

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
MEETING OF THE BOARD OF DIRECTORS
Thursday, March 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 March 27, 2025, Regular Meeting of the Board of Directors

For Possible Action

C2. Approval of the Minutes of the February 27, 2025, Regular Meeting of the Board of Directors

For Possible Action

D. PRESENTATIONS

D1. Presentation: Future Partners

Erin Francis-Cummings, President and CEO of Future Partners, along with Research Director Alexandra Molin, will provide the RSCVA Board of Directors with results from the 2024 Visitor Profile Study (VPS). The VPS is designed to track sentiment about the visitor experience, in an effort to better understand the primary travel motivators and activities visitors associate with Reno Tahoe. Future Partners will also highlight findings from the 2024 Brand Health & Advertising Tracking study, as well as the 2024 report gauging Resident Sentiment regarding tourism awareness and initiatives throughout Reno Tahoe.

Informational Only

D2. Presentation – Employee Survey Results

Lori Tange, Director of Human Resources, will present the results of the recently conducted employee satisfaction survey. This survey was designed to assess workplace culture, employee engagement, and leadership capabilities. The survey results will provide valuable insights into what makes our employees happy, productive, and thriving, and where our opportunities are to enhance employee satisfaction and ensure long-term success.

Informational Only

D3. 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 Funding for the Incline Village TART Connect Micro-Shuttle Project in an Amount Not to Exceed \$250,000

The RSCVA Board of Directors is being asked to review, discuss, and possibly take action to approve a request by Washoe County to provide funding for the FY 2024-25 TART Connect Incline Village Crystal Bay Zone 3 Micro-Shuttle project in an amount not to exceed \$250,000.

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, February 27, 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, February 27, 2025. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

A1. Call to Order

Chair Schieve called the meeting to order at 10:01 a.m.

A2. Pledge of Allegiance

Chair Schieve led the pledge.

A3. Roll Call

The Clerk of the Board took roll call.

Board Members Present:

Mayor Hillary Schieve, RSCVA Chair
Richard Jay, RSCVA Vice Chair
Stephen Ascuaga, RSCVA Board Member
Councilwoman Charlene Bybee, Board Member
Commissioner Alexis Hill, Board Member **[via Zoom]**
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
Christina Erny, Vice President of Marketing
John McGinnes, Vice President of Sales
Jose Martinez, Vice President of Facilities
Renee McGinnes, Executive Director of Venue Sales & Events
Ben McDonald, Senior Director of Communications & Public Affairs
Lori Tange, Director of Human Resources

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

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

C. CONSENT AGENDA:**C1. Approval of the Agenda of the February 27, 2025, Regular Meeting of the Board of Directors****C2. Approval of the Minutes of the January 30, 2025, Regular Meeting of the Board of Directors**

On a motion made by Board Member Bybee, seconded by Board Member Jay, it was decided to approve the consent agenda. The motion was **APPROVED** by a vote of 9-0-0.

D. PRESENTATIONS**D1. Presentation: OnStrategy Strategic Plan Update**

The annual and three-year strategic plans were meticulously discussed, encompassing the involvement of staff, community feedback, and the Board itself. OnStrategy has a longstanding relationship with the Board, having previously created a five-year plan and assisted with annual planning. They maintain a robust relationship with the community and the Board. OnStrategy adheres to a methodology that begins with a core purpose foundation, followed by a diagnosis phase, envisioning a future state, and guiding principles, culminating in coordinated action and annual plans.

The Process Timeline included stakeholder meetings, leadership, and Board interviews, a senior team off-site in April 2025, Board input in May 2025, final strategic plan approval in June 2025, and annual planning in July 2025. The principles emphasized being directional rather than prescriptive, building from existing plans, regularly updating the Board, and focusing on strategic initiatives outside of day-to-day operations.

Key strategic topics included facility development, events, tracking the market, the air service fund, employee engagement, community education, and federal impacts. These topics will be expanded based on interviews and stakeholder feedback. The presentation concluded with an emphasis on the importance of being directional and focusing on strategic initiatives to advance the Organization.

Board Member Bybee requested an overview of the stakeholder meeting, including the attendees and their responses. Mike Larragueta provided a comprehensive overview of the strategic planning session, which included a diverse group of stakeholders. Participants used a QR code to submit their input on various topics, and this feedback will be instrumental in shaping the three-year strategic plan. The Organization is currently in the third year of its existing strategic plan. There is an ongoing effort to refine the initiatives to ensure they are realistic and attainable.

Board Member Carano emphasized the importance of revisiting prior plans to understand what has been successful. At the same time, Mike Larragueta concurred with the need to review the achievements from the first two years and present them to the Board for further consideration.

Chair Schieve left the meeting at 10:07am. She returned at 10:11am.

D2. Reno-Sparks Convention and Visitors Authority Department Updates

Mike Larragueta provided updates, highlighting key accomplishments and staff recognitions within the RSCVA. Anita Summers was awarded January's Spotlight Employee of the Month. Recently, she was promoted to Employee Engagement Manager. Anita Summers has been instrumental in developing several programs, including the Spotlight Award, overseeing community give-back efforts, and planning the annual employee holiday party.

The RSCVA has successfully bid to host the American Bus Association Marketplace in Reno, scheduled to take place in January 2026. This event is expected to attract over 3,500 attendees, generate 8,000 contracted room nights, and have an economic impact of approximately \$3.7 million. The RSCVA team, along with representatives from the Atlantis Casino Resort and Travel Nevada, attended the American Bus Association (ABA) Marketplace in Philadelphia to secure this bid.

A quarterly stakeholder meeting was held, attended by nearly 40 representatives from the business community. The meeting aimed to educate the community about the RSCVA's goals and gather feedback. The next meeting is planned for approximately 60 to 90 days.

The tourism team hosted representatives from Belarus Airlines for tours of local attractions, including major casino resorts, Midtown, Virginia City, and the Tahoe Bionoma Research Center.

January 2025 recorded the highest taxable revenue in the last ten years at \$31 million, reflecting a strong performance in hotel occupancy and average daily rates.

Chad Peters was promoted to Director of Bowling Operations at the National Bowling Stadium. Jose Martinez announced his retirement after over 30 years with the RSCVA, with a retirement party planned for April 2, 2025.

Christina Erny provided updates on special event funding, website performance, and marketing initiatives designed to enhance tourism and community engagement in the Reno Tahoe region. Applications for special event funding are open until April 14, 2025, aimed at supporting community events and tourism.

The new website has seen significant traffic growth, with 1.8 million users and 2.5 million sessions recorded, indicating increased engagement with content related to outdoor activities and events. The most viewed content aligns with travelers' interests in outdoor activities, events, and accommodations.

Traffic has increased significantly in key target markets, including Northern California, Southern California, Las Vegas, and Seattle. A new initiative features insights from 40 local and global experts who share their recommendations on activities in the region, thereby enhancing user engagement and experience. This program features photos of families participating in activities throughout the region.

A campaign on Strava attracted over 18,000 participants to run 55 miles in three weeks, with nearly 7,000 completing the challenge. Contest winners received a trip to Reno and custom running shoes from Reno Running Company.

A collaboration with the Sacramento Kings has generated substantial web traffic and included various promotional activities, thereby enhancing the team's regional visibility. Sacramento's web traffic increased by 70% year-over-year in January. The partnership includes exclusive offers, sweepstakes, and promotions across multiple platforms.

Collaborations with partners like Hopper and Expedia have led to increased hotel bookings and targeted marketing efforts aimed at last-minute travelers. Hotel bookings are up 6% year-over-year, and there is an increase in shorter booking windows.

Christina Erny highlighted various paid media efforts, including display and programmatic campaigns. The BBK team has been effective in selecting where ads are displayed, targeting highly qualified audiences. She also mentioned earned media placements through December and January, including coverage on the indoor track and a Q&A with the president and CEO.

Vice Chair Jay asked how the unique event funding was advertised and how the message was communicated to people. Christina Erny noted that Tasha Holloway, the senior events manager, works closely with the cities of Reno and Sparks. They utilize email lists, community newsletters, social media, and the chamber's database to disseminate the message.

Vice Chair Jay also asked whether RSCVA is coordinating the funding contributions from different entities. Christina Erny answered yes; through the application process, detailed questions are asked about other funding sources, and this information is taken into consideration.

Board Member Carano requested a list of events for 2024-25.

Christina Erny assured the Board that the list could be sent, and there was a record number of events last year.

Board Member Carano inquired about how the "Create Your Trip" feature on the website functions. Christina Erny shared that the feature involves local experts and influencers providing trip recommendations. There is also an AI chatbot that helps create custom itineraries.

Christina Erny explained that it might have started last year. Events must submit a post-event report to receive the second half of their funding. The process involves qualifiers

such as the percentage of funding, number of room nights, and marketing value. The event should not be solely dependent on their support. The goal is to streamline the process and be flexible, avoiding unnecessary bureaucracy. The timing was challenging, but a video team was hired to capture the event, and the marketing team promoted it on social media. The video and social media teams are present at nearly every event in the region.

Chair Schieve left the meeting at 10:24am. She returned at 10:26am.

Board Member Ableser left the meeting at 10:44am. He returned at 10:46am.

E. BOARD MATTERS

E1. Review, Discussion, and Possible Action regarding Legislative Priorities for the Upcoming Legislative Session

Jesse Wadhams provided a legislative update on the status of bills in Carson City, highlighting key developments regarding Assembly Bill 114 and other potential bills. As of now, there are 545 bills in existence, with approximately 600 more expected to be introduced during the session. Assembly Bill 114, which addresses governance issues, has been assigned to the Committee on Government Affairs. An amendment is being proposed for Assembly Bill 114 to ensure all members of the RSCVA vote on new entrants and that any Board member can chair. Discussions are ongoing regarding who will present the bill, with suggestions for both elected and non-elected Board members. Other bills, such as one from Assemblyman Ken Gray regarding the Livestock Events Center, are anticipated but have not yet been drafted.

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

Christina Erny provided a detailed account regarding the approval of three studies: a visitor profile study, a brand health study, and a resident sentiment study. Future partners have conducted these studies for the past few years and have provided valuable insights into the audience, brand, and resident sentiment. The proposal is to combine these studies for a comprehensive analysis in 2025, with a total budget not to exceed \$145,000.

Christina Erny emphasized the importance of these studies for understanding who is coming to the region, why they are coming, and how to uplift the entire community. The studies are also valuable to community partners and local businesses for their tours and other activities.

On a motion made by Vice Chair Jay, seconded by Board Member Carano it was decided to 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. The motion was **APPROVED** by a vote of 9-0-0.

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Vice Chair Jay reported that the Reno Airport is preparing for a busy spring season and is urging travelers to utilize rideshare options due to limited parking availability. A new service to Austin, Texas is also being highlighted, along with an upcoming event scheduled for next Thursday at 9:00 a.m., which will showcase a new exhibition in the Department Art Gallery. The commitment to public art includes an RFP to install art along the updated loop road, with the aim of involving local artists and installing the art by summer 2026. Efforts to promote the public art process are underway, utilizing social media platforms to connect with artists and engage the community. Collaboration with local entities was encouraged to enhance visibility.

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

H. ADJOURNMENT

Chair Schieve adjourned the meeting at 11:04 a.m.

The meeting may be viewed at the following link:

02/27/2025 RSCVA BOD Mtg https://www.youtube.com/watch?v=f9dGNj1IA_0



Request to Address the Board of Directors

(please fill this form out completely)

Date: _____ Agenda Item #: _____

Name: _____

Address: _____

I represent: _____

I am in attendance concerning: _____

I do not want to speak but wish to note my position in favor _____ or in opposition _____

General policies for addressing the Board of Directors: Please limit your comments to three minutes or less. Fifteen minutes per side on items with opposition. Avoid repetitive remarks.

The Reno-Sparks Convention & Visitors Authority requests all concerns be expressed in a courteous manner.

Rules of Decorum: Each person who addresses the Board of Directors shall not make personal, impertinent, slanderous, or profane remarks to any member of the Board of Directors, staff, or the general public. Any person who makes such remarks, or who utters loud, threatening, personal or abusive language, or engages in any other disorderly conduct which in the discretion of the presiding officer is reasonably perceived to imminently lead to or is perceived to disrupt, disturb or otherwise impede the orderly conduct of any Board of Directors during that meeting. The presiding officer, in its discretion, may order such person to leave the Board meeting and may, if necessary, order any law enforcement officer or security officer on duty at the meeting to remove that person from the meeting room.

Thank you for your cooperation and participation.

Talking Points for RSCVA Meeting

Speaking in favor of agenda item E2 - \$250,000 allocation for TART Connect

Pascal Dupuis

- Good morning, My name is Pascal Dupuis for the record.
- I am the general manager of Hyatt Regency Lake Tahoe and I am here to speak in favor of agenda item E2 which would allocate \$250,000 in funding for the TART Connect program.
- Transportation and transit options in the Tahoe Basin are essential for businesses like the Hyatt to thrive both to improve the experience of our visitors who generate tax revenue and to support our workforce.
- The TART Connect program, which RSCVA has funded in the past, is incredibly successful and has demonstrated strong return on investment.
- TART connect has provided more than 1 million rides system wide since it launched in 2021.
- The option of TART Connect allows visitors to easily move around the Lake without having to add more cars to our already clogged roads.
- It also enables our workforce to get from their homes to their jobs efficiently and without adding to traffic burdens.
- I'd like to share an online comment from a petition asking for increased TART Connect hours to demonstrate why this is so important.
- This is from Logan: *"As a local college-age student, I've used the service to get necessary groceries instead of braving streets with no sidewalks, and know many others who have relied upon them to get to and from their places of employment in town."*
- Employers and employees benefit from this service. Visitors and locals benefit from this program. The whole of the region benefits from it. I hope you will all vote in favor of supporting it.



Pascal Dupuis
General Manager



Reno-Sparks Convention & Visitors Authority Reno Tahoe 2024 Visitor Profile

Research Overview & Objectives

This report presents the findings of the Visit Reno Tahoe 2024 Visitor Profile Study, conducted on behalf of the Reno-Sparks Convention & Visitors Authority and its agency, BVK, by the independent tourism market research firm Future Partners.

The primary objective of this research is to track visitor behavior to the region, and ultimately, further the positive impact of tourism to the Reno Tahoe community. Thus, Future Partners designed this study to understand:

- Trip characteristics, including reasons for visiting Reno Tahoe, length of stay, and lodging type
- Activities & attractions visited in Reno Tahoe
- Evaluation of Reno Tahoe's destination attributes
- Reno Tahoe visitor spending estimates
- Trip planning windows
- Visitor satisfaction
- Visitor demographics



Research Methodology

To address the research objectives, Future Partners conducted an online survey of N=600 Reno Tahoe visitors, aged 18 and older who traveled to the region in calendar year 2024.

The survey was fielded through Future Partners' trusted panel provider, Prodege, with data collection ongoing from July – December 2024.

All data presented within this report is weighted to be representative of the population of Reno Tahoe visitors using lodging type, geographic location, and generation.

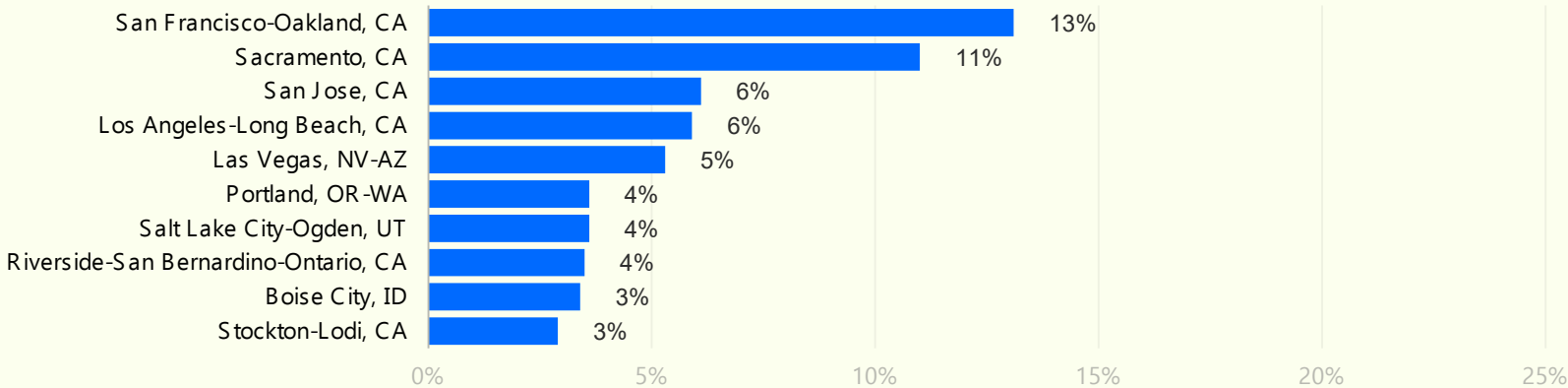


Executive Summary

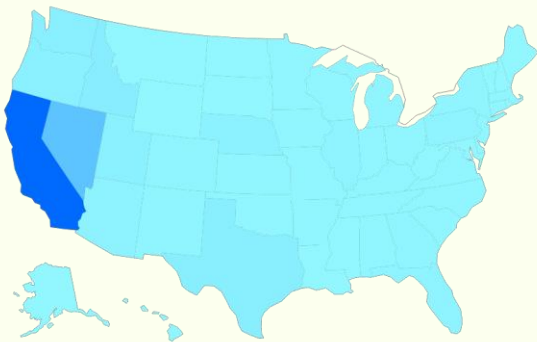
Reno Tahoe visitors predominately originated from California, with a diverse demographic profile.

Origin Markets

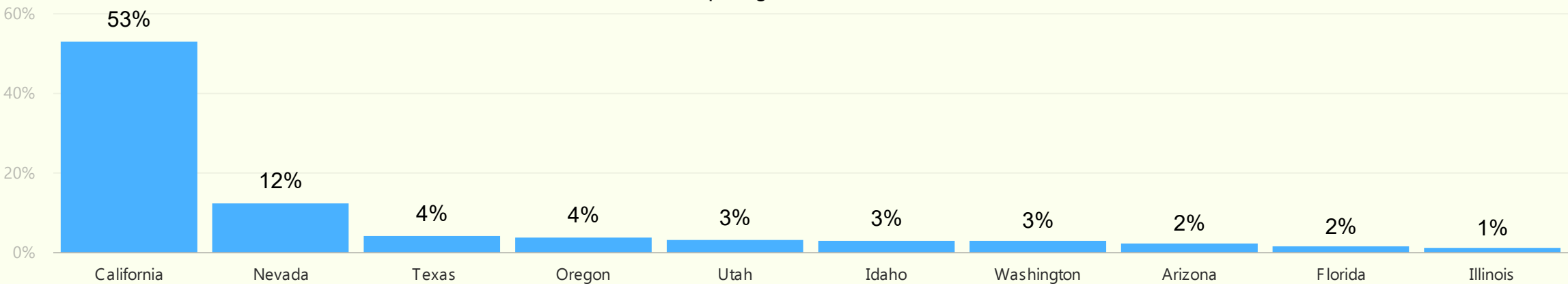
Top Origin Metros



Origin Map

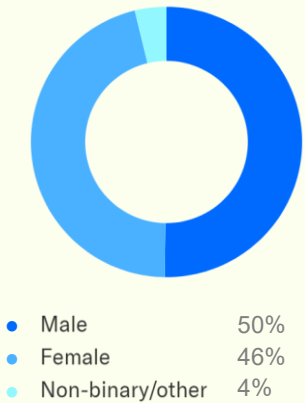


Top Origin States

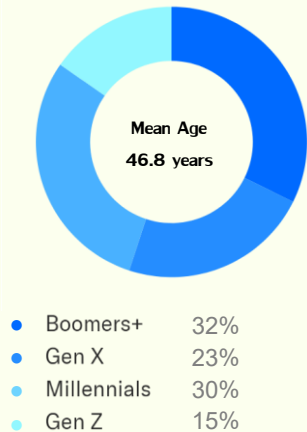


Demographics

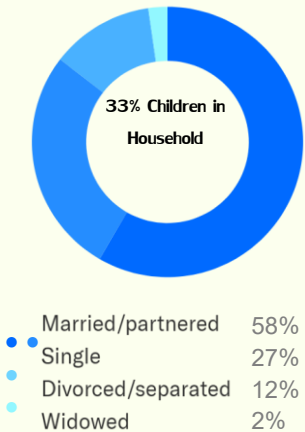
Gender



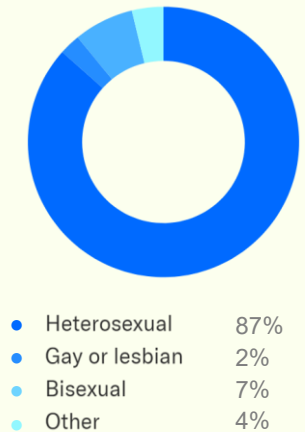
Generation



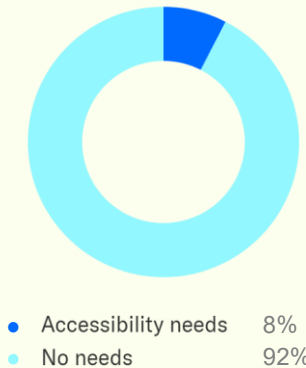
Marital Status



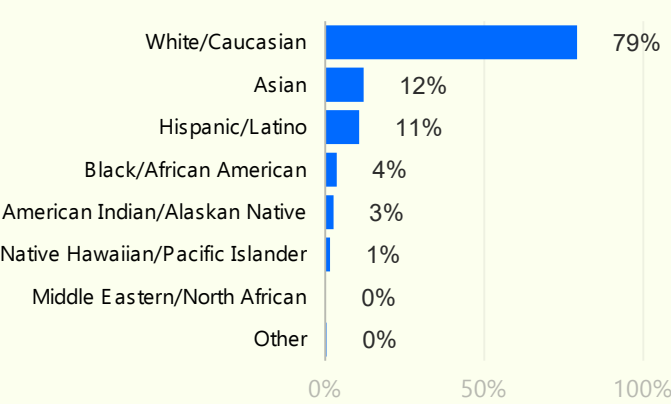
Orientation



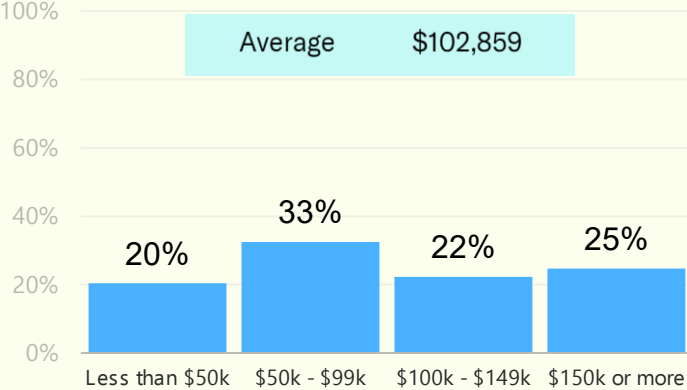
Accessibility



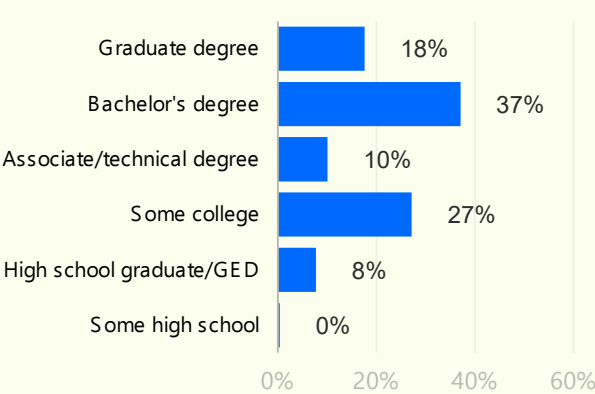
Ethnicity/Race



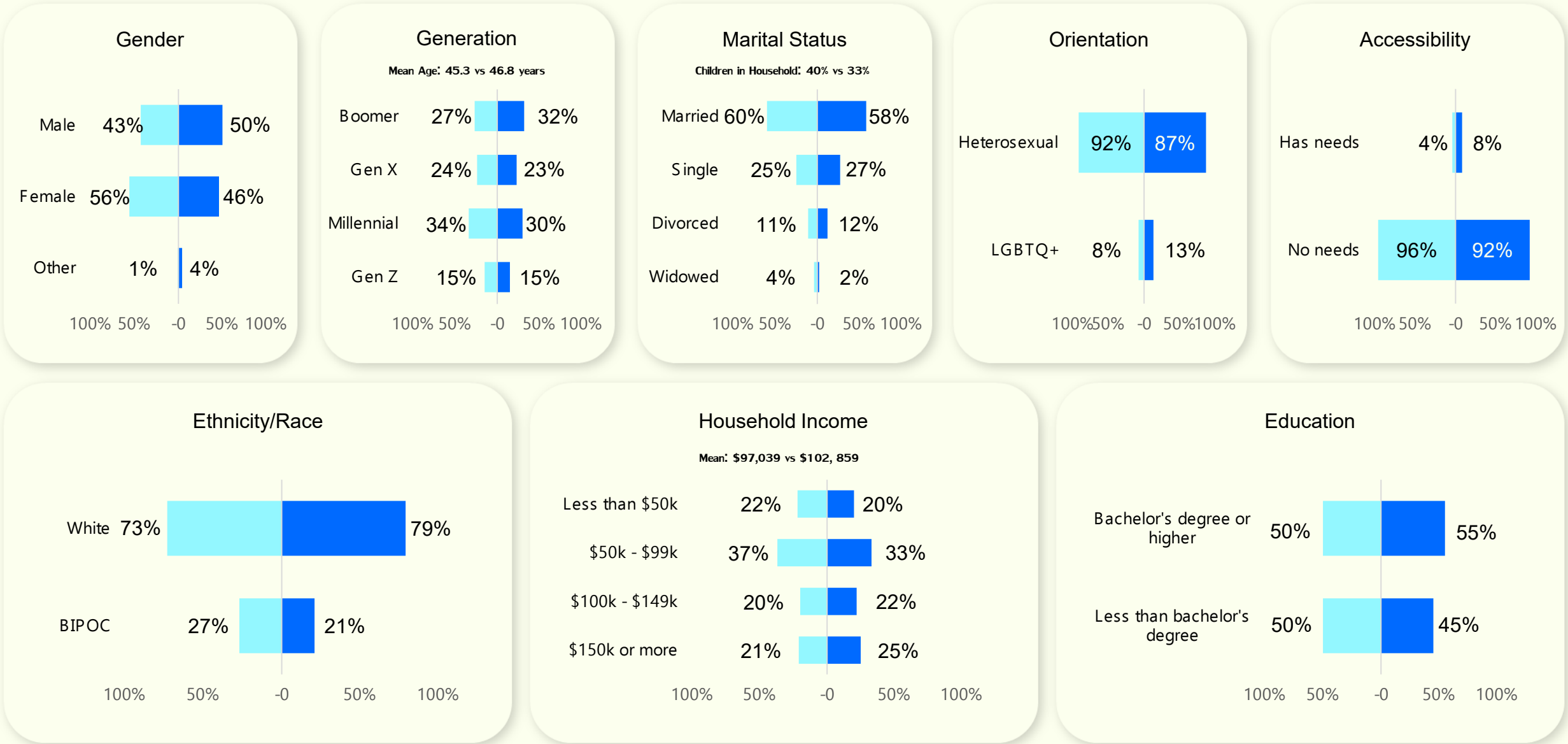
Household Income



Education



Demographics: 2023 vs 2024

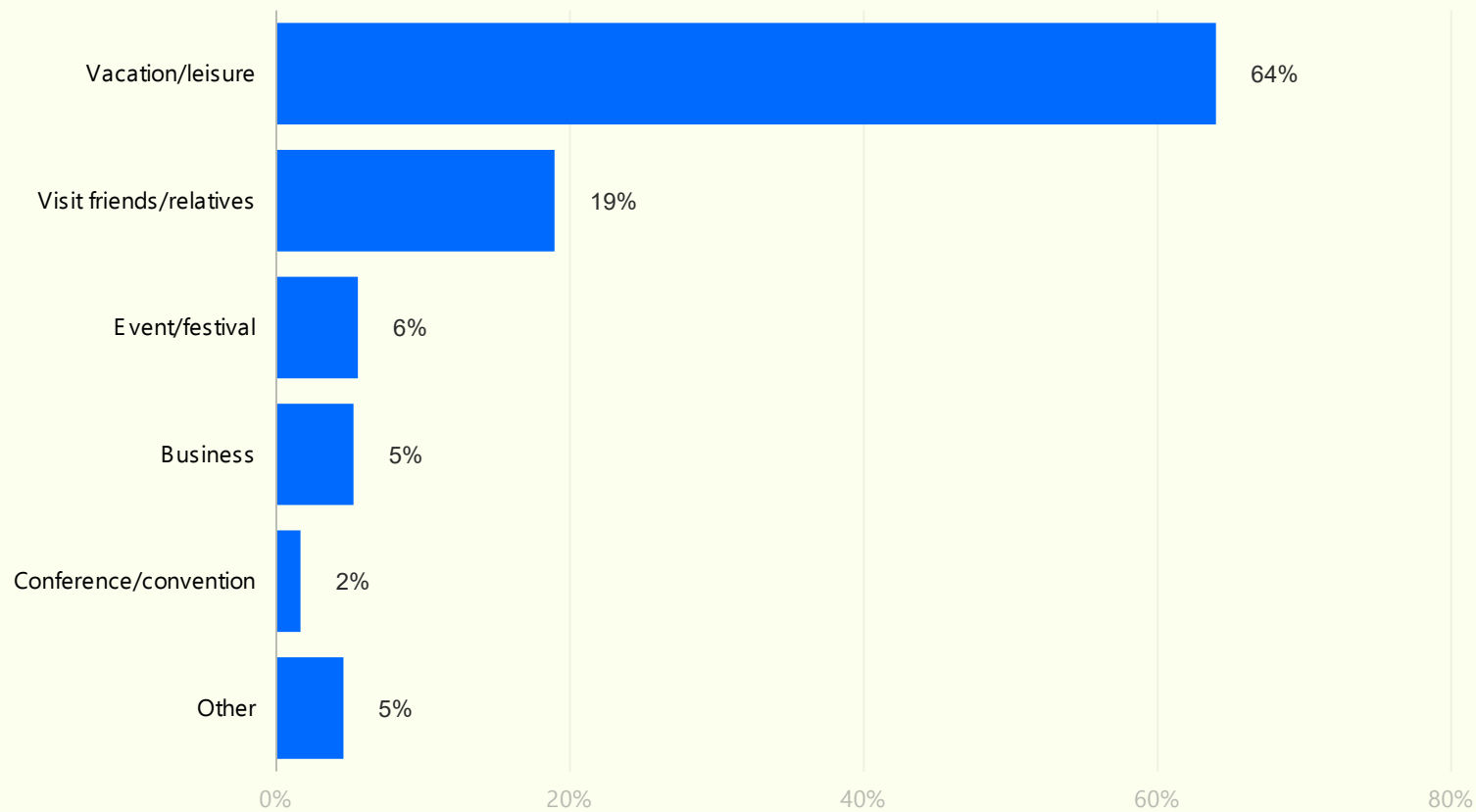


Visitors typically traveled to Reno Tahoe for leisure to enjoy the lake and to gamble.

Most visitors traveled to Reno Tahoe for vacation (64%), followed distantly by those visiting family and/or friends (19%).

A much smaller share visited the destination for a special event/festival (6%), business (6%), or a conference/convention (2%).

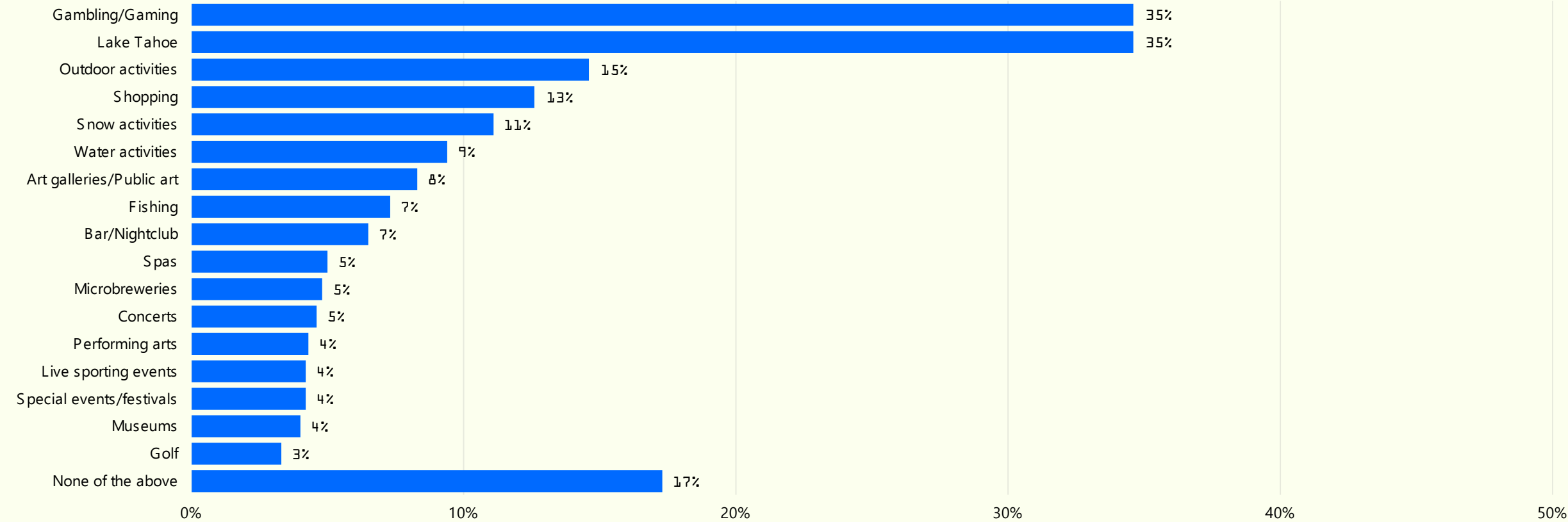
Primary Purpose of Trip



Overnight visitors were motivated to travel to Reno Tahoe to gamble (35%) and see Lake Tahoe (35%).

Outdoor activities (15%), shopping (13%), and snow activities (11%) were also motivating factors.

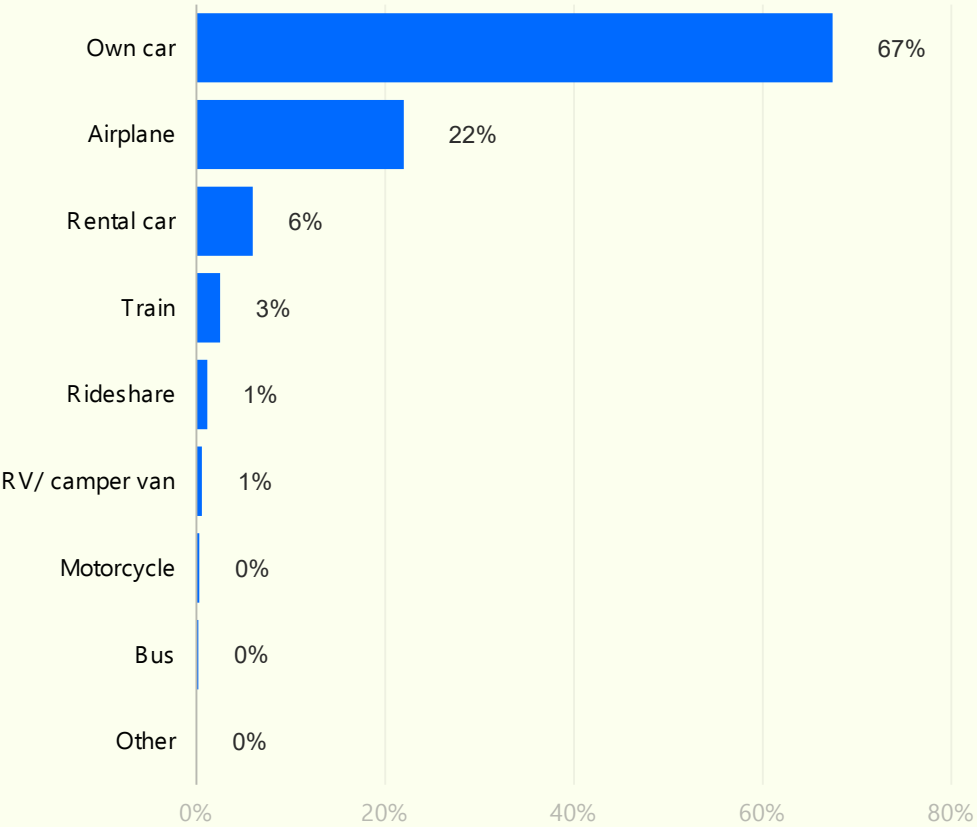
Primary Activity That Motivated Trip



Most visitors arrived in the destination using their own car (67%), though one-in-five arrived by airplane (22%).

Visitors staying in a casino hotel (59%) or non-gaming hotel (47%) were more inclined to drive their own car, while those opting for a vacation rental were more likely to fly into the area (43%).

Arrival Transportation



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental
Own car	67%	59%	47%	38%
Airplane	22%	28%	37%	43%
Rental car	6%	8%	7%	10%
Train	3%	3%	6%	6%
Rideshare	1%	0%	0%	0%
RV/ camper van	1%	0%	1%	3%
Motorcycle	0%	1%	1%	0%
Bus	0%	0%	1%	0%
Other	0%	0%	0%	0%
Base	524	208	197	157

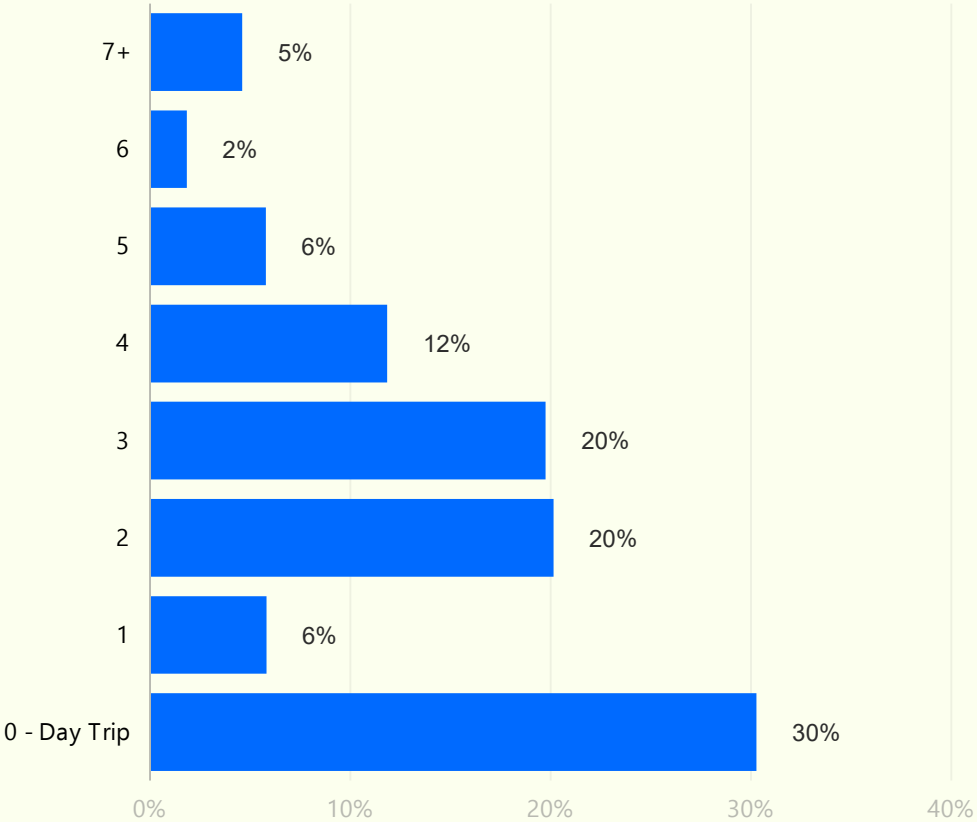
Question: On your last trip, what type of transportation did you use to arrive to the Reno Tahoe region?

Base: 2024 visitors. 524 completed surveys.

Overnight visitors stayed, on average, 3.2 nights in market.

Among visitors who stayed overnight, vacation rental guests tended to stay the longest, averaging 3.7 nights in the area.

Trip Length in Nights



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental
7+	5%	8%	6%	9%
6	2%	3%	1%	5%
5	6%	10%	8%	9%
4	12%	19%	19%	19%
3	20%	25%	31%	35%
2	20%	25%	29%	21%
1	6%	10%	6%	0%
0 - Day Trip	30%	0%	0%	0%
Mean (Nights)	2.3	3.3	3.2	3.7
Base	567	232	199	157

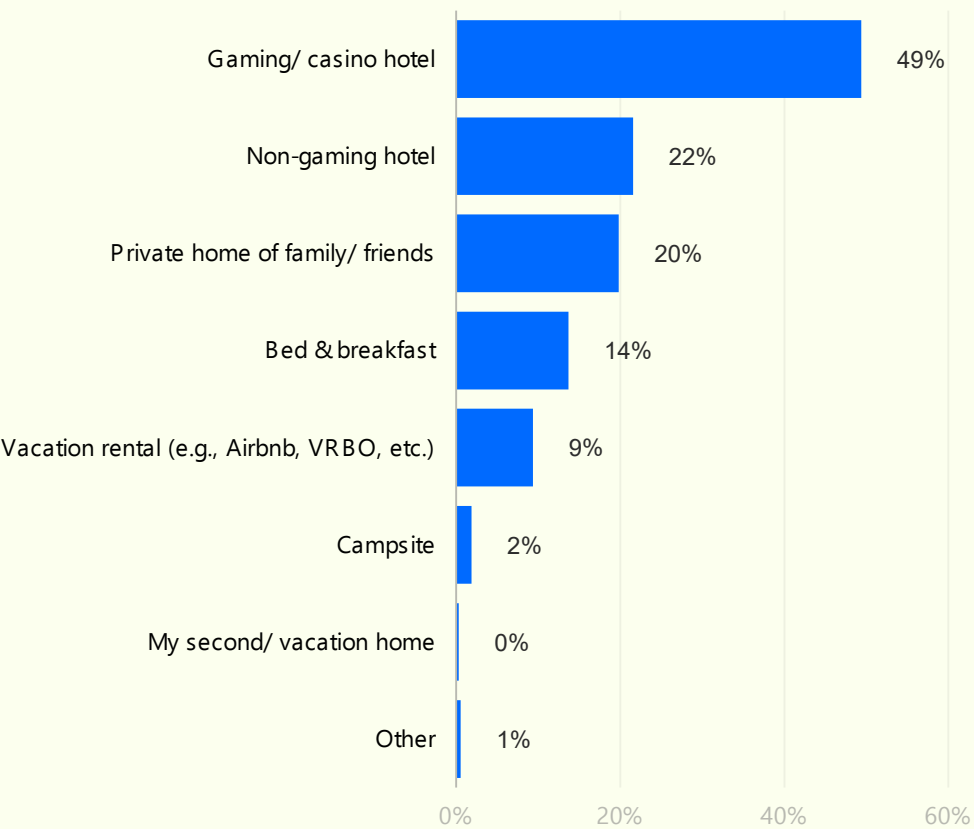
Question: How many nights did you stay in Reno Tahoe on your last trip?

Base: 2024 visitors. 567 completed surveys.

Most overnight visitors stayed in a casino hotel (49%), and more so among Baby Boomers.

One-in-five visitors stayed either in a non-gaming hotel (22%) or private home (20%). Boomers were less inclined to stay in a non-gaming casino (15%) compared to other generational groups (31% Gen Z, 22% Millennials, 24% Gen X).

Accommodation Type



Detail by Generation

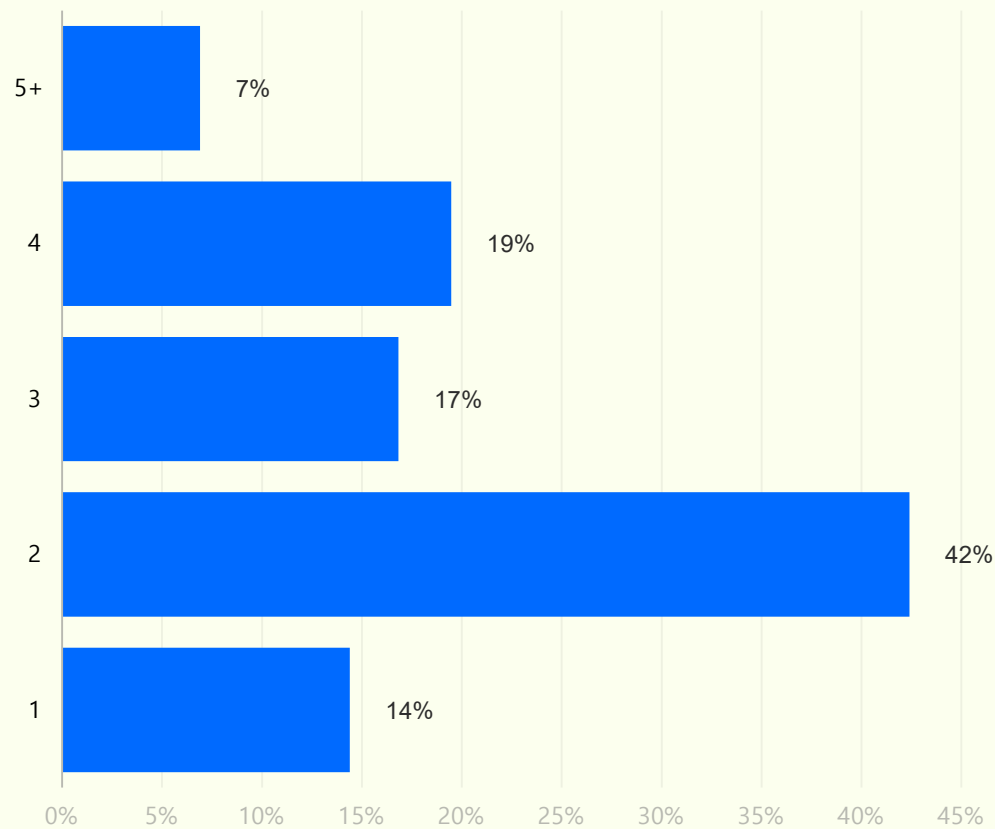
	Total	Gen Z	Millennials	Gen X	Boomers+
Gaming/ casino hotel	49%	42%	42%	51%	60%
Non-gaming hotel	22%	31%	22%	24%	15%
Private home of family/ friends	20%	9%	19%	22%	24%
Bed & breakfast	14%	22%	21%	13%	3%
Vacation rental (e.g., Airbnb, VRBO, etc.)	9%	16%	14%	8%	2%
Campsite	2%	4%	3%	1%	1%
My second/ vacation home	0%	0%	0%	0%	0%
Other	1%	1%	0%	0%	1%
Base	578	43	231	176	128

Question: What type of lodging did you use on your last trip to Reno Tahoe? Select all that apply.
Base: 2024 visitors. 578 completed surveys.

Visitors most commonly traveled with a companion (42%), with an average travel party size of 2.6 persons.

Visitors who stayed in a vacation rental typically traveled with larger parties, averaging 3.3 persons per party.

Travel Party Size



Detail by Lodging Type

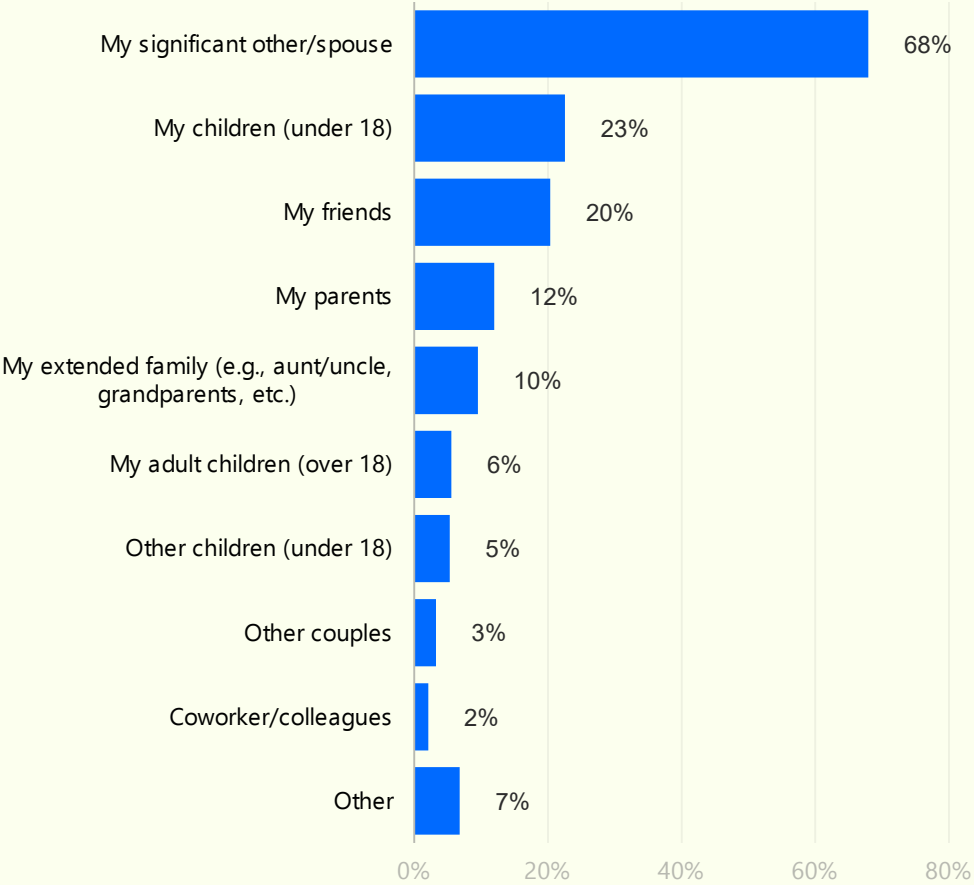
	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental
5+	7%	6%	8%	16%
4	19%	21%	16%	26%
3	17%	14%	27%	27%
2	42%	47%	38%	27%
1	14%	11%	11%	4%
Mean	2.6	2.7	2.8	3.3
Base	560	227	198	154

Question: Including yourself, how many people were in your immediate travel party on your last trip to Reno Tahoe?
Base: 2024 visitors. 560 completed surveys.

One-in-four visitors traveled to the area with children under the age of 18 (23%).

Visitors staying in a vacation rental (34%) were more inclined to travel with their children compared to those staying in a non-gaming hotel (29%) or casino hotel (24%).

Travel Party Composition



Detail by Lodging Type

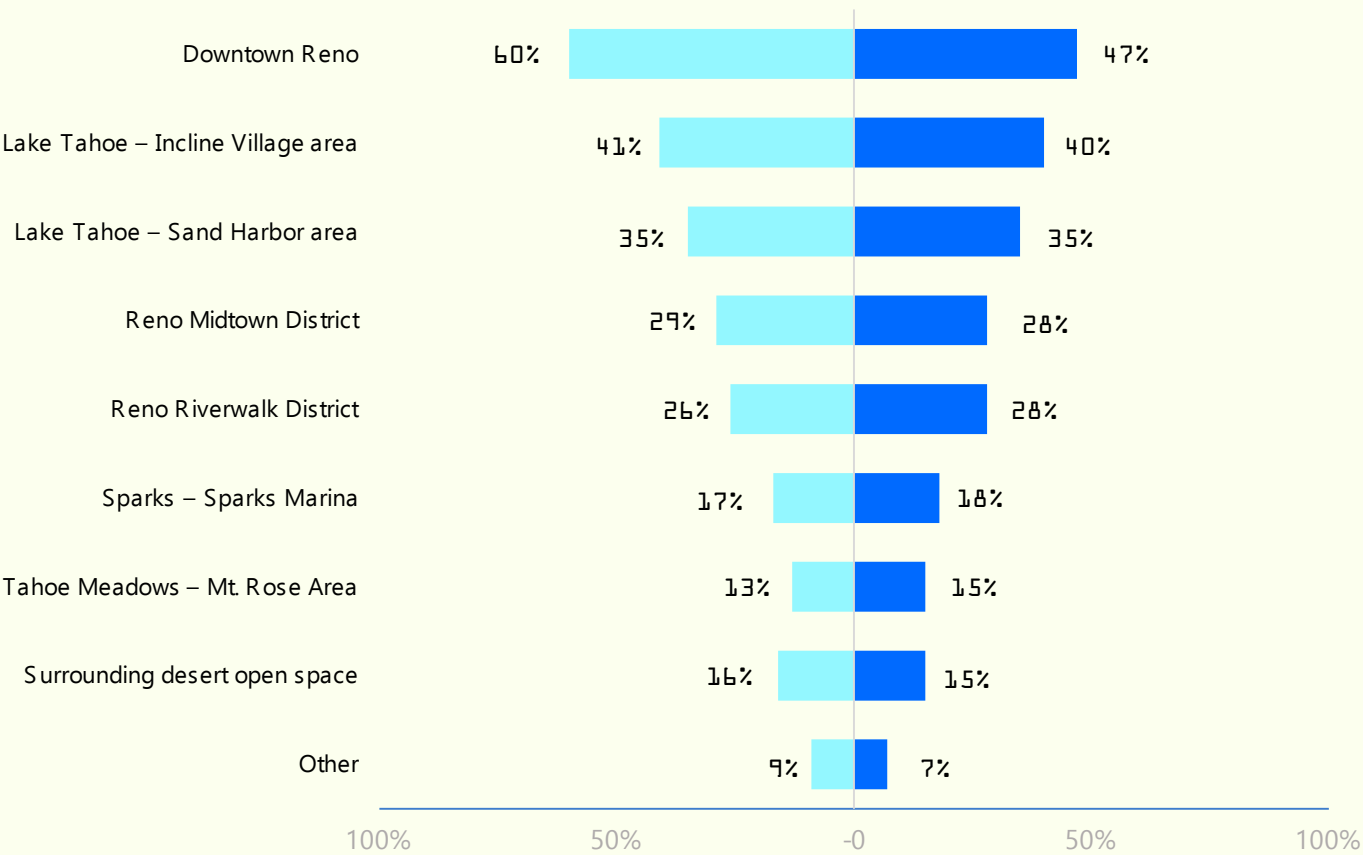
	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental
My significant other/spouse	68%	67%	68%	70%
My children (under 18)	23%	24%	29%	34%
My friends	20%	22%	27%	29%
My parents	12%	9%	9%	18%
My extended family (e.g., aunt/uncle, grandparents, etc.)	10%	9%	4%	2%
My adult children (over 18)	6%	5%	5%	5%
Other children (under 18)	5%	3%	1%	2%
Other couples	3%	4%	1%	4%
Coworker/colleagues	2%	3%	6%	2%
Other	7%	1%	2%	3%
Base	524	208	197	157

Question: Who did you travel with on your last visit to the Reno Tahoe region? Select all that apply.
Base: 2024 visitors. 524 completed surveys.

Most visitors went to Downtown Reno (47%), followed by Incline Village (40%) and Sand Harbor (35%).

Visitation to specific areas remain consistent year over year, except for Downtown Reno which decreased by 13 percentage points.

Reno Tahoe Areas Visited



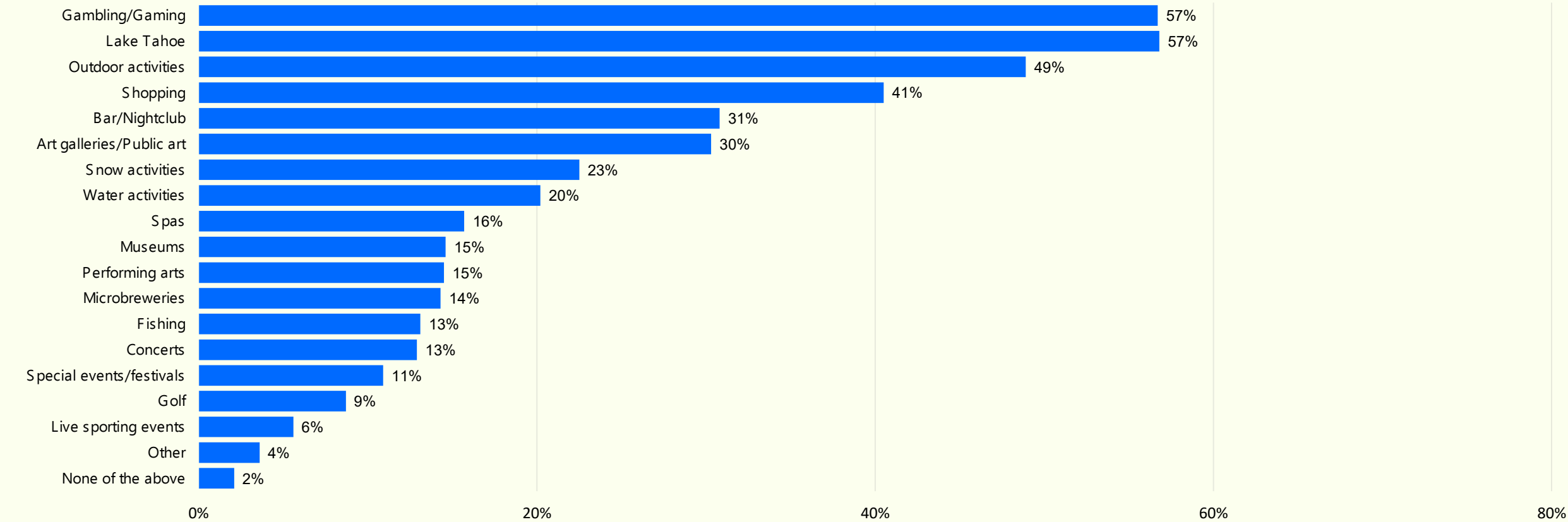
Question: Did you visit any of the following areas on your last trip to the Reno Tahoe region? Select all that apply.

Base: 2023 visitors. 548 completed surveys.
2024 visitors. 600 completed surveys.

The top activities in market were gambling (57%), visiting Lake Tahoe (57%), and engaging in outdoor activities (49%), which align with primary motivations to visit.

Two-in-five overnight visitors went shopping (41%). Few overnight visitors golfed (9%) or attended a live sporting event (6%).

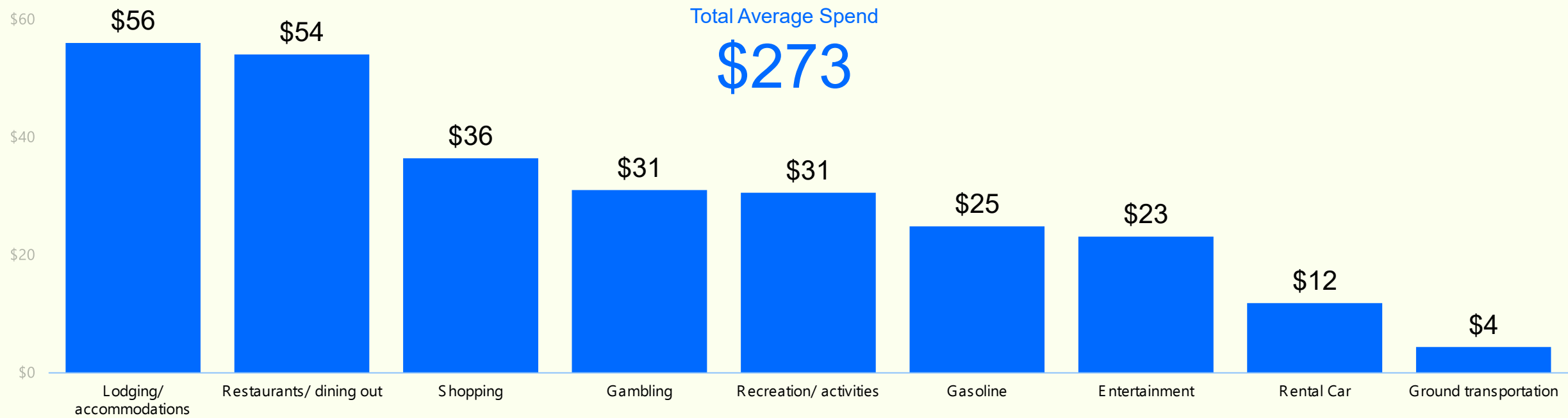
In-Destination Activities



Among overnight visitors, the average daily spend per person was \$273. That amount converts to \$654 per party per day, accounting for 2.4 persons covered.

Lodging was the largest share of in-market spending (\$56), followed closely by dining (\$54).

Daily Spend Per Party Per Category
Average People Covered by Spend = 2.4 persons
Average Length of Stay = 3.2 nights



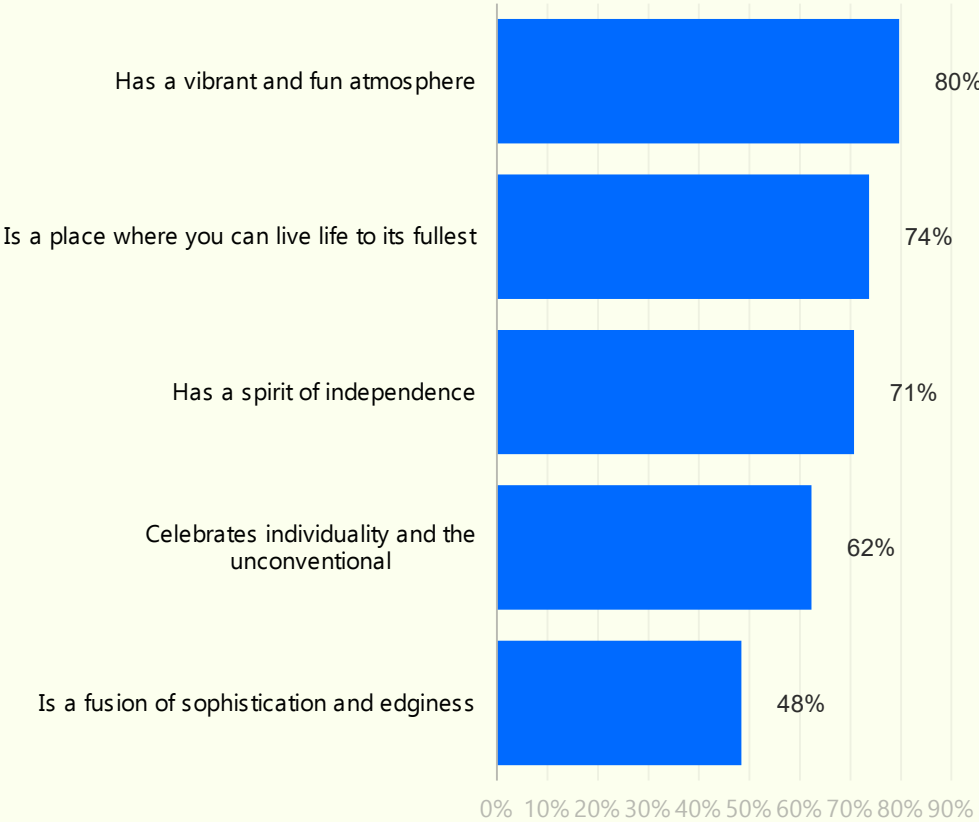
Visitors perceived Reno Tahoe as a vibrant, spirited, and outdoorsy destination.

Most visitors agreed that Reno Tahoe has a vibrant atmosphere (80%), is a place to live life to its fullest (74%), and has a spirit of independence (71%).

Visitors staying in a vacation rental rated Reno Tahoe more positively compared to guests in other accommodations.

Brand Descriptor Ratings

(Top 2 Box Agreement - % selecting "4" or "5 - Strongly agree")



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental
Has a vibrant and fun atmosphere	80%	78%	69%	85%
Is a place where you can live life to its fullest	74%	72%	69%	88%
Has a spirit of independence	71%	72%	68%	87%
Celebrates individuality and the unconventional	62%	68%	66%	77%
Is a fusion of sophistication and edginess	48%	56%	61%	70%
Base	600	242	218	166

Question: For each option below, please select how much you agree or disagree that it describes Reno Tahoe, whether you have been before or not.

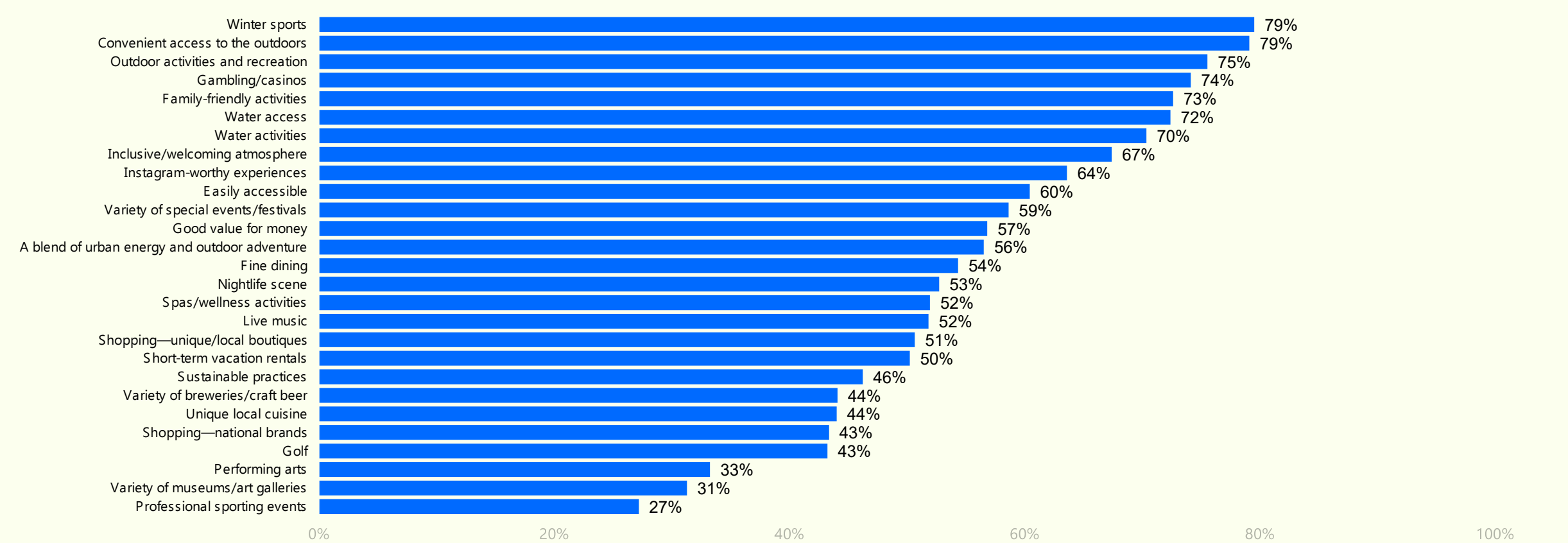
Base: 2024 respondents. 600 completed surveys.

Four-in-five visitors rated the area highly for winter sports (79%) and convenient outdoor access (79%).

Visitors reported that Reno Tahoe underperforms on performing arts (33%), variety of museums/art galleries (31%), and professional sporting events (27%).

Reno Tahoe Destination Attribute Ratings

(Top 2 Box Agreement - % selecting "Agree" or "Strongly agree")

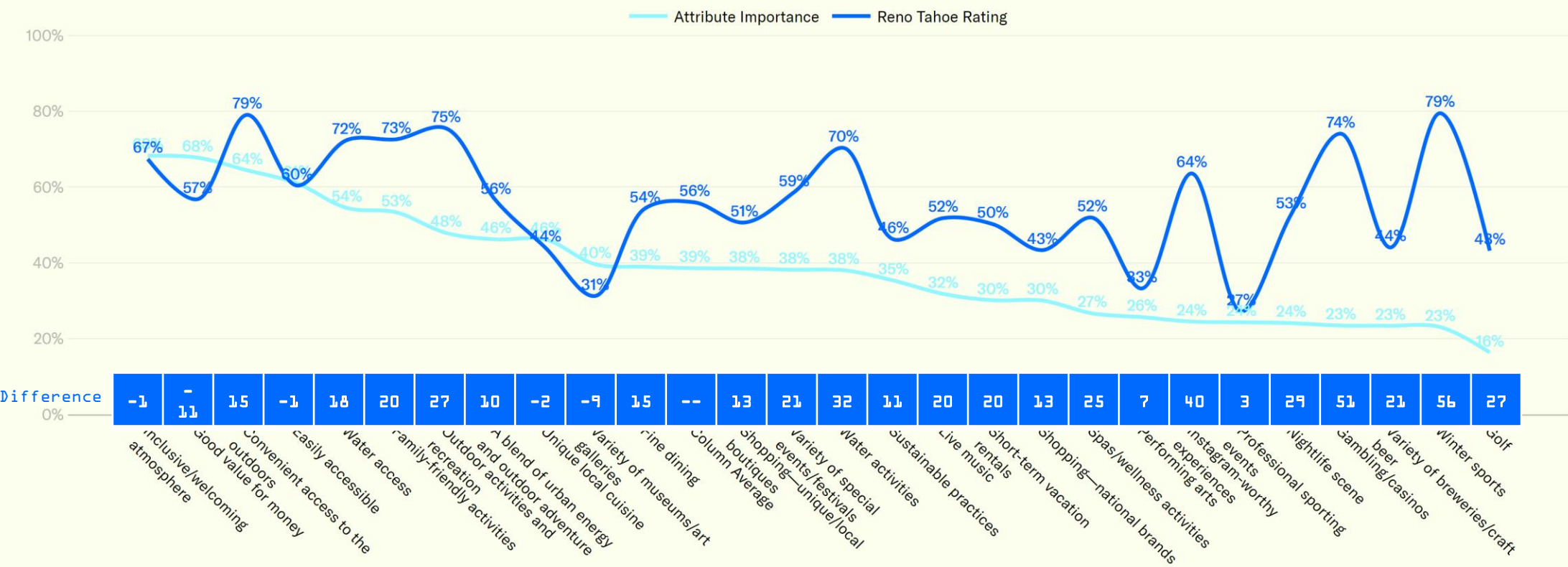


Question: For each attribute below, please select how much you agree or disagree Reno Tahoe delivers on that attribute, whether you have been before or not.
Base: 2024 respondents. 600 completed surveys.

Visitors reported that Reno Tahoe overperforms on most attributes, though these tend to be less important to their destination decision.

The attributes considered most important when selecting a vacation destination and where Reno Tahoe performs well includes convenient access to the outdoors (+15 percentage points), water access (+18 pp), family-friendly activities (+20 pp), outdoor recreation (+27 pp), and a blend of urban energy and outdoor adventure (+10 pp). Reno Tahoe underperforms on just two attributes: value for the money spent (-11 pp) and variety of museums and art galleries (-9 pp).

Reno Tahoe Destination Attribute Ratings
(Attributes ordered from most to least important when selecting a vacation destination)



The chart maps the percent of visitors who rated each attribute as “Important” or “Very important” when selecting a vacation destination (turquoise line) against the percent who rated each attribute as “Good” or “Excellent” for Reno Tahoe (royal blue).

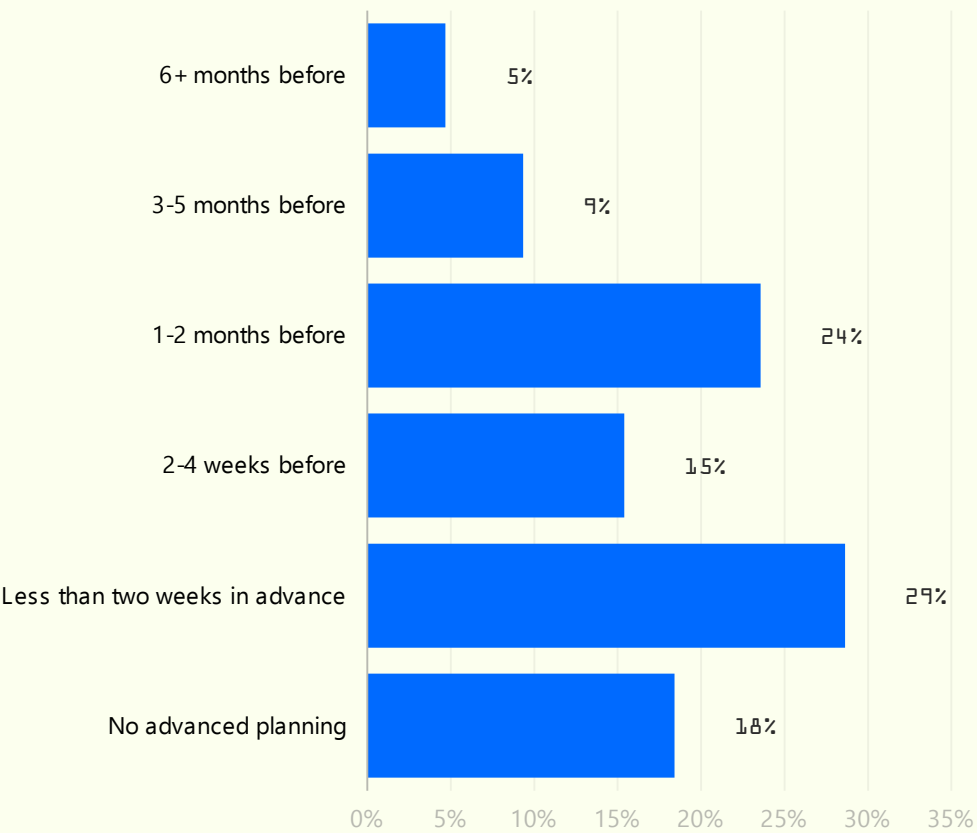
Question: How important are the following to you when selecting a vacation destination? | For each attribute below, please select how much you agree or disagree Reno Tahoe delivers on that attribute, whether you have been before or not.
Base: 2024 respondents. 600 completed surveys.

Visitors typically planned and booked their trip shortly before their intended arrival.

Most visitors started to plan less than two months before the trip (86%), with an average planning window of 1.2 months.

The most frequently-cited planning window was less than two weeks in advance of their arrival date (29%).

Planning Window



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental
6+ months before	5%	9%	4%	11%
3-5 months before	9%	12%	15%	11%
1-2 months before	24%	28%	24%	29%
2-4 weeks before	15%	24%	26%	24%
Less than two weeks in advance	29%	20%	13%	12%
No advanced planning	18%	8%	18%	13%
Mean (Months)	1.2	1.6	1.4	1.8
Base	600	242	218	166

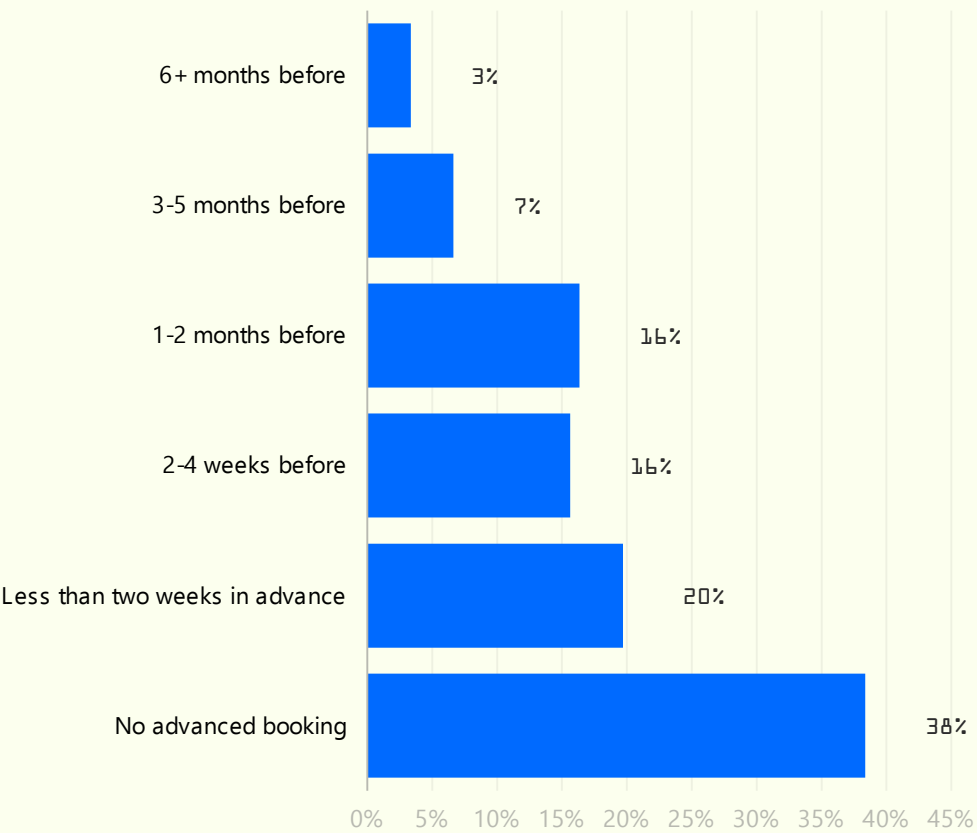
Question: How far in advance did you begin planning and booking your last trip to Reno Tahoe?

Base: 2024 visitors. 600 completed surveys.

Visitors booked travel arrangements, on average, 0.9 months ahead of their trip.

The most frequently-cited booking window was no advanced booking (38%).

Booking Window



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental
6+ months before	3%	7%	2%	7%
3-5 months before	7%	11%	9%	10%
1-2 months before	16%	23%	24%	20%
2-4 weeks before	16%	25%	22%	26%
Less than two weeks in advance	20%	23%	28%	26%
No advanced booking	38%	11%	14%	10%
Mean (Months)	0.9	1.5	1.1	1.4
Base	600	242	218	166

Question: How far in advance did you begin planning and booking your last trip to Reno Tahoe?

Base: 2024 visitors. 600 completed surveys.

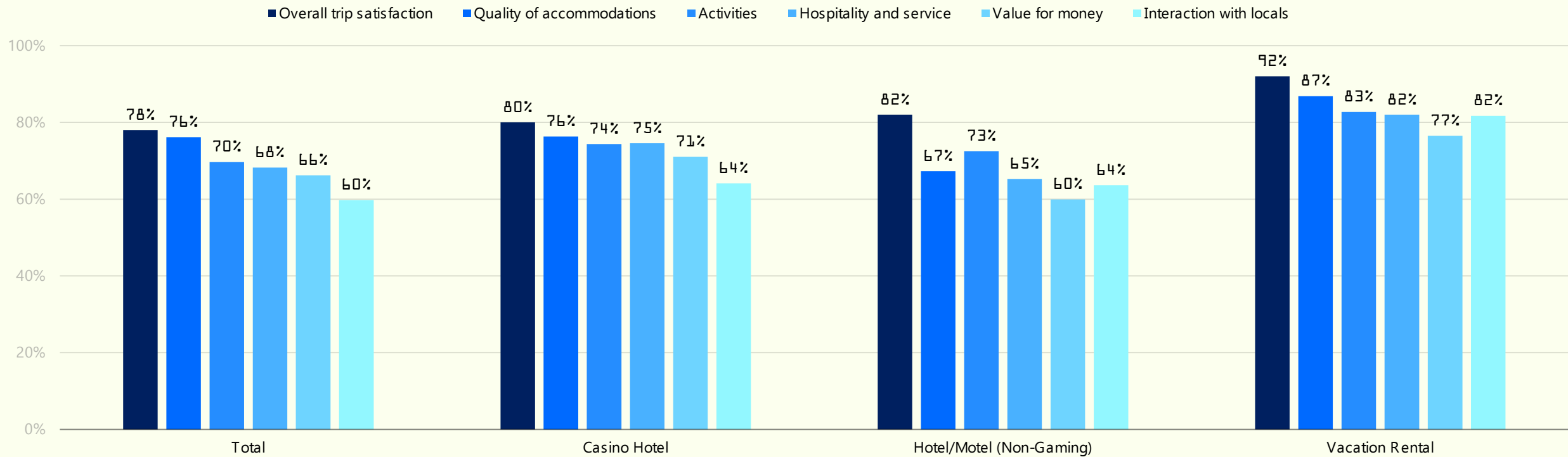
Visitors had a positive Reno Tahoe experience and are likely to return.

Most visitors reported high satisfaction with their trip experience (78%), especially those staying in a vacation rental (92%).

Visitors staying in a vacation rental typically showed the highest satisfaction levels across categories, while those staying in a non-gaming hotel reported the lowest levels.

Trip Satisfaction by Category

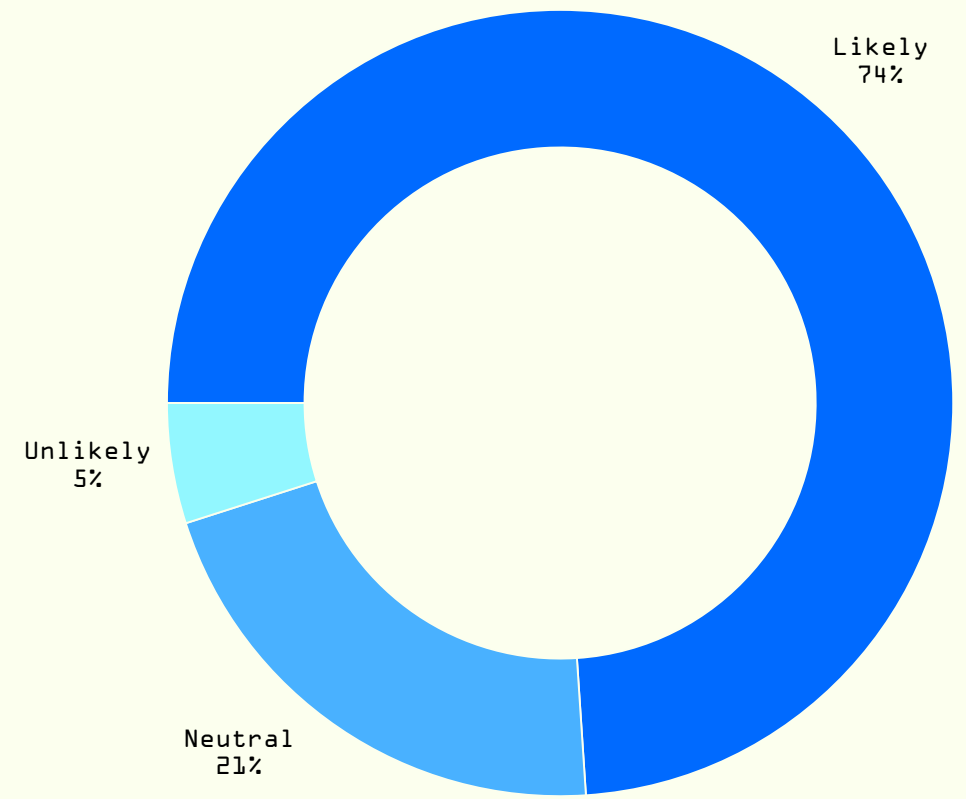
(Top 3 Box Satisfaction - % rating "8" + "9" + "10 - Extremely satisfied")



Most visitors would recommend Reno Tahoe to others as a place to visit (74%).

Visitors staying in a vacation rental (84%) were more likely to the recommend the region to others.

Likelihood to Recommend



Detail by Lodging Type

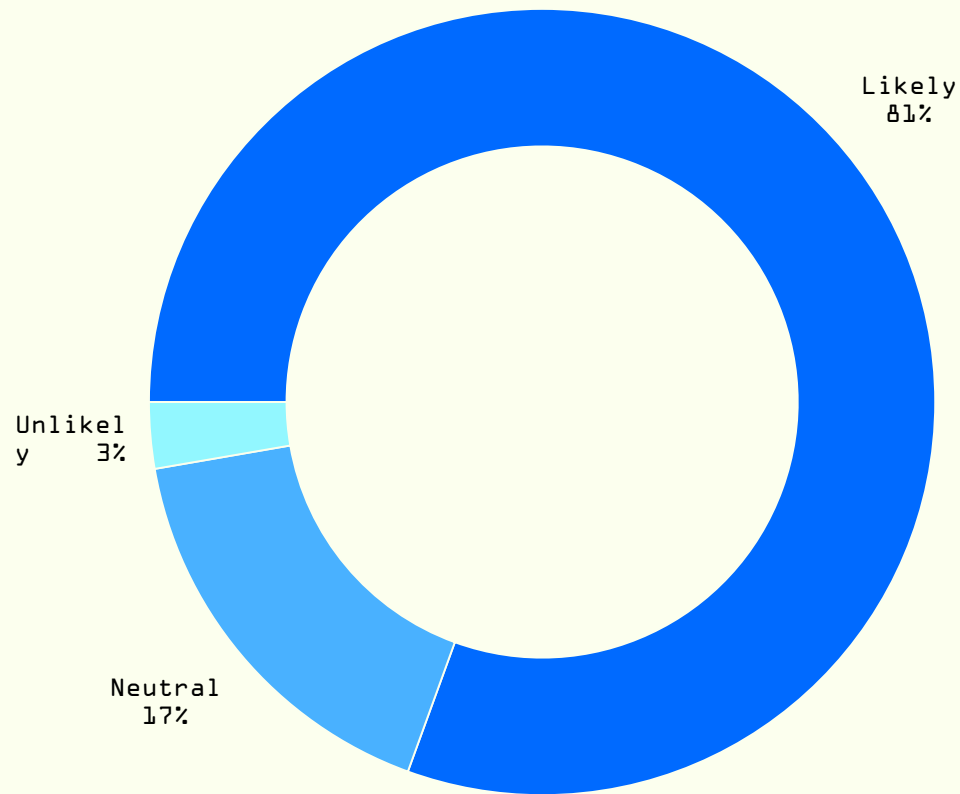
	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental
Likely	74%	75%	76%	84%
Neutral	21%	19%	21%	16%
Unlikely	5%	6%	3%	0%
Base	600	242	218	166

Question: How likely are you to recommend the Reno Tahoe region as a place to visit to friends/family?
Base: 2024 visitors. 600 completed surveys.

Four-in-five visitors said they would likely return to Reno Tahoe in the future (81%).

Visitors staying in a vacation rental (86%) were more likely to return to the region while those staying in a non-gaming hotel were less likely to return (75%).

Likelihood to Return



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental
Likely	81%	80%	75%	86%
Neutral	17%	15%	21%	12%
Unlikely	3%	5%	4%	2%
Base	600	242	218	166

Question: How likely are you to return to the Reno Tahoe region in the future?
Base: 2024 visitors. 600 completed surveys.

Future Partners



Reno-Sparks Convention & Visitors Authority Reno Tahoe 2024 Brand Health & Advertising Tracking

Research Overview & Objectives

This report presents the findings of the Visit Reno Tahoe 2024 Brand Health and Ad Tracking Study, conducted on behalf of the Reno-Sparks Convention & Visitors Authority and its agency, BVK, by the independent tourism market research firm Future Partners.

With an overarching goal of understanding perceptions of the Reno Tahoe destination brand, as well as gauging the effectiveness and impact of the current marketing campaign, Future Partners designed this study to support the following objectives:

- Understand motivations and travel attitudes among Reno Tahoe's target audience
- Understand recent and future travel intentions
- Evaluate Reno Tahoe's brand attributes and brand health performance
- Assess Reno Tahoe's competitive position
- Gauge marketing recall and aided advertising awareness



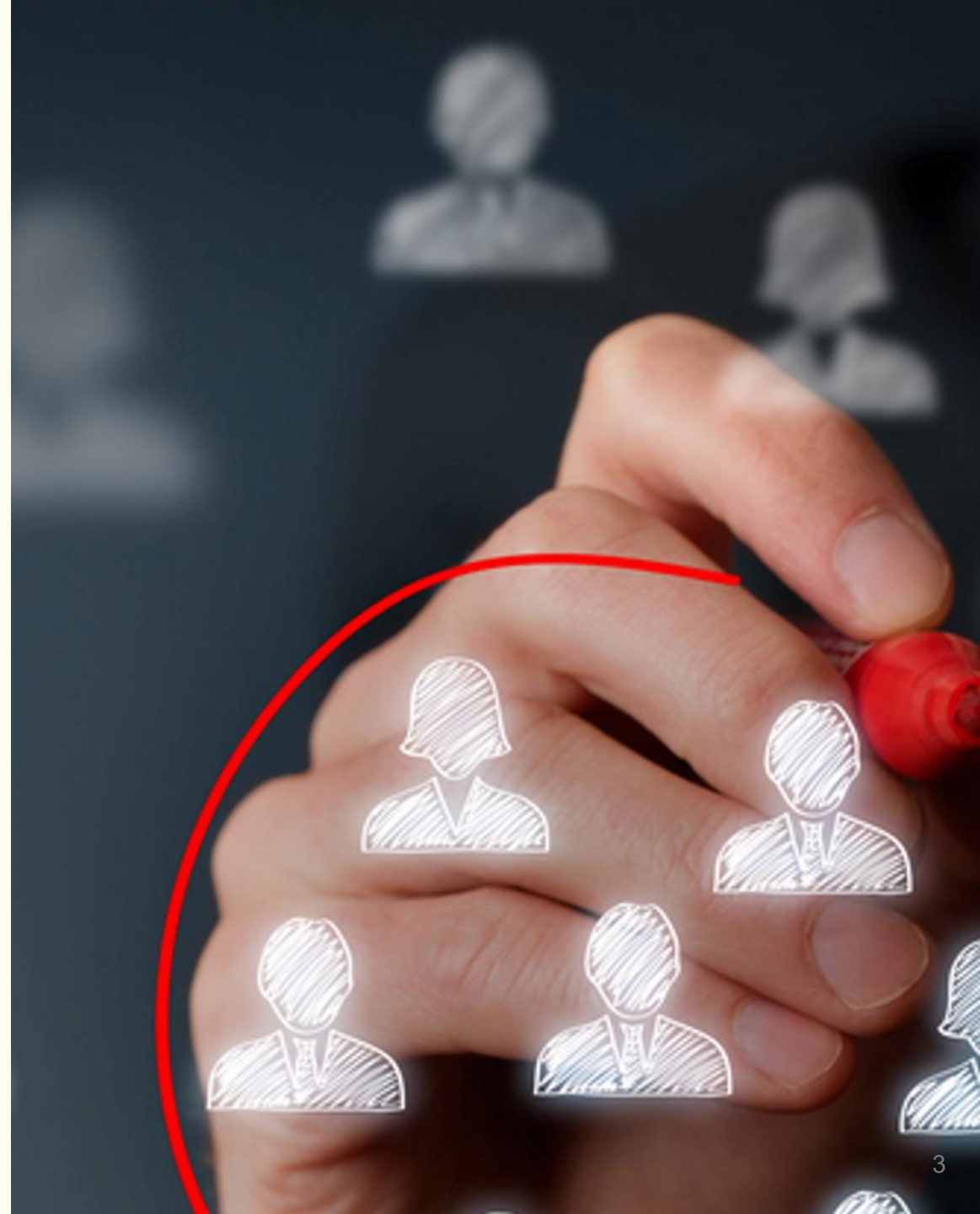
Research Methodology

Future Partners conducted an online survey of N=1,600 target travelers who meet the following sample qualification criteria:

- Adults age 25-54
- Annual household income of \$100K+
- Travelers who typically take at least one overnight vacation per year of at least 50 miles or more away from home
- Reside in the United States:
 - Western United States
 - Texas
 - Rest of the United States

The survey was fielded through Future Partners' trusted panel provider, Prodege, with data collection ongoing from July – December 2024.

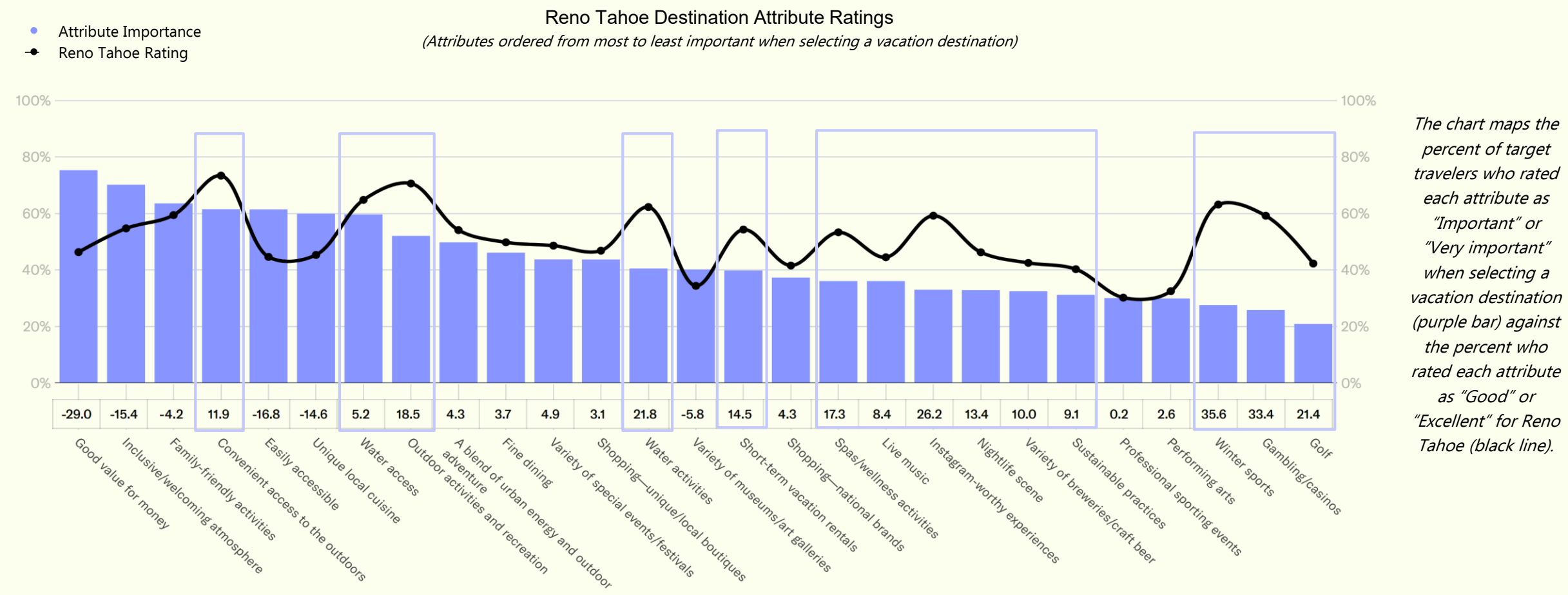
All quantitative data presented within this report is weighted based on geographic populations of the markets studied and on gender.



Brand Health Executive Summary

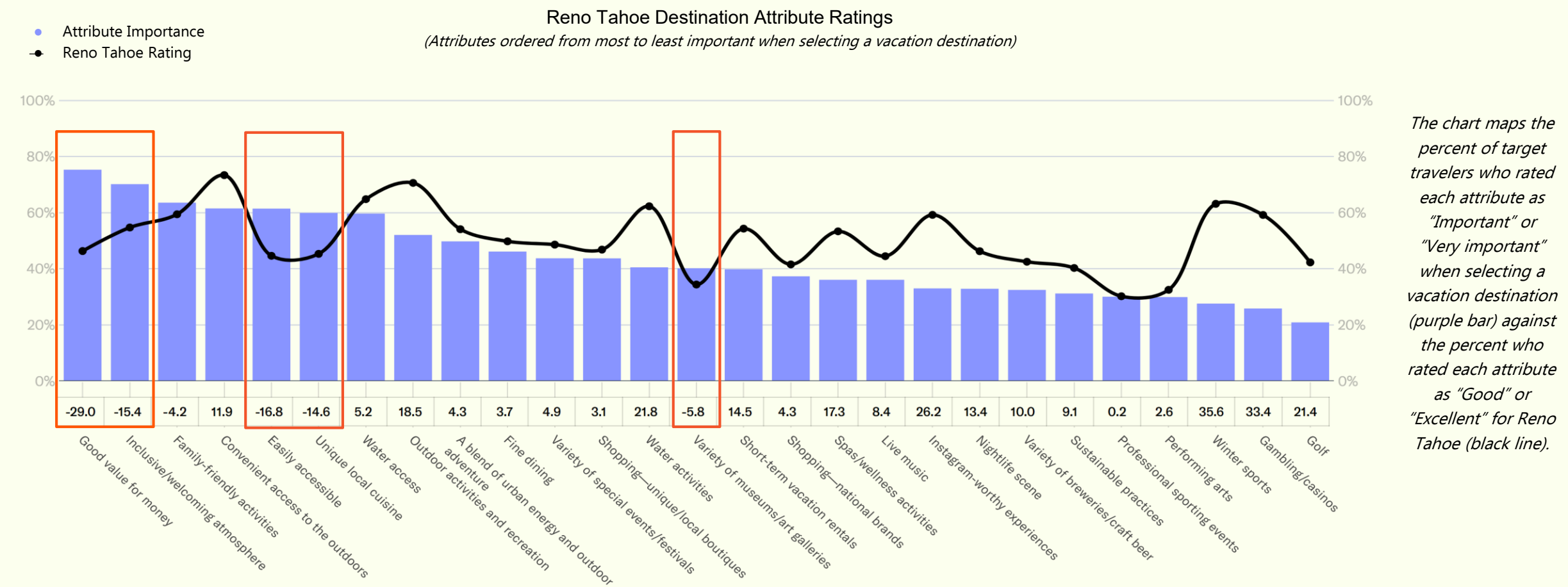
Reno Tahoe is increasingly seen as an outdoor-oriented destination brand, yet its connection with arts and events could be strengthened.

Reno Tahoe excels on many outdoor-oriented attributes, such as convenient access, water access, outdoor recreation, water activities, and winter sports.



The chart maps the percent of target travelers who rated each attribute as “Important” or “Very important” when selecting a vacation destination (purple bar) against the percent who rated each attribute as “Good” or “Excellent” for Reno Tahoe (black line).

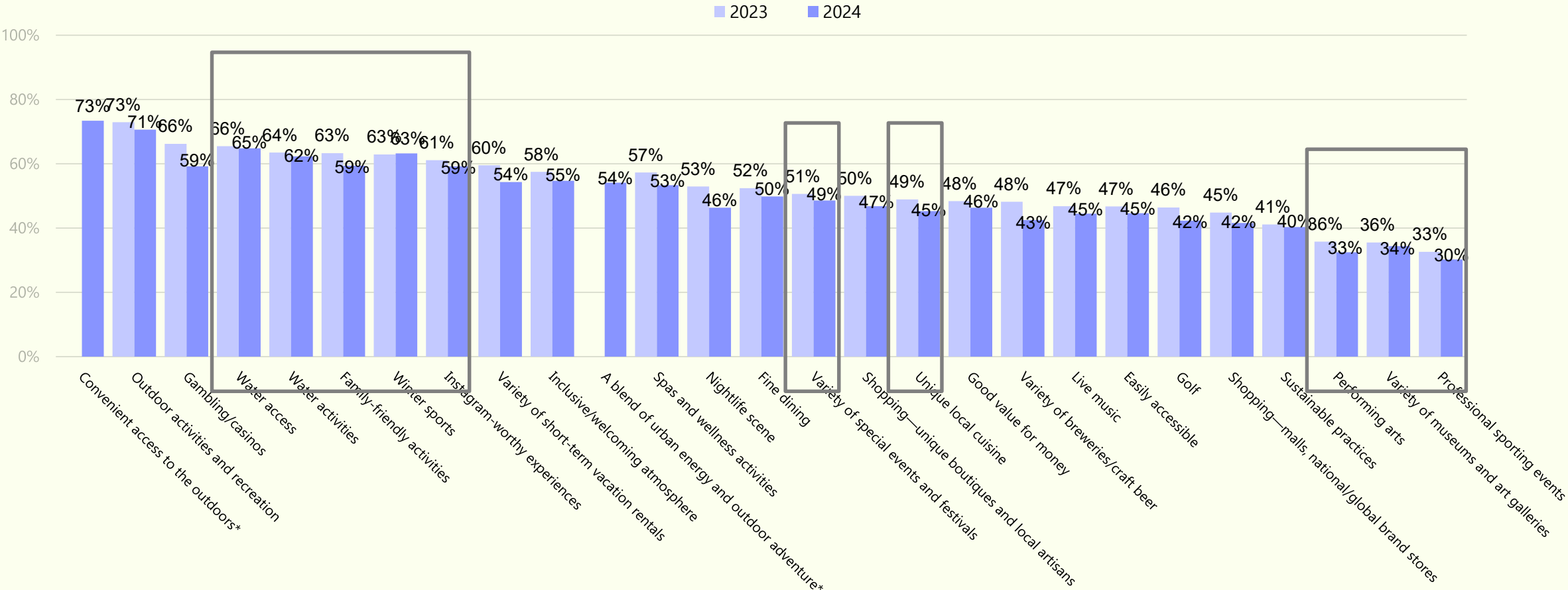
However, Reno Tahoe underperforms on the attributes most important to destination selection – good value, a welcoming atmosphere, easy accessibility, unique local cuisine, and variety of museums/art galleries.



In 2024, several outdoor-related attributes surpassed gambling – which suggests the expansion of Reno Tahoe’s outdoor reputation.

Yet, Reno Tahoe should continue to strengthen its connection to arts and events to appeal to its target audience.

Reno Tahoe Destination Attribute Ratings
(Top 2 Box Agreement - % selecting "Agree" or "Strongly agree")

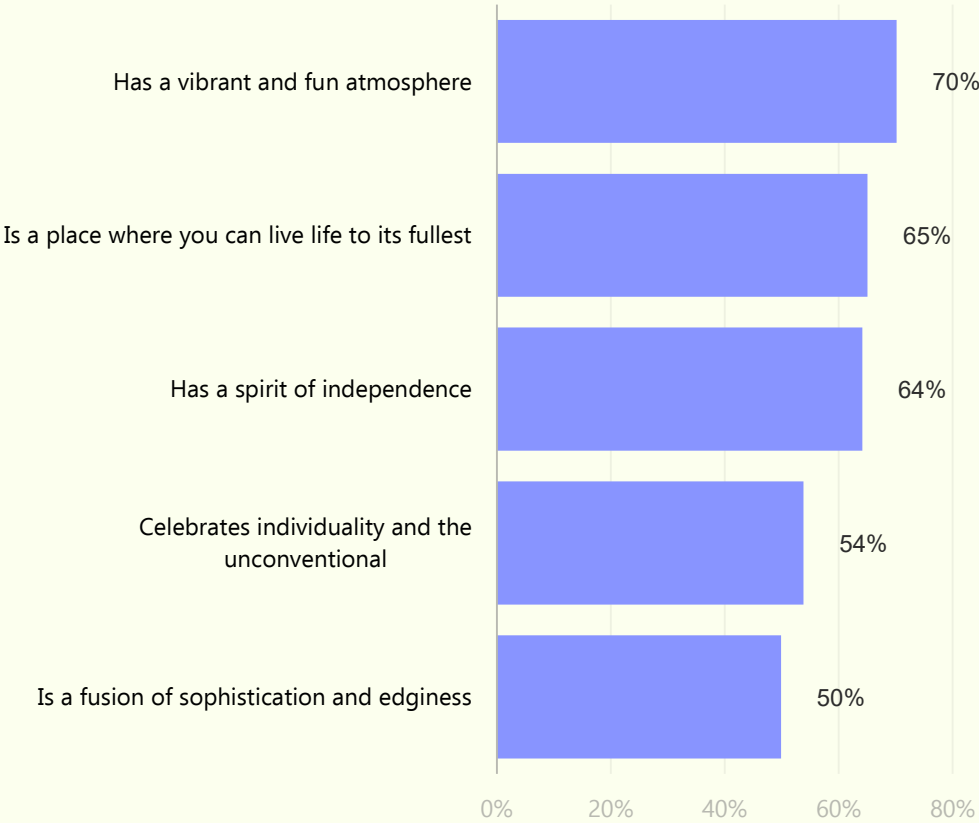


Reno Tahoe succeeds in communicating the destination's intended brand, especially its vibrant and fun atmosphere.

Most target travelers agree that Reno Tahoe is a vibrant and fun destination (70%).

They also agree that Reno Tahoe is a place where you can live life to its fullest (65%) and has a spirit of independence (64%). About half or more describe Reno Tahoe as a place that celebrates individuality (54%) and a place that fuses sophistication and edginess (50%).

Brand Descriptor Ratings
(Top 2 Box Agreement - % selecting "4" or "5 - Strongly agree")



Detail by Target Segments

	Total	Cultured Creative	Dynamic Parents	Ambitious Adventurer
Has a vibrant and fun atmosphere	70%	89%	89%	88%
Is a place where you can live life to its fullest	65%	91%	88%	93%
Has a spirit of independence	64%	92%	89%	89%
Celebrates individuality and the unconventional	54%	86%	84%	90%
Is a fusion of sophistication and edginess	50%	83%	83%	83%
Base	1,600	273	270	227

Question: For each option below, please select how much you agree or disagree that it describes Reno Tahoe, whether you have been before or not.

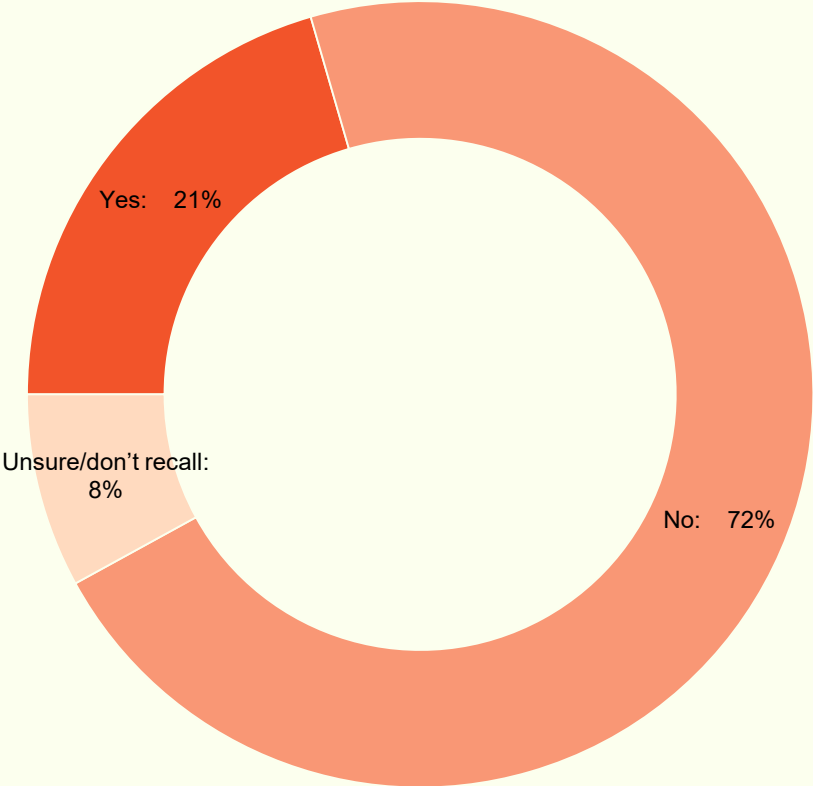
Base: 2024 respondents. 1,600 completed surveys.

Ad Tracking Executive Summary

Overall, one-in-five target travelers recalls seeing a paid media ad for Reno Tahoe in the past six months (21%).

Presented with ads from the Reno Tahoe campaign, target travelers were asked if they saw the ads in the past 6 months. While one-in-five of the target audience recalls the ads, this recall more than doubles amongst the target segments: Cultured Creatives (51%), Dynamic Parents (57%), and Ambitious Adventurers (56%).

Reno Tahoe Paid Media Awareness



Detail by Target Segments

	Total	Cultured Creative	Dynamic Parents	Ambitious Adventurer
Yes	21%	51%	57%	56%
No	72%	44%	41%	41%
Unsure/don't recall	8%	5%	2%	3%
Base	1,600	273	270	227

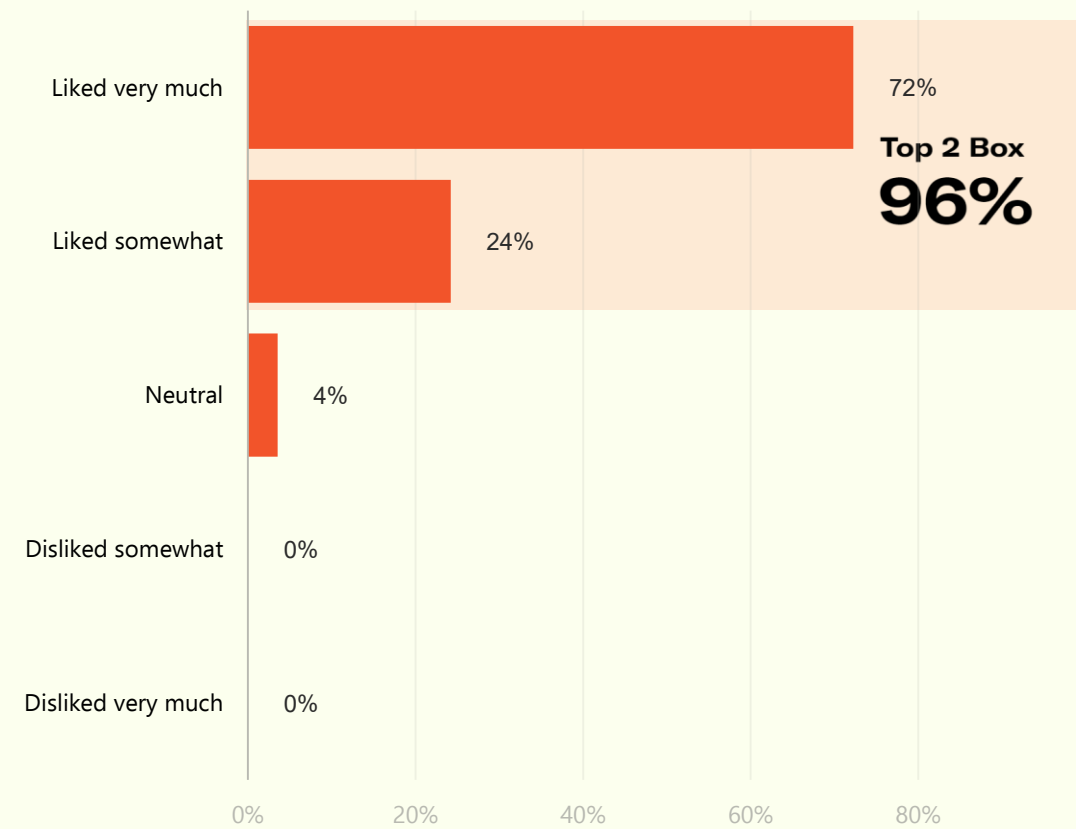
Question: Have you seen these or similar ads, sponsored social media posts, billboards, and/or articles for Reno Tahoe in the past 6 months?
Base: 2024 respondents. 1,600 completed surveys.

Reno Tahoe's advertising campaign is effective in both depicting the destination as an enjoyable place and strengthening brand perceptions.

The Reno Tahoe ad campaign is well-liked amongst paid ad aware travelers.

Nearly all paid aware travelers like the ads “somewhat” or “very much” (96%). Approaching universality, even more of those in each of the target segments express positive sentiment: Cultured Creatives (98%), Dynamic Parents (99%), and Ambitious Adventurers (99%).

Reno Tahoe Ad Likeability



Detail by Target Segments

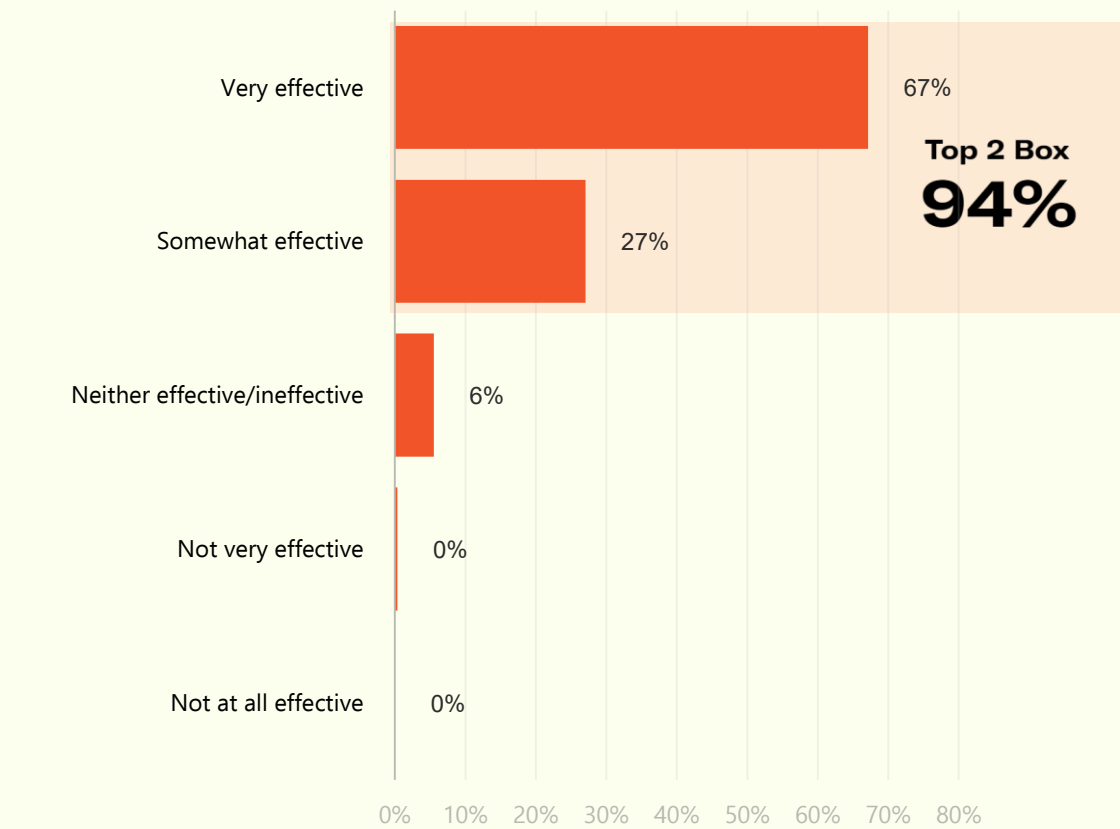
	Total	Cultured Creative	Dynamic Parents	Ambitious Adventurer
Top 2 Box	96%	98%	99%	99%
Liked very much	72%	84%	84%	87%
Liked somewhat	24%	14%	15%	12%
Neutral	4%	2%	1%	1%
Disliked somewhat	0%	0%	0%	0%
Disliked very much	0%	0%	0%	0%
Base	343	140	154	128

Question: How much did you like or dislike these ads?
Base: Paid Aware 2024 respondents. 343 completed surveys.

Reno Tahoe’s paid ads effectively portray Reno Tahoe as a place target travelers would enjoy visiting for leisure.

Nearly all paid aware travelers consider the ads “somewhat” or “very” effective in communicating the destination as a place they would enjoy visiting (94%). Target segments are even more likely than the average paid aware traveler to consider the ads effective: Cultured Creatives (97%), Dynamic Parents (98%), and Ambitious Adventurers (98%).

Effectiveness of Reno Tahoe’s Paid Ads



Detail by Target Segments

	Total	Cultured Creative	Dynamic Parents	Ambitious Adventurer
Top 2 Box	94%	97%	98%	98%
Very effective	67%	81%	77%	84%
Somewhat effective	27%	16%	21%	14%
Neither effective/ineffective	6%	3%	2%	2%
Not very effective	0%	0%	0%	0%
Not at all effective	0%	0%	0%	0%
Base	343	140	154	128

Question: How effective were the ads in portraying Reno Tahoe as a place you would enjoy visiting for leisure?

Base: Paid Aware 2024 respondents. 343 completed surveys.

The ad campaign successfully depicts Reno Tahoe on tested brand statements.

Nine-in-ten paid aware travelers agree that the ads show Reno Tahoe as vibrant and fun (92%), has a spirit of independence (91%), and is a place to live life to its fullest (90%). As has been the trend, the target segments approach 100 percent for the top three brand attributes portrayed by the campaign.

Ad Impact on Brand Attributes

(Top 2 Box Agreement - % selecting "4" or "5 - Strongly agree")



Detail by Target Segments

	Total	Cultured Creative	Dynamic Parents	Ambitious Adventurer
Has a vibrant and fun atmosphere	92%	98%	97%	97%
Has a spirit of independence	91%	97%	97%	96%
Is a place where you can live life to its fullest	90%	97%	93%	97%
Celebrates individuality and the unconventional	87%	92%	90%	93%
Is a fusion of sophistication and edginess	86%	92%	90%	93%
Base	343	140	154	128

Question: In your opinion, did the ads portray Reno Tahoe as a place that...?

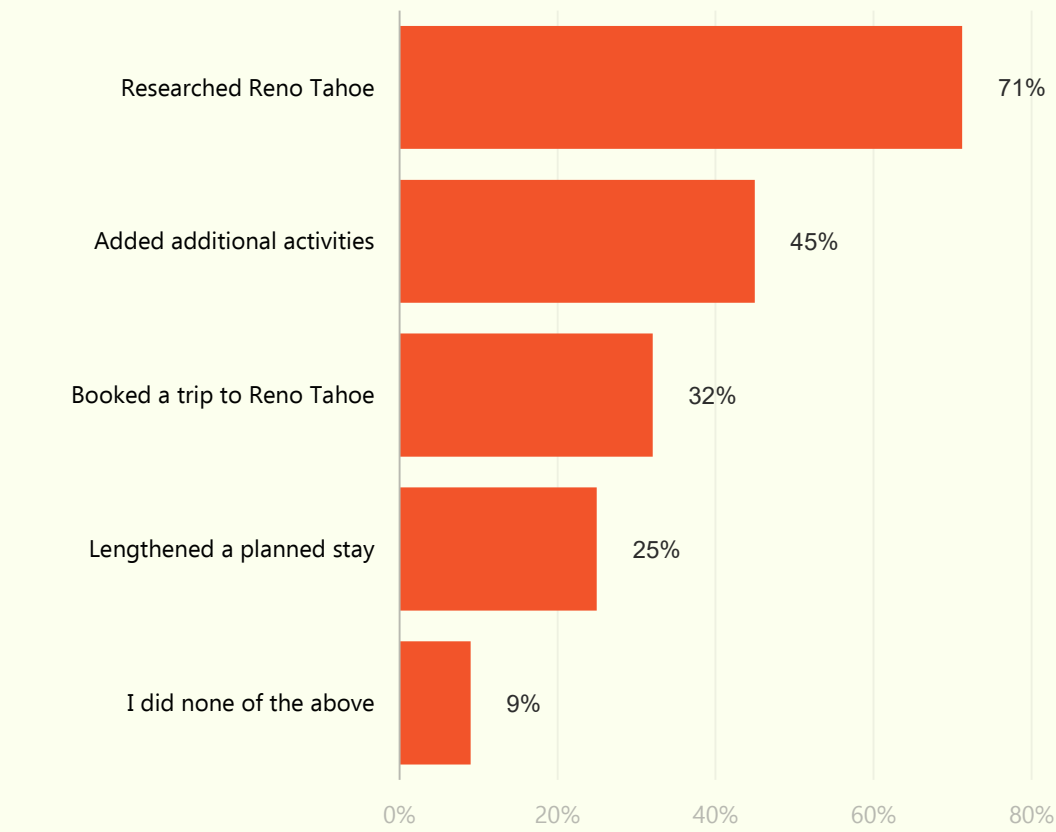
Base: Paid Aware 2024 respondents. 343 completed surveys.

Reno Tahoe's paid advertising efforts motivate positive action.

Most paid aware travelers took a positive action after exposure to a Reno Tahoe ad (91%).

About three-quarters of paid aware travelers researched Reno Tahoe after exposure to an ad (71%). Further, and importantly, one-third reported that they booked a trip after seeing an ad (32%). Other actions included adding activities to a planned trip (45%) and/or lengthening a planned stay (25%). Nearly all target segments took an action after seeing a Reno Tahoe ad.

Action Taken After Seeing a Reno Tahoe Ad



Detail by Target Segments

	Total	Cultured Creative	Dynamic Parents	Ambitious Adventurer
Researched Reno Tahoe	71%	81%	79%	80%
Added additional activities	45%	59%	59%	58%
Booked a trip to Reno Tahoe	32%	46%	46%	46%
Lengthened a planned stay	25%	35%	32%	30%
I did none of the above	9%	4%	3%	4%
Base	343	140	154	128

Question: Which of the following did you do after seeing an ad for Reno Tahoe?

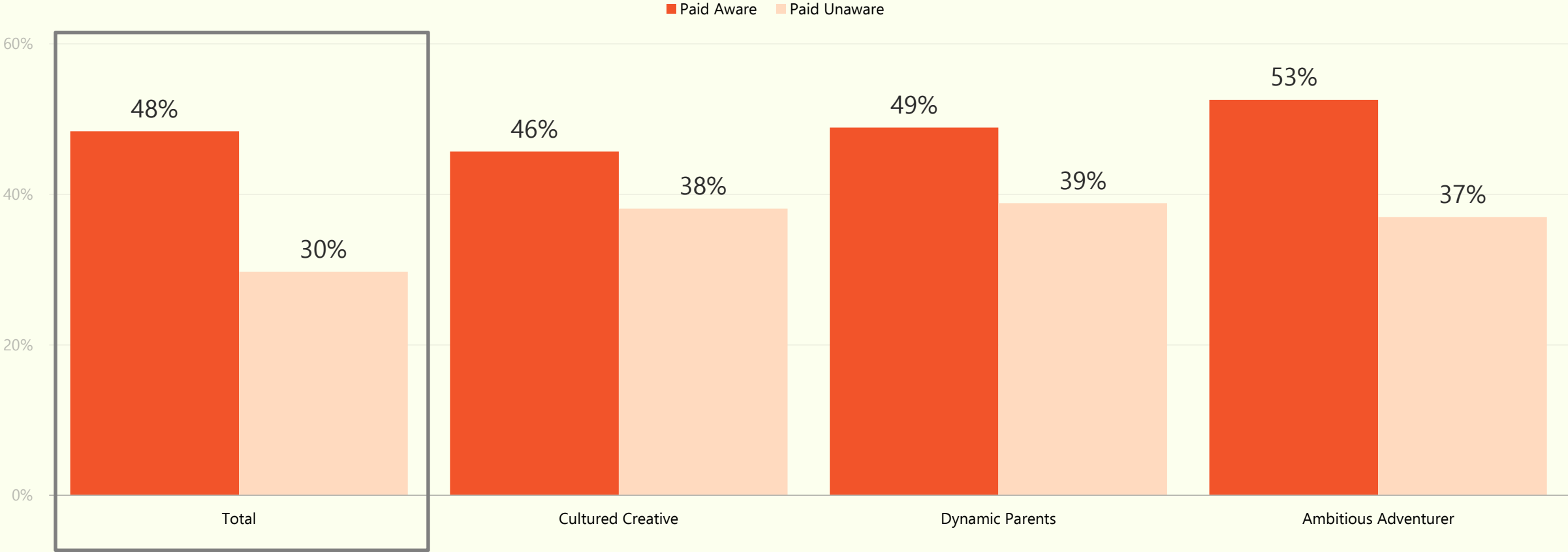
Base: Paid Aware 2024 respondents. 343 completed surveys.

Exposure to Reno Tahoe's paid ad campaign correlates to higher levels of interest and intended visitation.

Exposure to Reno Tahoe’s paid ad campaign correlates to a higher level of interest in visiting the destination.

Nearly half of paid aware travelers report interest in visiting Reno Tahoe in the next two years (48%), compared to 30 percent for paid unaware travelers. Interest is also higher amongst each target segment’s paid aware and paid unaware sub-segments, yet the deltas are smaller than for all target travelers.

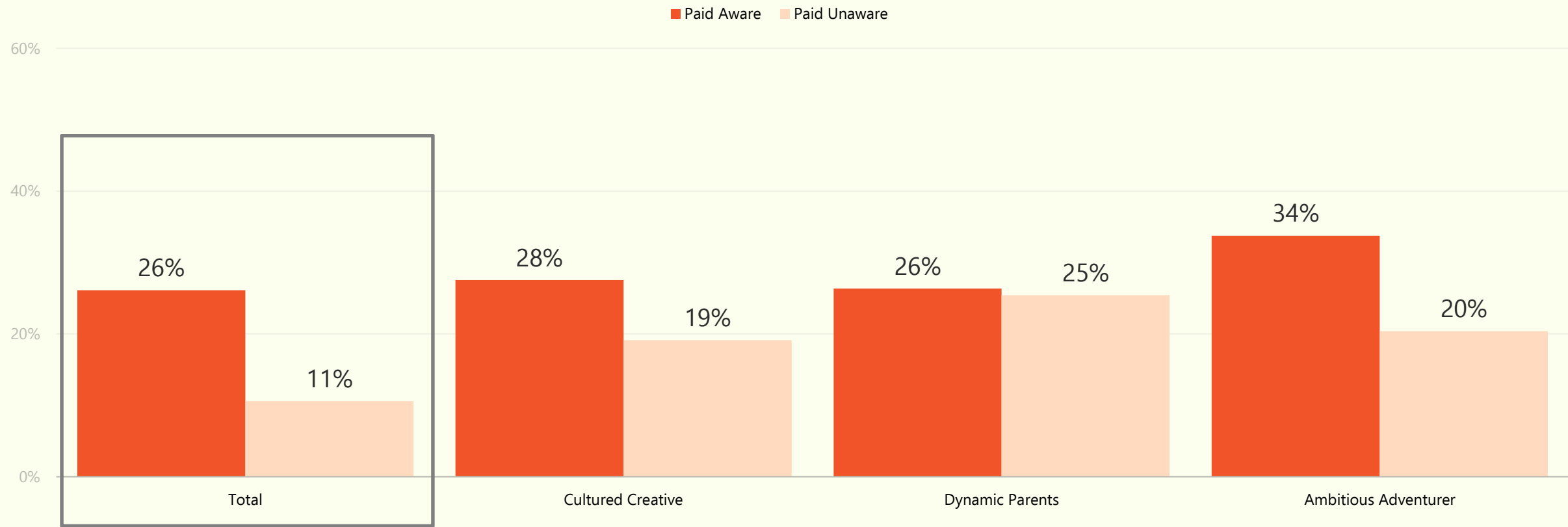
Ad Impact on Travel Interest Next Two Years by Target Segments



Similar to a higher level of interest, paid aware travelers are more likely to have a trip planned to Reno Tahoe in the next year.

More than twice as many paid aware travelers than paid unaware travelers report that they are planning to visit Reno Tahoe in the next 12 months (26% vs. 11%). Aligning with the trend seen for target segments, planned visitation is even higher than the typical target traveler, although the deltas between the paid aware and paid unaware sub-samples within each segment are smaller than for all target travelers.

Ad Impact on Plans to Visit Next 12 Months by Target Segments



Future Partners



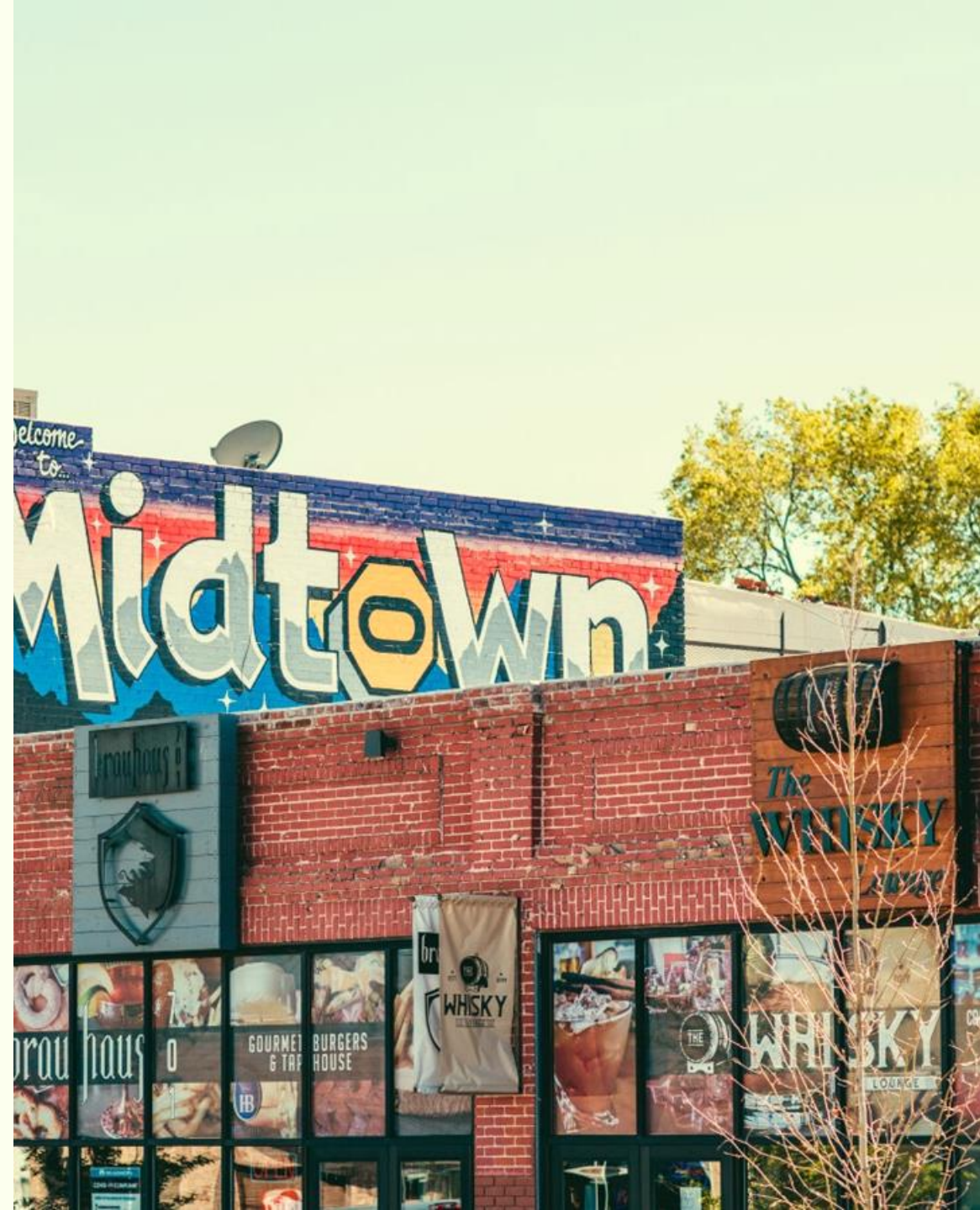
Reno-Sparks Convention & Visitors Authority Reno Tahoe 2024 Resident Sentiment

Research Overview & Objectives

This report presents the findings of the Visit Reno Tahoe 2024 Resident Sentiment Study, conducted on behalf of the Reno-Sparks Convention & Visitors Authority and its agency, BVK, by the independent tourism market research firm Future Partners.

The primary objective of this research is to understand Washoe County residents' perceptions of tourism and the impact on their quality of life. The study was specifically designed to explore:

- Perceptions of tourism among Washoe County residents
- Perceptions of the tourism industry's impact on the economy, jobs, community and personal life
- Quality of life as a result of tourism



Research Methodology

Future Partners conducted an online survey of N=400 Washoe County residents who are adults age 18+.

The survey was fielded through Future Partners' trusted panel provider, Prodege, with data collection ongoing from July – December 2024.

All quantitative data presented within this report is weighted based on county demographics.

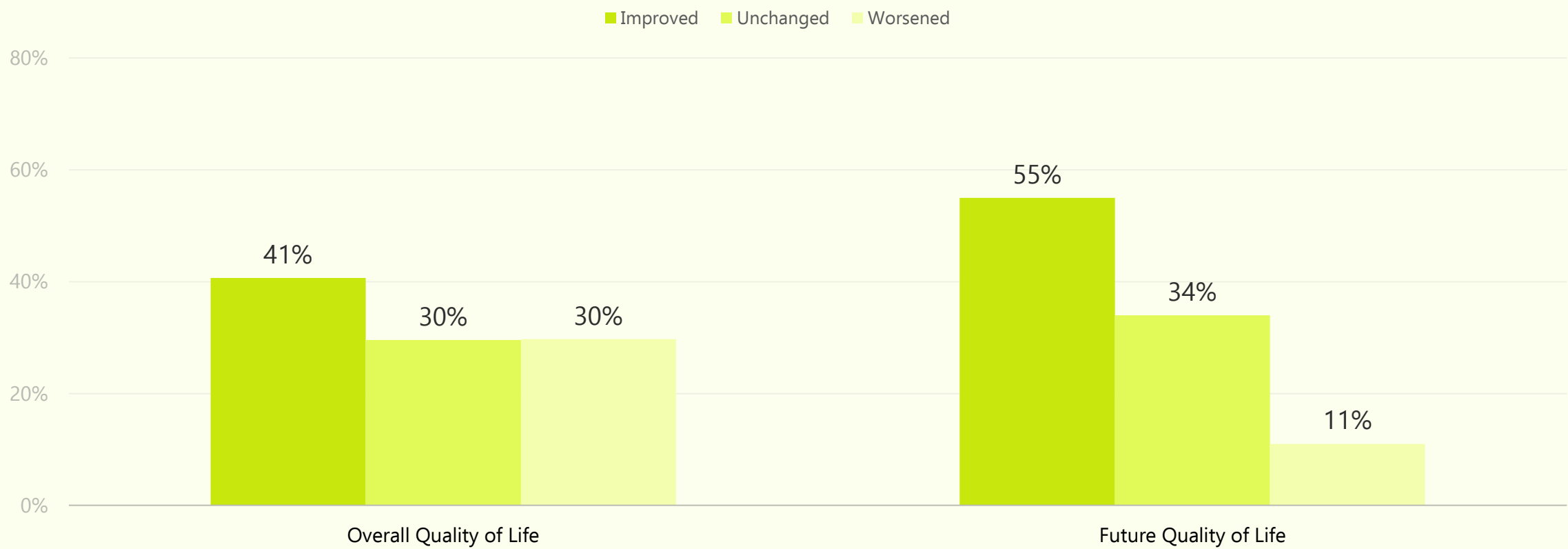


Executive Summary

Residents have positive perceptions about the local tourism industry and its impact on their personal lives.

In general, Washoe County residents feel that their quality of life has improved compared to a year ago (41%) and a larger share of residents are optimistic about their future quality of life (55%).

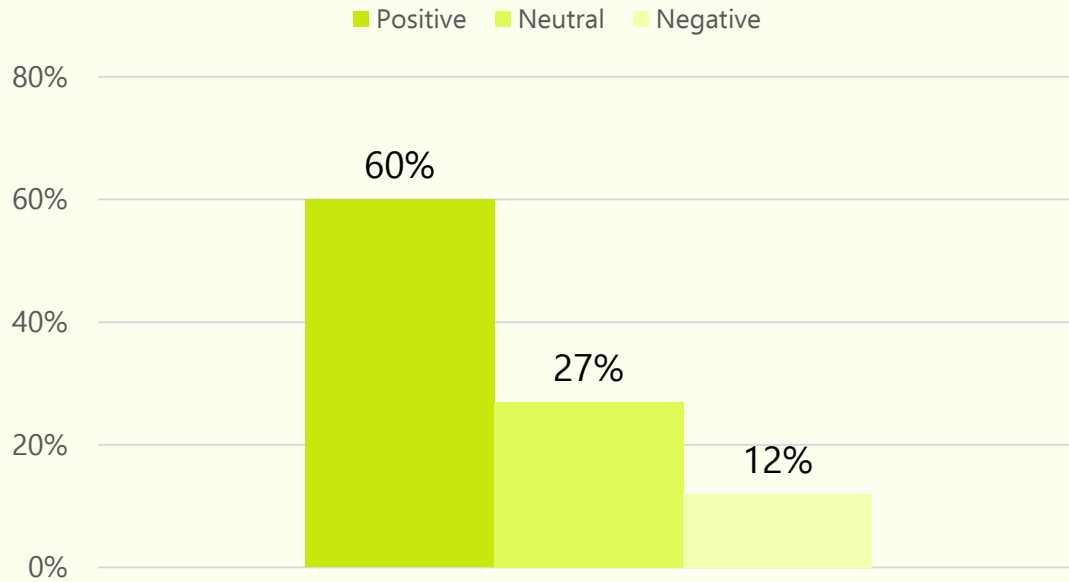
Quality of Life



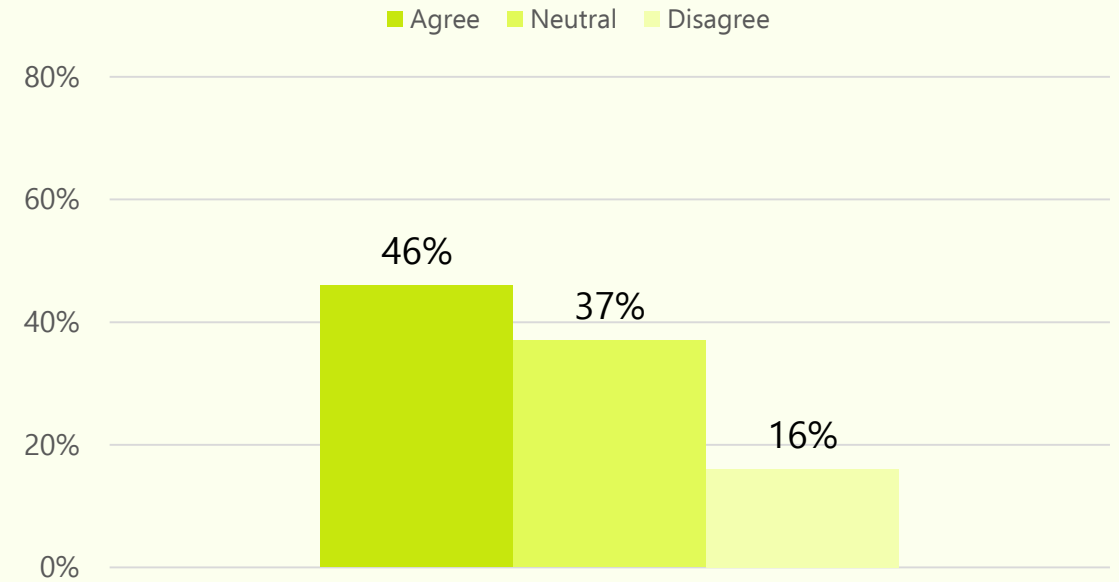
Question: Compared to one year ago, how would you rate your personal quality of life? | Thinking one year ahead, how do you expect your personal quality of life to change?
Base: 2024 Washoe County residents. 400 completed surveys.

Residents have positive perceptions about Washoe County's tourism industry (60%) and agree that it results in a better quality of life (46%).

Perceptions of Washoe County's Tourism Industry



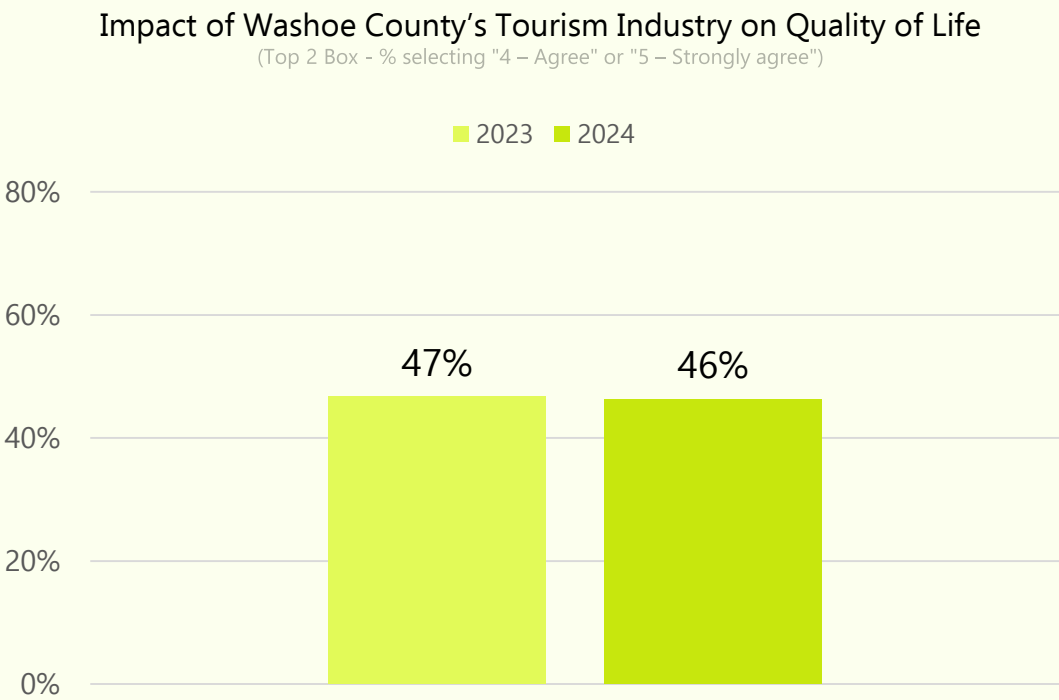
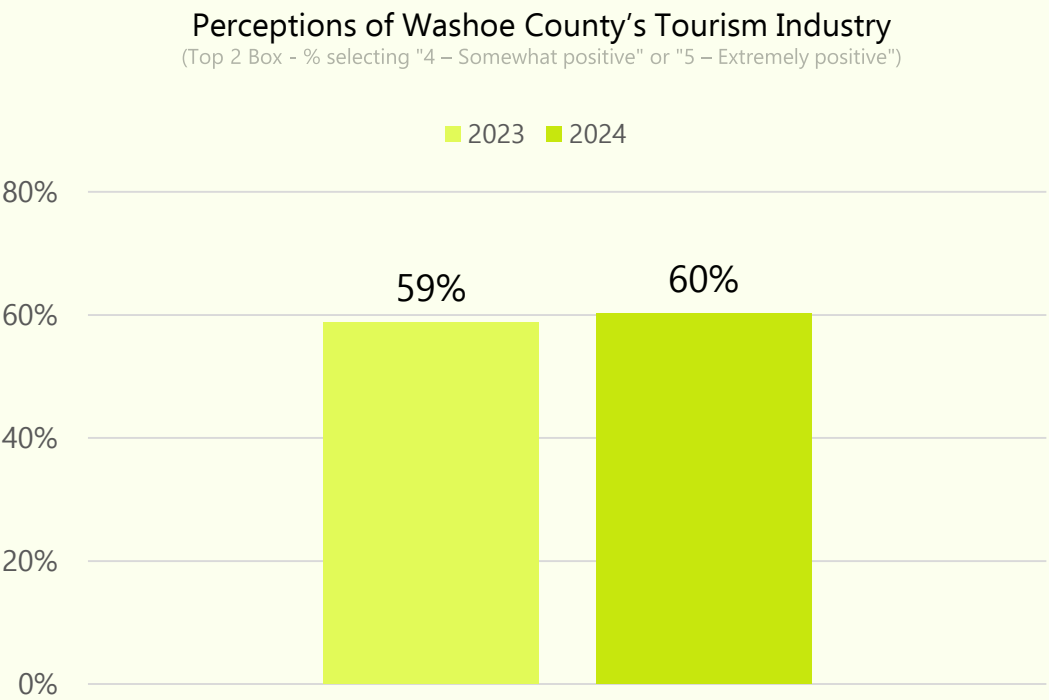
Impact of Washoe County's Tourism Industry on Quality of Life



Question: In general, what are your overall perceptions of Nevada's / Washoe County's tourism industry? | Please rate how much you agree or disagree with the following statement: *Overall, Nevada's / Washoe County's tourism industry results in a better quality of life for me and my family.*

Base: 2024 Washoe County residents. 400 completed surveys.

Tourism industry sentiment has remained relatively consistent year over year.



Question: In general, what are your overall perceptions of Nevada's / Washoe County's tourism industry? | Please rate how much you agree or disagree with the following statement: *Overall, Nevada's / Washoe County's tourism industry results in a better quality of life for me and my family.*

Base: 2023 Washoe County residents. 476 completed surveys.
2024 Washoe County residents. 400 completed surveys.

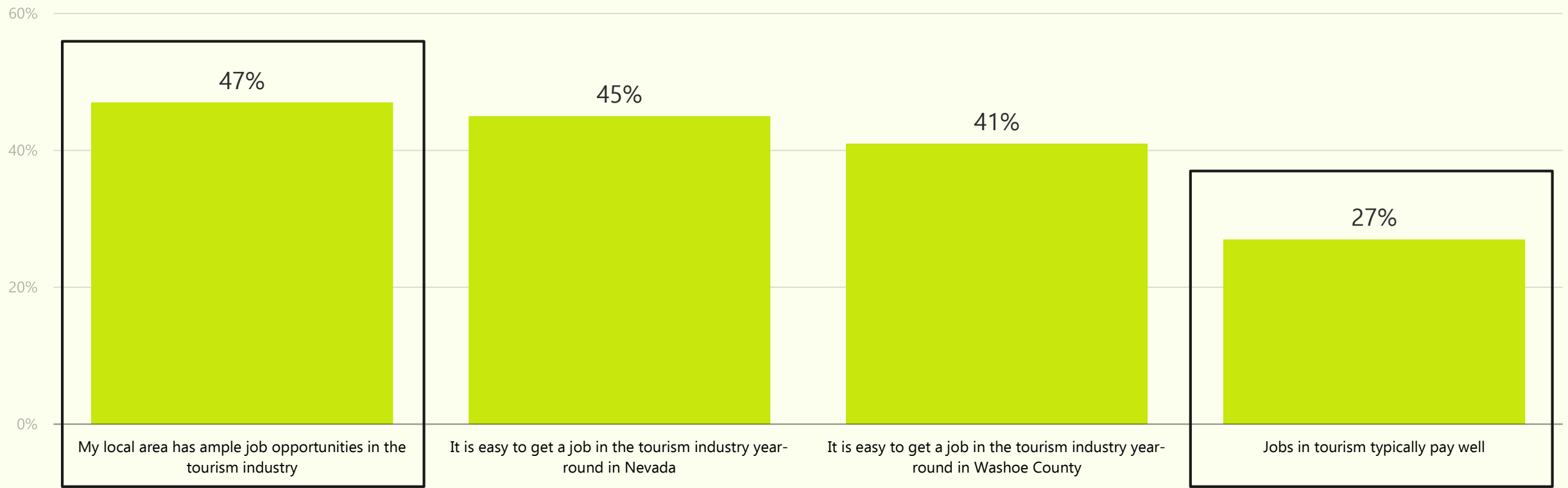
Positive sentiment about the tourism industry's impact on jobs has improved compared to last year.

Residents may be hesitant to pursue tourism jobs due to the perception of low wages, despite readily-available jobs opportunities.

Approximately half of Washoe County residents agree that the local tourism industry provides ample job opportunities (47%). However, only a quarter agree that tourism jobs pay well (27%).

Tourism Industry Impact on Jobs

(Top 2 Box Agreement - % selecting "4" or "5 - Strongly agree")

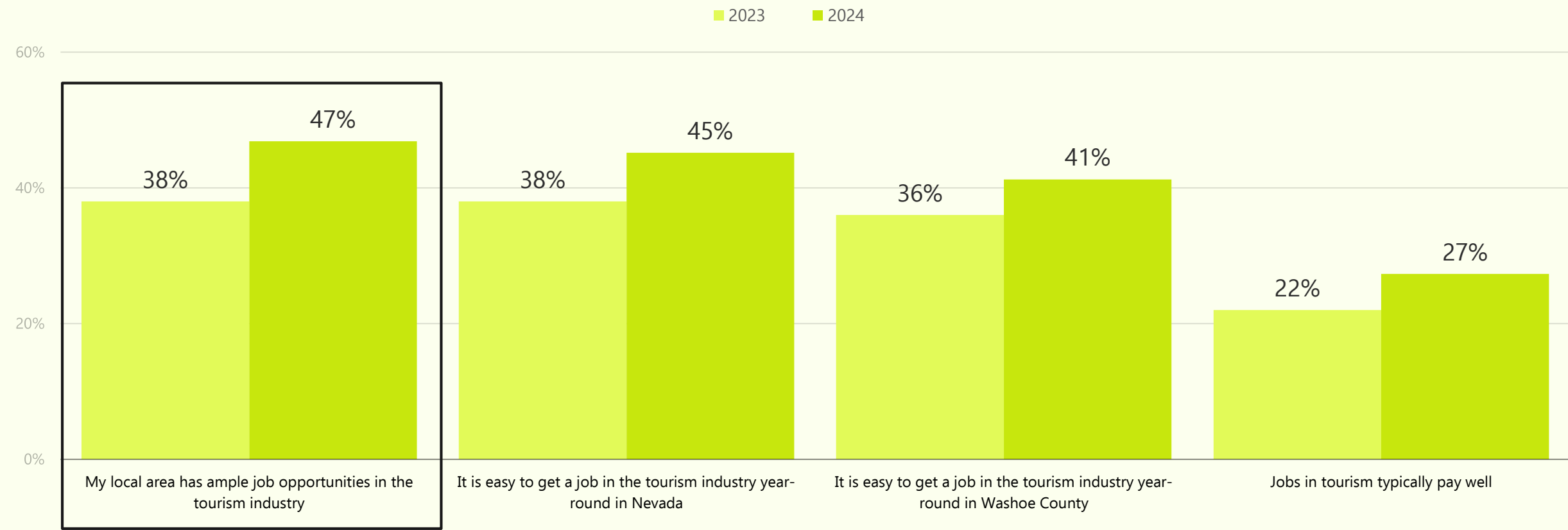


Question: Thinking about tourism and its impact on jobs, please rate how much you agree with the following statement using a five-point scale in which "1" represents "Strongly disagree" and "5" represents "Strongly agree."

Resident perceptions about tourism’s impact on jobs has improved compared to 2023.

Tourism Industry Impact on Jobs

(Top 2 Box Agreement - % selecting "4" or "5 - Strongly agree")



Question: Thinking about tourism and its impact on jobs, please rate how much you agree with the following statement using a using a five-point scale in which "1" represents "Strongly disagree" and "5" represents "Strongly agree."

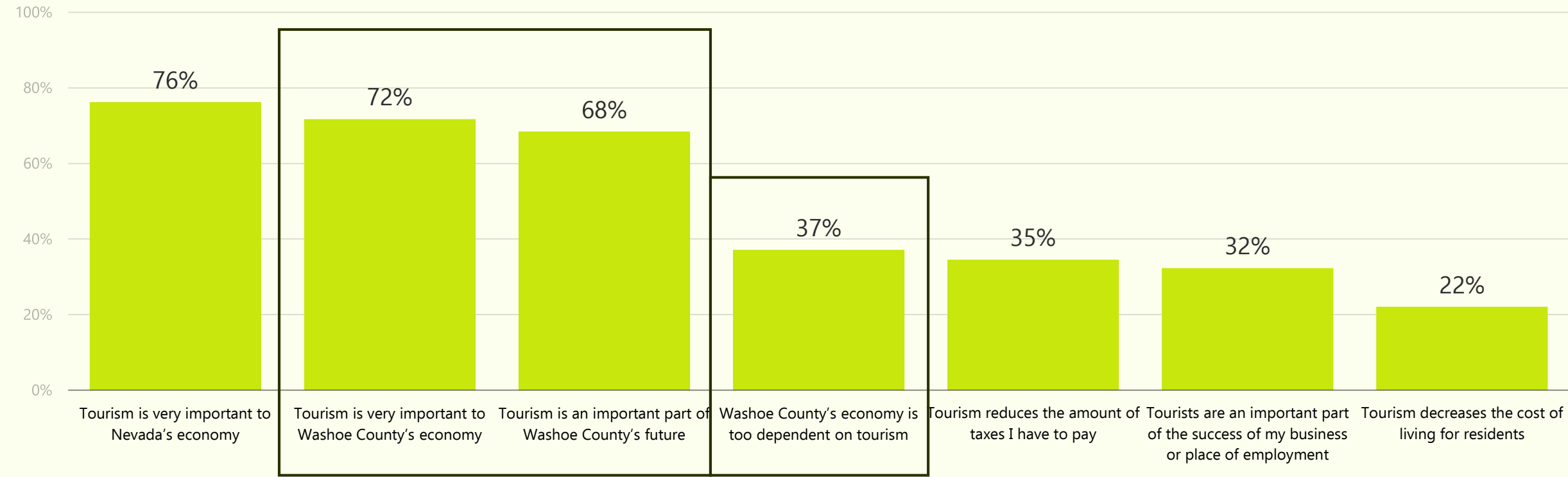
Base: 2023 Washoe County residents. 476 completed surveys.
2024 Washoe County residents. 400 completed surveys.

Tourism is seen as important to Washoe County's economy and the industry is considered important to Washoe County's future.

Most residents believe tourism is important to Washoe County’s economy (72%) and they consider tourism important to the county’s future (68%).

However, over one-third of residents feel that Washoe County’s economy is too dependent on tourism (37%).

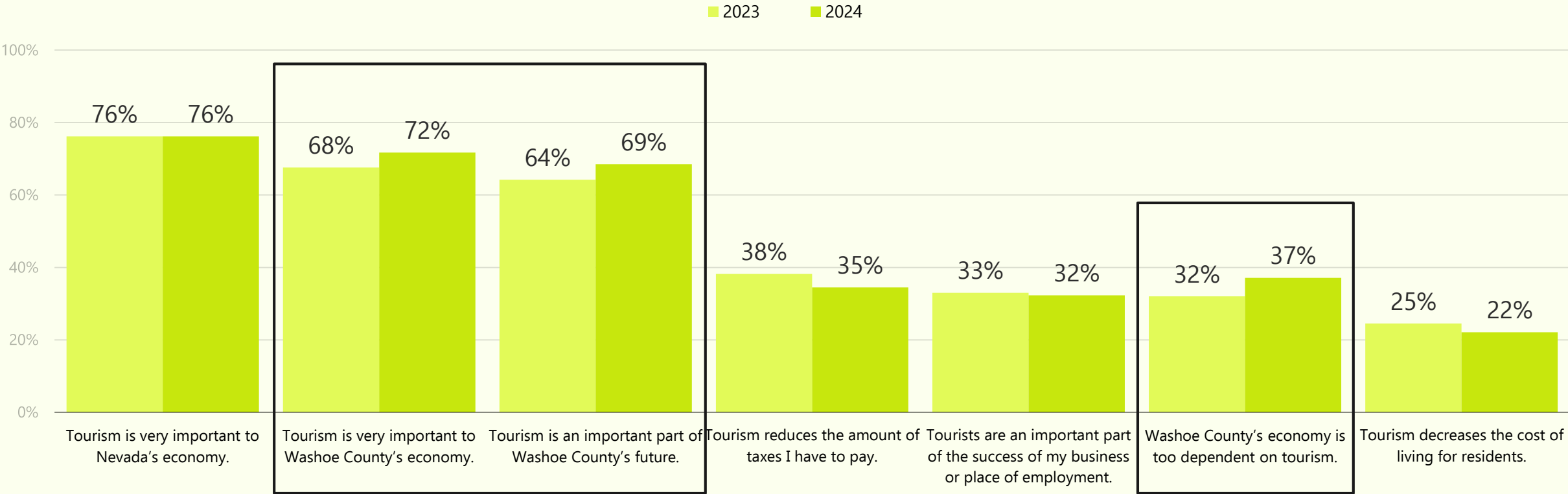
Tourism Industry Impact on Economy
(Top 2 Box Agreement - % selecting "4" or "5 - Strongly agree")



Question: Thinking about tourism and its impact on the economy, please rate how much you agree with the following statement using a using a five-point scale in which "1" represents "Strongly disagree" and "5" represents "Strongly agree."

Residents increasingly believe in the positive economic impact of tourism, yet their concerns have also grown in the past year.

Tourism Industry Impact on Economy
(Top 2 Box Agreement - % selecting "4" or "5 - Strongly agree")



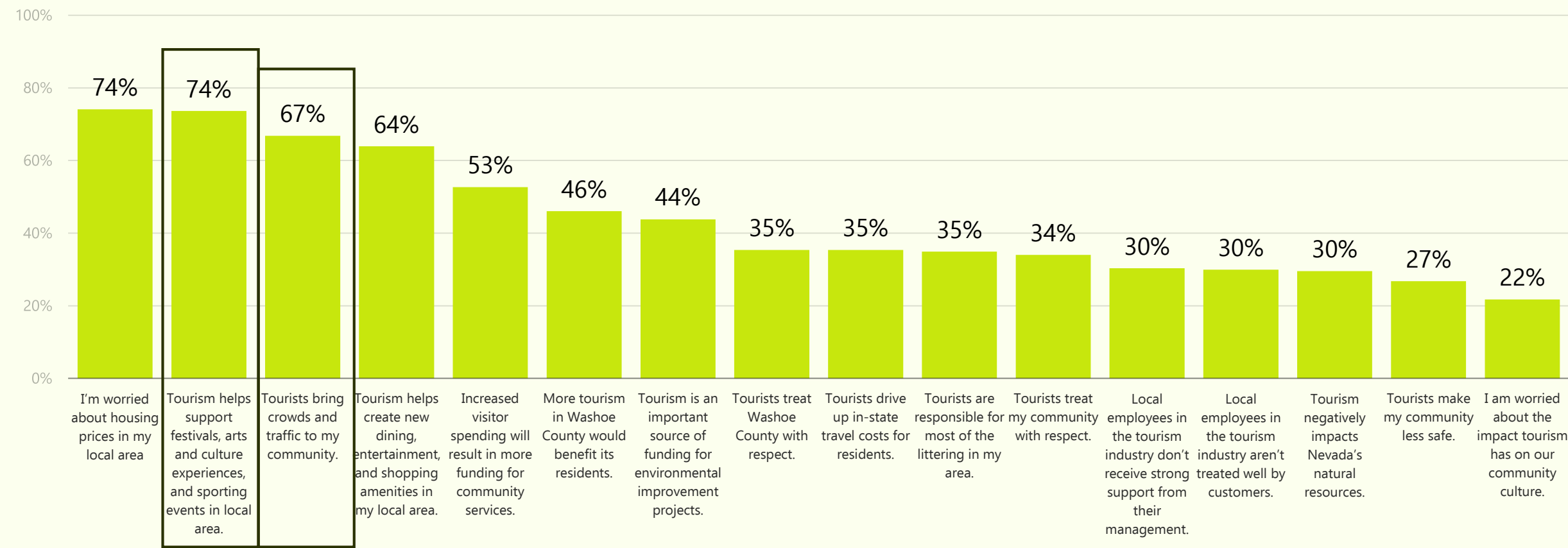
While residents express concerns about the impacts of tourism to their community, they also acknowledge the industry's many benefits.

Residents believe tourism significantly impacts the community, highlighting the need to balance conflicting perspectives.

Most Washoe County residents acknowledge tourism’s support of local festivals, sporting events, and cultural experiences (74%), yet a similar share feel that tourism causes crowds and traffic (67%).

Tourism Industry Impact on Community

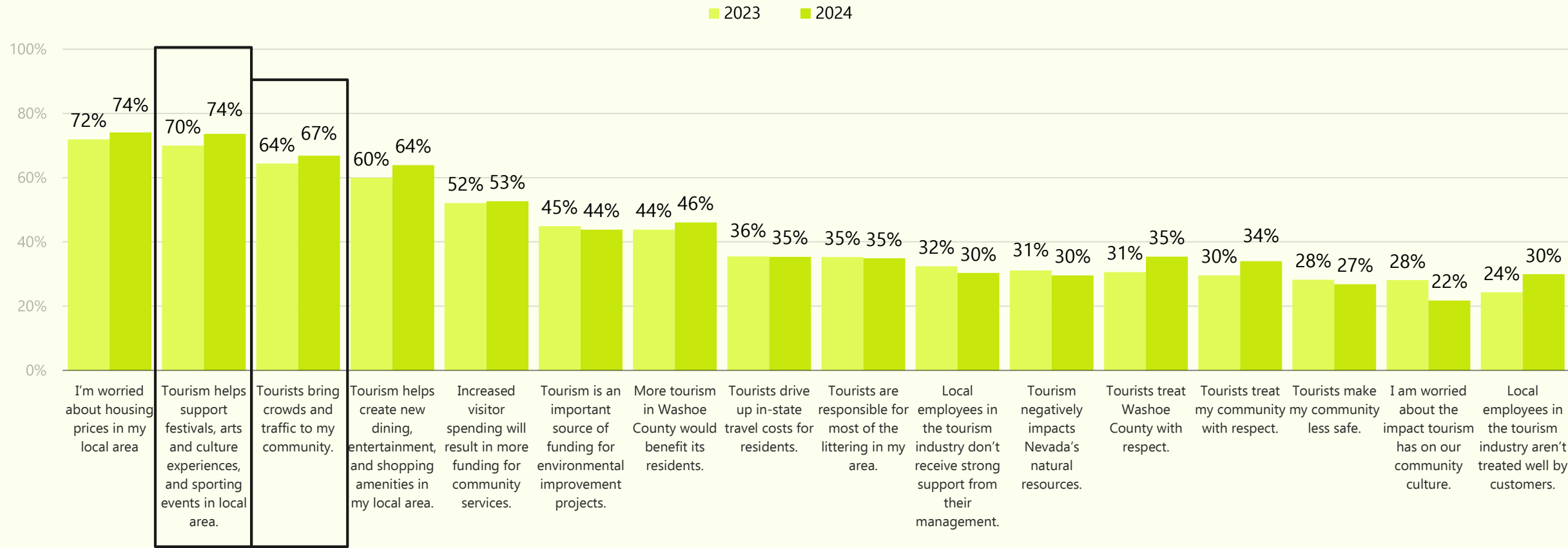
(Top 2 Box Agreement - % selecting "4" or "5 - Strongly agree")



Question: Thinking about tourism and its impact on your community, please rate how much you agree with the following statement using a using a five-point scale in which "1" represents "Strongly disagree" and "5" represents "Strongly agree."

Compared to 2023, residents increasingly see the benefits of tourism for the community, yet they are also more aware of the challenges it may bring.

Tourism Industry Impact on Community
(Top 2 Box Agreement - % selecting "4" or "5 - Strongly agree")



Future Partners



RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Engagement and Happiness Survey Results 2025



SURVEY TIMELINE

TIMELINE

Survey Launch

January 22, 2025

Survey Closed

February 2, 2025

Shared results with President/CEO

March 6, 2025

Share results with Department leads

March 14 – March 25, 2025

Share results with Board of Directors

March 27, 2025

Leads to share results with teams; HR assists departments with action plans

April – May, 2025



WHAT DID WE WANT TO LEARN ABOUT?

- Assess workplace culture and employee engagement
- Gain insights into what makes our employees happy and productive
- Where our opportunities are to enhance employee satisfaction
- What can we do to ensure long-term success through engagement and retention.



WHY MEASURE HAPPINESS?

- Happy employees tend to be more engaged, productive, and committed to their work. They're driven by a feeling of purpose and are more likely to take initiative and demonstrate creativity.
- Happy employees contribute to the happiness of customers and clients, produce high-quality work, complete more sales, and improve teamwork.

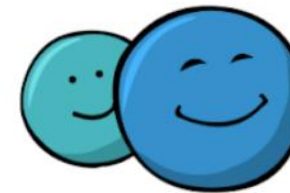
Happiness: Explained

Happiness is simply defined as a feeling of enjoyment or pleasure. People instinctively know what happiness means to them. Which is why the only effective way to find out if someone feels happy is to ask them (based on their feelings).

There are three parts to measuring happiness (not to ruin the feeling):

1. The presence of positive emotions like enjoyment, pleasure, fun, etc.
2. The absence of negative emotions like upset, anger, frustration, etc.
3. Having what you need or want (satisfaction).

If a person experiences positive emotions, not too many negative emotions, and has what they need or want - they can be said to feel happy.

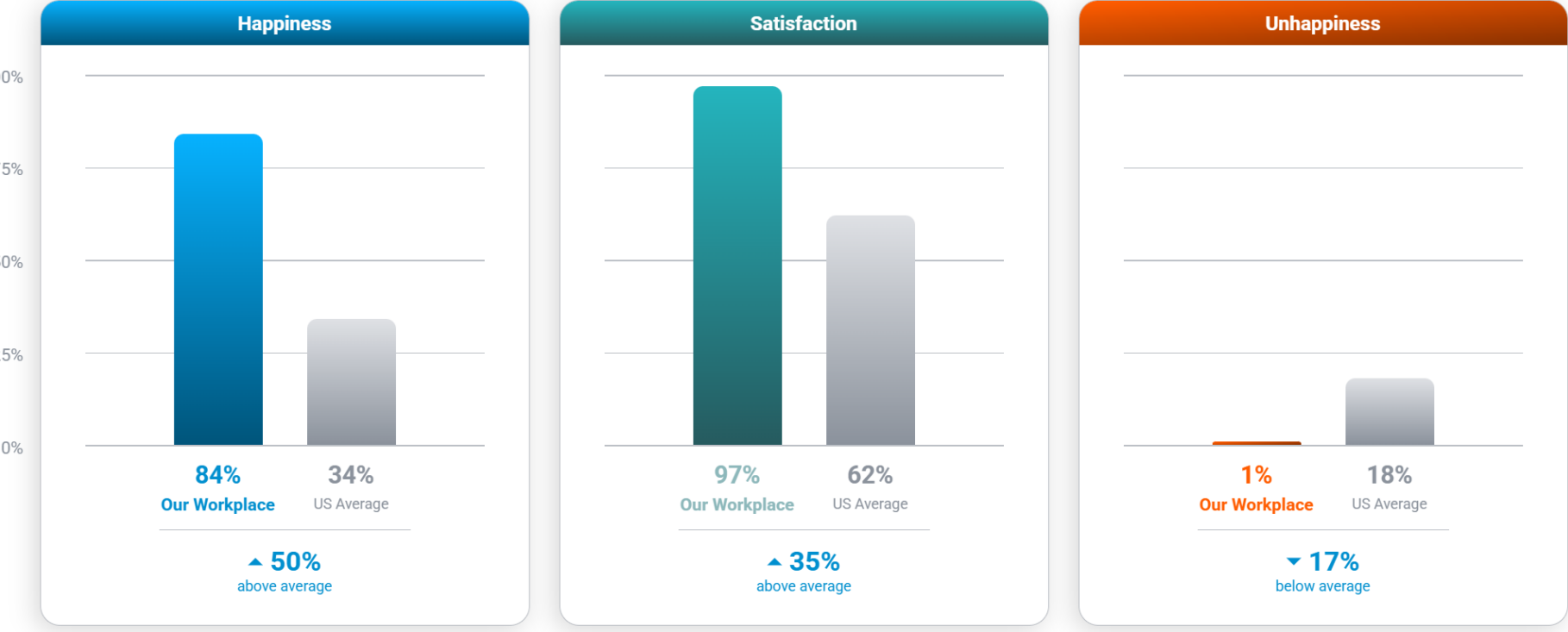


HOW EMPLOYEES FEEL WORKING AT RSCVA

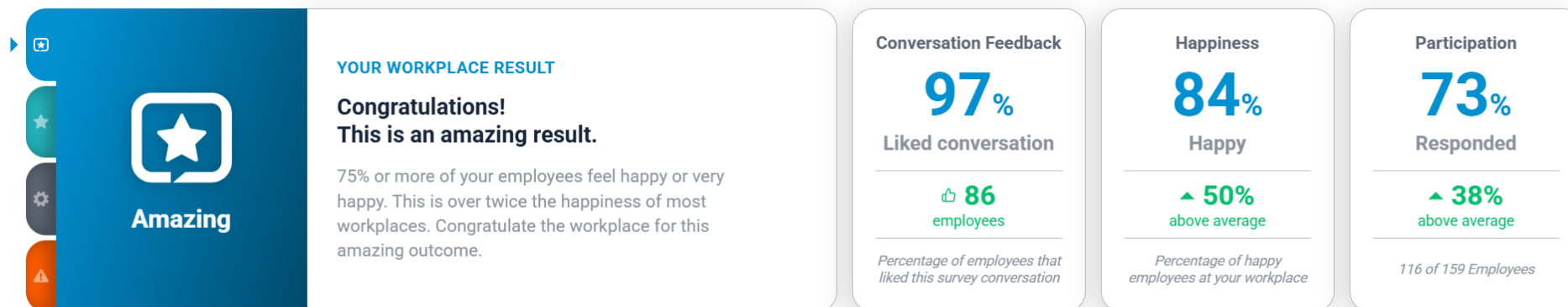


WHAT MAKES RSCVA STAND OUT AS A GREAT PLACE TO WORK

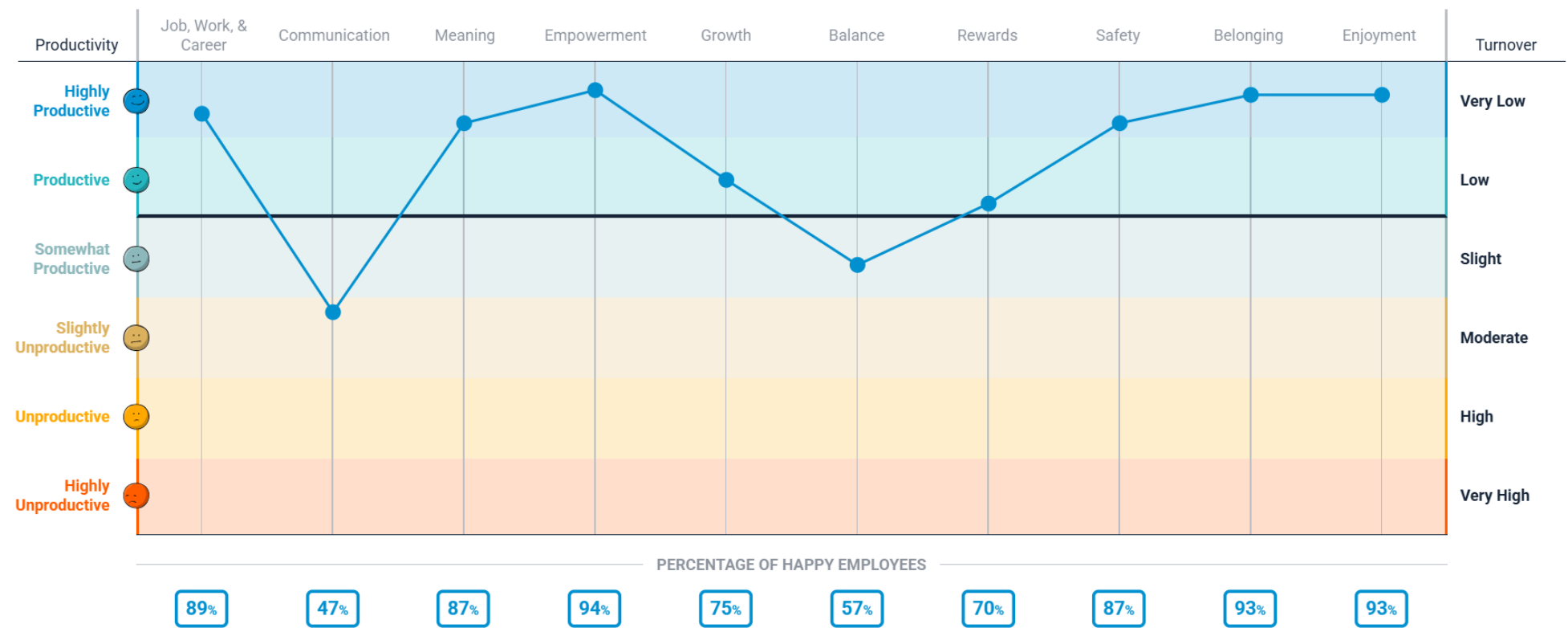
Benchmarks



WHAT DOES THIS MEAN?



TOPIC RESULTS: AT A GLANCE



HIGH SCORING CONVERSATION TOPICS



EMPOWERMENT



BELONGING



ENJOYMENT



What we're happy about:



Empowerment: Explained

Empowerment simply means that a person feels they have the power to do something, to be effective. At work, empowerment means that a person has what they need and want to get work done and be successful (effective at work).

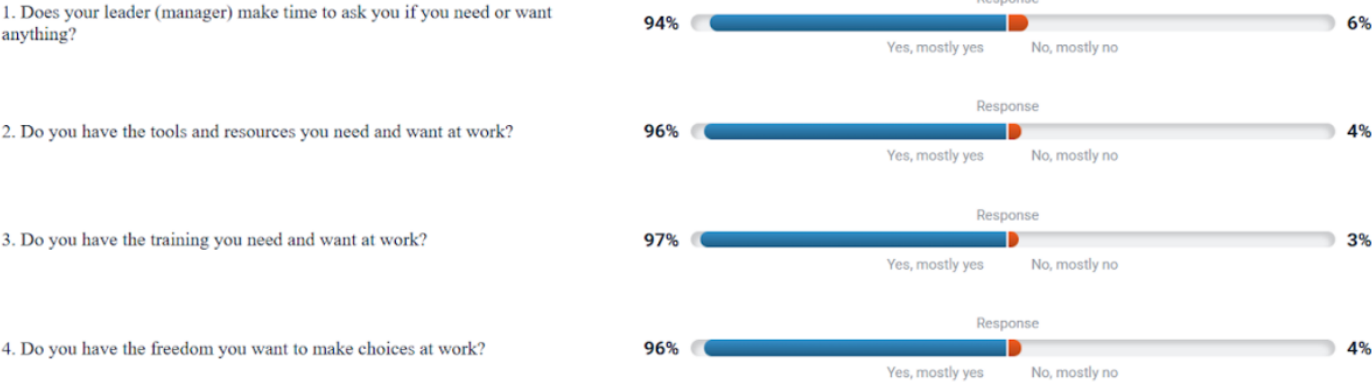
Empowerment includes the tools, resources, training, and support from those around them and their workplace in order to get work done and be successful. Empowerment can also include other things like the freedom to make choices, improve the way things are done (processes), and control the outcome of tasks and projects at work.

Leaders, coworkers, and workplaces can positively impact empowerment by making time to understand and support what people need and want to get work done and be successful.



How we maintain this result:

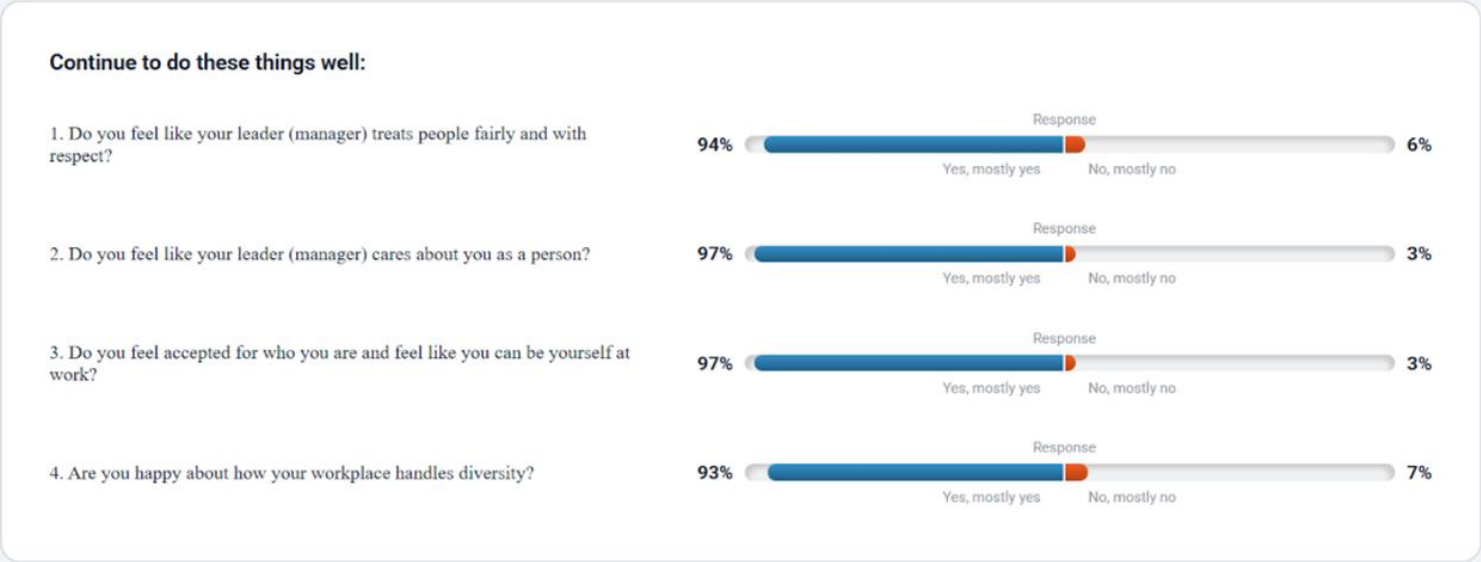
Continue to do these things well:



What we're happy about:



How we maintain this result:



Belonging: Explained

Belonging simply means how welcome, accepted, and included a person feels by a group. Many things can influence how welcome, respected, and included a person feels by a group (belonging). Care, understanding, fair treatment, respect, interest, diversity, and inclusion can all influence how a person feels about belonging.

Leaders, coworkers, and workplaces can positively impact belonging by making time to understand how welcome, respected, and included people feel at work.



What we're happy about:



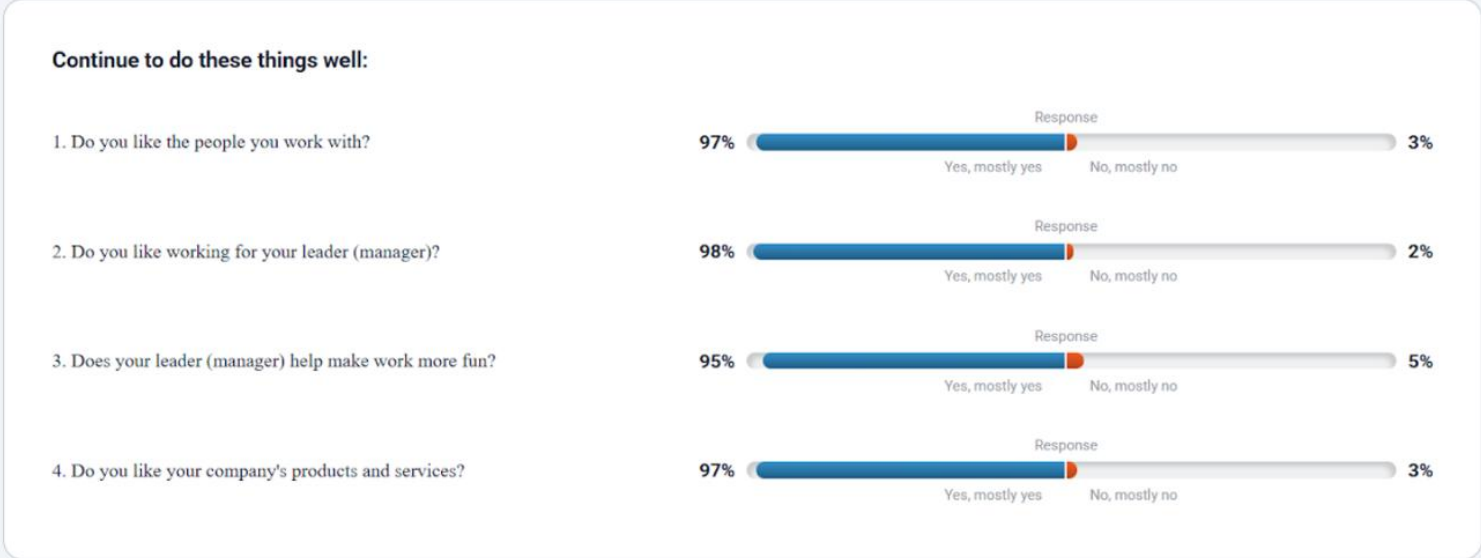
Enjoyment: Explained

Enjoyment is simply defined as liking or preferring something. When a person experiences something they like, they experience enjoyment.

People know what they enjoy (like). This is why the only effective way to find out if someone enjoys something is to ask them (based on their feelings).



How we maintain this result:



CONVERSATION TOPIC OPPORTUNITIES



COMMUNICATION



BALANCE



REWARDS



What we're happy about:



How we improve this result:

Address the following:

1. Is your leader (manager) easy to talk to and understand?



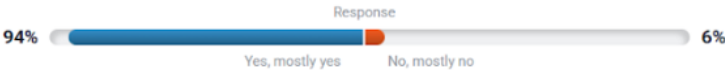
2. Is it easy to talk to and understand the people you work with?



3. Does leadership do a good job of keeping people informed of what is going on in the workplace?



4. Do you feel like your leader (manager) listens to and understands employee feedback?



Communication: Explained

Communication is the process of sharing an idea or thought and getting understanding on the other end. When someone understands, they can be said to "know" something. The origin of the word communicate comes from Latin and means "to share something and get understanding."

At work, communication is the sharing of ideas with the goal of understanding. When understanding is not achieved, the result is confusion. Confusion is simply defined as a lack of understanding. When something is not understood at all, or partially understood, or even mostly understood, there exists some amount of confusion.

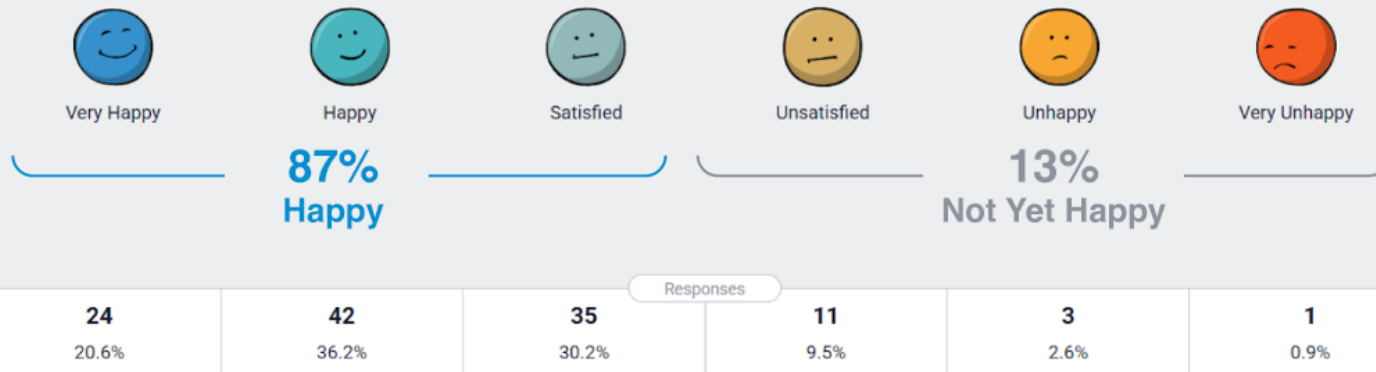
Confusion is the largest source of mistakes in a workplace. Confusion can lead to feelings of frustration, uncertainty, slight upset, a desire to do something else, and even people quitting their job.



What we're happy about:

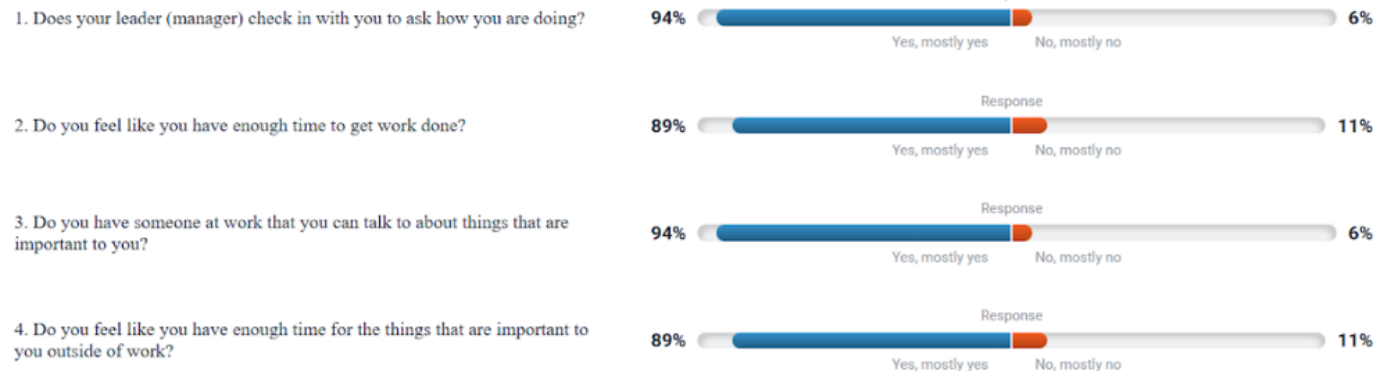
How employees feel about Balance:

All Employees (116)



How we improve this result:

Address the following:



Balance: Explained

Balance is simply defined as a feeling of well-being at work and in life.

Balance is measured by looking at how happy a person feels about:

1. The amount of time and support they have at work,
2. The amount of time and support they have for things outside of work (life), and
3. The amount of stress (unhappiness) they experience at work and in life.

Stress is simply defined as a feeling of frustration, anger, upset, or confusion because of something or someone. Stress commonly includes a feeling like nothing can be done about it.

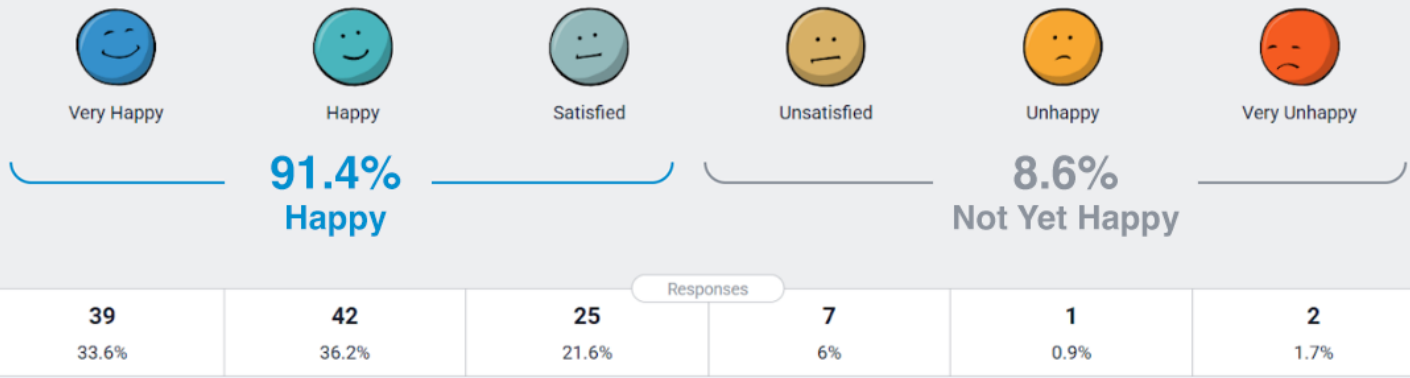
Leaders, coworkers, and workplaces can positively impact balance by making time to understand and support what is important to people at work and in life.



What we're happy about:

How employees feel about Rewards:

All Employees (116)



How we improve this result:

Address the following:

1. Does your leader (manager) recognize and appreciate people at work?



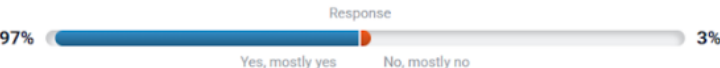
2. Do you feel like you have a clear understanding of the pay raise process?



3. Do you feel like the pay you are given is fair for your job, location, and workplace size?



4. Do you feel like the benefits you are given are fair for your job, location, and workplace size?



Rewards: Explained

Rewards are simply defined as something given to show appreciation for one's work, effort, and achievements.

At work, rewards include pay, benefits, acknowledgment, and recognition.

Pay is simply defined as the amount of money given in exchange for completing work or performing a job.

Benefits are simply defined as any extra things (other than pay) given to employees. Benefits do not include salary or pay. Examples include: paid time off, medical insurance, retirement plans, free parking, snacks, and more.

Additional rewards are simply defined as something (other than pay) given to show appreciation for one's work, efforts, or achievements. Examples include: recognition for a job well done, feeling appreciated, feeling valued, getting promoted, receiving more responsibility and other acknowledgments connected to the work you do.



NEXT STEPS

MARCH 14 – MARCH 25, 2025

- Share results with Department leads.

APRIL – MAY 2025

- Department leads to share results with teams.
- HR assists departments with action plans.
- Create organizational action plan.

JUNE 2025

- Launch follow up survey within 90 days.



SAMPLE: ACTION PLAN - COMMUNICATION

[+ Create new action](#)

3

Does leadership do a good job of keeping people informed of what is going on in the workplace?

Overall Response

80%20%

Yes, mostly yesNo, mostly no

18
Comments

[+ Create new action](#)

...

May 1, 2025

Team Meetings: Address Communication

LT

Not Started

Action Name

Team Meetings: Address Communication

Action Explanation

At the next appropriate meeting opportunity, take a few minutes to go over feedback about leadership keeping people informed. Acknowledge the survey results and say you want to help improve them. Tell teams that leaders are committed to listening to what they need, getting them timely information, making the information clear, and following up promptly.

Remind staff of the ways that they may receive information about what is going on in the workplace, whether that is emails, meetings, internal sites, etc.

Reassure staff that 1) their direct leaders/managers are there here to help clarify and answer questions, and 2) that people should feel safe to ask them questions or ask for help (they will not be punished or treated differently).

View Action Ideas

Delete Action

Status

Not Started

Due Date

May 1, 2025

Owner

Lori Tange

Cost

Time

Cancel

Save Changes

18

FUTURE SURVEY OPTIONS

Topics		
☰	My Conversations	0
★	All	103
⚙️	Balance	7
👤	Belonging	2
💬	Communication	3
❤️	Culture	1
😊	Employee Happiness	10
⚡	Empowerment	2
😊	Enjoyment	2
📄	Exit Surveys	2
📊	Growth	24
💡	Internships	1
🏆	Meaning	2
🤝	New Hire & Onboarding	28
🎯	Purpose	2
📄	Recruiting	2
💰	Rewards	9
🛡️	Safety	4
🏠	Working Remote	2

<div>Standard</div> <div></div> <div>30 Days - Onboarding Conversation</div> <div>12 minutes - 47 questions</div> <div>New Hire & Onboarding</div>	<div>Expanded</div> <div></div> <div>360 Degree Feedback Conversation</div> <div>18 minutes - 70 questions</div> <div>Growth</div>	<div>Pulse</div> <div></div> <div>360 Degree Feedback Conversation</div> <div>5 minutes - 18 questions</div> <div>Growth</div>	<div>Quick</div> <div></div> <div>360 Degree Feedback Conversation</div> <div>11 minutes - 41 questions</div> <div>Growth</div>	<div>Standard</div> <div></div> <div>360 Degree Feedback Conversation</div> <div>15 minutes - 57 questions</div> <div>Growth</div>	<div>Pulse</div> <div></div> <div>60 Days - Development and Training Conversation</div> <div>4 minutes - 14 questions</div> <div>New Hire & Onboarding</div>	<div>Standard</div> <div></div> <div>60 Days - Development and Training Conversation</div> <div>10 minutes - 37 questions</div> <div>New Hire & Onboarding</div>	<div>Expanded</div> <div></div> <div>60 Days - Development and Training Conversation</div> <div>12 minutes - 46 questions</div> <div>New Hire & Onboarding</div>
<div>Quick</div> <div></div> <div>60 Days - Development and Training Conversation</div> <div>6 minutes - 21 questions</div> <div>New Hire & Onboarding</div>	<div>Standard</div> <div></div> <div>90 Day Readiness Conversation</div> <div>13 minutes - 50 questions</div> <div>New Hire & Onboarding</div>	<div>Pulse</div> <div></div> <div>90 Day Readiness Conversation</div> <div>4 minutes - 14 questions</div> <div>New Hire & Onboarding</div>	<div>Expanded</div> <div></div> <div>90 Day Readiness Conversation</div> <div>14 minutes - 56 questions</div> <div>New Hire & Onboarding</div>	<div>Quick</div> <div></div> <div>90 Day Readiness Conversation</div> <div>6 minutes - 21 questions</div> <div>New Hire & Onboarding</div>	<div>Pulse</div> <div></div> <div>Acknowledgement & Recognition Conversation</div> <div>3 minutes - 12 questions</div> <div>Rewards</div>	<div>Standard</div> <div></div> <div>Acknowledgement & Recognition Conversation</div> <div>9 minutes - 33 questions</div> <div>Rewards</div>	<div>Pulse</div> <div></div> <div>Annual or Periodic Review</div> <div>4 minutes - 15 questions</div> <div>Growth</div>
<div>Standard</div> <div></div> <div>Annual or Periodic Review</div> <div>10 minutes - 40 questions</div> <div>Growth</div>	<div>Quick</div> <div></div> <div>Annual or Periodic Review</div> <div>7 minutes - 27 questions</div> <div>Growth</div>	<div>Quick</div> <div></div> <div>Benefits & Wellness Conversation</div> <div>5 minutes - 18 questions</div> <div>Rewards</div>	<div>Pulse</div> <div></div> <div>Benefits Conversation</div> <div>3 minutes - 10 questions</div> <div>Rewards</div>	<div>Quick</div> <div></div> <div>Benefits Conversation</div> <div>3 minutes - 10 questions</div> <div>Rewards</div>	<div>Quick</div> <div></div> <div>Career Path Conversation</div> <div>5 minutes - 19 questions</div> <div>Growth</div>	<div>Pulse</div> <div></div> <div>Career Path Conversation</div> <div>4 minutes - 14 questions</div> <div>Growth</div>	<div>Quick</div> <div></div> <div>Employee Exit Conversation</div> <div>5 minutes - 20 questions</div> <div>Exit Surveys</div>
<div>Pulse</div> <div></div> <div>Employee Exit Conversation</div> <div>4 minutes - 16 questions</div> <div></div>	<div>Pulse</div> <div></div> <div>Employee Happiness Conversation</div> <div>4 minutes - 16 questions</div> <div></div>	<div>Standard</div> <div></div> <div>Employee Happiness Conversation</div> <div>14 minutes - 54 questions</div> <div></div>	<div>Expanded</div> <div></div> <div>Employee Happiness Conversation</div> <div>20 minutes - 79 questions</div> <div></div>	<div>Quick</div> <div></div> <div>Employee Happiness Conversation</div> <div>8 minutes - 32 questions</div> <div></div>	<div>Standard</div> <div></div> <div>Employee Happiness Conversation - Restaurant</div> <div>11 minutes - 43 questions</div> <div></div>	<div>Pulse</div> <div></div> <div>Employee Performance Conversation</div> <div>4 minutes - 16 questions</div> <div></div>	<div>Expanded</div> <div></div> <div>Employee Performance Conversation</div> <div>13 minutes - 49 questions</div> <div></div>



THANK YOU





EXECUTIVE UPDATES

BOARD OF DIRECTORS

March 27, 2025





SPOTLIGHT AWARD



SPOTLIGHT AWARD



RFP: AGENCY OF RECORD AND MEDIA BUYING SERVICES

RFP SCHEDULE

Request for Proposal Available	Thursday, March 13, 2025
Questions Submissions Due	Thursday, March 27, 2025
Responses to Questions Issued	Tuesday, April 1, 2025
Submission Deadline	Tuesday, April 22, 2025, by 3:00 p.m. PT
Bid Opening Time	Tuesday, April 22, 2025, at 4:00 p.m. PT
Interviews of Finalists in Reno, NV	Scheduled early May per availability
Contract Recommendations to Board of Directors	Thursday, May 22*, 2025

LINK TO RFP DETAILS

<https://www.rscva.com/about-rscva/bidding-opportunities/>



3-YEAR STRATEGIC PLAN

WITH ONSTRATEGY

SCHEDULE

Senior Staff Kick-off Meeting	February 7, 2025
▼	
Quarterly Regional Stakeholder Meeting	February 26, 2025
▼	
Senior Staff Session – Input and Process Update	March 10, 2025
▼	
Individual Board Interviews	March 17 – March 25, 2025
▼	
Senior Staff Planning Retreat	April 25, 2025
▼	
Strategic Plan Presented to Board of Directors for Review	May 22*, 2025
▼	
Strategic Plan Presented to Board of Directors for Final Approval	June 26, 2025



INDOOR TRACK SEASON ONE RECAP



8 COMPLETED TRACK MEETS

12,790

Room Nights

5,894

Registered Athletes

\$133,206

Total RSCC Revenue

\$6,269,263

Economic Impact



INDOOR TRACK MEDIA COVERAGE

TOTAL PR COVERAGE LOCAL AND NATIONAL



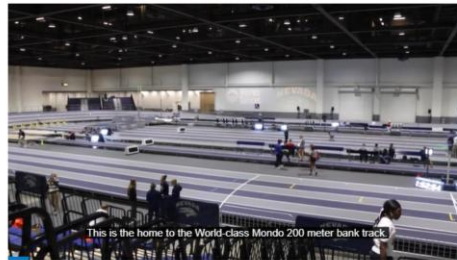
Reno-Tahoe, Nevada Athletics to Host Indoor Track Meets
New indoor track slated to debut at the Reno-Sparks Convention Center in November 2024
Posted On : July 6, 2023 By : Matt Traub



The Reno-Sparks Convention and Visitors Authority Board of Directors has approved the acquisition of an indoor track, which is expected to host indoor track meets as early as November 2024.

Colleges and universities as well as AAU, USA Track & Field, Masters and high school competitions are expected to utilize the new track over its lifetime. The portable track will be assembled in Hall 4 of the Reno-Sparks Convention Center and will act as the University of Nevada's home track, allowing athletes to practice more frequently and providing the opportunity to host the first home indoor track meet in more than 15 years.

reno gazette journal



New indoor track and field facility opens at the Reno-Sparks Convention Center

RSCVA has opened a brand new world class indoor track and field facility in the Reno-Sparks Convention Center on Dec. 5, 2024.

Jason Bean
Published 3:47 p.m. PT Dec. 5, 2024 | Updated 4:43 p.m. PT Dec. 5, 2024

85+
Total Stories

134M+
Total Reach

\$1.4M
Ad Value Equivalent

100%
Target Key Messaging



INDOOR TRACK MEDIA COVERAGE

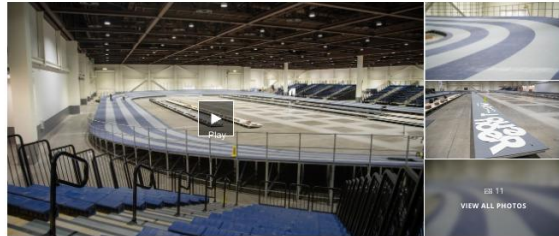
GRAND OPENING - LOCAL PR

Beyond generating pre-event coverage through our pitching efforts, we secured attendance from all four of our local broadcast networks, in addition to both the RGJ and Northern Nevada Business Weekly at the grand opening event to offer a first-hand look at the new track.



Olympic star Ato Boldon to host RSCVA's grand opening of Reno's \$5 million indoor track

by Chris Murray | Tue, November 26th 2024 at 1:03 PM



A photo of the \$5 million indoor track and the Reno-Sparks Convention Center, (provided by the RSCVA)

TOPICS: ATO BOLDON | RENO-SPARKS CONVENTION CENTER | INDOOR TRACK | GRAND OPENING | SILVER STATE INVITATIONAL | WORLD >

Four-time Olympic medalist and NBC analyst Ato Boldon will host the Reno-Sparks Convention Center's grand opening of Reno's world-class indoor track facility.

That event is Dec. 5 with the first meet, the Silver State Invitational, being held Dec. 5-7 and hosted by the Nevada Wolf Pack.

The \$5 million facility, housed in the Reno-Sparks Convention Center, will feature a Mondo-manufactured track designed to meet World Athletics certification standards to host a range of competitions, including NCAA, USA Track & Field, AAU and youth meets. This certification places Reno among an elite group of cities with world-class indoor track facilities, harmonizing

RSCVA sees new indoor track as a game-changer for slower winter months



Reno's new indoor track, which debuted in early December, is one of only four in the Western U.S. RSCVA Photos

By Rob Sabo

Share this: Email | Facebook | X

Tuesday, December 24, 2024

The new indoor track at Reno-Sparks Convention Center could add between 20,000 and 50,000 room nights each year to regional hotel-casino bookings during winter months, a time when operators are often scrambling for revenue.

The portable indoor six-lane track, with bleacher seating for 1,200, is one of just four indoor track facilities in the West, said Reno Sparks Convention and Visitors Authority President and Chief Executive Officer Mike Larragueta (there are also indoor tracks in Albuquerque, Seattle and Spokane, Wash.). The scarcity of indoor facilities — and Reno's proximity to thousands of track athletes in California — has translated into nearly 20,000 room nights already booked, Larragueta told NNBW.

GRAND OPENING ATTENDEES

KOLO TV | Kurt Schroeder

KRNV/Nevada Sports Net | Nikki Pica, Chris Murray

KTVN | Andrew Nepsund, Bob Deiters

NNBW/Nevada Appeal | Carter Eckl

Reno Gazette Journal | Jim Krajewski, Jason Bean



INDOOR TRACK MEDIA COVERAGE

MEDIA IN DESTINATION - NATIONAL MEDIA

Beyond generating coverage in *BizBash* and *Sports Business Journal* through our pitching efforts, we amplified the news by hosting two key journalists at the grand opening event for a first-hand look at the new track. Both journalists published feature stories hitting 100% key messaging. Later in the season, journalist Abby Carney visited during the President's Day Invite.



Sports Travel Magazine

Matt Traub is the managing sports editor for SportsTravel, focusing on the magazine's content, digital and social media strategies.



FanSided

Tim O'Hearn is a freelance writer with words in LetsRun.com, FloTrack and Fansided covering endurance sports.



Runner's World

Abby Carney is a freelance writer and runner who contributes to Runner's World



INDOOR TRACK ENDORSEMENTS

“We always take notice when big events come into town. When the convention center is poppin', we at DB are ready to rock with you! The addition of the new track facilities at the convention center brought more customers to us as your neighbors, and we've had the privilege to meet athletes & families from all around. With the variety of tournaments that are already routinely hosted at the convention center, such as volleyball or basketball, track & field fit right in to bolster our business and bring in new faces to our community!”

Nate Harris, Regional Operator, Dutch Bros



INDOOR TRACK ENDORSEMENTS

“The influx of out-of-market visitors for volleyball and track and field events at the Reno-Sparks Convention Center has given our business a noticeable boost during our slower months. With a surge in reservations for the upcoming volleyball tournament, we're excited to serve them delicious BBQ and provide top-notch customer service.”

Sabina Engelken, Director of Catering, Famous Dave's BBQ



INDOOR TRACK SEASON SCHEDULE

SEASON 2

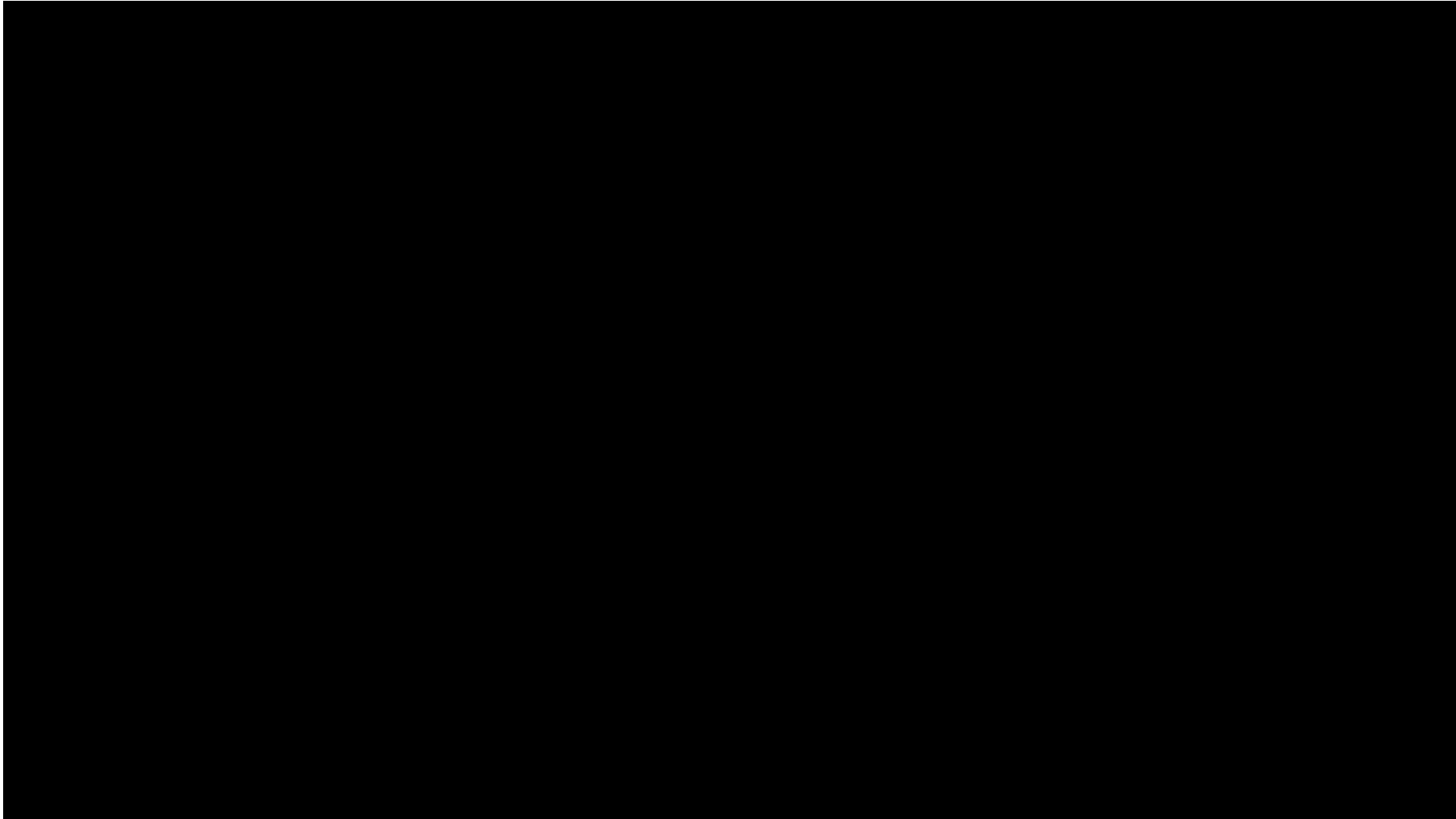


TRACK MEETS FOR SEASON 2

University of Nevada, Reno	Dec 4 - 6, 2025
Reno Tahoe Athletics (Open)	Dec 11 - 14, 2025
(Open)	Dec 18 - 21, 2025
Pacific Association	Dec 26 – 30, 2025
(Open)	Jan 2 – 4, 2026
University of Nevada, Reno	Jan 10 – 11, 2026
University of Nevada, Reno	Jan 15 – 17, 2026
Pacific Association	Jan 18 – 19, 2026
Closed for Sheep Show	Jan 22 – 25, 2026
Pacific Association	Jan 29 – Feb 1, 2026
University of Nevada, Reno	Feb 5 – 7, 2026
University of Nevada, Reno	Feb 12 – 14, 2026
Pacific Association	Feb 15 – 16, 2026
(Open)	Feb 20 – 22, 2026
Mountain West Conference Championships	Feb 26 – 28, 2026
Mountain Pacific Sports Federation Championships	Feb 28 – Mar 2, 2026



HIT THE GROUND RUNNING CAMPAIGN VIDEO





FINANCE



ROOM TAX STATISTICS

	JANUARY 2025	PRIOR YEAR	BUDGET
TAXABLE ROOM REVENUES	\$31,041,768	\$27,128,666	\$27,802,324
OCCUPIED ROOMS - CASH	221,931	203,817	205,438
AVERAGE RATE - CASH	\$139.87	\$133.10	\$135.33
OCCUPIED ROOMS	JANUARY 2025	PRIOR YEAR	BUDGET
Cash	221,931	203,817	205,438
Comp	66,038	57,336	58,480
28 Day	84,851	90,469	88,927
TOTAL OCCUPIED ROOMS	372,820	351,622	352,845
% OF OCCUPANCY	JANUARY 2025	PRIOR YEAR	BUDGET
Cash	33.8%	30.5%	30.3%
Comp	10.0%	8.6%	8.6%
28 Day	12.9%	13.5%	13.1%
TOTAL OCCUPIED ROOMS	56.7%	52.6%	52.1%



ROOM TAX STATISTICS

	YTD JANUARY 2025	PRIOR YEAR	BUDGET
TAXABLE ROOM REVENUES	\$272,867,328	\$280,672,849	\$263,491,671
OCCUPIED ROOMS - CASH	1,865,020	1,871,291	1,794,349
AVERAGE RATE - CASH	\$146.31	\$149.99	\$146.85
	YTD JANUARY 2025	PRIOR YEAR	BUDGET
OCCUPIED ROOMS			
Cash	1,865,020	1,871,291	1,794,349
Comp	538,362	508,769	521,446
28 Day	600,963	628,869	609,553
TOTAL OCCUPIED ROOMS	3,004,345	3,008,929	2,925,349
	YTD JANUARY 2025	PRIOR YEAR	BUDGET
% OF OCCUPANCY			
Cash	39.5%	40.1%	38.0%
Comp	11.4%	10.9%	11.0%
28 Day	12.7%	13.5%	12.9%
TOTAL OCCUPIED ROOMS	63.7%	64.4%	61.9%



TAXABLE REVENUE BY TAX DISTRICT

	JANUARY 2025	PRIOR YEAR
RENO B	\$14,535,725	\$12,448,112
RENO D	\$5,911,847	\$4,973,107
RENO E	\$1,266,925	\$1,141,133
TOTAL RENO	\$21,714,498	\$18,562,351
WASHOE A	\$238,457	\$58,665
WASHOE B	\$5,606,716	\$4,721,367
TOTAL WASHOE COUNTY	\$5,845,173	\$4,780,032
SPARKS	\$3,482,097	\$3,786,282
TOTAL TAXABLE REVENUE	\$31,041,768	\$27,128,666

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



TAXABLE REVENUE BY TAX DISTRICT

	YTD JANUARY 2025	PRIOR YEAR
RENO B	\$128,794,949	\$132,412,164
RENO D	\$56,766,450	\$61,809,607
RENO E	\$8,420,417	\$8,202,210
TOTAL RENO	\$193,981,817	\$202,423,982
WASHOE A	\$1,268,219	\$584,807
WASHOE B	\$44,910,380	\$42,287,299
TOTAL WASHOE COUNTY	\$46,178,599	\$42,872,106
SPARKS	\$32,706,912	\$35,376,763
TOTAL TAXABLE REVENUE	\$272,867,328	\$280,672,849

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

	JANUARY 31,	
AVERAGE DAILY RATE (CASH)	2025	2024
Hotels	\$135.43	\$132.24
Motels	\$74.80	\$65.24
28 Day Motels	\$44.66	\$45.82
R.V. Parks	\$34.65	\$39.33
Vacation Rentals	\$264.38	\$235.35
Timeshares	\$109.46	\$61.14
TOTAL AVERAGE DAILY RATE (CASH)	\$139.87	\$133.10



OCCUPIED ROOMS

	JANUARY 31,	
OCCUPIED ROOMS (CASH)	2025	2024
Hotels	176,959	158,187
Motels	15,120	15,607
28 Day Motels	3,755	3,365
R.V. Parks	2,833	2,324
Vacation Rentals	20,227	19,856
Timeshares	3,037	4,478
TOTAL OCCUPIED ROOMS (CASH)	221,931	203,817



TOURISM ECONOMICS



EXECUTIVE SUMMARY

Jan '25

Highlights

Hotel revenues for Reno-Tahoe hotels rose 14.4% in January compared to a year ago. This was primarily due to increased demand, though higher pricing also played a role. Demand rose 8.9% compared to the prior year, while ADR increased 5.1% to \$139.

RevPAR rose 13.8% compared to the year prior, as occupancy for Reno-Tahoe hotels improved. Occupancy increased 7.8% compared to January 2024, hitting 56.7% for the month. RevPAR increased 13.8%, with \$52.81 for the month.

Reno-Tahoe International Airport saw a total of 365.3k passengers in January, an increase of 5.3% over PY. Departed rose 4.1% over prior year. Looking at labor, Leisure and Hospitality jobs in the area were recorded at 39.9k in January, 2.8% higher than both prior year and January 2019.

U.S. hotels in January started the year at 51.9% occupancy, down 1.7% YOY, while ADR of \$146 was up 2.7% and RevPAR of \$76 grew 0.9%. Upper Upscale and Upscale chains continued to perform strongly, ahead of last year, while Midscale chains reported the steepest drop in occupancy YOY.

U.S. retail and food services sales fell 0.9% in January 2025 from the previous month but remained 4.2% higher than a year ago. Retail trade sales rose 4.0% YOY, while motor vehicle sales were up 6.4% and food service and drinking places increased 5.4%.



Lodging Revenue
\$31.0M
+14.4% YOY



RNO Total Passengers
365.3K
+5.3% YOY



Visitor Spending
\$41.4M
+4.4% YOY



L&H Jobs
39.9K
+2.8% YOY



MONTHLY SCORECARD

Fiscal YTD as of Jan '25

													Year-to-Date	Year-End
Room Inventory	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	657,429						4,715,446	
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%	100.4%	97.1%						58.7%	
Cash Room Nights														
Actual	313,404	331,510	293,091	271,762	206,826	226,496	221,931						1,865,020	
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%	101.8%	108.0%						60.4%	
Comp Room Nights														
Actual	89,344	89,444	82,838	75,809	65,130	69,759	66,038						538,362	
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%	104.2%	112.9%						61.2%	
Taxable Room Revenue														
Actual	\$49,388,346	\$55,845,967	\$43,207,539	\$36,554,763	\$26,026,566	\$30,802,378	\$31,041,768						\$272,867,327	
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%	103.3%	111.7%						60.8%	
Overall Occupancy														
Actual	72.7%	74.7%	67.1%	64.7%	54.8%	54.4%	56.7%						63.7%	
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	100.2%	111.5%	95.3%	105.2%	98.5%	100.1%	108.8%						101.4%	
Average Rate - Cash														
Actual	\$157.59	\$168.46	\$147.42	\$134.51	\$125.84	\$136.00	\$139.87						\$146.31	
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%	101.5%	103.4%						100.7%	
Estimated Visitor Count														
Actual	380,690	398,031	359,672	333,727	262,888	280,207	274,049						2,289,264	
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%	98.9%	108.3%						60.6%	
Other Monthly KPIs														
Air PAX	479,858	479,829	419,203	418,241	346,927	400,626	365,265						2,909,949	
Gaming Win	\$95,701,124	\$93,197,497	\$98,302,106	\$91,277,190	\$76,064,042	\$90,013,398	\$90,100,570						\$634,655,927	

Source: Visit Reno Tahoe

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LODGING PERFORMANCE

Jan '25

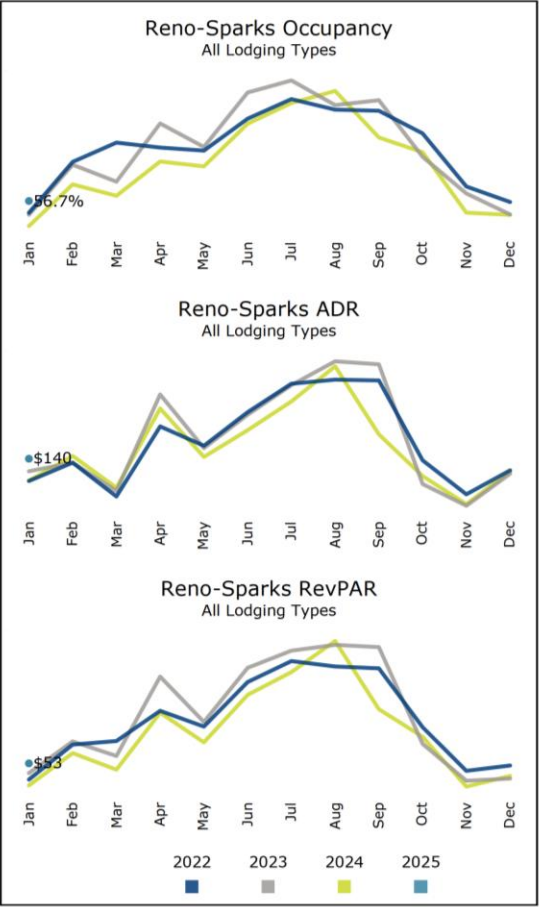
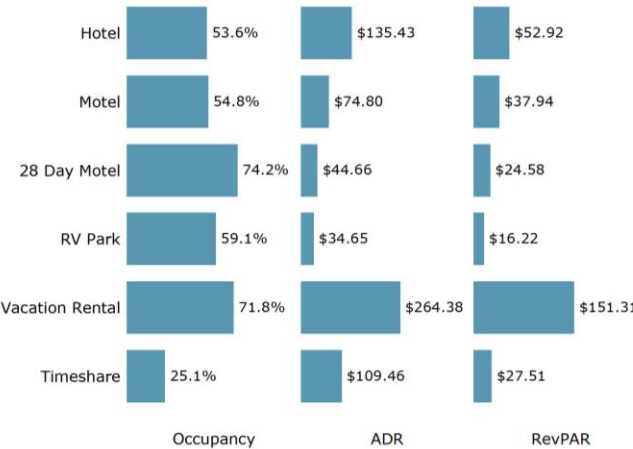
Lodging Performance: Monthly

Occupancy	Previous Year	ADR	Previous Year	RevPAR	Previous Year	Supply	Previous Year	Cash Rooms	Previous Year	Revenue	Previous Year
56.7%	▲ 7.8%	\$139.87	▲ 5.1%	\$52.81	▲ 13.8%	657,429	▼ -1.6%	221,931	▲ 8.9%	\$31.0M	▲ 14.4%

January Performance, Past 4 Years
Total: Reno-Sparks



January 2025 Monthly Performance Category Comparison
Reno-Sparks

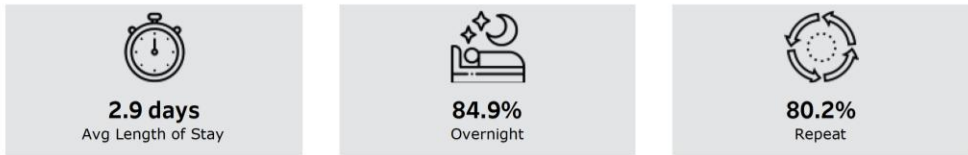


Data Source: Visit Reno Tahoe



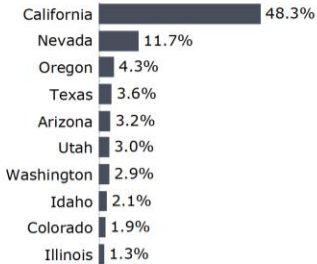
VISITOR PROFILE

January 2025 Domestic Visits



Top Visitor Origin States

% share of total



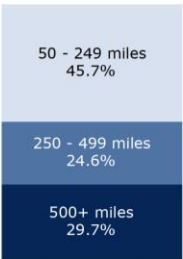
Top Visitor Origin DMAs

% share of total



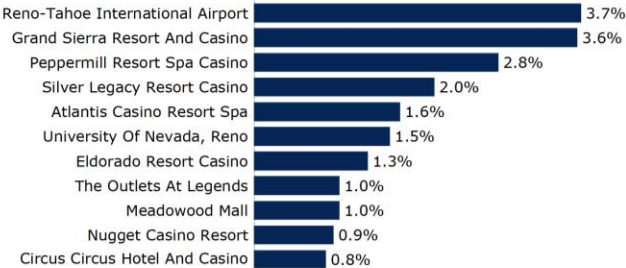
Distance Share

% share of total



Top POIs Visited

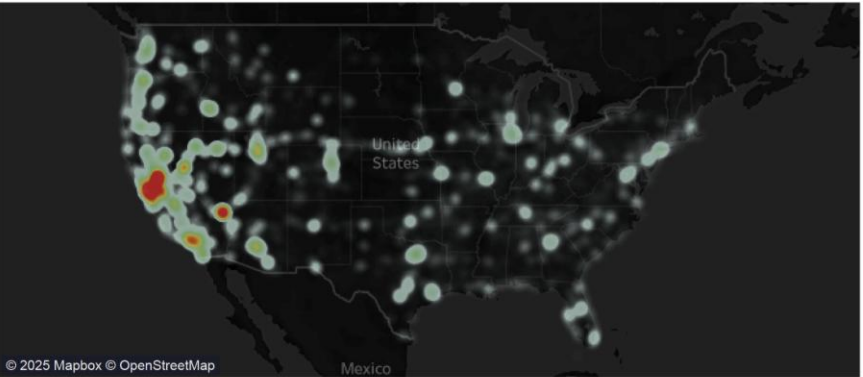
% share of trips



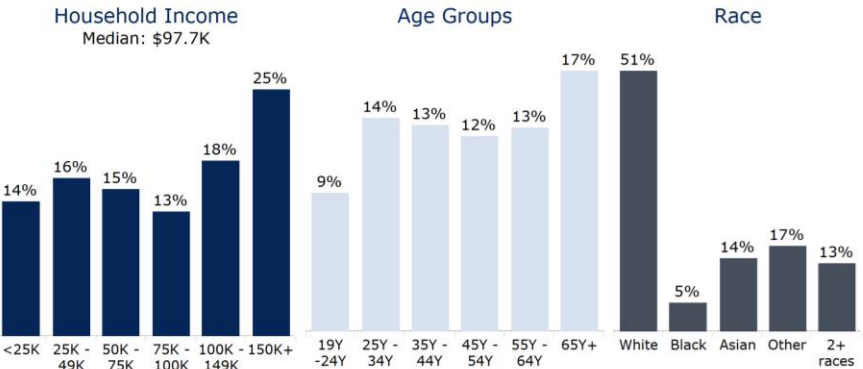
Source: Azira & US Census Bureau

Domestic Visitor Trends & Characteristics

US Mainland Origin Heat Map



Demographic Estimates



SYMPHONY TOURISM ECONOMICS



PASSENGER SUMMARY

Reno-Tahoe International Airport | Jan '25



Total Enplaned
184.3K

▲6.5% YOY



Total Deplaned
181.0K

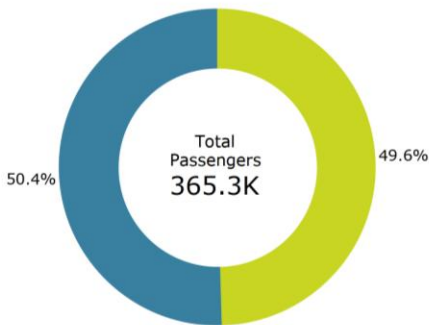
▲4.1% YOY



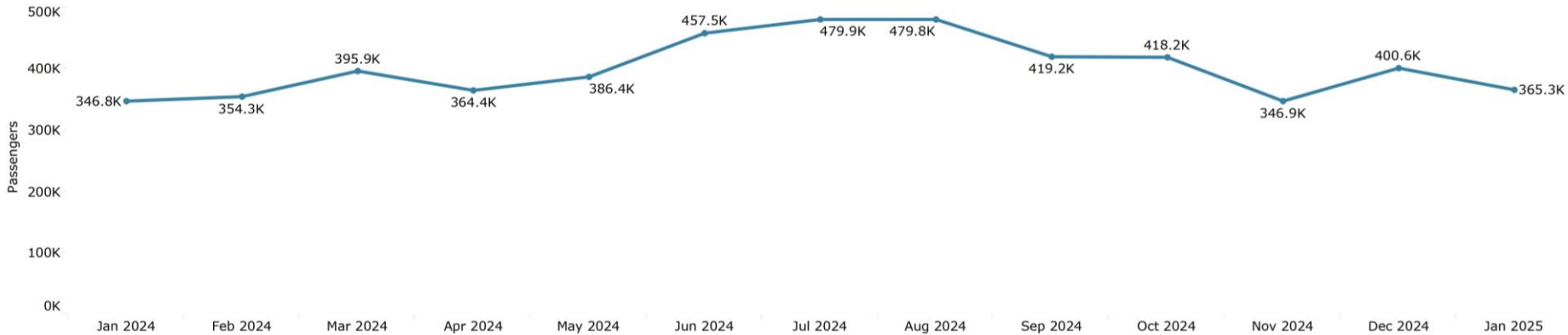
Total Passengers
365.3K

▲5.3% YOY

Deplaned
Enplaned



12 Month Trend: Total Passengers
(Ending January 2025)



Source: Reno-Tahoe International Airport (RNO)

Powered by: **SYMPHONY** TOURISM ECONOMICS

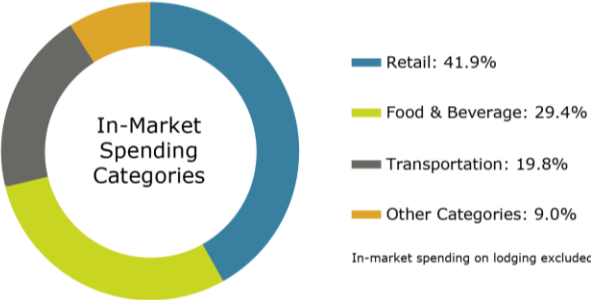


VISITOR SPENDING

Jan '25

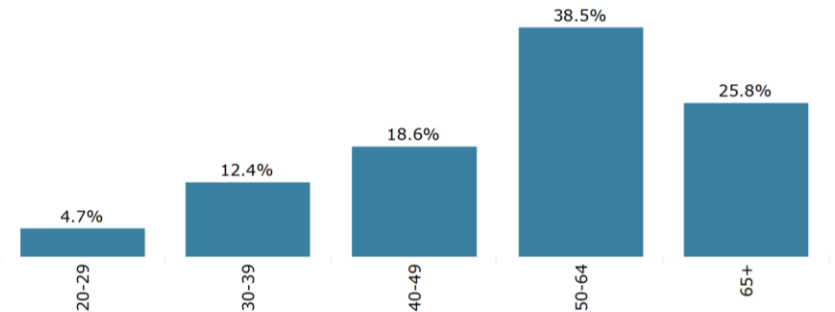
Visitor Credit Card Spending

January 2025 Card Spend
\$41.4M
+4.4% YOY

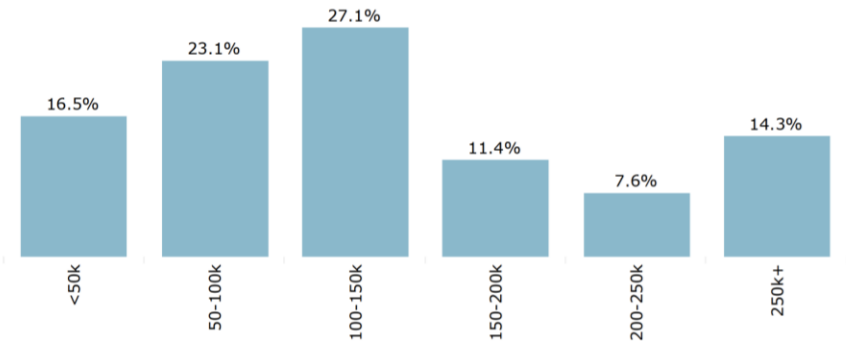


Visitor Credit Card Spending by Demographic

Age



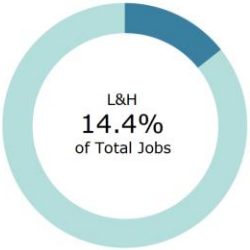
Household Income



LEISURE & HOSPITALITY WORKFORCE

Total Leisure & Hospitality Jobs

L&H Jobs
as of January 2025
39.9K
+2.8% YOY | +2.8% vs. 2019



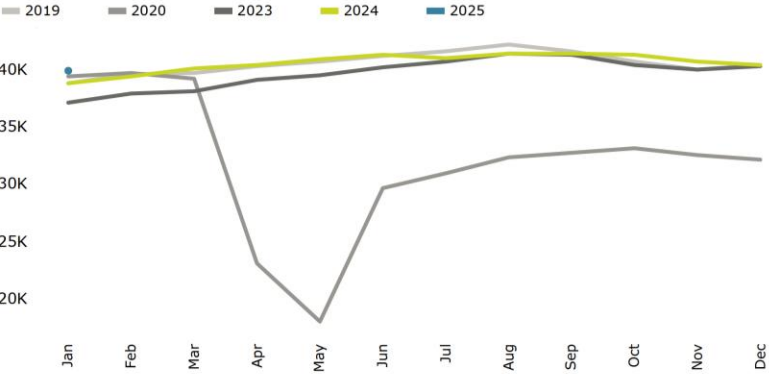
Leisure & Hospitality Job Openings

L&H Job Openings
as of December 2024
2.2K
+0.0% YOY | +4.9% 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

Jan '25

Insights

U.S. hotels in January started the year at 51.9% occupancy, down 1.7% YOY, while ADR of \$146 was up 2.7% and RevPAR of \$76 grew 0.9%. Upper Upscale and Upscale chains continued to perform strongly, ahead of last year, while Midscale chains reported the steepest drop in occupancy YOY.

Total nonfarm employment across the U.S. grew 143K in January, with industries of health care, retail trade, and social assistance making the strongest gains. Leisure and hospitality remained relatively level, down 3K.

U.S. retail and food services sales fell 0.9% in January 2025 from the previous month but remained 4.2% higher than a year ago. Retail trade sales rose 4.0% YOY, while motor vehicle sales were up 6.4% and food service and drinking places increased 5.4%.



Travel Spending (Tourism Economics)

↗ +3.3%
January vs. Previous Year

↗ +3.3%
YTD vs. Previous Year



Air Passengers (TSA)

↗ +1.7%
January vs. Previous Year

↗ +1.7%
YTD vs. Previous Year



Overseas Arrivals (NTTO)

↗ +5.4%
January vs. Previous Year

↗ +5.4%
YTD vs. Previous Year



Hotel Demand (STR)

↗ +1.6%
January vs. Previous Year

↗ +1.6%
YTD vs. Previous Year



Short-term Rental Demand (AIRDNA)

↗ +7.0%
January vs. Previous Year

↗ +7.0%
YTD vs. Previous Year

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

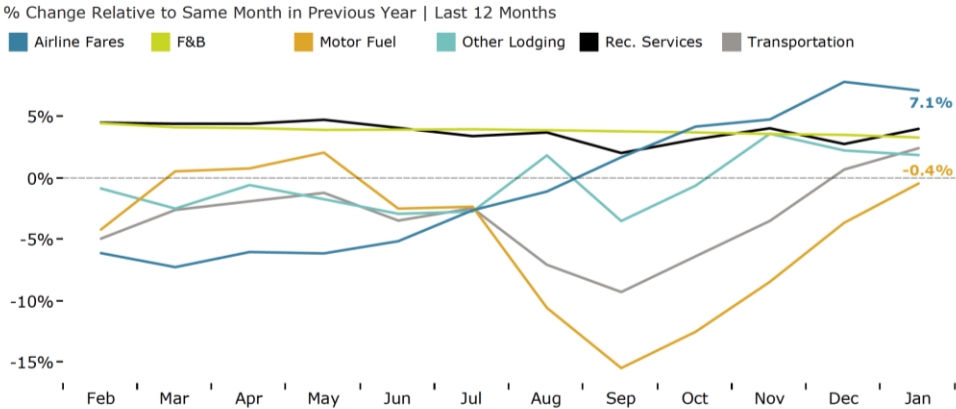
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NATIONAL TRAVEL TRENDS

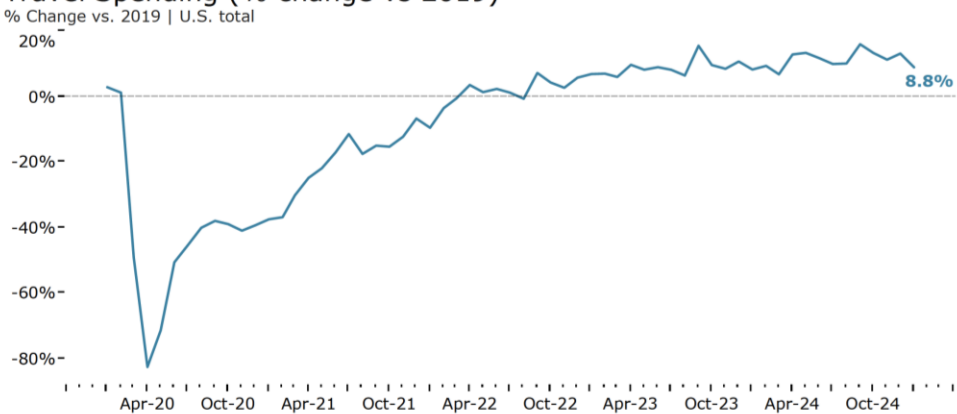
Jan '25

Travel Price Index



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

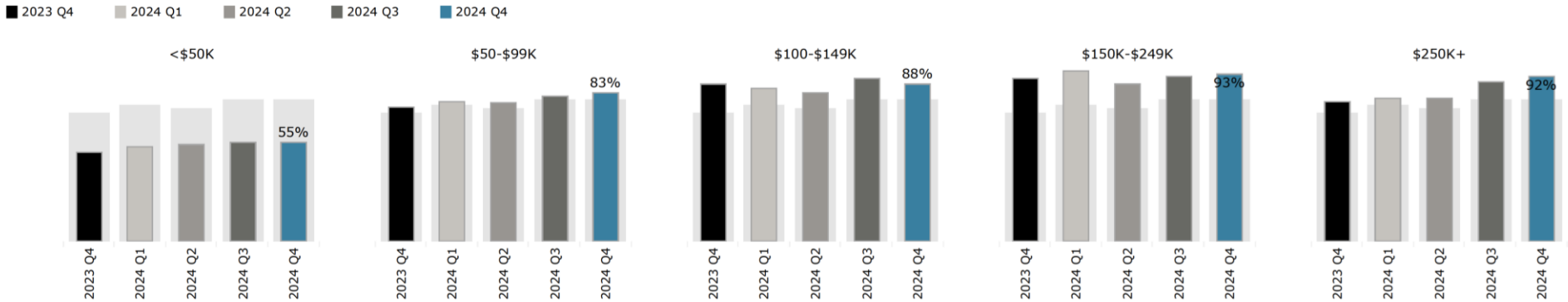
Travel Spending (% change vs 2019)



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)



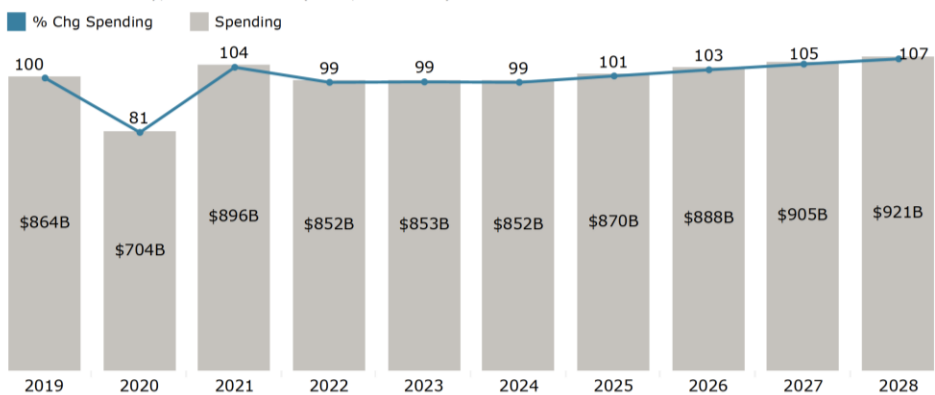
Note: Light gray bars represent the average for all survey respondents
Source: MMGY Global's Portrait of American Travelers



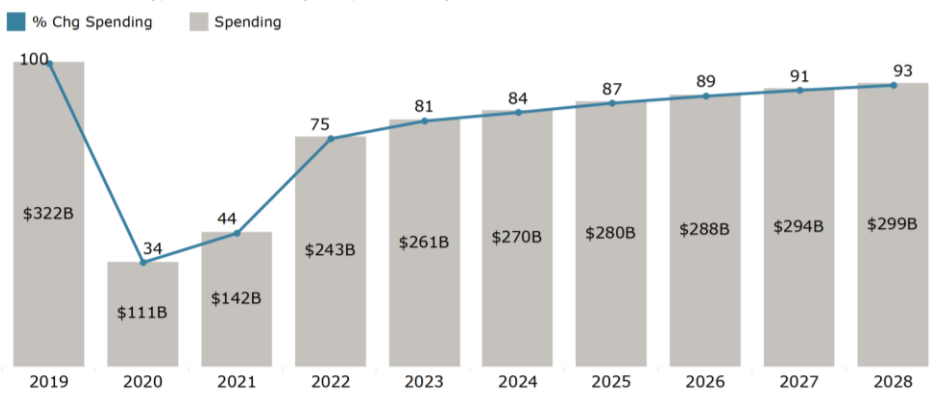
DOMESTIC TRAVEL FORECAST

Jan '25

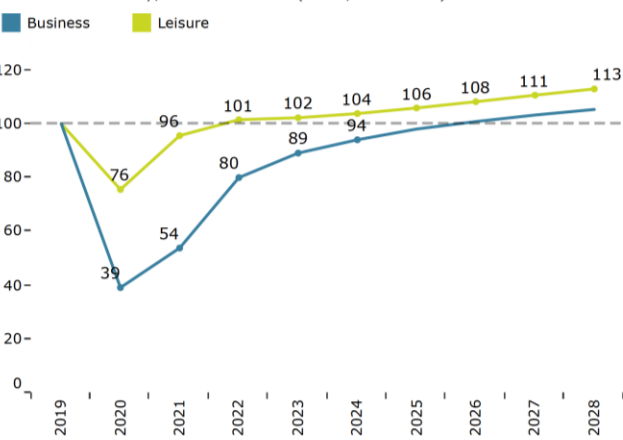
Real Domestic Leisure Travel Spending
Forecasted recovery, relative to 2019 (index, 2019=100)



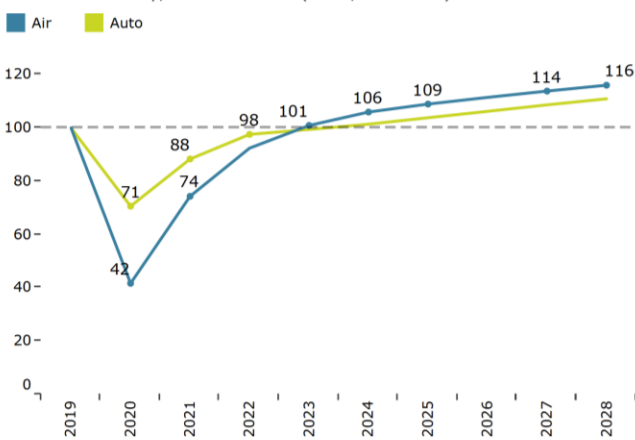
Real Domestic Business Travel Spending
Forecasted recovery, relative to 2019 (index, 2019=100)



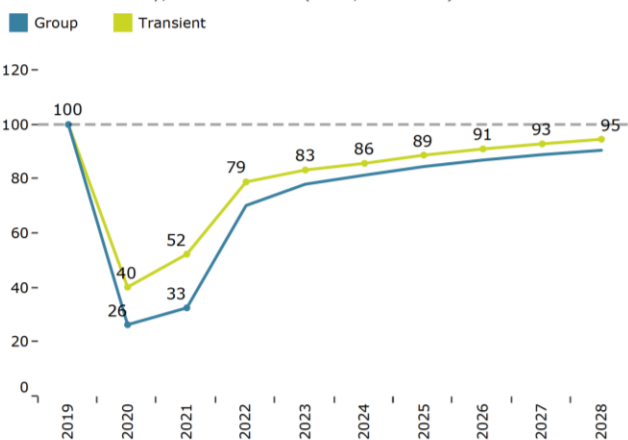
Leisure vs. Business Travel Volume
Forecasted recovery, relative to 2019 (index, 2019=100)



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

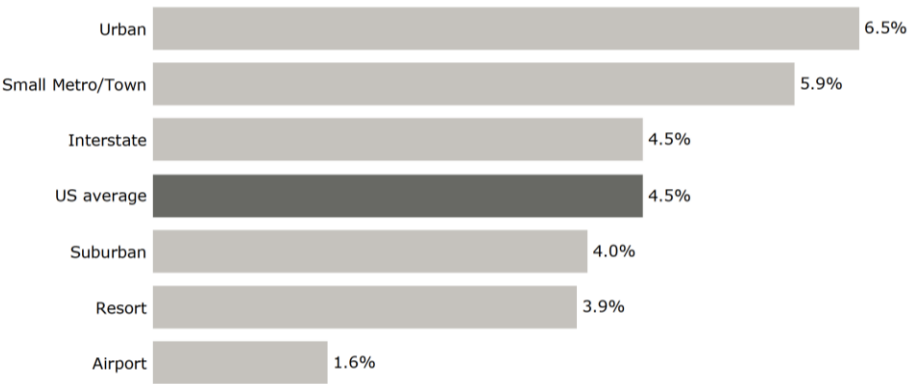


U.S. HOTEL FORECAST

Jan '25

U.S. Actual RevPAR Growth by Location

January 2025, % change relative to 2019



Source: STR

U.S. Hotel Forecast Summary

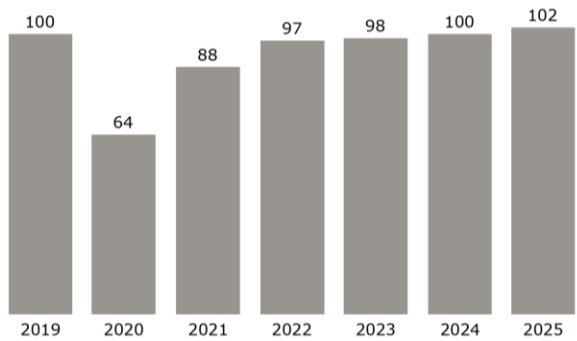
YOY % change, Forecast released February 2025

	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

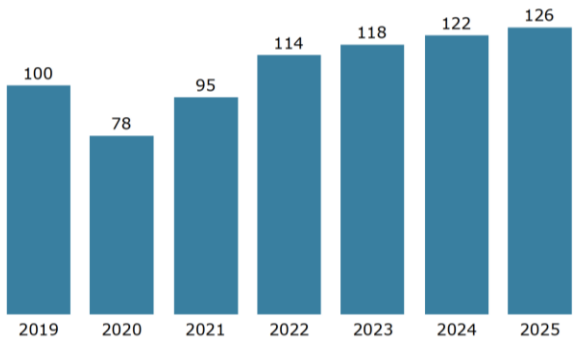
Index (2019 = 100)



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

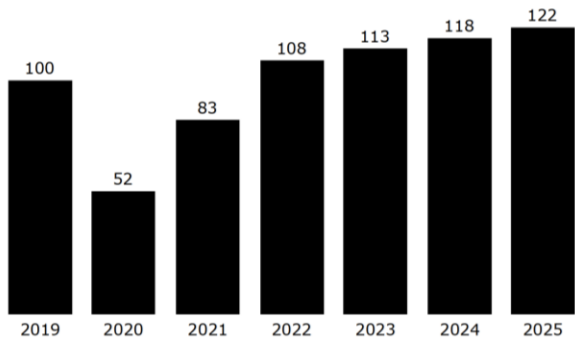
ADR Index

Index (2019 = 100)



RevPAR Index

Index (2019 = 100)





THANK YOU.



Incline Village

TART Connect Micro-Shuttle Project



Reno-Sparks Convention and Visitors Authority
March 27, 2025

LAKE TAHOE DESTINATION STEWARDSHIP PLAN

Taking Care of Tahoe

June 2023



Images: Tahoe Regional Planning Agency

Transit Operations

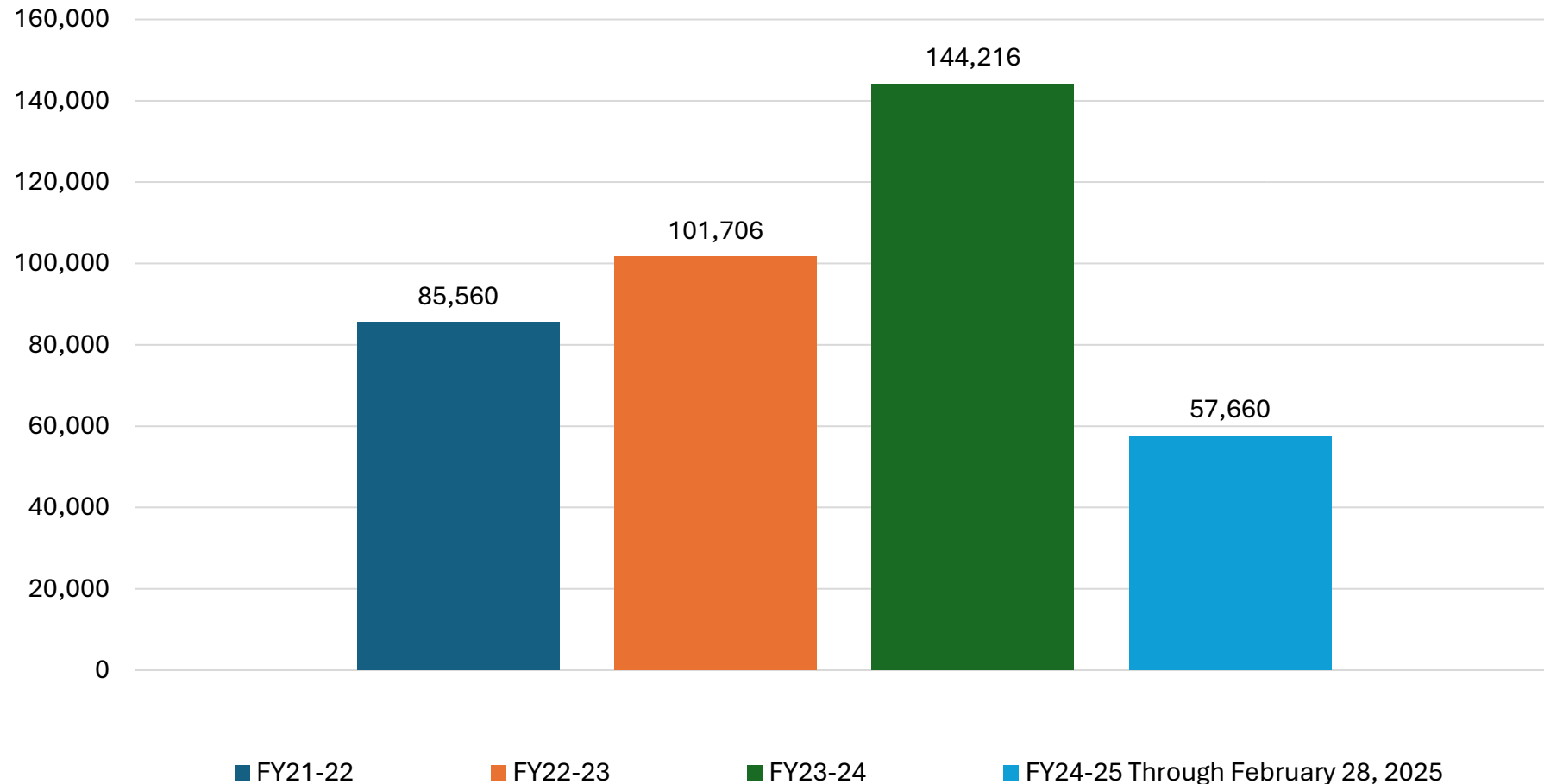




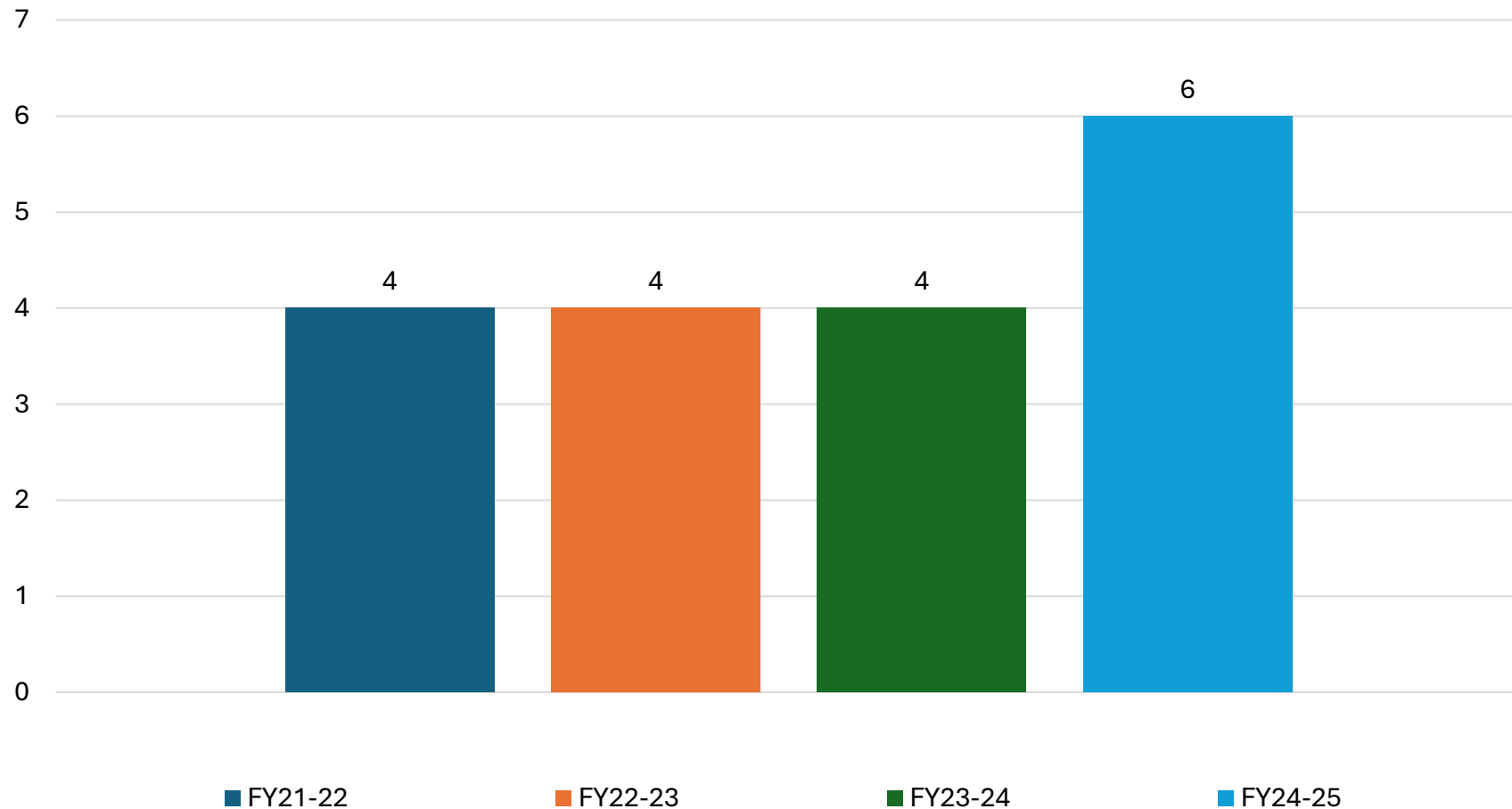
Washoe County Service Recap and Budget



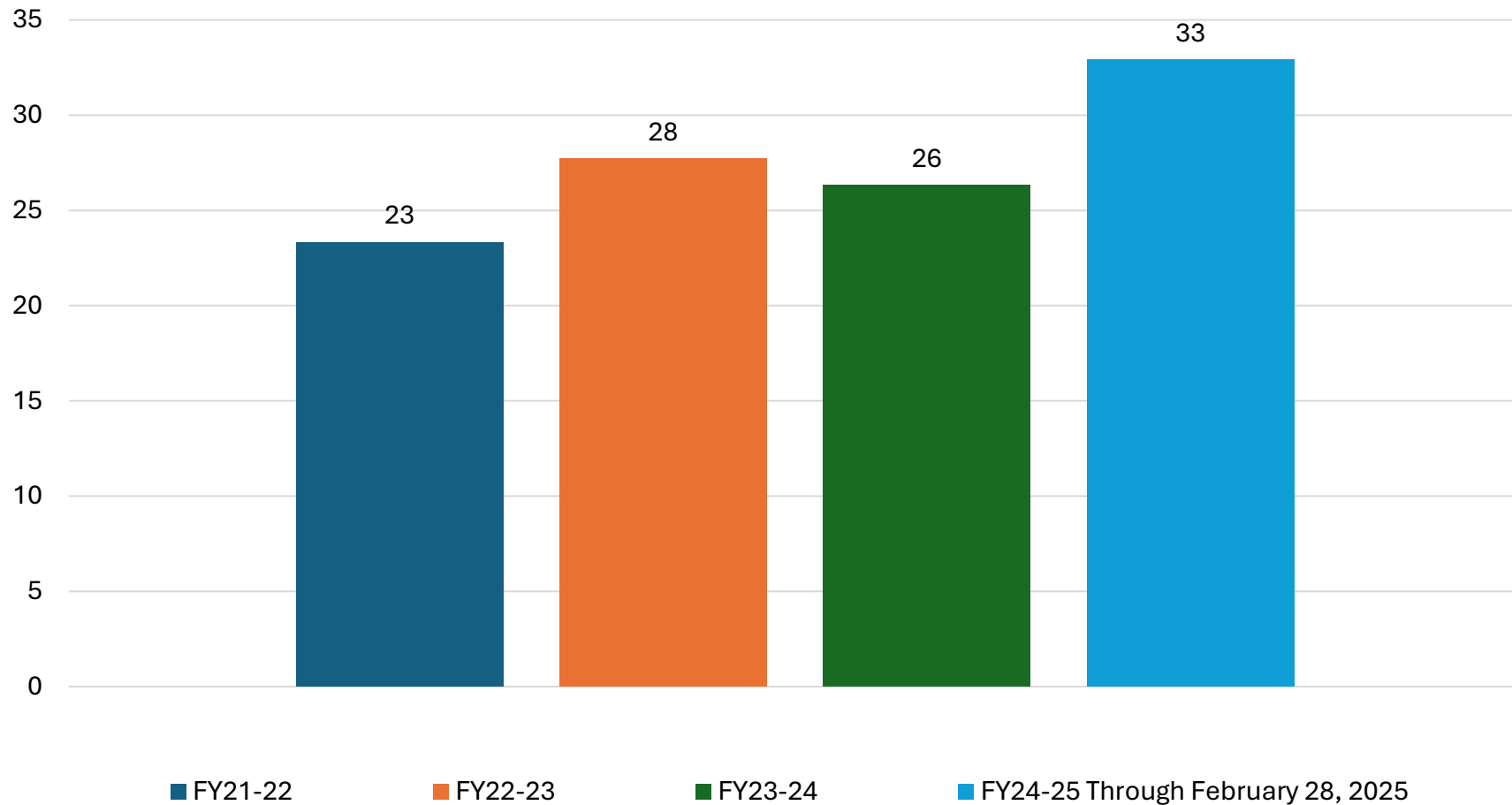
Washoe County TART Connect Annual Ridership Comparison



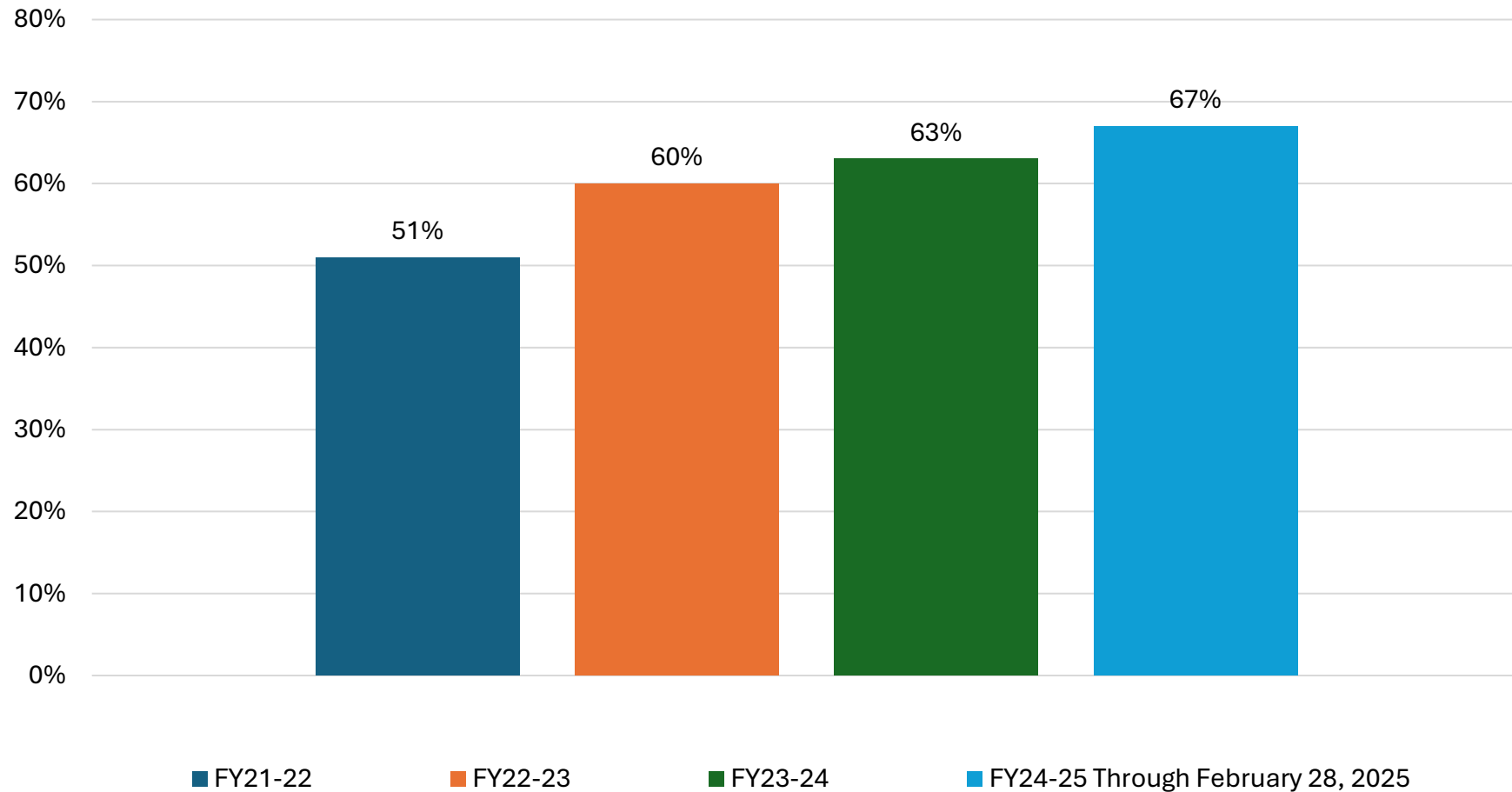
Washoe County TART Connect Annual Maximum Vehicles in Service Comparison



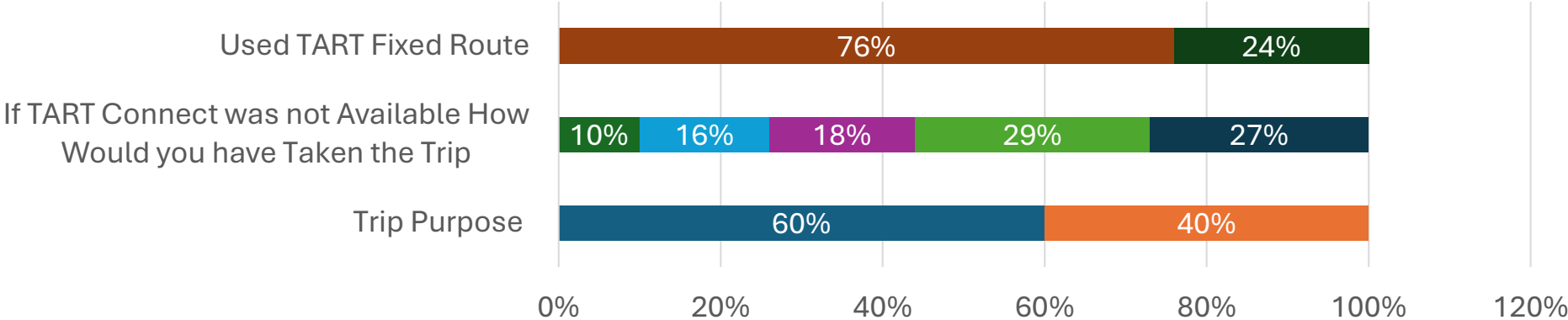
Washoe County TART Connect Annual Riders Per Service Hour



Washoe County TART Connect Annual Shared Ride Percentages

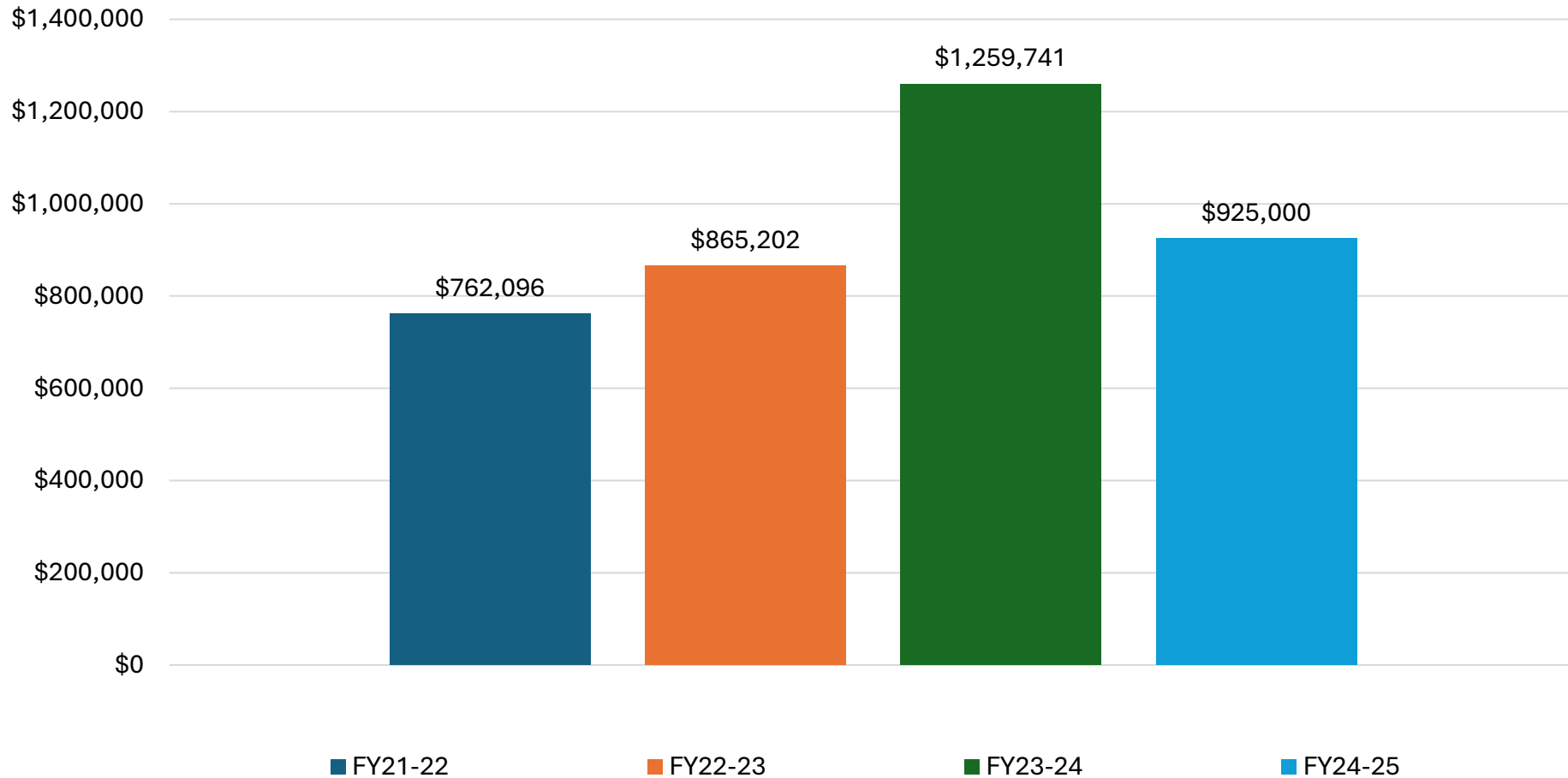


TART Connect Rider Profile FY 24-25



	Trip Purpose	If TART Connect was not Available How Would you have Taken the Trip	Used TART Fixed Route
■ Work/Appt./School	60%		
■ Recreation/Social	40%		
■ Drive Alone		10%	
■ Carpool/Uber/Lyft		16%	
■ TART Fixed Route		18%	
■ Bike/Ped		29%	
■ Wouldn't have Taken Trip		27%	
■ Yes			76%
■ No			24%

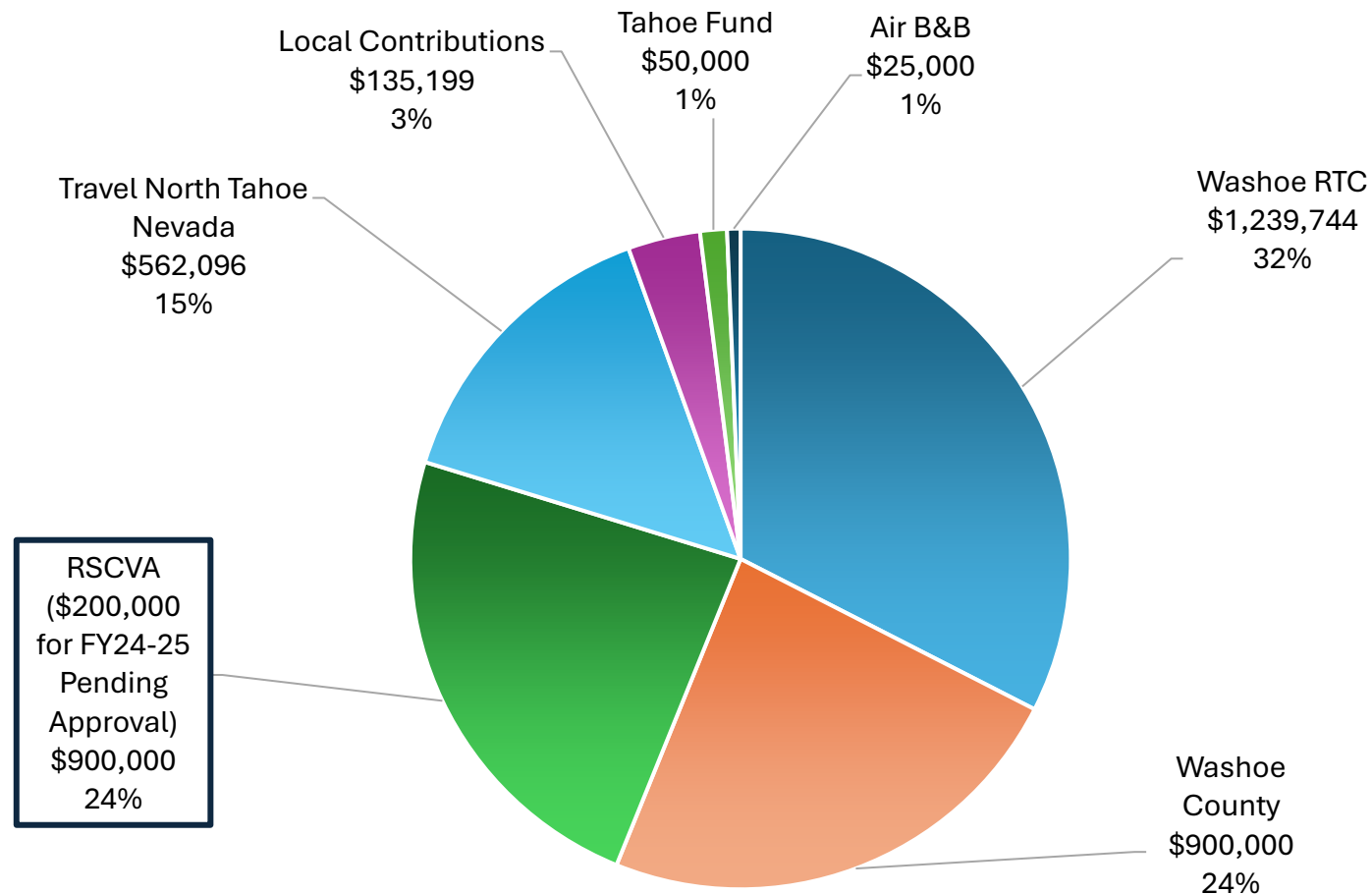
Washoe County TART Connect Annual Funding



TART Connect

Washoe County Funding FY21-22 through FY24-25

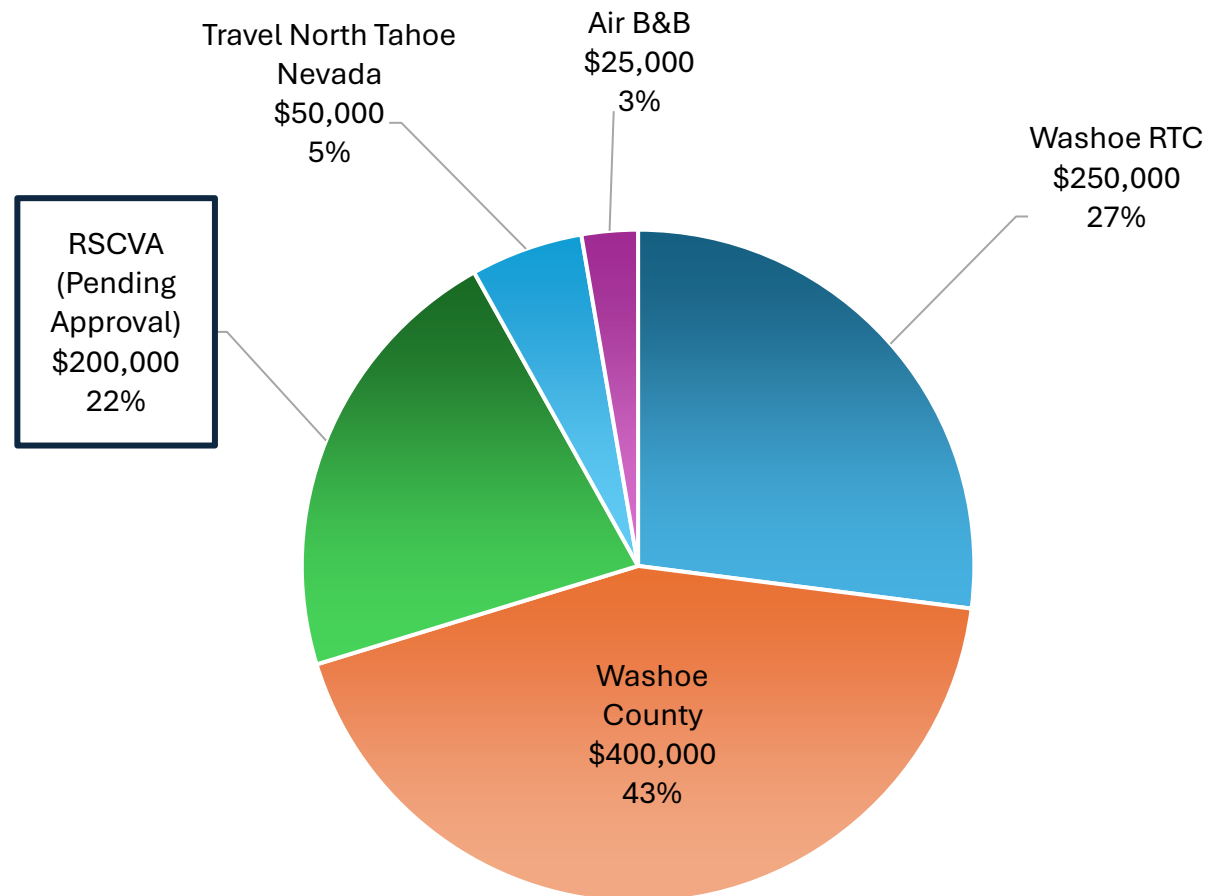
4-Year Investment = \$3,812,039



TART Connect

Washoe County Annual Funding FY 24-25

Annual Budget = \$925,000



Questions



**Unsolicited Proposal Submission Form
Reno-Sparks Convention and Visitors Authority (RSCVA)**

Organization Name:

Tahoe Regional Planning Agency

Proposal Name:

TART Connect - Micro-Transit - Incline Village/Crystal Bay

Total Amount of Funds Requested:

\$250,000

Date(s) the Funds Would Be Spent:

July 1, 2025

Location of the Event:

Incline Village/Crystal Bay

Number of Attendees Expected:

25,000-30,000 riders (April-June)

Description of Unsolicited Proposal:

Funding would keep TART Connect operating in Incline Village and Crystal Bay. Without additional funding the service would shut at the end of March. TART Connect is free on-demand micro-transit that serves the entire North Shore of Lake Tahoe. The service is loved by visitors and tourism business operators. This free service is critical to delivering visitors and employees to local businesses.

How would funding for the Unsolicited Proposal be utilized to actively solicit tourism and gaming, and/or to support initiatives that contribute to these objectives?

TART Connect provides around 50% of it's 100,000 plus annual rides to visitors to the Tahoe Region. Many of these visitors come from the Reno-Sparks area, either for the day or via the Reno-Tahoe Airport. TART Connect is a free customer service product that can increase visitor satisfaction and be a key selling point for Reno-Sparks properties to attract visitors. Additionally, Tahoe's tourism businesses rely on TART Connect to deliver visitors and employees to their businesses.



**Unsolicited Proposal Submission Form
Reno-Sparks Convention and Visitors Authority (RSCVA)**

What benefit would the RSCVA receive if the Unsolicited Proposal is funded?

Continued operation of TART Connect would give the RSVCA a visitor serving product to advertise and attract visitors to the region. It will also give RSVCA a tangible example of how tourism can give back to the community and support regional sustainability. TART Connect also serves hotel tax paying properties in Tahoe such as the Hyatt and more than 600 short term rentals. This is a direct investment back into the contributing members of the RSVCA service area.

How does this Unsolicited Proposal further the mission statement of the RSCVA?

"To attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities."

TART Connect can be advertised to potential visitors to the region as a value proposition for Reno-Tahoe. It can be promoted by all Reno-Sparks properties to guests and increase visitor satisfaction during day trips to Tahoe. Micro-transit is a key priority of Tahoe's Destination Stewardship Plan, which the RSCVA is a founding member. Micro-transit reduces congestion, provides free recreation access, and supports quality of life. All of this supports the sustainable growth of our community.

Other:

___ I have attached a copy of the Unsolicited Proposal, including:

___ Detailed budget outlining how the requested funds would be allocated and utilized.

___ This Unsolicited Proposal does not qualify for funding under the Special Event Marketing Sponsorship Program.

Submission Information:

Name of Main Contact for Unsolicited Proposal:

Devin Middlebrook

Title

Government Affairs Manager

Email Address:

dmiddlebrook@trpa.gov

Phone Number:

775-589-5230

Submission Date:

3/26/2025



Reno-Sparks Convention and Visitors Authority

Interim Financial Report

January 2025



**Reno-Sparks Convention and Visitors Authority
Interim Financial Report
January 2025**

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RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Financial Summary by Category

	Seven Month Period Ended January 31,		Total Budget Fiscal Year 2025
	2025	2024	
Revenues			
Room Tax Collections	\$ 23,532,688	\$ 24,188,234	\$ 39,739,356
Tourism Surcharge	2,711,680	2,700,296	4,309,997
Facilities Revenues	3,071,715	4,543,702	7,358,789
Other Income	1,366,813	1,349,967	1,902,541
Total Revenues	\$ 30,682,896	\$ 32,782,199	\$ 53,310,683
Operating Expenses (by Category)			
Payroll & Related	\$ 10,123,355	\$ 8,865,368	\$ 19,111,658
Supplies & Services	6,147,072	6,895,612	13,654,422
Promotion & Advertising	5,876,756	5,484,058	10,136,707
Travel & Entertainment	491,252	581,020	2,193,900
Special Projects	826,119	1,249,575	1,242,043
Other	52,824	67,800	186,900
Total Operating Expenses	\$ 23,517,380	\$ 23,143,432	\$ 46,525,630
Non-Operating Expenses/General Fund Transfers Out			
Incline Village/Crystal Bay Apportionment	\$ 1,563,472	\$ 1,450,469	\$ 2,003,029
Debt Service Transfers	4,714,733	4,712,838	8,082,400
Capital Improvements	4,403,770	3,613,116	6,623,617
Contingency	-	-	200,000
Total Non-Operating Expenses/Transfers	\$ 10,681,976	\$ 9,776,423	\$ 16,909,046
Net Revenues (Expenses)	\$ (3,516,459)	\$ (137,656)	\$ (10,123,993)

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Financial Summary by Department

	Seven Month Period Ended January 31,		Total Budget Fiscal Year 2025
	2025	2024	
Revenues			
Room Tax Collections	\$ 23,532,688	\$ 24,188,234	39,739,356
Tourism Surcharge	2,711,680	2,700,296	4,309,997
Facilities	3,071,715	4,543,702	7,358,789
Other Income	1,366,813	1,349,967	1,902,541
Total Revenues	30,682,896	32,782,199	53,310,683
Operating Expenses (by Department)			
Facilities Operations	9,014,167	9,439,531	14,074,264
Marketing	6,280,692	6,260,866	14,933,807
Sales	4,502,878	4,393,554	9,886,066
General and Administrative	3,719,642	3,049,482	7,631,493
Total Operating Expenses	23,517,380	23,143,432	46,525,630
Non-Operating Expenses/General Fund Transfers Out			
Incline Village/Crystal Bay Room Tax Apportionment	1,563,472	1,450,469	2,003,029
Debt Service Transfers	4,714,733	4,712,838	8,082,400
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RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

Transient Lodging Tax Collections and Statistics

	Seven Month Period Ended January 31,		Increase (Decrease)	
	2025	2024	\$	%
Room Tax Collections				
Lodging (6 5/8%)	\$ 18,075,833	\$ 18,579,368	\$ (503,536)	(14.1%)
Convention Center (2%)	5,456,855	5,608,866	(152,011)	(14.1%)
Tourism Surcharge	2,711,680	2,700,296	11,384	2.4%
Total Tax Collections	\$ 26,244,368	\$ 26,888,530	\$ (644,163)	(12.5%)
Total Taxable Room Revenues	\$ 272,867,328	\$ 280,672,851	\$ (7,805,523)	(15.4%)
Average Rate - Cash	\$ 146.31	\$ 149.99	\$ (3.68)	(2.3%)
Occupied Rooms				
Cash	1,865,020	1,871,291	(6,271)	(2.0%)
Comp	538,362	508,769	29,593	37.5%
28 Day	600,963	628,869	(27,906)	(29.5%)
Total Occupied Rooms	3,004,345	3,008,929	(4,584)	(0.9%)
Total Percentage of Occupancy	63.7%	64.4%		(0.7%)
Total Taxable Room Revenues by Tax District				
Reno B (Suburban Reno)	\$ 128,794,949	\$ 132,412,164	\$ (3,617,215)	(2.7%)
Reno D (Downtown Reno)	\$ 56,766,450	\$ 61,809,607	\$ (5,043,157)	(8.2%)
Reno E (1 Mile Radius from Downtown)	\$ 8,420,417	\$ 8,202,210	\$ 218,207	2.7%
Sparks	\$ 32,706,912	\$ 35,376,763	\$ (2,669,850)	(7.5%)
Washoe A (Washoe County (excluding Incline Village)	\$ 1,268,219	\$ 584,807	\$ 683,412	116.9%
Washoe B (Incline Village)	\$ 44,910,380	\$ 42,287,299	\$ 2,623,080	6.2%