<b>Travel Wholesaler*</b>	3,536	4,963	6,987	6,540
<b>Group Tour   Motorcoach*</b>	13,475	10,386	7,090	14,235
<b>Travel Agent**</b>	79,954	99,727	99,271	118,247
<b>Receptive Operators*</b>	11,907	9,790	12,942	19,190
<b>TOTAL</b>	<b>346,344</b>	<b>361,619</b>	<b>336,021</b>	<b>372,816</b>

\*RN's from 11 core properties

\*\* Travel Agent RN's from 11 core properties + Washoe County GDS RN's



# TOURISM SALES ROOM NIGHT GOAL

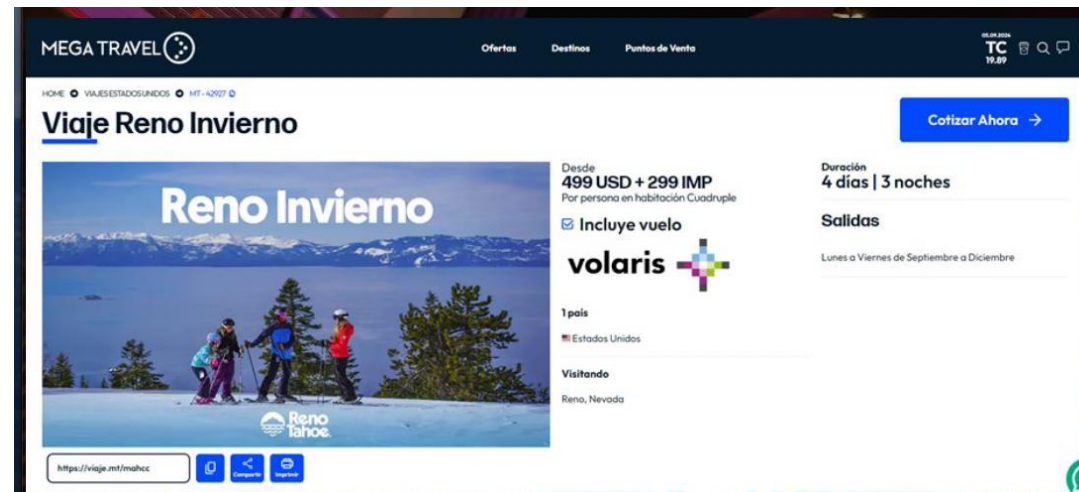
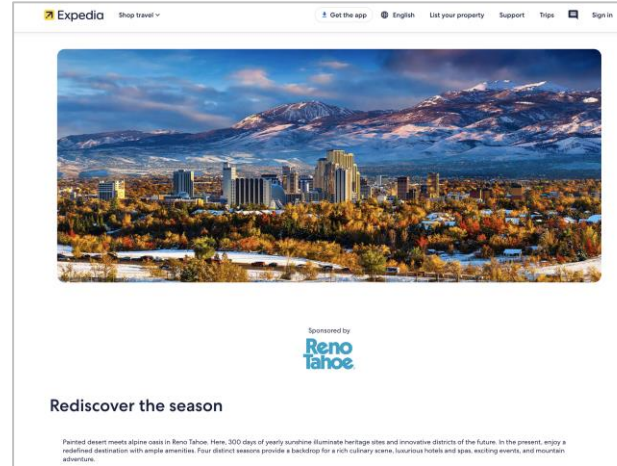
FY25

	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
YTD ACTUAL ROOM NIGHTS	73,912	70,514	66,545	63,338	47,342	51,165	372,816
YTD ANNUAL GOAL	61,609	59,043	61,874	55,444	43,423	45,811	327,204
634,111 Annual Goal							
58.8% To Annual Goal							





# OTA WINTER CAMPAIGNS





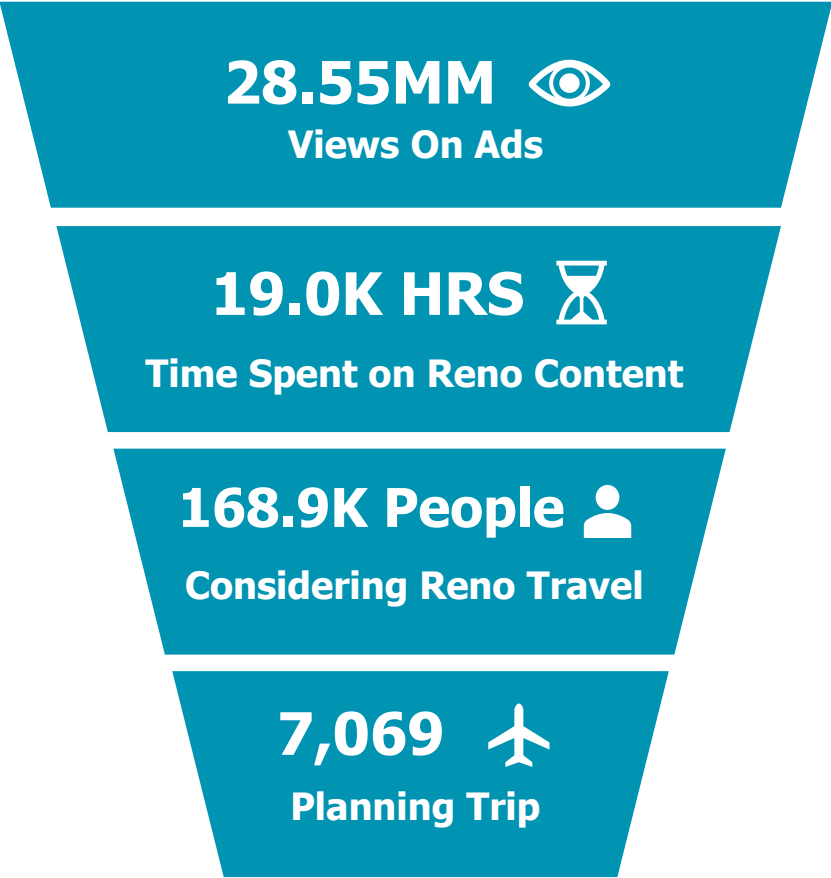
# MARKETING & RESEARCH





# Paid Media Impact (Leisure Only)

December '24



## Ads In-Market

Total ads across all channels

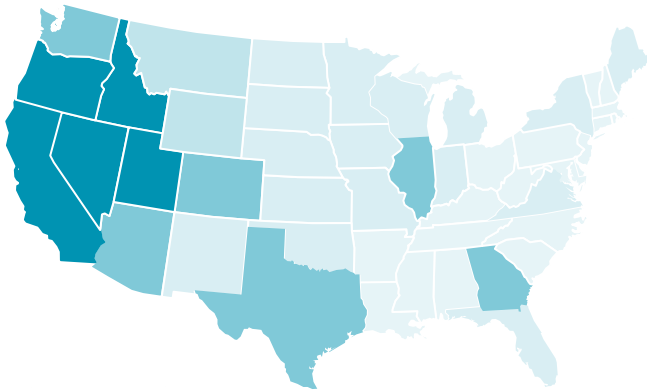
260

## Ad Interactions

Clicks, Completed Views, Comments, Shares, and Likes

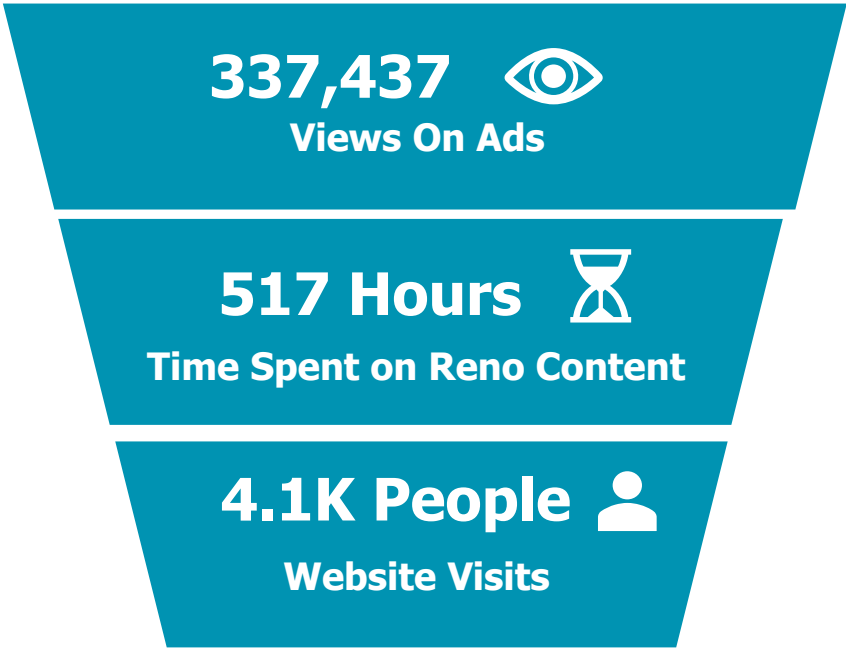
4.5MM

## Key Markets



# Paid Media Impact (M&C Only)

December '24

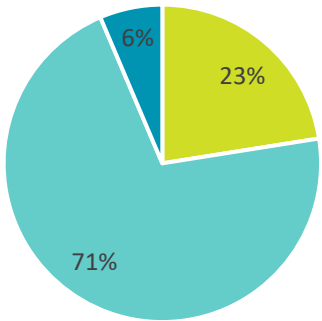


## Ads In-Market

Total ads across all channels

40

## Spend Allocation



■ Social ■ Search ■ Programmatic

## Ad Interactions

Clicks, Completed Views, Comments, Shares, and Likes

24,288

## Channel Mix

LinkedIn

meetings  
RENO PLACE TODAY

Smartmeetings

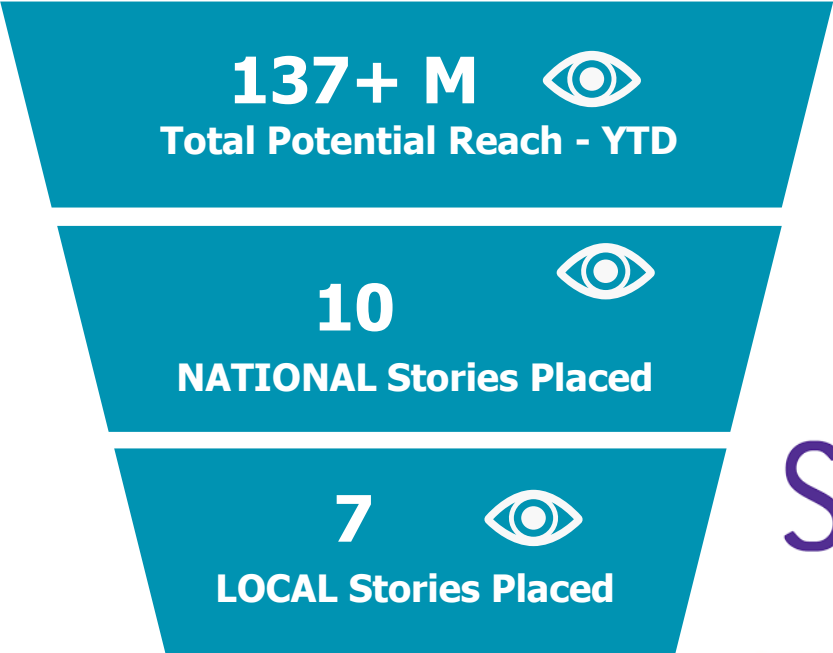
BowlersJournal  
INTERNATIONAL

Google



# EARNED MEDIA

December '24



STORIES PLACED

17

PUBLICATIONS





# TOURISM ECONOMICS



# EXECUTIVE SUMMARY

Nov '24

## Highlights

November saw lower Occupancy, ADR, and RevPAR than the prior year. Occupancy was down 55.4% compared to 57.7% the year prior, while ADR was down 1.1% YoY to \$123.92. RevPAR declined 3.4% compared to the year prior, reaching \$46.11 over the period.

The supply of rooms expanded over the prior year, increasing 1.2% compared to November 2023. By contrast, demand fell 1.8% compared to the year prior. Combined with a drop in ADR, this led to a 2.9% drop in revenue to \$26.0M.

Leisure and hospitality jobs were 1.3% higher than the prior year, with 14.4% of the workforce employed in the industry. However, this represents a convergence toward 2023 employment levels, as last month leisure and hospitality jobs were 2.3% above 2023 levels.

Nationally, total nonfarm employment grew 227K in November, exceeding expectations. Leisure and hospitality picked up 53K jobs, an average gain of 21K jobs/month across the last 12 months, while Retail trade lost 28K jobs versus last month (mostly general merchandise retailers, down -15K).

Higher income U.S. households account for more than 60% of hotel spending, with 43% from households earning \$150K+. Economy tier hotels continue to underperform occupancy, given only 43% of lower income households have reported leisure travel plans in the next 6 months.

BVK Insights: Media Engagement Rate decreased slightly MoM, but remains well above 5% goal (+3.6x) – driven by high engagement custom content, video and paid social. Campaign continues to see significant increases to site traffic, as demonstrated by engaged sessions (+19% YoY), sessions (+55% YoY), total users (+54% YoY).

BVK Insights: However, site engagement has declined – partner referrals have decreased by 19% YoY, while site engagement rate decreased by 24% YoY. November reflected more limited tactics compared to Fall driving increased efficiency, with both cost-per-partner referral and cost-per-thousand impressions decreasing by 30%+ MoM.

BVK Insights: Partnerships continued with Outside, Weekend Sherpa, Travelzoo & Sacramento Kings. Travelzoo program delivered 11.9M in reach (exceeding goal by 84%), 16K social actions (exceeding goal by 4x) – with audiences spending nearly 2 minutes with custom content (exceeding goal by 60%+) and delivering more than 1.2K hours with content.

BVK Insights: In November, Sacramento Kings partnership included combined attendance of 216K+ across games, events and concerts – with exposure extended through broadcast and social media.



Lodging Revenue  
**\$26.0M**  
-2.9% YOY



Overnight Trip Share  
**83.3%**



RNO Total Passengers  
**346.9K**  
+1.7% YOY



Visitor Spending  
**\$44.5M**  
-7.3% YOY



L&H Jobs  
**39.7K**  
+1.3% YOY

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

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# MONTHLY SCORECARD

Fiscal YTD as of Nov '24



Room Inventory	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Actual	671,754	678,848	691,071	676,172	645,046								3,362,891
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%	103.0%	99.9%	98.4%								41.9%

## Cash Room Nights

Actual	313,404	331,510	293,091	271,762	206,826								1,416,593
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%	97.1%	104.3%	98.3%								45.9%

## Comp Room Nights

Actual	89,344	89,444	82,838	75,809	65,130								402,565
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%	98.2%	109.2%	95.5%								45.8%

## Taxable Room Revenue

Actual	\$49,388,346	\$55,845,967	\$43,207,539	\$36,554,764	\$26,026,566								\$211,023,182
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%	87.0%	107.3%	99.8%								47.0%

## Overall Occupancy

Actual	72.9%	74.8%	67.1%	64.8%	54.9%								64.9%
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	100.3%	111.6%	95.3%	105.4%	98.7%								103.3%

## Average Rate - Cash

Actual	\$157.59	\$168.46	\$147.42	\$134.51	\$125.84								\$148.97
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%	89.5%	102.9%	101.5%								102.5%

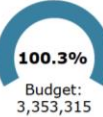
## Estimated Visitor Count

Actual	380,690	398,031	359,672	333,727	262,888								1,735,008
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%	98.9%	106.9%	99.3%								45.9%

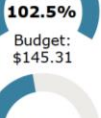
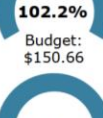
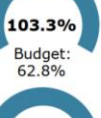
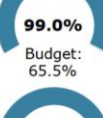
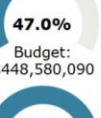
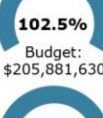
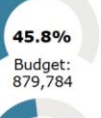
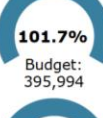
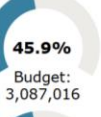
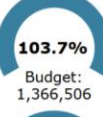
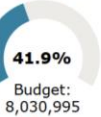
## Other Monthly KPIs

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

Year-to-Date



Year-End



Source: Visit Reno Tahoe

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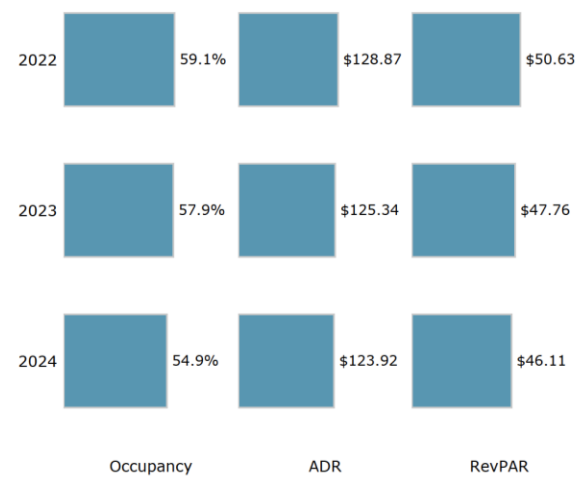
# LODGING PERFORMANCE

Nov '24

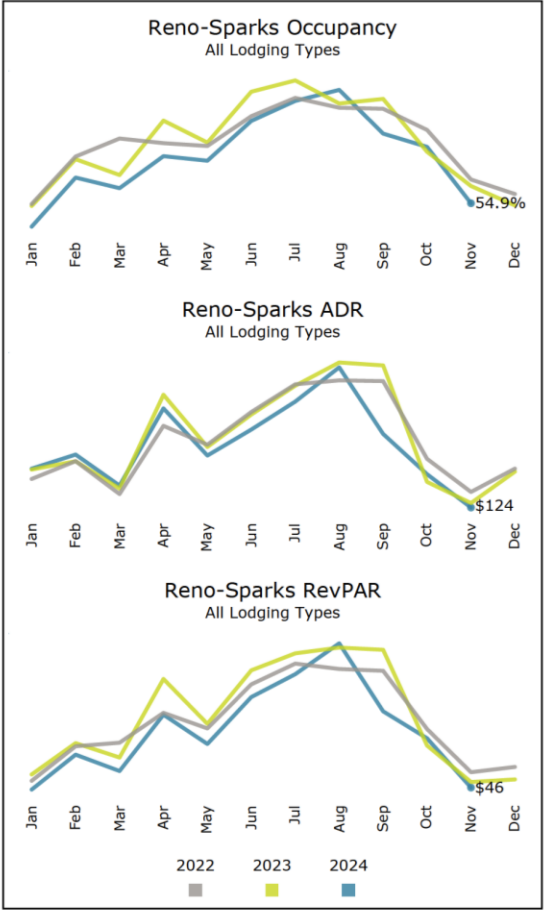
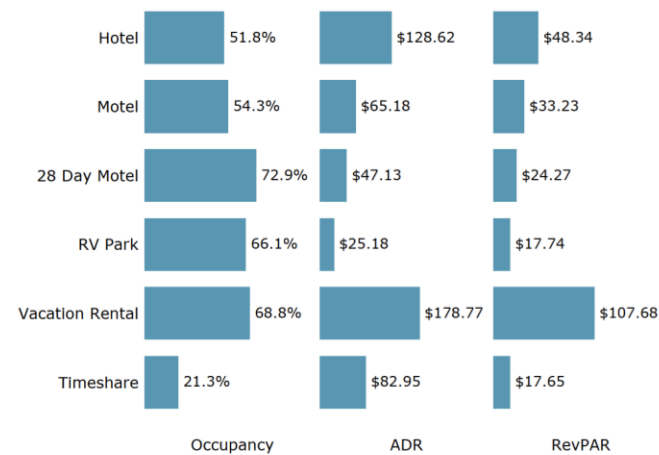
Lodging Performance: Monthly

Occupancy	Previous Year	ADR	Previous Year	RevPAR	Previous Year	Supply	Previous Year	Cash Rooms	Previous Year	Revenue	Previous Year
54.9%	▼ -5.2%	\$123.92	▼ -1.1%	\$46.11	▼ -3.4%	645,046	▲ 1.4%	210,001	▼ -1.8%	\$26.0M	▼ -2.9%

November Performance, Past 3 Years  
Total: Reno-Sparks



November 2024 Monthly Performance Category Comparison  
Reno-Sparks



Data Source: Visit Reno Tahoe



# VISITOR PROFILE

## November 2024 Domestic Visits



2.7 days

Avg. Length of Stay

STLY: 2.5 days

+6.8% YOY



83.4%

Overnight Trip Share

STLY: 83.3%

+0.2% YOY



73.7%

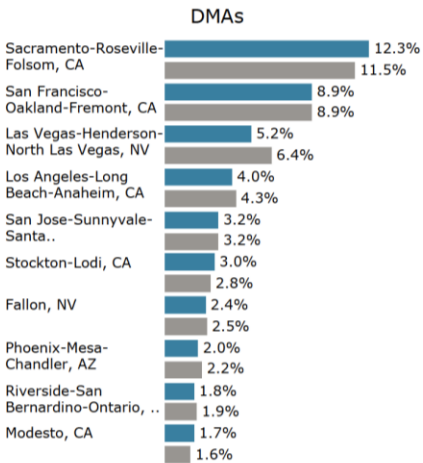
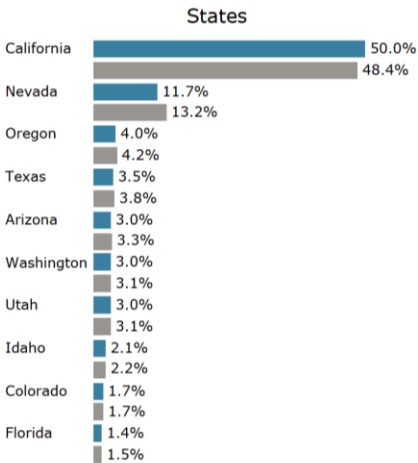
Repeat Trip Share

STLY: 71.2%

+3.6% YOY

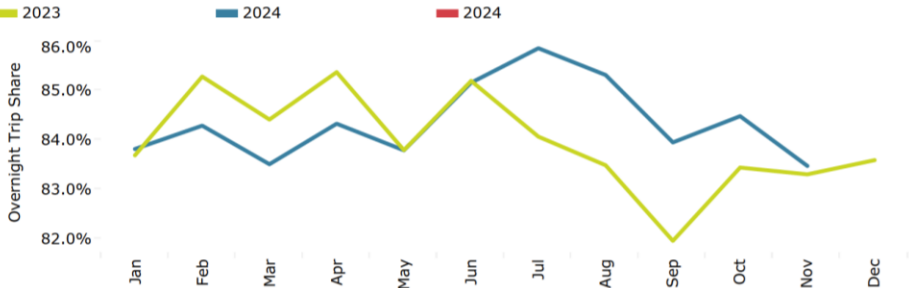
### Top Origin Markets

Current Year Last Year



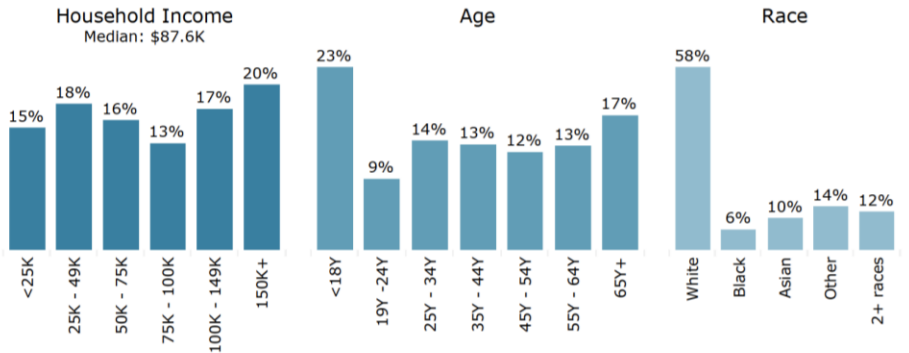
## Domestic Visitor Trends & Characteristics

### Overnight Trip Share by Month



### November 2024 Visitor Origin Demographics

Share of Total



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





# PASSENGER SUMMARY

Reno-Tahoe International Airport | Nov '24



Total Enplaned  
174.7K

▲ 1.9% YOY



Total Deplaned  
172.2K

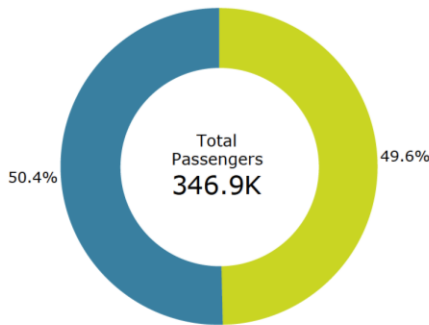
▲ 1.5% YOY



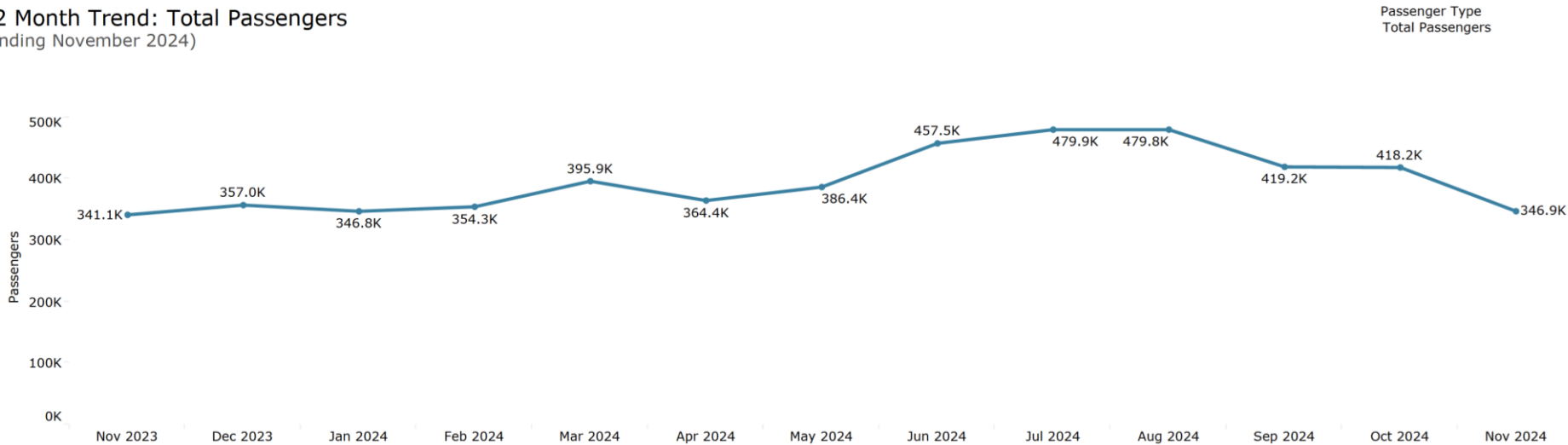
Total Passengers  
346.9K

▲ 1.7% YOY

■ Deplaned  
■ Enplaned



12 Month Trend: Total Passengers  
(Ending November 2024)



Source: Reno-Tahoe International Airport (RNO)

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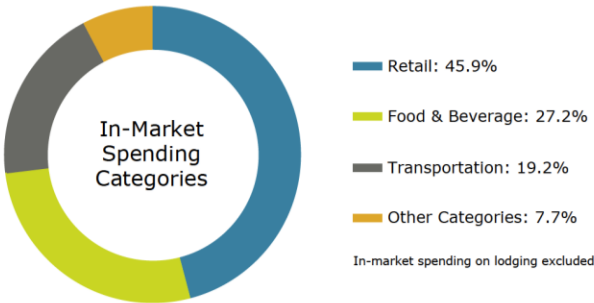


# VISITOR SPENDING

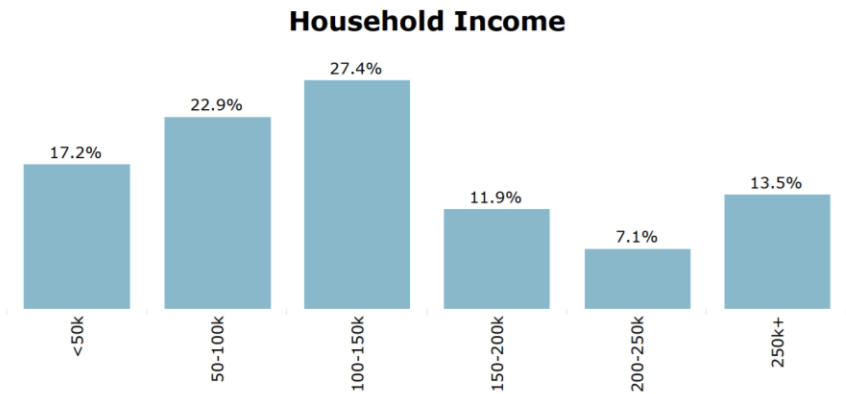
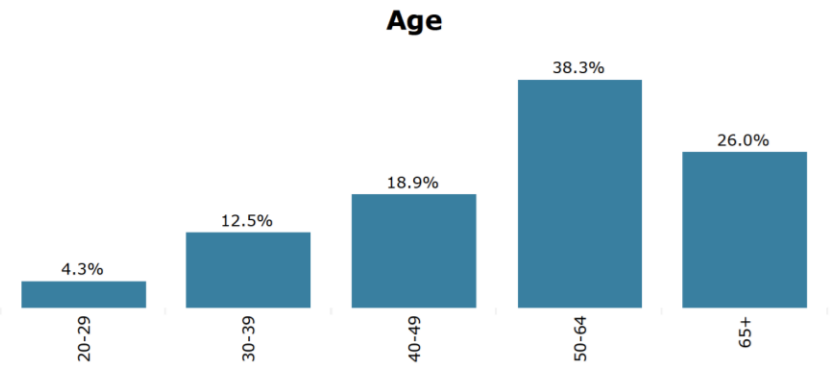
Nov '24

## Visitor Credit Card Spending

November 2024 Card Spend  
**\$44.5M**  
-7.3% YOY



## Visitor Credit Card Spending by Demographic



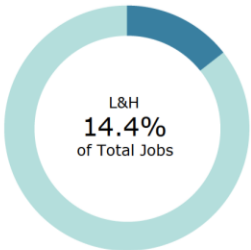
Source: Transunion



# LEISURE & HOSPITALITY WORKFORCE

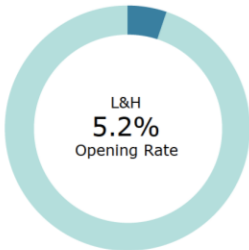
## Total Leisure & Hospitality Jobs

L&H Jobs  
as of November 2024  
**39.7K**  
+1.3% YOY | +3.4% vs. 2019



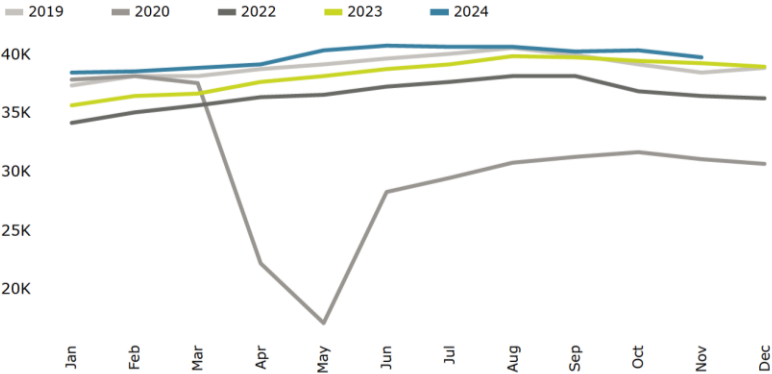
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of October 2024  
**2.2K**  
-8.9% YOY | +15.0% vs. 2019



### Employment Recovery

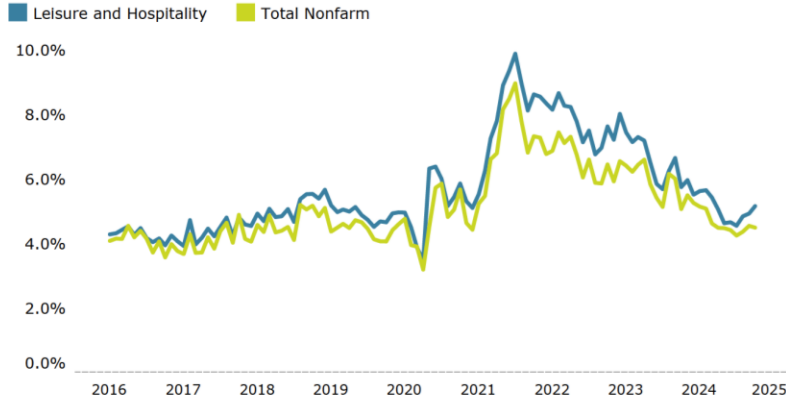
Leisure & Hospitality Jobs (Thousands)



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

Nov '24

## Insights

Nationally, total nonfarm employment grew 227K in November, exceeding expectations. Leisure and hospitality picked up 53K jobs, an average gain of 21K jobs/month across the last 12 months, while Retail trade lost 28K jobs versus last month (mostly general merchandise retailers, down -15K).

Higher income U.S. households account for more than 60% of hotel spending, with 43% from households earning \$150K+. Economy tier hotels continue to underperform occupancy, given only 43% of lower income households have reported leisure travel plans in the next 6 months.



Travel Spending  
(Tourism Economics)  
↗ +2.6%  
November vs. Previous Year

↗ +2.4%  
YTD vs. Previous Year



Air Passengers  
(TSA)  
↗ +0.2%  
November vs. Previous Year

↗ +5.1%  
YTD vs. Previous Year



Overseas Arrivals  
(NTTO)  
↗ +6.3%  
November vs. Previous Year

↗ +12.4%  
YTD vs. Previous Year



Hotel Demand  
(STR)  
↗ +2.2%  
November vs. Previous Year

↗ +0.5%  
YTD vs. Previous Year



Short-term Rental Demand  
(AIRDNA)  
↗ +5.8%  
November vs. Previous Year

↗ +8.0%  
YTD vs. Previous Year

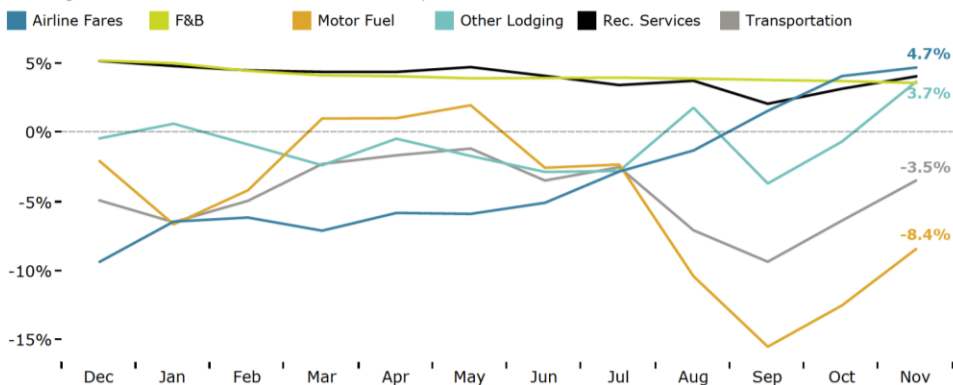


# NATIONAL TRAVEL TRENDS

Nov '24

## Travel Price Index

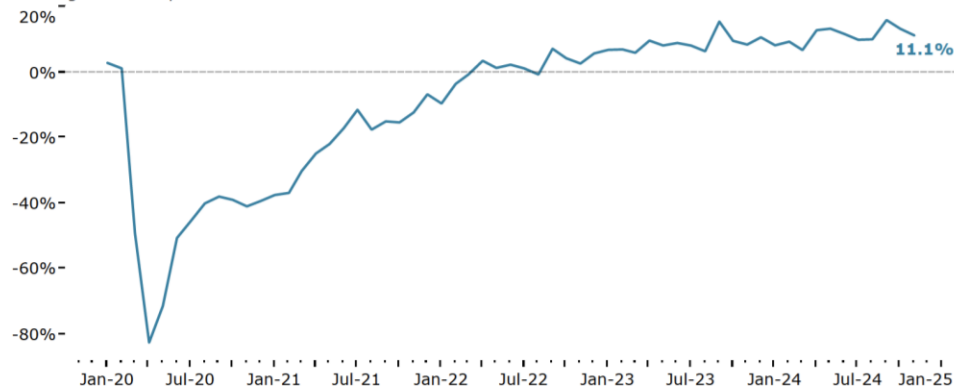
% Change Relative to Same Month In Previous Year | Last 12 Months



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

## Travel Spending (% change vs 2019)

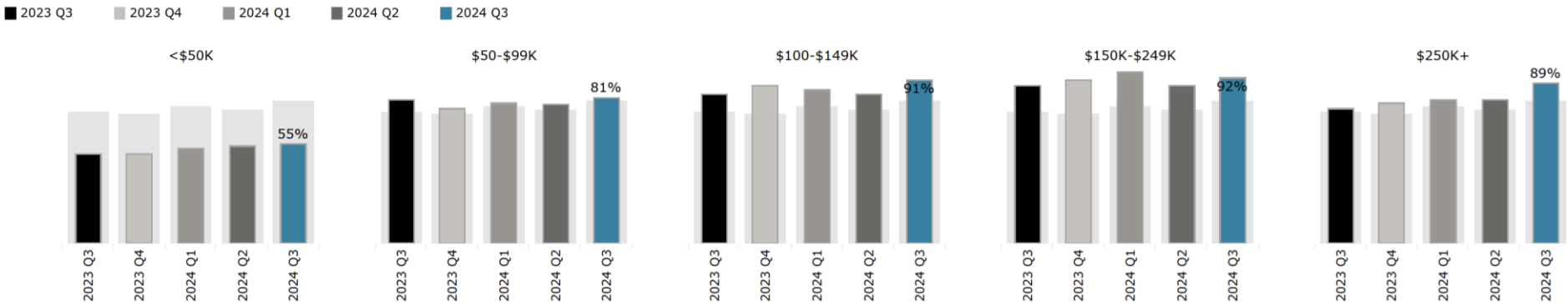
% Change vs. 2019 | U.S. total



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)



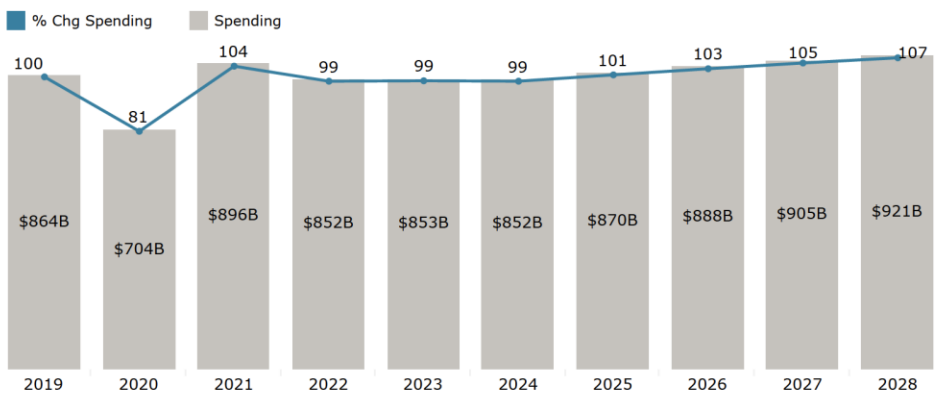
Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers



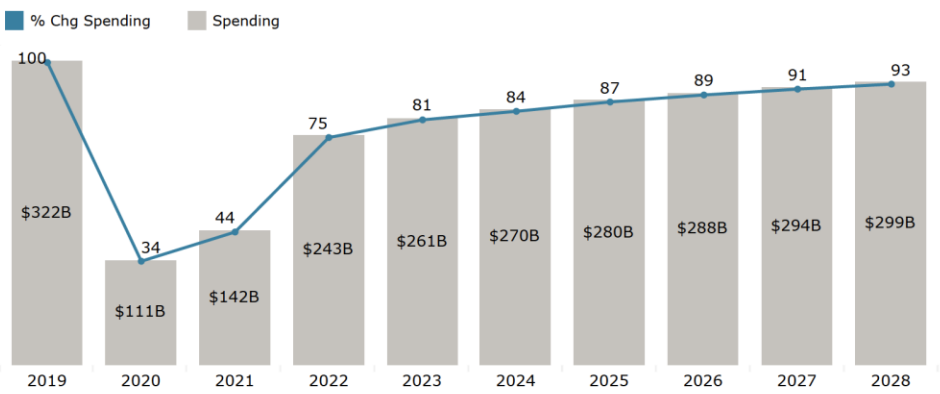
# DOMESTIC TRAVEL FORECAST

Nov '24

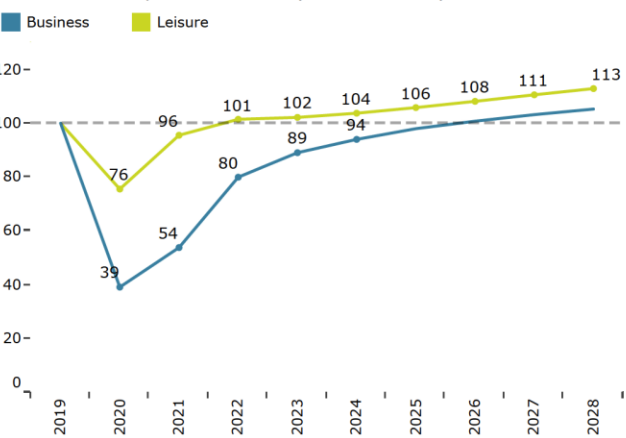
Real Domestic Leisure Travel Spending  
Forecasted recovery, relative to 2019 (Index, 2019=100)



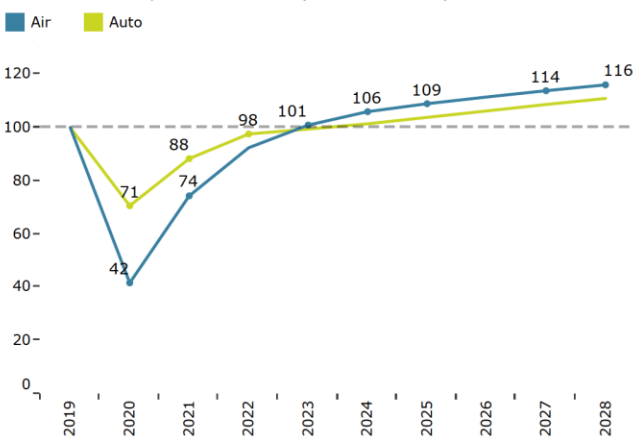
Real Domestic Business Travel Spending  
Forecasted recovery, relative to 2019 (Index, 2019=100)



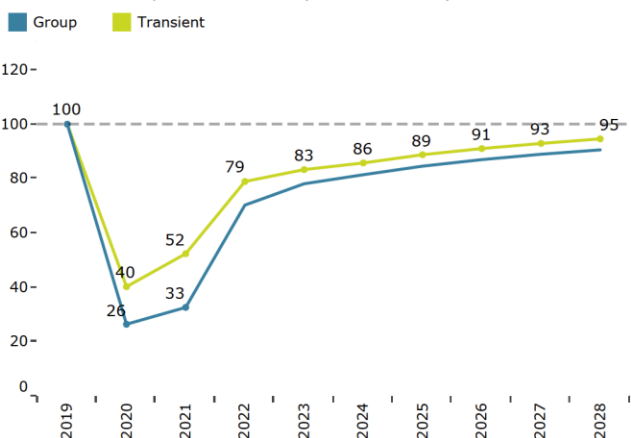
Leisure vs. Business Travel Volume  
Forecasted recovery, relative to 2019 (Index, 2019=100)



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)



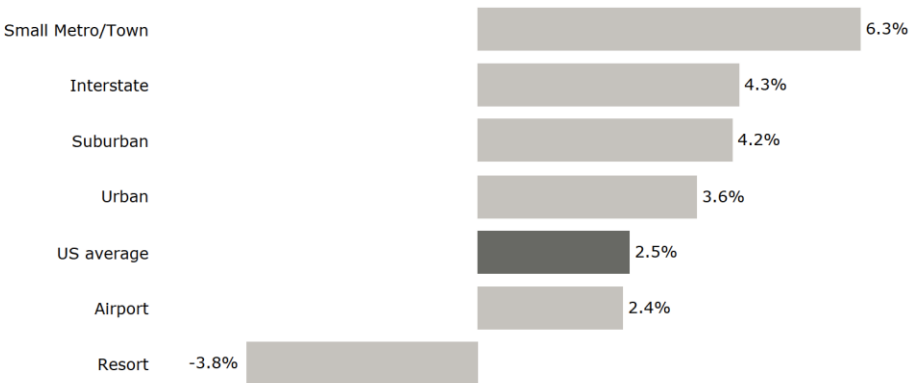
Forecast as of December 2024  
Source: Tourism Economics via U.S. Travel Recovery Tracker



# U.S. HOTEL FORECAST

Nov '24

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



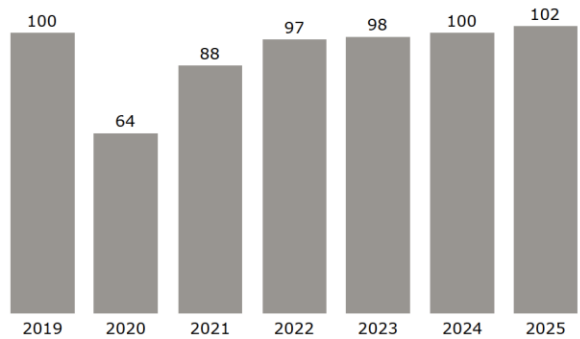
Source: STR

U.S. Hotel Forecast Summary  
YOY % change, Forecast released November 2024

	2020	2021	2022	2023	2024	2025
Supply	-4.0%	4.9%	1.7%	0.2%	0.5%	0.9%
Occupancy	-33.4%	31.0%	8.7%	0.7%	-0.2%	0.2%
Demand	-36.0%	37.4%	10.6%	0.9%	0.3%	1.1%
ADR	-21.6%	20.7%	19.9%	4.3%	1.5%	1.6%
RevPAR	-47.8%	58.2%	30.4%	5.0%	1.4%	1.8%
RevPAR relative to 2019	-47.8%	-17.2%	8.0%	13.4%	15.0%	17.0%

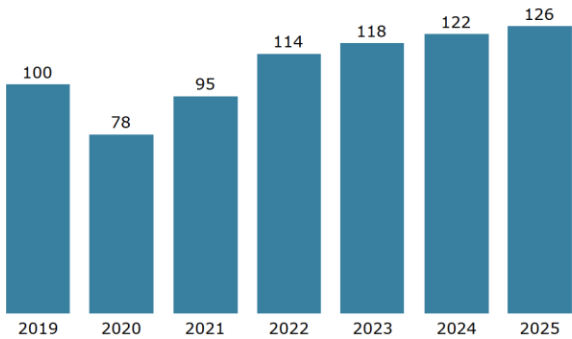
Note: RevPAR reflects standard methodology  
Source: STR; Tourism Economics

Occupancy Index  
Index (2019 = 100)

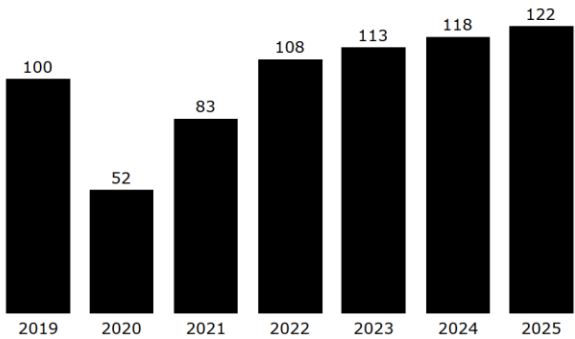


Note: RevPAR reflects standard methodology  
Source: STR; Tourism Economics

ADR Index  
Index (2019 = 100)



RevPAR Index  
Index (2019 = 100)





**THANK YOU.**







To: RSCVA Board of Directors

From: Jose Martinez, Vice President of Venue Operations

Cc: Hilary Schieve, RSCVA Board Chair

Date: January 30, 2025

Subject: Review, Discuss and Possible Action regarding the Reno Events Center direct promotion and pursuit of Converts and Events (Agenda Item E2)

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### Executive Summary

The purpose of this agenda item is to review staff's recommendations for the RSCVA to allow staff to enter negotiations with booking agents, tour promoters and artist's management teams with the intent to contract directly with entertainment to perform at the Reno Events Center.

### Background

Currently, the Reno Events Center hosts a variety of events, including live performances, which are facilitated through relationships with concert promoters and hotel partners. These organizations contract directly with the artists, while the Reno Events Center provides the venue, supports technical production, ticket sales, and logistics, ensuring that all agreed to contract items are carried out for the performance. The RSCVA's current practice is to host such events in the capacity as the venue owner/operator only. This means that the RSCVA has rights to collect its contracted fees regardless of the financial success of the event being hosted. If ticket sales and other revenues of the event are not sufficient to cover the event costs, the losses of the event are realized by the event promotor - the RSCVA does not share in those losses. The RSCVA is entitled to its contracted fees regardless of the financial success of the event.

Staff is seeking approval from the Board to allow the RSCVA to act as a promotor (either solely or in partnership with other promoters) to contract directly with artists for live performances at the Reno Events Center. In instances where the RSCVA acts as the promotor for an event, the RSCVA will have a financial investment with potential to incur the losses if the revenue from the event is not sufficient to cover the costs of the event, making it possible the RSCVA could lose money if an event was not financially successful.

If approved, the RSCVA President/CEO would review any proposed event with select members of the RSCVA staff to evaluate economic impact, risk, operational considerations, marketing, and any other relevant factors impacting the financial viability of an event and would only proceed if the event appeared to be financially viable.

The purpose of this proposal is to provide additional activation opportunities for the Reno Events



Center. The current model for events at the Reno Events Center relies on promoters and hotel partners to conduct live performances at the RSCVA. Staff believes that if the RSCVA was able to contract directly with performers for events at the Reno Events Center, it would provide additional opportunities for activation of the Reno Events Center and enhance its role as a premier event venue in the region.

If approved, staff seeks direction from the Board on any guidelines or parameters for establishing and operating such a program. The Board is also being asked to establish the RSCVA President/CEO signature authority for contracting live performances at the Reno Events Center in an amount not to exceed \$500,000.

#### Recommendation

It is the staff's recommendation for the Board of Directors to enable the RSCVA President/CEO, in addition to his existing duties, to book live entertainment either solely or in partnership with other promoters, for the purpose of booking artists for live performances at the Reno Events Center. It is also staff's recommendation that the RSCVA President/CEO signature authority for contracting live performances at the RSCVA be set at a maximum of \$500,000 per performance.

#### Recommended Motion(s)

I move to authorize the RSCVA President/CEO to contract with artists for live performances at the Reno Events Center, either solely or in on partnership other promoters, as a direct promotor.

I further move to establish the RSCVA's President/CEO signature authority for such events at a maximum of \$\_\_\_\_\_ per event [and add any other stipulations or guidelines the Board would like to establish].



# **REC OPERATIONS**

**BOARD OF DIRECTORS**

**JANUARY 30, 2025**



# VISION, PURPOSE, AND GOALS

## VISION

- Revitalize the Reno Event Center as a hub for top-tier entertainment
- CEO to evaluate booking opportunities with input from senior staff members

## PURPOSE

- Attract local audiences and neighboring states with diverse performances

## GOALS FOR ATTENDANCE

- Focus on diverse audiences: 3,000 - 7,000 attendees
- Promote easy access, parking, and exceptional concert experiences
- Collaborate with groups visiting Reno to offer show packages in conjunction with our hotel partners
- Better positioned to be competitive with other venues in the out of market areas
- Possibility of increased suite sales



# STRATEGY AND EXECUTION

## CREATIVE DIRECTION

- Year 1 (FEB – JUN): Book 2 concerts
- Year 2 (JUL – JUN): Book 6 concerts
- High production values to ensure unique experiences
- Genres: Country, R&B, Rock, Comedy, Symphony, Latin, Asian Concerts and more

## ARTIST APPEAL

- Upgraded dressing rooms and exclusive post-show amenities

## PRODUCTION & BUDGET

- Efficient load-in areas and affordable labor
- Performer budget: Up to \$500,000, with flexibility for smaller acts

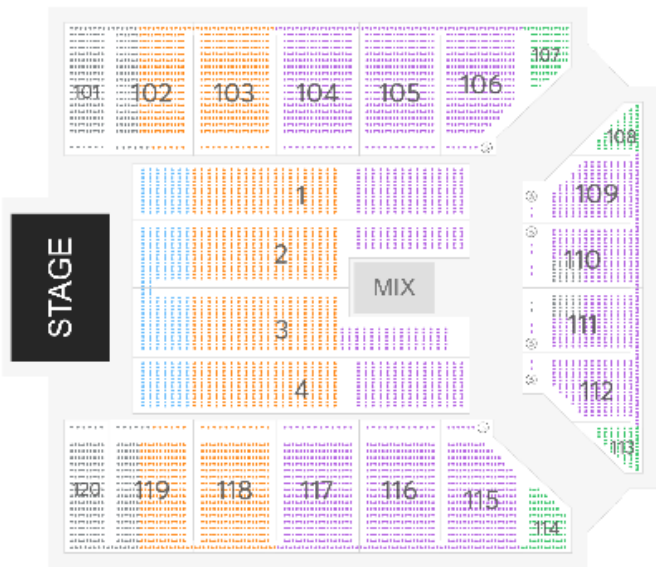
## MARKETING

- Announce entertainment opportunities via Pollstar Magazine
- Engage regional booking agencies to promote new dynamics



# LINDSEY STIRLING

SAMPLE PERFORMER



	BASE PRICE	TOTAL CAPACITY	SELLABLE CAPACITY	TOTAL
P1	\$99.50	372	372	\$37,014.00
P2	\$79.50	2,318	2,101	\$167,029.50
P3	\$59.50	3,514	3,134	\$186,473.00
P4	\$39.50	282	282	\$11,139.00
	\$68.20 AVG SEAT	6,486	5,889	\$401,655.50

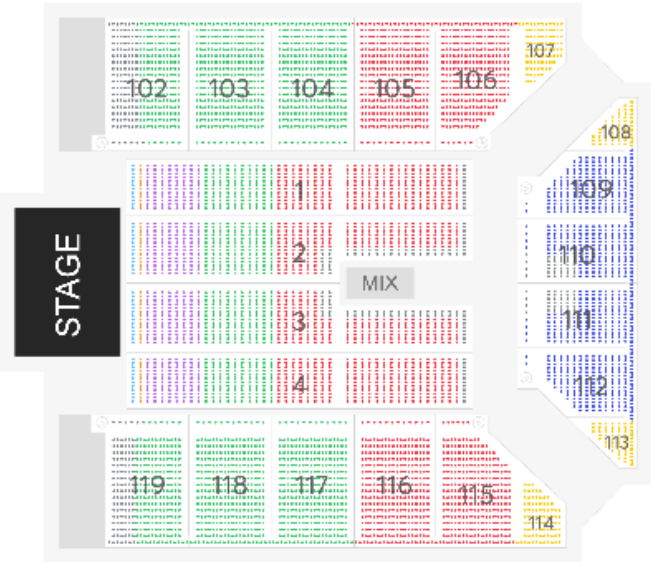
\*Sell Capacity differs per event because of seats with limited or obstructed views of the stage. These seats are often located in areas where parts of the stage are blocked by production equipment, rigging, or the physical layout of the venue.





# LYNYRD SKYNYRD & ZZ TOP

SAMPLE PERFORMER



	BASE PRICE	TOTAL CAPACITY	SELLABLE CAPACITY	TOTAL
P1	\$354	52	52	\$18,408.00
P2	\$279	52	52	\$14,508.00
P3	\$203.50	416	416	\$84,656.00
P4	\$103.50	2,440	2,206	\$228,321.00
P5	\$73.50	2,356	2,222	\$163,317.00
P6	\$53.50	798	730	\$39,055.00
P7	\$33.50	282	282	\$9,447.00
	\$93.57 AVG SEAT	6,396	5,960	\$557,712.00

\*Sell Capacity differs per event because of seats with limited or obstructed views of the stage. These seats are often located in areas where parts of the stage are blocked by production equipment, rigging, or the physical layout of the venue.



# OUT OF MARKET TICKET SALES

BASED ON TICKETMASTER DATA

	DATE	OOM TICKETS	TOTAL TICKETS	OOM %
PBR (2 Days)	1/19 – 20/24	4,805	6,695	72%
Toby Mac	2/13/24	2,118	3,503	60%
The Wynners	2/18/24	4,364	4,574	95%
Jeff Dunham	2/24/24	5,929	6,148	96%
Brandon Lake	3/17/24	3,915	5,608	70%
Leo Ku	3/30/24	5,009	5,165	97%
Jerry Seinfeld	4/27/24	3,780	4,863	78%
The Brothers	5/26/24	4,785	5,008	96%
Sesame Street Live	6/6/24	244	617	40%
Lo Ta You	9/1/24	4,206	4,474	94%
Fuerza Regida	9/12/24	3,121	5,407	58%
Los Tigres del Norte	9/20/24	1,554	2,303	67%
The Twins	12/7/24	4,706	5,170	91%



# SAMPLE EVENT COST BREAKDOWN

BASED ON 80% CAPACITY

TICKET SALES @ 80%  
(3,482 SEATS)

+\$421,953.92

TOTAL EXPENSES

-\$375,519.25

FACILITY FEES (\$5/TICKET)	INSURANCE	FLOOR INSPECTION FEE	PROFESSIONAL STAGEHANDS
LIVE ENTERTAINMENT TAX	AUDIO/LIGHTS RENTAL	ACCOUNTING ADMIN + TAX	ADVERTISING
MEDICAL SERVICES	PROJECTOR/SCREENS	PROFESSIONAL ENTERTAINMENT	ASCAP
BMI	SESAC	FOOD/CATERING	CREDIT CARD FEES

TOTAL PROFIT  
ON EVENT

+\$46,434.67





**THANK YOU.**





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

**Interim Financial Report**

**November 2024**



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

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Transient Lodging Tax Collections and Statistics	3



# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Financial Summary by Category

	Five Month Period Ended November 30,		Total Budget Fiscal Year 2025
	2024	2023	
<b>Revenues</b>			
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	2,110,985	3,765,108	7,358,789
Other Income	1,225,570	1,163,432	1,902,541
<b>Total Revenues</b>	<b>\$ 26,581,375</b>	<b>\$ 29,155,530</b>	<b>\$ 53,310,683</b>
<b>Operating Expenses (by Category)</b>			
Payroll & Related	\$ 8,065,329	\$ 6,764,930	\$ 19,111,658
Supplies & Services	4,814,471	5,377,494	13,654,422
Promotion & Advertising	4,873,868	5,374,634	10,136,707
Travel & Entertainment	427,855	492,773	2,193,900
Special Projects	703,413	513,377	1,242,043
Other	43,338	54,272	186,900
<b>Total Operating Expenses</b>	<b>\$ 18,928,275</b>	<b>\$ 18,577,480</b>	<b>\$ 46,525,630</b>
<b>Non-Operating Expenses/General Fund Transfers Out</b>			
Incline Village/Crystal Bay Apportionment	\$ 1,380,113	\$ 1,307,705	\$ 2,003,029
Debt Service Transfers	3,367,667	3,366,313	8,082,400
Capital Improvements	4,250,395	3,226,167	6,623,617
Contingency	-	-	200,000
<b>Total Non-Operating Expenses/Transfers</b>	<b>\$ 8,998,175</b>	<b>\$ 7,900,185</b>	<b>\$ 16,909,046</b>
<b>Net Revenues (Expenses)</b>	<b>\$ (1,345,075)</b>	<b>\$ 2,677,865</b>	<b>\$ (10,123,993)</b>

# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Financial Summary by Department

	Five Month Period Ended November 30,		Total Budget Fiscal Year 2025
	2024	2023	
<b>Revenues</b>			
Room Tax Collections	\$ 20,854,540	\$ 21,823,734	39,739,356
Tourism Surcharge	2,390,280	2,403,257	4,309,997
Facilities	2,110,985	3,765,108	7,358,789
Other Income	1,225,570	1,163,432	1,902,541
<b>Total Revenues</b>	<b>26,581,375</b>	<b>29,155,530</b>	<b>53,310,683</b>
<b>Operating Expenses (by Department)</b>			
Facilities Operations	6,529,453	6,470,072	14,074,264
Marketing	5,435,866	5,419,580	14,933,807
Sales	3,841,794	3,807,840	9,886,066
General Government, Finance, and Administrative	3,121,162	2,879,989	7,631,493
<b>Total Operating Expenses</b>	<b>18,928,275</b>	<b>18,577,480</b>	<b>46,525,630</b>
<b>Non-Operating Expenses/General Fund Transfers Out</b>			
Incline Village/Crystal Bay Room Tax Apportionment	1,380,113	1,307,705	2,003,029
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Capital Improvements	4,250,395	3,226,167	6,623,617
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<b>Net Revenues (Expenses)</b>	<b>\$ (1,345,075)</b>	<b>\$ 2,677,865</b>	<b>\$ (10,123,993)</b>

# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

## Transient Lodging Tax Collections and Statistics

	Five Month Period Ended November 30,		Increase (Decrease)	
	2024	2023	\$	%
<b>Room Tax Collections</b>				
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%)
<b>Total Tax Collections</b>	<b>\$ 23,244,820</b>	<b>\$ 24,226,991</b>	<b>\$ (982,171)</b>	<b>(19.1%)</b>
<b>Total Taxable Room Revenues</b>	<b>\$ 211,018,005</b>	<b>\$ 223,395,351</b>	<b>\$ (12,377,346)</b>	<b>(24.4%)</b>
<b>Average Rate - Cash</b>	<b>\$ 148.64</b>	<b>\$ 154.65</b>	<b>\$ (6.01)</b>	<b>(3.7%)</b>
<b>Occupied Rooms</b>				
Cash	1,419,684	1,444,530	(24,846)	(8.0%)
Comp	402,565	383,097	19,468	24.7%
28 Day	432,392	449,546	(17,154)	(18.1%)
<b>Total Occupied Rooms</b>	<b>2,254,641</b>	<b>2,277,173</b>	<b>(22,532)</b>	<b>(4.6%)</b>
<b>Total Percentage of Occupancy</b>	<b>65.5%</b>	<b>63.9%</b>		<b>1.6%</b>
<b>Total Taxable Room Revenues by Tax District</b>				
Reno B (Suburban Reno)	\$ 100,976,025	\$ 105,995,952	\$ (5,019,927)	(4.7%)
Reno D (Downtown Reno)	\$ 44,286,056	\$ 50,629,149	\$ (6,343,093)	(12.5%)
Reno E (1 Mile Radius from Downtown)	\$ 6,084,550	\$ 6,154,402	\$ (69,852)	(1.1%)
Sparks	\$ 25,063,610	\$ 27,374,878	\$ (2,311,267)	(8.4%)
Washoe A (Washoe County (excluding Incline Village)	\$ 814,824	\$ 448,275	\$ 366,549	81.8%
Washoe B (Incline Village)	\$ 33,792,941	\$ 32,792,696	\$ 1,000,245	3.1%