

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
MEETING OF THE BOARD OF DIRECTORS  
Thursday, June 26, 2025, at 10:00 a.m.  
Reno-Sparks Convention and Visitors Authority  
4065 S. Virginia Street, Board Room  
Reno, Nevada**

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

Councilwoman Charlene Bybee  
Mr. Stephen Ascuaga  
Mr. Greg Long  
Mr. John East

Commissioner Alexis Hill  
Mr. Richard Jay  
Mr. Glenn Carano  
Mr. Eddie Ableser

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

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

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

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

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

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## **AGENDA**

### **A. OPENING CEREMONIES**

Call to Order  
Pledge of Allegiance  
Roll Call

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

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

**C. CONSENT AGENDA** (All consent items may be approved together with a single motion, be taken out of order, and/or be heard and discussed individually. All consent agenda items pulled for discussion will be heard after approval of the remaining consent agenda items)

**C1. Approval of the Agenda of the June 26, 2025, Regular Meeting of the Board of Directors**

For Possible Action

**C2. Approval of the Minutes of the May 22, 2025, Regular Meeting of the Board of Directors**

For Possible Action

**C3. Approval of the Property, Casualty, and Workers Compensation Insurance Policies for Fiscal Year 2025-2026 and Related Coverages in an Aggregate Amount not to Exceed \$831,549 With the Various Insurance Carriers.**

The RSCVA Board of Directors is being asked to review, discuss, and approve staff's recommendation to approve the property, casualty, and workers compensation insurance policies for fiscal year 2025-2026 and related coverages in an aggregate amount not to exceed \$831,549 with the various carriers as follows: (i) Alliant Property Insurance Program – Property (\$493,005); (ii) Travelers – General Liability (\$103,672), Public Entity Liability (\$17,586), Employment Practices Liability (\$23,049), Automobile Liability and Physical Damage (\$23,602), Workers Comp & Employer's Liability (\$75,043), Excess Liability (\$74,004); (iii) Palomar Excess & Surplus Lines Insurance – Network Security and Privacy (\$11,099); (iv) Great American – Crime (\$3,903), Assault Expense and Threat Response (\$4,541); (v) Lloyd's London – Tank Pollution Liability (\$2,045); and Sirius Point Specialty – Tenant User Program/Tulip (\$0).

For Possible Action

**C4. Review, Discussion, and Possible Action regarding the Acquisition of Five New Sections of Portable Bleachers.**

The RSCVA Board of Directors is being asked to review, discuss, and approve staff's recommendation to purchase five new sections of portable bleachers from FSI/Flooring Solutions, Inc. for in an amount not to exceed \$808,961.20, pursuant to Sourcewell Contract #091719-HSC.

For Possible Action

**D. PRESENTATIONS**

**D1. Legislative Summary**

Jesse Wadhams, with the law firm of Black and Wadhams, as the RSCVA's retained government affairs firm, will discuss the recent Legislative session and issues which may impact or be of interest to the RSCVA. The Board of Directors may take action to provide direction to Mr. Wadhams or staff on any post session Legislative matters.

For Possible Action

**D2. Presentation: Miles Partnership**

Members of the Miles Partnership leadership team, Debbie Johnson Sr. VP at Mile Partnership and Danelle Amos Vice President of Paid Media, will provide an overview of the agency's capabilities, strategic approach and partnership vision as the new Agency of Record and Media Buying Agency for the RSCVA. The presentation will cover their experience in destination marketing, paid media strategy and collaborative planning as they begin their work with the RSCVA to elevate the Reno Tahoe brand across key markets.

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. APPOINTMENT OF BOARD MEMBERS**

**E1. RSCVA Board Appointment of Reno Tahoe Airport Authority (RTAA) Board of Director's Seat Pursuant to NRS 244A.601(1)(d)(1)**

The elected public official members of the Board of Directors will consider the appointment of a representative to the RSCVA Board nominated by the Reno Tahoe Airport Authority. The nominee's appointment will become effective July 1, 2025, and will be for a term of one year (serving out the remaining term of the previous appointee). The RTAA has submitted the following names for consideration:

Ms. Courtney Young

Mr. Shaun Carey

For Possible Action

**E2. RSCVA Board Appointment of the Nevada Resort Association (NRA) Board of Director's Seat Pursuant to NRS 244A.601(1)(d)(4)**

The elected public official members of the Board of Directors will consider the appointment of a representative to the RSCVA Board nominated by the Nevada Resort Association. The nominee's appointment will become effective July 1, 2025, and will be for a term of two years. The NRA has submitted the following name for consideration:

Mr. John East

Mr. Matt Denning

For Possible Action

**E3. RSCVA Board Appointment of the Reno + Sparks Chamber of Commerce Board of Director's Seat Pursuant to NRS 244A.601(1)(d)(2)**

The elected public official members of the Board of Directors will consider and may take action to appoint a representative to the RSCVA Board nominated by the Reno + Sparks Chamber of Commerce. The nominee's appointment will become effective July 1, 2025 and will be for a two-year term. The Chamber has submitted the following names for consideration:

Mr. Edward Ableser

Mr. Mike Hix

For Possible Action

**F. BOARD MATTERS**

**F1. Presentation, Review, Discussion and Possible Approval on the Direction of the Fiscal Year 2026-2028 Three-Year Strategic Plan**

Following a presentation from OnStrategy and RSCVA staff, the Board of Directors is being asked to review, discuss and approve the proposed Fiscal Year 2026-2028 Three-Year Strategic Plan (the "Plan"), incorporating Urban Core Revitalization, Venue Activation & Event Attraction, Visitor Access, and Organizational Sustainability & Performance. The Board may make modifications to the Plan prior to possible approval.

For Possible Action

**F2. Review, Discussion, and Possible Action to Approve Contracts with KPS3 for Website Search Engine Optimization, Maintenance/Enhancement/Optimization, and Website User Experience Optimization (A/B testing).**

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve the authorization of the President/CEO to execute an agreement with KPS3 for professional services related to website search engine optimization, technical maintenance/enhancement/optimization, user experience optimization, content and reporting for the visitrenotahoe.com and rscva.com websites, in an amount not to exceed \$311,000 for a term not to exceed 24 months.

For Possible Action

**F3. Review, Discussion and Possible Approval of an Interlocal Agreement with Travel Nevada in an Amount Not to Exceed \$200,000**

For the successful planning and execution of the 2025 Governor's Conference on Tourism, the Reno-Sparks Convention and Visitors Authority is entering into an agreement with Travel Nevada. As part of this agreement, the RSCVA would assist with Venue Sourcing and Contracting, Payment of Conference-related Expenses, and hosting the Opening Reception. 100% of pre-approved expenses will be reimbursed by Travel Nevada. The RSCVA Board of Directors is being asked to approve the Scope of Work and the terms the Interlocal Contract with Travel Nevada and authorize the RSCVA President/CEO to execute the same.

For Possible Action

**G. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES**

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

Informational Only

**H. COMMENTS FROM THE FLOOR BY THE PUBLIC**

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

**I. ADJOURNMENT**

For Possible Action

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



**Reno-Sparks Convention & Visitors Authority  
Meeting held Thursday, May 22, 2025, at 2:00 p.m.  
4065 S. Virginia Street, Board Room  
Reno, Nevada**

The Reno-Sparks Convention & Visitors Authority Board of Directors met at 2:00 p.m. on Thursday, May 22, 2025. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

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## **A. OPENING CEREMONIES**

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

Chair Schieve called the meeting to order at 2:02 p.m.

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

Erica Olsen led the pledge.

### **A3. Roll Call**

The Clerk of the Board took roll call.

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

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

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

Mike Larragueta, President & CEO  
Christina Erny, Vice President of Marketing  
John McGinnes, Vice President of Sales  
Chad Peters, Executive Director of Facilities  
Ben McDonald, Senior Director of Communications & Public Affairs  
Art Jimenez, Executive Director of Tourism Sales  
Renee McGinnes, Executive Director of Venue Sales & Events  
Lori Tange, Director of Human Resources  
Robert Douglas, Room Tax Manager

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

Benjamin Kennedy, Argentum Law  
Molly Rezac, Ogletree Deakins  
Jesse Wadhams, Black & Wadhams

**Board Clerk:**

Myrra Estrellado, Administrative Office Manager & Board Clerk

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

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

**C. CONSENT AGENDA:**

**C1. Approval of the Agenda of the May 22, 2025, Regular Meeting of the Board of Directors**

On a motion made by Board Member Jay and seconded by Board Member Carano, it was resolved to approve the consent agenda of the May 22, 2025, Regular Meeting of the Board of Directors. The motion was **APPROVED** by a vote of 9-0-0.

**C2. Approval of the Minutes of the April 24, 2025, Regular Meeting of the Board of Directors**

On a motion made by Board Member Jay and seconded by Board Member Hill, it was resolved to approve the minutes of the April 24, 2025, Regular Meeting of the Board of Directors. The motion was **APPROVED** by a vote of 9-0-0.

**D. BOARD MATTERS**

**D1. Review, Discussion, and Possible Action regarding Legislative Priorities for the Current Legislative Session**

**Jesse Wadhams** provided an update on the legislative session, mentioning that there are 11 days remaining and highlighting the progress of key bills such as AB114 (Board Governance) and AB333 (Reno Livestock Events Center). He also mentioned that AB81 did not make it through the last deadline and discussed the status of Lake Tahoe bills SB420 and SB426.

**Board Member Ableser** mentioned that it is unclear whether Senate Bill 316 would impact the bottom line and rates. **Jesse Wadhams** explained that the bill includes an exemption for government entities and recommended directing the question to Human Resources for further clarification. **Board Member Tange** noted that the bill appears to focus on increasing transparency among pharmacy benefit managers.

**Board Member Ableser** expressed concerns about the potential increase in health insurance premiums if specific bills pass and suggested that the Board oppose the legislation if it affects their health insurance. He mentioned that the Reno Sparks Chamber of Commerce is opposing both bills due to concerns about small group health plan policies. **Jesse Wadhams** clarified that the IVF bill is still moving forward, stating that there was a new update from the Senate Finance Committee and that association health plans with 50 or more employees would be exempt. He then mentioned that the PBM bill is unclear, but he would follow up on it.

**Board Member Ableser** suggested tracking the IVF bill and PBM bill more closely and expressed concerns about the potential impact on health insurance premiums.

**Chair Schieve** suggested that more research is needed to understand the PBM bill and recommended following up on it.

**Board Member Hill** recommended that the Executive and Legislative Committee review and update legislative policies both locally and federally in the next session to act on behalf of the Board.

**D2. Review, Discussion, and Possible Approval of Appointment of Member to the Reno-Tahoe Airport Authority Board of Trustees to Represent Consumers of Services Provided at the Airport**

Chair Schieve opened the floor to the three candidates who applied for the RTAA Board of Trustees.

**Pascal Dupuis**, the general manager of High End with over 30 years of experience in luxury hospitality, expressed his commitment to enhancing the airport experience. He emphasized the importance of service and first impressions, noting that he has a strong dedication to seeing the renovation project through to completion over the next five years.

**John Sande IV** expressed enthusiasm about representing the airport authority, emphasizing a personal connection to the community and a profound passion for aviation. He provided an overview of his background, including his upbringing in Reno, education at Stanford, and legal career, which involved collaboration with the airport authority.

**Eddie Ableser** conveyed a profound respect for Mr. Sandy and underscored the significance of expanding air service in the region to bolster tourism and economic growth. He highlighted the collaborative efforts between the Sparks Chamber of Commerce and the RTAA to align priorities and enhance air service connectivity.

**Board Member Ableser** disclosed his candidacy for the Reno Tahoe Airport Authority Board of Trustees, highlighting a pecuniary and non-pecuniary interest in the appointment due to the stipend associated with the position. He outlined his ethical obligations under Nevada law to avoid conflicts of interest. He announced his decision to abstain from voting on the agenda item related to his appointment, ensuring transparency and compliance with ethical standards.

**Board Member Long** emphasized the significance of tourism in the state, noting that gaming relies heavily on it. They highlighted Mr. Dupuis' qualifications and proximity to the area, which allows him to address tourism-related issues effectively. The airport lobbyist supports Mr. Dupuis' candidacy, indicating confidence in his abilities to represent the interests of tourism and hospitality on the Board.

**Board Member Jay** elaborated on the significant time commitment required for Board members, noting that the position involves attending multiple meetings and events each month. He emphasized the necessity for in-person attendance at these meetings, as

remote participation may not be effective in the context of airport operations.

**Chair Schieve** mentioned the importance of having a candidate with a background in tourism and hospitality, especially given the airport's role as a gateway for visitors to the region. She expressed confidence in the decision-making process and noted that there are three strong candidates for the position. Concerns were raised regarding the availability and commitment of candidates, particularly regarding their ability to fulfill the time requirements associated with the position.

**Board Member Bybee** emphasized the significance of first impressions and suggested that the airport should showcase local culture and attractions to enhance the visitor experience. She discussed the need to improve air service and the overall visitor experience at the airport.

**Eddie Ableser** discussed his situation, mentioning that he had extended his business into Utah and that his family was relocating there. He explained that he would be co-located, with residences both in Utah and in the current state. Mr. Ableser assured the Board members of his commitment to serving in various capacities, despite the challenges posed by his relocation. Additionally, Eddie shared his vision for improving the Reno-Tahoe Airport. He emphasized the importance of enhancing the flyer experience and beautifying the airport to attract more tourists. Eddie mentioned that cities like Phoenix Sky Harbor have gone above and beyond to create an ultimate customer experience, and he suggested that similar efforts should be made for the Reno-Tahoe Airport.

**Board Member Ascuaga** shared on the ongoing improvements and challenges at the airport, highlighting the need for expansion and capacity increase to accommodate larger planes and growing demand. The airport's convenience was emphasized, with quick access for travelers being a significant selling point.

**Board Member Bybee** shared insights from 42 years in the airline industry, highlighting the complexities of airline operations and route decisions. She expressed optimism about ongoing airport construction and improvements, emphasizing the importance of relationships with airlines and the anticipated positive experiences for travelers from new amenities and expanded offerings at the airport.

**Board Member Jay** mentioned a presentation at the Atlantis, which will feature 3D models and samples related to the new headquarters and transportation. The presentation promises a modern aesthetic and is expected to pleasantly surprise attendees.

**Chair Schieve** emphasized the importance of highlighting seasonal JetBlue flights to JFK, encouraging families to take advantage of these flights to experience Broadway shows and other attractions in New York City. She suggested that the legislative framework should be revisited to ensure better representation and balance on the Board.

The meeting culminated in a voting process, resulting in Pascal Dupuis being appointed to the Board. The Board members unanimously expressed their support for Mr. Dupuis, acknowledging his qualifications and the importance of having a representative who understands the tourism landscape of the area.

On a motion made by Board Member Hill and seconded by Board Member Long, it was resolved to appoint Pascal Dupuis to the Reno-Tahoe Airport Authority Board of Trustees. The motion was **APPROVED** by a vote of 4-3-1.

**D3. Review, Discussion, and Possible Action to Oppose Federal Legislation Known as the Credit Card Competition Act**

**Scott Gilles**, representing the Electronics Payments Coalition, articulated the opposition to the legislation, emphasizing its detrimental effects on credit card processing costs and travel rewards programs, which are integral to the tourism sector. The proposed legislation poses a threat to widely used credit card reward programs that are essential for travel, with a significant dependency on these rewards for flight bookings. Mr. Gilles urges the Board to oppose the Durbin-Marshall Act by sending a letter to U.S. senators, highlighting the importance of collaborating with other organizations within the state to address this issue.

**Board Member Ableser** articulated his support for opposing the Durbin-Marshall Act. They emphasized the significance of fostering tourism and safeguarding consumer spending without imposing penalties.

On a motion made by Board Member Ableser and seconded by Board Member Carano, it was resolved to oppose the Durbin-Marshall Act, known as the Credit Card Competition Act, by sending a letter to U.S. senators. The motion was **APPROVED** by vote of 9-0-0.

**D4. PUBLIC HEARING: Review and Adoption of the Reno-Sparks Convention and Visitors Authority Fiscal Year 2025-2026 Budget (Resolution #603)**

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

**Presentation: FY 2025-2026 Budget for Food and Beverage from Aramark**

District Manager Andrew Atwell and Financial Analyst Michael Dillenkofer presented a comprehensive financial overview and budget analysis. Mr. Dillenkofer detailed projected revenues and profits for several locations, including RSCVA, the event center, lifestyle, and NBS, with total revenues anticipated to reach approximately \$3.8 million. Despite a noted deficit for the current year, a significant profit of \$172,000 was reported for April, indicating a positive trend. The REC location is identified as the most affected in terms of budget projections not materializing as expected, prompting a collaborative effort to adjust future projections. The average expenditure per person has increased slightly due to the introduction of new food establishments at the convention center, with a focus on enhancing customer spending. Workforce reductions have been implemented to improve financial performance, with ongoing analysis of financials to prevent unexpected deficits in the future.

The Event Center has a deficit nearing \$900,000, attributed mainly to fewer concerts compared to previous years. A comparison of the budget for 2025-2026 was presented, indicating a decline in revenues, but hopes for recovery with anticipated events. Monthly financial analyses are to be submitted for review to ensure better tracking and

communication regarding budgetary concerns. There was a consensus among members that a reset is necessary for budgeting practices to avoid significant discrepancies. Current labor costs are running higher than budgeted, indicating a need for adjustments in workforce management and operational strategies. Discussion highlighted the importance of transparency in revenue management and the need for all stakeholders to have access to financial data. The anticipated cost of sales and pricing strategies was noted, with a focus on maintaining profitability despite challenges.

### **Presentation: The FY 2025-2026 Capital Improvement Plan**

**Chad Peters** highlighted several significant capital projects, including a bleacher purchase for \$800,000 to increase seating capacity, a \$600,000 skylight replacement for safety, \$350,000 for new ballroom carpet, and a \$700,000 purchase of a 500-ton chiller as a backup. These improvements aim to enhance safety, capacity, and overall functionality of the facility.

**Board Member Carano** asked about the capital expenditures. Mr. Peters explained that the annual capital expenditure typically averages about 10% of the total budget, with this year's allocation being approximately \$4.205 million, which is about 9.6% of a total budget of \$43 million. This allocation reflects the organization's commitment to maintaining and improving facilities.

A budget of \$90,000 is proposed for repairing indoor bleachers to ensure safety and functionality. A \$90,000 budget is allocated for a new, smaller tractor to access areas that larger tractors cannot, improving maintenance efficiency. A new mulching unit is planned to streamline waste management by allowing the cleaning of stalls more efficiently. Plans include installing new carpet and upgrading windows to enhance the theatre space for events, aiming to attract more clients. A proposal for \$300,000 in lighting and sound equipment aims to modernize the venue, allowing for better hosting of various events. Mr. Peters mentioned plans for storage array upgrades and core switch upgrades to improve network capabilities and revenue generation.

### **Presentation: The Funding Proposed for the Special Events Marketing Sponsorship Program**

Tasha Holloway outlined the management of the special event marketing sponsorship fund, which has an allocated budget of \$500,000 to support marketing initiatives for community events. The evaluation panel, comprising the CEO, marketing staff, sales staff, and event development personnel, assesses applications based on a set of established criteria. A record number of 54 applications were submitted, reflecting heightened interest and the success of outreach efforts. Events are classified into three categories: emerging (first five years), established (six years or more), and legacy (ten years or more), each with specific eligibility criteria for funding. The panel considers the potential of events to increase room nights, their uniqueness, and their alignment with the destination's positive branding when evaluating funding applications. The program reserves funds for new events that may apply after the initial funding window, ensuring support for latecomers or developing events. The organization provides marketing support to events that do not receive funding through digital calendars, social media promotion, and influencer



programs, underscoring its commitment to community partnerships.

### **Presentation: The Overall Recommended FY 2025-2026 Budget**

The fiscal 2526 budget was well-received and discussed among the Finance Committee members, although the presentation itself was not available during the meeting.

**Board Member Carano** expressed concerns regarding the ADR figures and requested clarification on the numbers presented in the budget. The discussion included calculations regarding room nights and revenue, highlighting discrepancies in expected figures for the year-to-date revenue compared to projections. The team emphasized a conservative approach to budgeting, considering potential economic slowdowns and aiming to manage expectations effectively. There was an acknowledgment of uncertainty in economic data and the importance of monitoring upcoming GDP and inflation reports to guide future budgeting decisions.

Future budget adjustments depend on second-quarter GDP and inflation rates, affecting projections for Q3, Q4, and early 2026. A decision was made to maintain the marketing budget rather than reduce it by 6-8%, reallocating funds to support marketing efforts critical for gaining market share. As of April, the organization is on budget, with a year-to-date ADR of 145, which is a 3.1% increase compared to the previous year, although overall revenue is down 1.5%. Board members were encouraged to communicate with the finance team for further insights, especially regarding the gaming side of the budget.

On a motion made by Board Member Ableser and seconded by Board Member Carano, it was resolved to accept the FY 2025-2026 budget for Food and Beverage from Aramark, the FY 2025-2026 Capital Improvement Plan, and the Special Events Marketing Sponsorship Program as presented. The motion was **APPROVED** by a vote of 9-0-0.

On a motion made by Board Member Ableser and seconded by Board Member Carano, it was resolved to approve the FY 2025-2026 budget as presented. The motion was **APPROVED** by a vote of 9-0-0.

### **D5. Presentation, Review, Discussion, and Possible Approval on the Direction of the Fiscal Year 2026-2028 Three-Year Strategic Plan**

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

Erica Olson provided a presentation regarding the strategic plan for urban revitalization and stakeholder engagement in Northern Nevada. She emphasized the significance of incorporating input from Board members and stakeholders into the strategic planning process. Feedback was gathered to ensure alignment with community needs. Consistent themes from Board discussions included downtown revitalization, infrastructure development, and enhancing visitor experiences. These priorities are crucial for economic sustainability. The plan identifies four focus areas: urban core revitalization, venue activation and event attraction, visitor access, and organizational sustainability and performance. These areas will guide efforts over the next three years. The presentation clarified the RSCVA's role in advocating for downtown improvements, supporting event bookings, and ensuring effective visitor access to local attractions. Discussions included



the need for better air service and transportation options to improve visitor experiences and access to regional attractions. The Board is set to review the final strategic plan in June, following this preliminary discussion and feedback session.

On a motion made by Board Member Hill and seconded by Board Member Carano, it was resolved to approve the Fiscal Year 2026-2028 Three-Year Strategic Plan as presented. The motion was **APPROVED** by a vote of 9-0-0.

**D6. Review, Discussion, and Possible Action for Award of RFP 2025-MKT01 for Agency of Record and Media Buying Services to Miles Partnership in an Amount Not to Exceed \$786,000 Per Year for a Three-Year Term for Basic Services**

Christina Erny discussed the selection process for a new agency of record and media buying services. The process began in March, and the organization received 15 proposals. A panel of six individuals, including four staff members and two community members, reviewed the proposals based on 14 criteria. The top four agencies were invited for in-person panel interviews, which were evaluated on an additional 21 criteria. In total, 35 criteria were used to score the proposals.

Miles Partnership was unanimously selected as the top agency. The panel expressed their appreciation for the previous agency, BVK, for their contributions, including revitalizing the brand of the destination. The organization is excited to see how Miles Partnership will build on the foundation laid by BVK.

Laura Libby, the president of destination marketing at Miles Partnership, expressed enthusiasm for the new partnership and the opportunity to collaborate with the organization. The Board approved a three-year contract with Miles Partnership, not to exceed \$786,000, and authorized the President and CEO to negotiate and execute the definitive agreement.

On a motion made by Board Member Hill and seconded by Board Member Carano, it was resolved to approve the award of RFP 2025-MKT01 for agency of record and media buying services to Miles Partnership in an amount not to exceed \$786,000 per year for a three-year term for basic services and authorize the President CEO to negotiate and execute the definitive agreement. The motion was **APPROVED** by a vote of 9-0-0.

**D7. Review, Discussion, and Possible Approval of the Reno-Sparks Convention and Visitors Authority FY2025- 2026 President/CEO Goals**

The progress of fiscal year goals was reviewed, with the first goal being to produce 261,122 group MNC and sports room nights, currently at 96% completion. Projections indicate a finish at 270,425 room nights, exceeding the initial target. The marketing goals included achieving a paid media engagement rate of 5% or higher, currently at 16.6%, and securing 215 or more earned media placements, with current counts at 168 and projections of 215. The goal for leisure room nights is set at 634,110, with current achievements at 82% of the goal, projected to finish at 108%. The community engagement goal was to complete 20 activities, which has already been surpassed with 46 expected by the end of the fiscal year. The goal for reducing voluntary terminations by

5% is projected not to be met, with current rates at 10%. Proposed goals for the next fiscal year include an 8.2% increase in group room nights, reflecting stakeholder feedback and market trends.

The initial objective aims to elevate the average paid media engagement rate from 5% to 10%, thereby underscoring the efficacy of advertising initiatives. The second objective seeks to broaden the scope of user engagement measurement on the website, encompassing interactions such as partner referrals, AI chatbot utilization, and page visits. The goal is to achieve a 5% increase, resulting in 733,080 enhanced engaged users.

The marketing team aims for 215 high-quality media placements, maintaining the previous year's target. This includes tracking local and national media coverage, with a focus on quality over quantity. The tourism sales goal is set at 687,000 room nights, reflecting an 8.3% increase from the previous year. This figure will be calculated based on consumed and budgeted room nights, considering various sales channels. Projected revenues are nearly \$7.4 million across four venues, with specific targets for each venue, including a slight decrease for the convention center and event center due to lost conventions. The goal for community engagement is set at 30 events, down from a projected finish of 46, focusing on targeted outreach to educate the community about the organization. The response rate for staff surveys is aimed to increase to 75%, building on a 73% response rate achieved previously, while maintaining a high employee satisfaction rate.

On a motion made by Board Member Hill and seconded by Board Member Carano, it was resolved to approve the FY2025- 2026 President/CEO Goals as presented. The motion was **APPROVED** by a vote of 9-0-0.

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

There was none.

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

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

#### **G. ADJOURNMENT**

Chair Schieve adjourned the meeting at 5:32 p.m.

The meeting may be viewed through the following link:

05/22/2025 RSCVA BOD Mtg <https://www.youtube.com/watch?v=FGnNUlp34kg>



To: RSCVA Board of Directors

Through: Mike Larragueta  
President & CEO

From: Robert Chisel, Finance Consultant  
Brandon Lewis, USI Insurance Services

Subject: Approval of the Property, Casualty, and Workers Compensation Insurance Policies for Fiscal Year 2025-2026 and Related Coverages in an Aggregate Amount not to Exceed \$831,549.

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### **Summary**

The Reno-Sparks Convention and Visitors Authority's current insurance policies are purchased yearly and are scheduled to expire on July 1, 2025. Based on market conditions and discussions with the Authority, the Authority's local service team with insurance broker, USI Insurance Services, negotiated renewal quotes with current insurers. Based on the quotes received, staff is recommending the insurance policies as presented. The new insurance program recommended premiums will be at an amount not to exceed \$831,549.

### **Background**

Staff, working with USI, reviewed the insurance coverage programs for risk, cost, and best practices to verify the amounts and types of coverages to seek for the Authority.

The property and casualty insurance market has shown signs of stabilization in several areas, while there are continued challenges in property, after an estimated \$140B in global losses in 2024, the third highest on record, the first quarter of 2025 exceeded \$50B, one of the highest losses ever for any first quarter, despite this the insurance and reinsurance markets are well capitalized and ample capacity remains. Reinsurance treaty renewals in January were favorable and property renewals are seeing the deployment of additional capacity on programs and rate decreases.

Liability, professional risk and other casualty lines rate increases are generally stabilizing with the exception of auto and excess liability we continue to see upward pressure for rate increases with rising medical costs and large jury verdicts and settlements driving adverse reserve development. Sufficient capacity remains and for accounts with good loss history and carriers are willing to negotiate less severe rate increases.



## **Property Insurance Program**

The RSCVA's property insurance program has been placed with the Alliant Property Insurance Program (APIP), the largest property placement in the world with 9,000+ members and \$450 billion in insured values. This program is marketed each year to obtain the most competitive terms and pricing from various insurance markets. Coverage includes property, boiler & machinery, earthquake, flood, mobile equipment, cyber and pollution. APIP provides broad coverage and services, including loss control and appraisal services. For this renewal, APIP quoted a premium rate decrease of 5% for the 2025 renewal.

## **Casualty Insurance Program**

Travelers has provided automobile liability and physical damage, general liability, employment practices liability, public officials liability, excess/umbrella liability, workers compensation, and employer's liability coverage for several years. Travelers has worked with the RSCVA to keep rates competitive and flexible. For example, Travelers adjusted their rating approach when operations were sub-contracted to provide premium savings. In 2020, Travelers reduced their renewal pricing with consideration for budget adjustments made during that challenging time.

For the current term Travelers pricing came under budgeted rate projections.

Attached is a summary of the renewal coverage options as of June 26, 2025.

### **Fiscal Impact**

Property, Casualty, and Workers Compensation Insurance was accounted for in the Fiscal Year 2025-2026 budget.

### **Recommendation**

Recommended Motion: The Board moves to approve the Property, Casualty, and Workers Compensation Insurance Policies for Fiscal Year 2025-2026 and Related Coverages in an Aggregate Amount not to Exceed \$831,549.

## Insurance Carrier & Coverage Summary

Coverage	Carrier	AM Best Rating	Admitted or Non Admitted
Property	Alliant Property Insurance Program (APIP)	Various carriers	Non-Admitted
General Liability	Travelers	A +XV	Admitted
Public Entity Liability	Travelers	A +XV	Admitted
Employment Practices Liability	Travelers	A +XV	Admitted
Commercial Automobile	Travelers	A +XV	Admitted
Workers Compensation	Travelers	A +XV	Admitted
Excess Liability	Travelers	A +XV	Admitted
Cyber Liability	Palomar Excess & Surplus Lines Ins.	A -X	Non-Admitted
Crime	Great American	A+XV	Admitted
Assault Expense, Threat Response and K&R	Great American	A+XV	Admitted
Tank Pollution Liability	Certain Underwriters at Lloyd's, London	A XV	Non-Admitted
Tenant User Insurance Program (TULIP)	Atlantic Specialty	A +XV	Admitted
<b>Three-Year Term</b>			
Pollution Liability	Sirius Point Specialty	A-XV	Non-Admitted

### Non-Admitted Insurance Carriers:

Your insurance contract will be issued pursuant to the Nevada Insurance Laws by an insurer neither licensed by nor under the supervision of the Nevada Insurance Division. If the insurer is found insolvent, a claim under the contract is not covered by the Nevada Insurance Guaranty Insurance Act.

## Exposure Comparison

Exposures	2023/24	2024/25	Variance	%
Building , Content & Equipment Values*	\$226,168,199	\$238,582,146	\$12,567,948	6%
Budget/Expenditures	\$51,530,945	\$56,662,517	\$5,131,572	10%
# of Vehicles	16	12	(4)	(25%)
# of Employees	157	166	9	6%
Estimated, Capped Payroll (Workers Comp)	\$5,388,590	\$4,999,050	(\$389,540)	(7%)

\* Insured property values increased due to construction cost inflation and updated building valuations.

## Premium Comparison

Annual Term Renewals	Expiring	Renewal	Variance	%
Property	\$520,469	\$493,005	(\$27,464)	10%
General Liability	\$98,352	\$103,672	\$5,320	13%
Public Entity Liability	\$16,815	\$17,586	\$771	12%
Employment Practices Liability	\$22,867	\$23,049	\$182	10%
Automobile Liability & Physical Damage	\$21,444	\$23,602	\$2,158	-18%
Excess Liability	\$66,686	\$74,004	\$7,318	17%
Workers Comp & Employer's Liability	\$62,022	\$75,043	\$13,021	0%
Network Security & Privacy (Cyber)**	\$11,406	\$11,099	(\$307)	-9%
Crime*	\$3,904	\$3903	(\$1)	23%
Assault Expense & Threat Response	\$4,326	\$4,541	\$215	5%
Tank Pollution Liability**	\$1,964	\$2,045	\$81	-
Tenant User Program / TULIP	\$0 deposit	\$0 deposit	-	-
<b>Subtotal (Annual Term Renewals)</b>	<b>\$830,255</b>	<b>\$831,549</b>	<b>\$1,294</b>	<b>Flat</b>

\*\*Premiums include surplus lines taxes & fees for coverage placed with a non-admitted insurer.

\* Crime premium is up, due to limit increase from \$500,000 to \$1,000,000

## Renewal Coverage Highlights

### Property Coverage (Alliant Property Insurance Program (APIP))

- All risk deductible increased this year from \$10,000 to \$25,000
- Total Insured Values: **\$238,582,146**,  
**Blanket Policy Limit \$250,000,000**, Replacement Cost, \$25,000 general deductible
- Business Interruption \$100,000,000 / 180 days Extended Period of Indemnity  
Extra Expense \$50,000,000
- Boiler & Machinery limit \$100,000,000, \$25,000 deductible for objects under 200 hp /  
24-hour utility interruption
- Earthquake aggregate Limit: **\$20,000,000**, \$100,000 deductible
- Flood aggregate Limit: **\$10,000,000**, \$100,000 deductible per occurrence (excludes A &  
V zones)

### General Liability - Occurrence Coverage Form (Travelers Insurance Companies)

- Bodily Injury & Property Damage Liability, \$1,000,000 each occurrence
- Personal and Advertising Injury Liability, \$1,000,000 each offense
- Aggregate Limits: \$2,000,000 (General & Products/Completed Ops)
- *First Dollar Coverage, Defense Outside the policy limits, No Deductible*
- Abuse & Molestation is excluded, once written procedures are put in place and reviewed by  
carrier they will re-consider removing exclusion.

### Public Officials Management and Employment Practices Liability - Claims Made Coverage Form (Travelers)

- Each Offense or Wrongful Act: \$1,000,000; Aggregate Limit: \$1,000,000,  
\$25,000 deductible
- Employee Benefit Plan Liability \$1,000,000; Aggregate \$ ,000,000, \$1,000 deductible
- *First Dollar Coverage, Public officials & Employee Benefits Defense Costs Outside Limits.  
Employment Practices defense is inside policy limits.*

### Auto Liability & Physical Damage (Travelers)

- Bodily Injury & Property Damage Liability (Any Auto): \$1,000,000 per occurrence
- Vehicle Physical Damage Coverage: Actual Cash Value
- Comprehensive & Collision Deductibles: \$1,000
- Hired & Borrowed Vehicles (Included)

### Excess Liability (Travelers)

- Each Occurrence/Incident or Wrongful Act: \$10,000,000
- Annual Aggregate: \$10,000,000
- \$10,000 SIR

### Workers' Compensation & Employer's Liability (Travelers)

- Statutory Workers Compensation Coverage
- Employer's Liability Limits: \$1,000,000
- *Guaranteed Cost Premium Rating, First Dollar Coverage, No Deductible*



## Renewal Coverage Highlights

### **Network Security/Privacy/Cyber Insurance (Palomar Excess & Surplus/ Cowbell)**

- Limits of Insurance/Deductibles: \$2,000,000 / \$15,000 / 12 hr. waiting period  
*Expiring term Ransom had a \$250,000 sublimit. Renewal quote Ransom is included in Extortion limit of \$2,000,000.*

### **Crime/Employee Theft (Travelers) -**

- Limits of Insurance/Deductibles: \$1,000,000 / \$5,000 deductible
- Fraudulently Induced Transfer Coverage: \$100,000 / \$2,500 deductible

### **Tank Pollution Liability (Certain Underwriters at Lloyds of London)**

- Limits of Insurance/Deductibles: \$1,000,000 each claim / \$2,000,000 aggregate / \$5,000

### **Tenant User Program / TULIP (Atlantic Specialty / GatherGuard)**

- Each Occurrence/Incident or Wrongful Act: \$1,000,000
- Third Party Property Damage \$1,000,000/ \$1,000 deductible

### **Pollution Liability (Siriuspoint Specialty) 3-year term**

- Limits of Insurance/Deductibles: \$2,000,000 aggregate / \$25,000 / 3 day waiting period

## Renewal Quote Options:

### **Crime Quote Options – Travelers:**

Limit/Deductible	Premium
\$500,000 / \$2,500	\$3,193
\$1,000,000 / \$5,000	\$3,904

### **Assault Expense/Threat Response and K&R –Great American:**

Policy Term	Premium
Annual Term	\$4,326
3 – year pre paid premium	\$11,248

Continued on next page

## Renewal Quote Options:

### **Active Assailant Coverage – Underwriters at Lloyds of London / Non-Admitted New Coverage**

Coverage	Limit of Insurance	Retention	Premium
Each and Every Deadly Weapon Event including claim expenses	\$500,000	\$10,000 Each and every Deadly Weapon Event including Claims Expenses	\$5,562.81 <i>Includes taxes &amp; fees</i>
Aggregate	\$500,000		
Retroactive Date	Policy inception		

25% minimum earned premium  
Defense costs inside policy limits  
Carrier quote attached- includes terms conditions and policy exclusions



To: RSCVA Board of Directors

From: Chad Peters, Executive Director of Venue Operations

Cc: Hilary Schieve, RSCVA Board Chair

Date: June 26, 2025

Subject: Review, Discuss and Possible Action to approve Staff's Recommendation to Award FSI, Flooring Solutions of NV, Inc., with the use of a Cooperative Purchasing Program Contract for the purchase of portable telescopic bleachers not to exceed \$808,961.20.

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#### Executive Summary

The purpose of this agenda item is to review staff's recommendations to award a proposal for the purchase of five new 13-tier sections of portable telescopic bleachers through a government cooperative purchasing program. This item was approved in the Fiscal Year 2025-2026 Capital Improvement Budget in the amount of \$800,000.00.

#### Background

In order for the RSCVA to be considered a viable host for National Collegiate Athletic Association (NCAA) and USA Track & Field Championship meets, the seating capacity will need to be increased. The current capacity sits at 1,197 seats, which is below the NCAA and USATF perceived minimum standard of 2,000. Adding the proposed five new sections along with adding extra chairs supplied by Facility staff will take the RSCVA's seating capacity up to the standard of 2,000 seats and will afford the RSCVA the opportunity to submit bids for multiple championships. The strategic placement of these new bleacher sections will also create a more spectator-friendly setting.

The RSCVA received a proposal for Telescopic Portable Bleachers that staff would like to purchase from Flooring Solutions of NV, Inc. under the Sourcewell Contract #091719-HSC. Sourcewell serves government, education, and nonprofit organizations with a cooperative purchasing program that manages competitive solicitations that meet or exceed local requirements. This request is also based upon standardization and compatibility with the current bleacher system in the facility.



## Fiscal Impact

### Payment Schedule

Deposit Percentage	Dollar Amount	Due Date
50%	\$ 404,480.60	7/1/2025
25%	\$ 202,240.30	9/15/2025
25%	\$ 202,240.30	Upon Completion

### Recommendation

Based on the staff's evaluation of the qualifying proposal received, staff recommends the award of FSI / Flooring Solutions of NV, Inc., in the amount of eight hundred eight thousand nine hundred sixty-one dollars and twenty cents (\$808,961.20).

### Proposed Motion

I move to award the proposal for the portable telescopic bleachers to Flooring Solutions of NV, Inc. in the amount not to exceed eight hundred eight thousand nine hundred sixty-one dollars and twenty cents. (\$808,961.20)



# Meet Miles Partnership

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June 2025

**miles**  
PARTNERSHIP

# Your Reno Tahoe Team



**Laura Libby**

*President*



**Debbie Johnson**

*Sr. VP - Client Services*



**Danelle Amos**

*VP - Media*



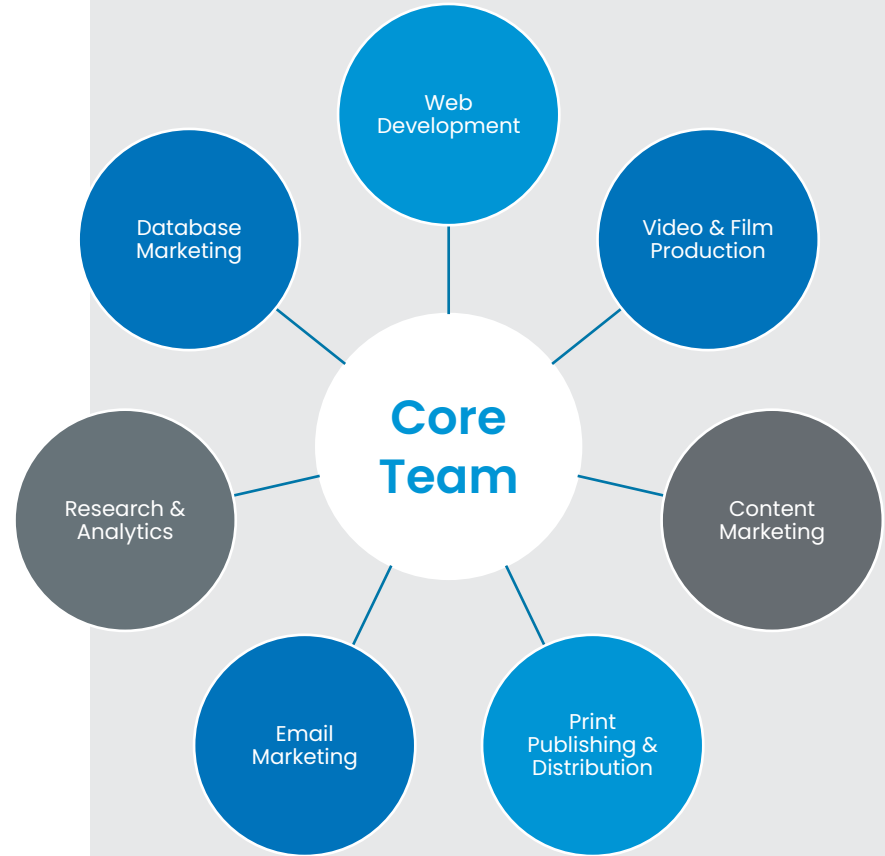
**Ben Walton**

*Account Director*



## ACCOUNT SERVICES APPROACH

# 375+ tourism marketing Specialists.





# Miles Partnership Companies



Leading Business Consulting Firm



Destination Management Tool



Premiere Content Studio



Independent Trading Desk



Global Hospitality Marketing

Dedicated Division at Miles

**BLACK DIAMOND**

TRAVEL   MARKETING   DATA

London-Based Integrated  
Communications & PR Agency



## OUR MISSION

We enrich lives through travel by positively impacting communities and travelers with audience-focused, results-driven solutions.



## OUR VALUES

At Miles, we are...

**Passionate** » we love travel

**Open** » we are authentic and transparent

**Curious** » we ask why

**Collaborative** » we are humble

**Impactful** » we deliver results



Miles by the  
**numbers**



**100%**  
Travel



**375+** Marketing  
Experts with an average  
tenure of **6.5 years**



**8-year** Average  
Client Relationship



**150+** Tourism &  
Hospitality Brands



**\$35+ Million** in  
Industry Participation



**\$200+ Million**  
in Media Annually



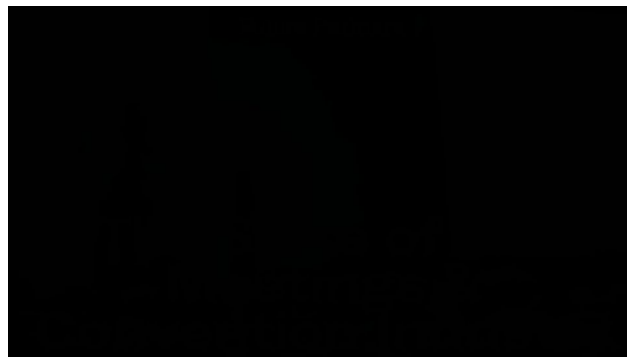
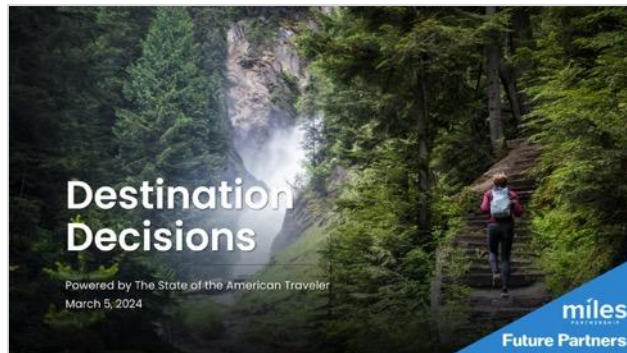


EXPERTISE



# research

Each year, Miles invests **over \$500,000 in research** to understand the motivations of travelers, meeting planners, and sports event organizers



**Future Partners**

**Longwoods**  
INTERNATIONAL

**CIVITAS**

**SportsETA**  
SPORTS EVENTS & TOURISM ASSOCIATION

**Phocuswright**

**DS** **downs & st. germain**  
RESEARCH

**TOURISM**  
**ECONOMICS**  
AN OXFORD ECONOMICS COMPANY

**CIMARRON**  
GLOBAL SOLUTIONS



EXPERTISE



# innovation

We're driven to explore what's next across strategy, technology, and media, helping destinations stay ahead of evolving traveler behavior and expectations

## AI Opener for Destinations

*U.S. Cohort*

An Explorative Project on Artificial Intelligence in Destination Management and Marketing

» Email [AIOpener@MilesPartnership.com](mailto:AIOpener@MilesPartnership.com) to reserve your spot

INITIATED BY



FACILITATED BY



Ad+genuity

## Our Approach to Programmatic Media



## Miles AI Travel Lens Smarter Destination Intelligence

Using Language Models to Monitor and Match Travel Trends





EXPERTISE



# meetings & conventions

At Miles, we're driven to explore what's next in meetings and conventions, helping destinations align brand, marketing, and sales to stay ahead of evolving planner expectations.



## **Map the Customer Journey for Meeting Planners**

Understand the end-to-end meeting planner experience to optimize services and tailor event outcomes.



## **Build Anticipation**

Launch campaigns to promote unique destination M&C experiences using immersive tech, events, and influencers.



## **Target High-Value Markets**

Target conventions aligned with destination strengths, leveraging intellectual and economic capital to solidify its reputation as a convergence point.





# **Vision** for Visit Reno-Tahoe



## OPPORTUNITIES

# 65%

of travelers say **experiences**  
**have a significant role** in their  
decision on where to go

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## In 2024, one-quarter of U.S. travelers (24.5%)

visited a destination for a  
sporting event



## CHALLENGES

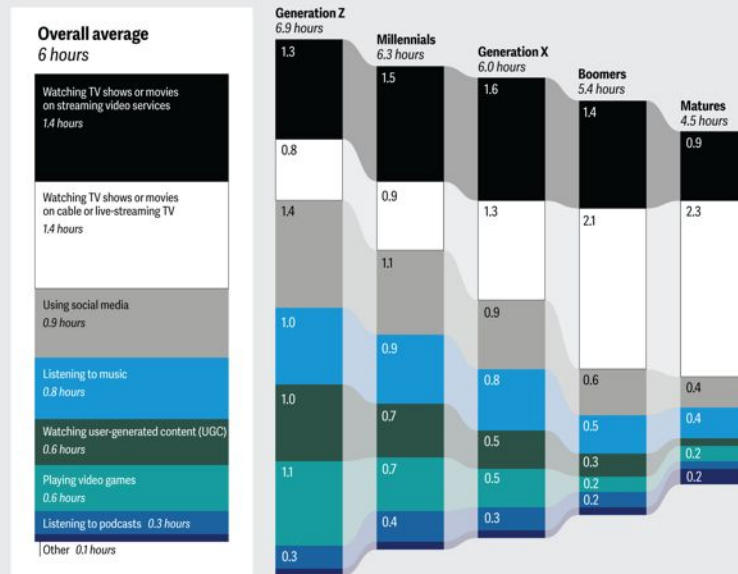
# Getting Lost in the Noise

In 2025 media landscape is increasingly fragmented, with consumers now averaging **12 paid media subscriptions across a growing array of platforms.**

As content overload rises, audiences—especially younger generations—are tuning out generic ads and **engaging only with messages that feel timely, personalized, and relevant.**

**Consumers surveyed spend about 6 hours with media and entertainment content daily, though activities vary by generation**

*Average hours spent per day on each media and entertainment activity*



Notes: n (all US consumers) = 3,595.

Source: Digital Media Trends, 19th edition (March 2025).

**Deloitte** insights | [deloitte.com/insights](https://deloitte.com/insights)



Our vision for Reno Tahoe is to build lasting affinity by immersing leisure travelers, sports participants, event attendees, and planners in the **destination's limitless experiences** through **strategic and personalized brand moments**—well-timed, high-impact content, targeted media, and activations that create meaningful connections.

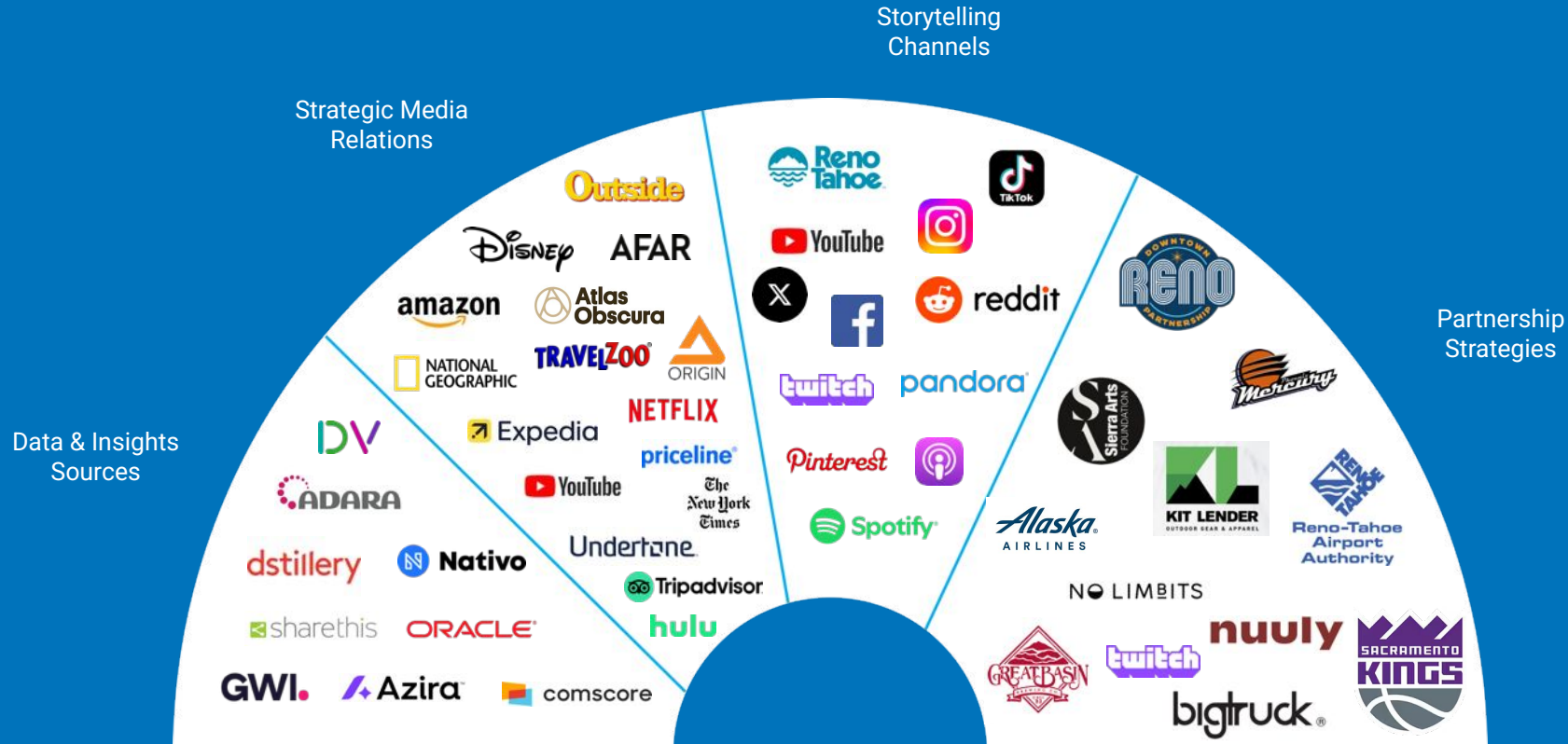
This approach moves beyond traditional campaigns by using deeper audience insights, smarter media strategies, and collaborative partnerships to **keep the Reno Tahoe brand top of mind**—driving **visitation** and transforming guests into **loyal advocates**.

# Supporting Strategies

1. Leaning into brand as a system
2. Developing content that builds affinity
3. Introducing innovative audience targeting
4. Focusing on agile media for maximum effect
5. Cultivating partnerships to broaden reach and impact



# HOLISTIC & INTEGRATED BRAND EXPERIENCE FOR VISIT RENO TAHOE





## STRATEGIC PILLAR 1

### Leaning Into Brand as a System

**Unify the Reno Tahoe brand by expanding NO LIMITS beyond adrenaline-packed experiences for ultimate flexibility and fluidity.**

We envision elevating your brand to be inclusive of a wider range of feelings, passions and experiences.

➡ *NO LIMITS is not limited to adventure.*





## STRATEGIC PILLAR 2

Developing Content that  
Builds Affinity

# Content that **builds affinity**



Create **content for passions**, not personas to establish an emotional connection with your brand



Prioritize **nimble, modular content formats** that can flex across channels and contexts



Tell story through **real, relatable voices**: locals, creators, influencers and past travelers



## STRATEGIC PILLAR 3

### Innovative Audience Targeting

# Unified Market Lens

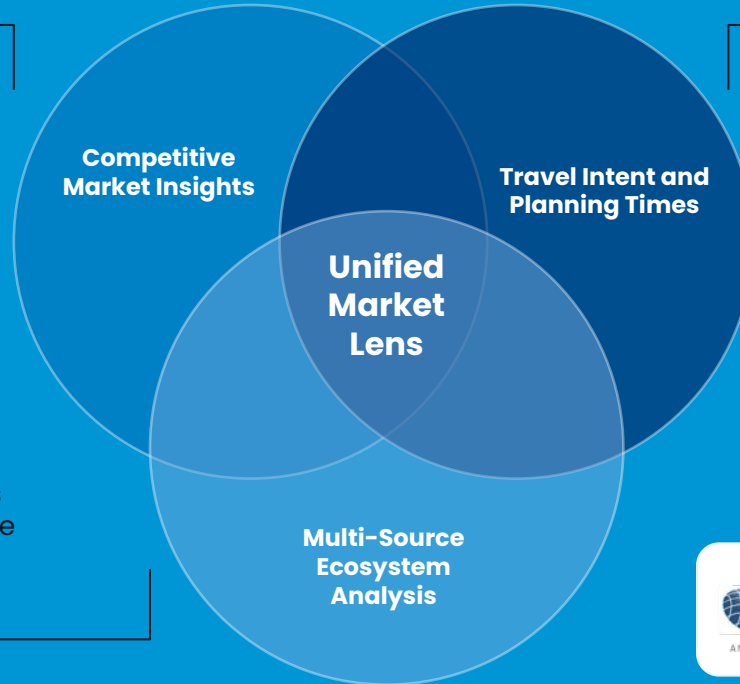
Strategy and activation based on real-time travel planning patterns to drive engagement in crucial influence windows

#### Competitive Market Monitoring

activate on opportunities to capture market share and contextualize Reno Tahoe trends

#### Multi-source ecosystem insights

alleviate data blind spots to create a full-canvas view of market demand opportunities for media activation



#### Market level travel readiness

intent evaluation to identify the moments to engage visitors and maximize conversion opportunities

***"A data point in isolation has limited value."***



## STRATEGIC PILLAR 4

### Agile Media for Maximum Effect

#### MEDIA TACTICS

Broadcast /Connected TV  
Out-of-Home (OOH)  
Content Partnerships

Display  
Native  
Social

Retargeting  
Search Engine Marketing (SEM)  
Online Travel Agencies (OTAs)

#### BROAD REACH

Awareness & Education

#### FOCUSED MEDIA

Specific Target & Message

#### TARGETED MEDIA

Conversion  
Optimized  
ARRIVALS

#### GOALS/SITS

Brand Lift Study  
Website Visitation  
Landing Page Rate

Pageviews  
Content Engagement

Guide/eNewsletter Sign-Ups  
Bookings  
Arrivals



STRATEGY PILLAR 5

## **Partnerships to Broaden Reach**

## STRATEGIC PILLAR 5

### Partnerships to Broaden Reach

- **Leverage Audiences of Major Upcoming Sporting Events**
- **Bring the Brand to Life Through Festival & Sports Activations**
- **Accessibility-Focused Brand Partnerships**



miles  
PARTNERSHIP





# EXECUTIVE UPDATES

**BOARD OF DIRECTORS**  
**June 26, 2025**





# SPOTLIGHT AWARD (APRIL)



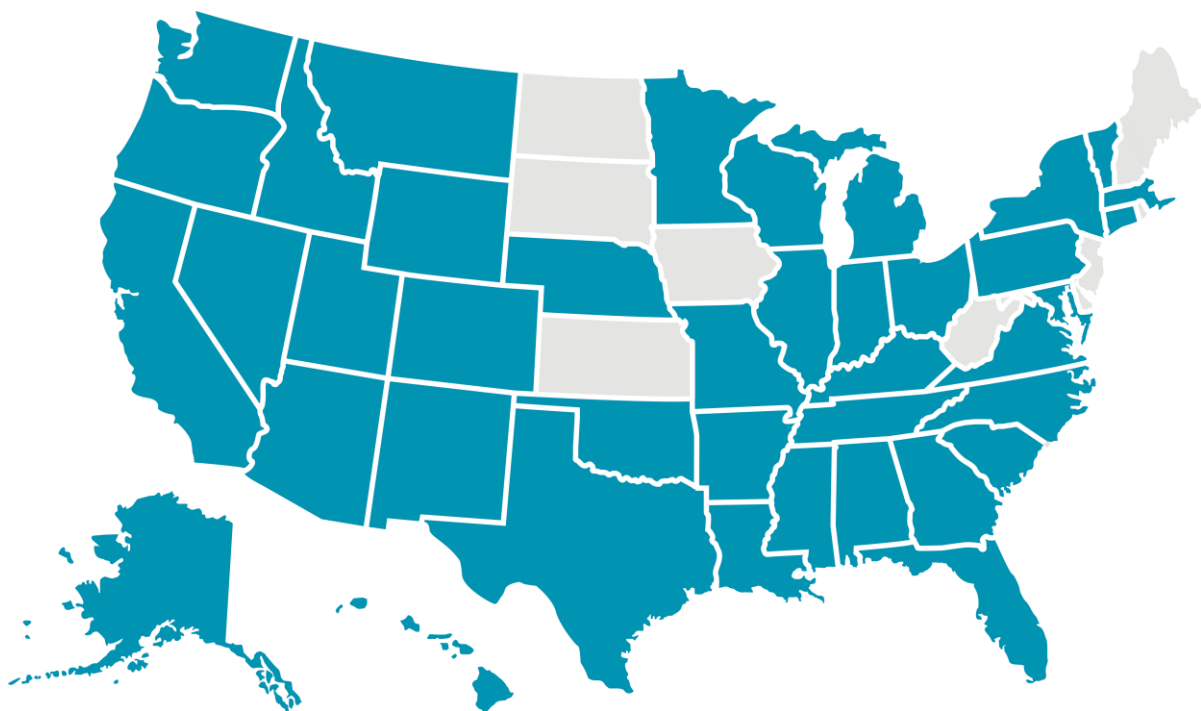
# PARTY ANIMALS


May 29 - 31





# PARTY ANIMALS



 Tickets were sold in 41 states

## STATS

**9,855**

Tickets sold outside Nevada

**1,352**

Nevada tickets sold outside of 50 miles

**11,207**

Total tickets sold

**42%**

Non-Local



# AIRPORT ENTERTAINMENT

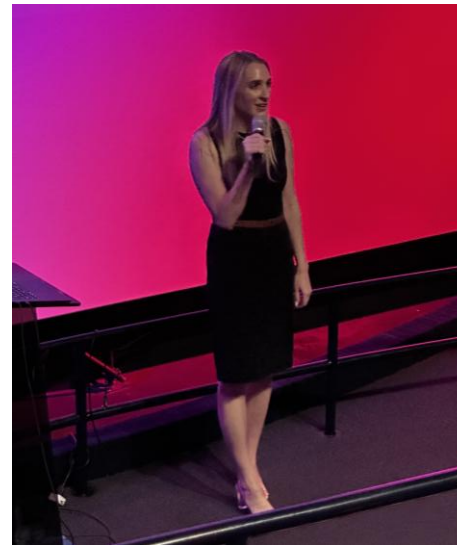
June 20





# Q4 STAKEHOLDER HIGHLIGHTS

June 25



# GOVERNOR'S DINNER

JULY 15

**WOLF PACK ATHLETIC ASSOCIATION**

NEVADA  
56<sup>TH</sup> ANNUAL NEVADA ATHLETICS  
**GOVERNORS DINNER**

**COACH AULT**

**TUESDAY, JULY 15<sup>TH</sup>**

GENERAL TICKETS	VIP TICKETS
● \$250 PER TICKET ● \$3000 TABLE OF 10	● \$500 PER TICKET ● \$5000 VIP TABLE OF 10
6:00PM Backyard Opens for Cocktail Hour 6:30PM Reserved Table, Dinner & Program	5-6:00PM Private cocktail reception with Chris Ault & Governor Lombardo 6:30PM Preferred Seating, Reserved Table, Dinner & Program

PURCHASE TICKETS BY: JULY 8<sup>TH</sup>  
QUESTIONS EMAIL: [KIMA@UNR.EDU](mailto:KIMA@UNR.EDU)

Pepperdine | PEPPERDINE | CAESARS REWARDS | THUNDERBOLT | EL COPO | BROW | Sharkey's | DUNBAR CASINO

The 2025 Governor's Dinner is here! The 56th annual event on Tuesday, July 15th will feature legendary Wolf Pack and College Football Hall of Famer, Chris Ault!

[Click here](#) to read more on Coach Chris Ault, who built Wolf Pack Athletics as an administrator and coach continuously from 1975-2012, serving as athletics director from 1986-2004, and spending three separate stints as head football coach (1976-92, 1994-95, 2004-12).

Don't miss out on the premier Wolf Pack Athletics fundraising event of the year! The dinner is held at the picturesque Governor's Mansion in Carson City, and the proceeds benefit all Nevada student athletes!

The event has sold out the last two years, make sure to purchase your tickets today!

[CLICK HERE TO SECURE YOUR SPOT AT THE GOVERNOR'S DINNER](#)





# NBS PACKAGES

STADIUM CLUB, KINGPIN, AND THEATER  
July 15





# EMPLOYEE APPRECIATION PARTY

## JOIN RENO TAHOE

for an afternoon  
of movies and bowling!

Thursday July 24<sup>th</sup> 2025 • 1:00 PM-5:00 PM •  
NATIONAL BOWLING STADIUM  
Food, fun and an opportunity to bowl and catch a  
movie in the newly reopened Stadium Theater!



\*Bowling all afternoon \* Shrek Forever After- PG movie at 1:30 pm \*

\* Top Gun: Maverick- PG 13 movie at 3:30 pm \*

Food and beverages will be provided.

Parking garage will be open.

RSVP for you and your immediate family (let us know how many  
will be attending) via the link on the email or  
call us at 775-450-0642

## WHEN

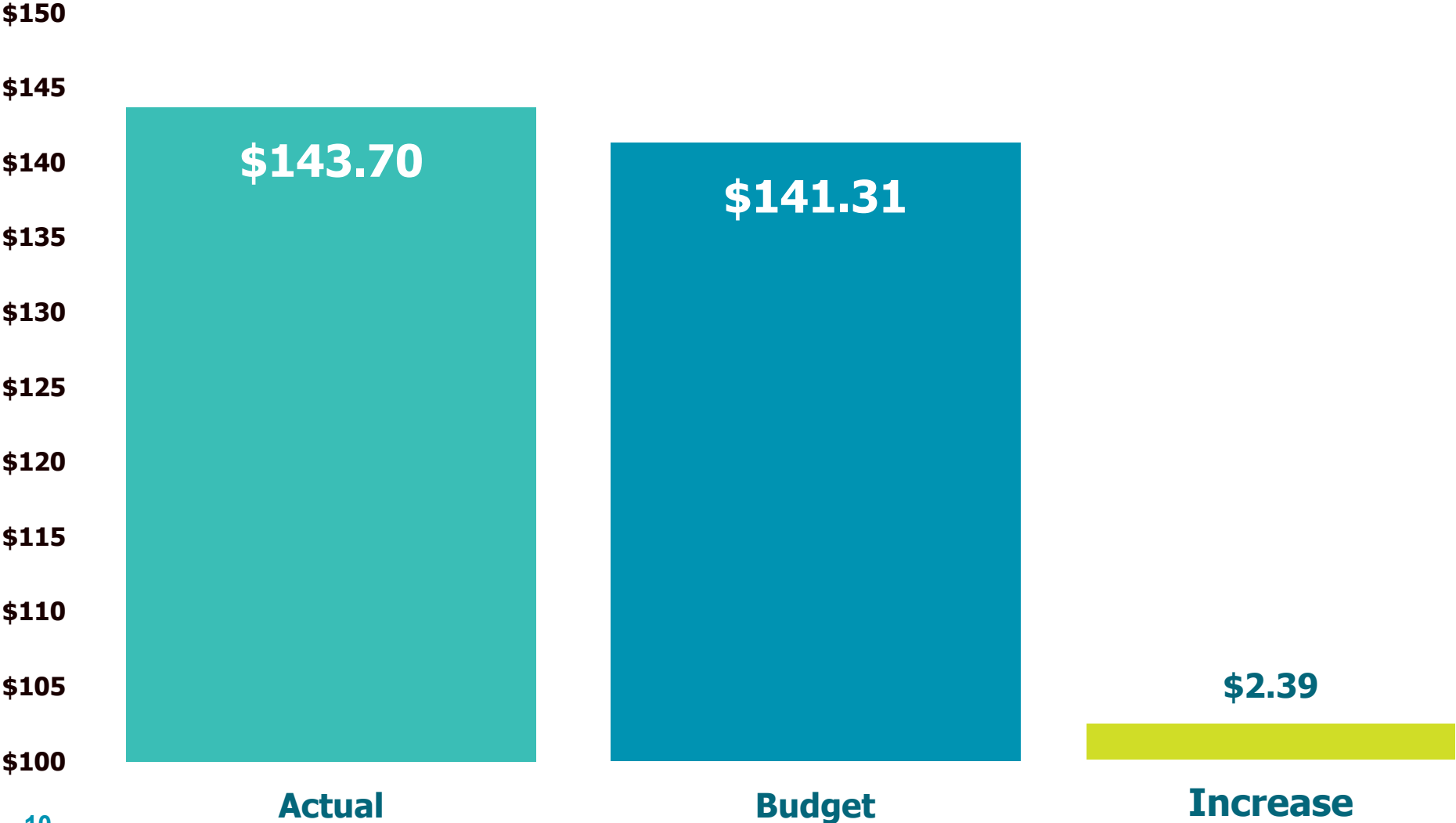
**Thursday, July 24**  
**1:00 PM – 5:00 PM**

## WHERE

**National Bowling Stadium Theater**

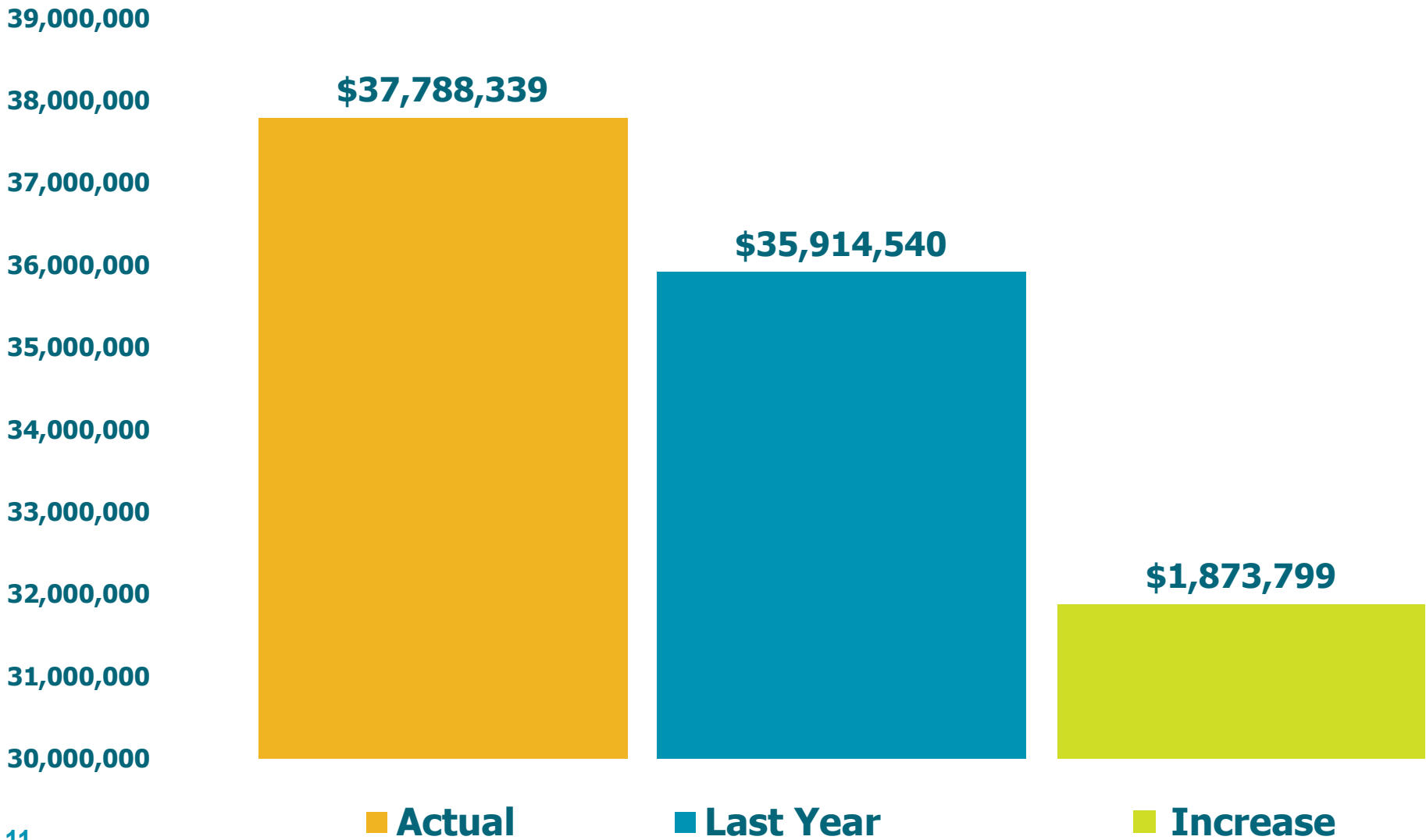


# ADR VS BUDGET MAY



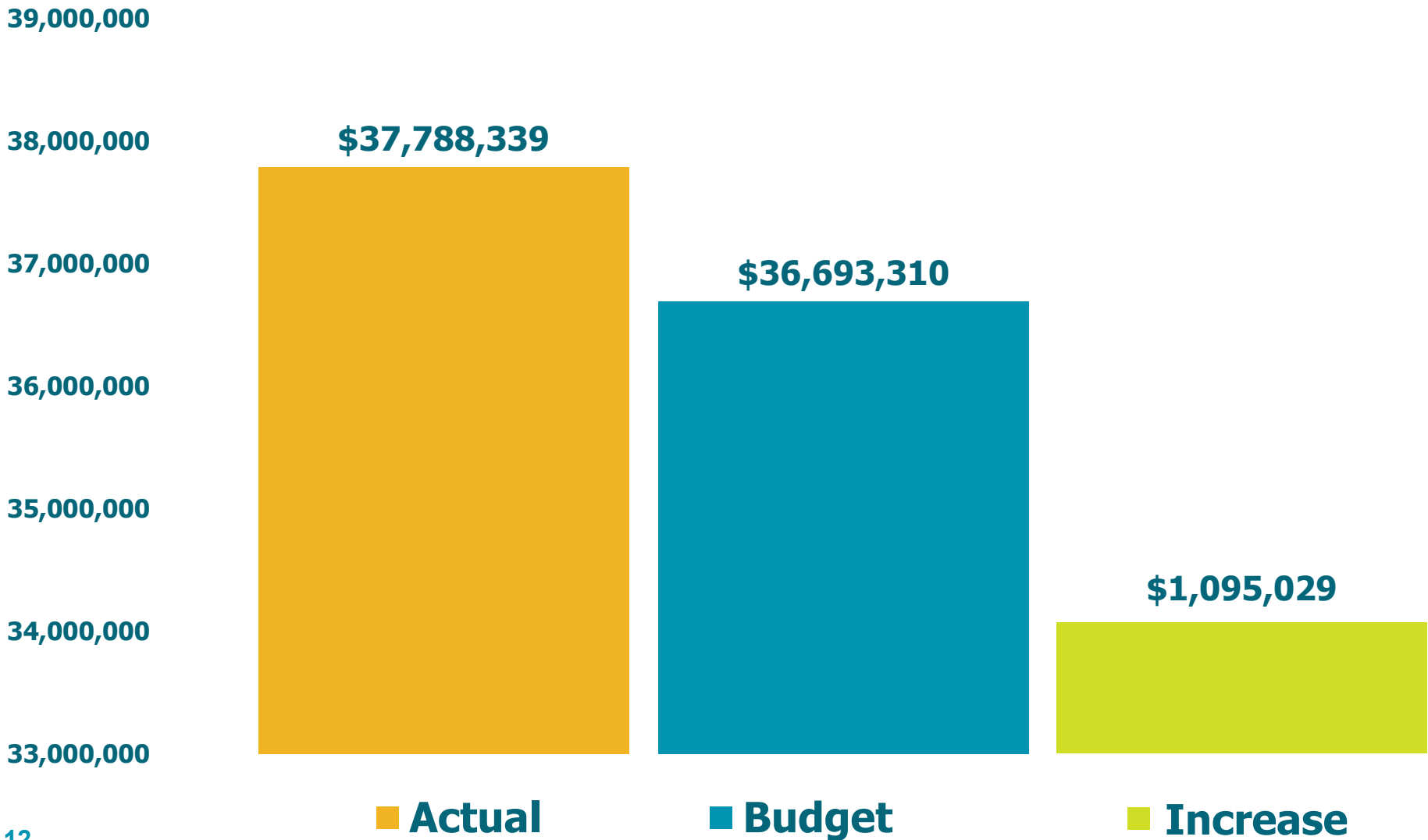
# ROOM TAX VS LAST YEAR

## MAY

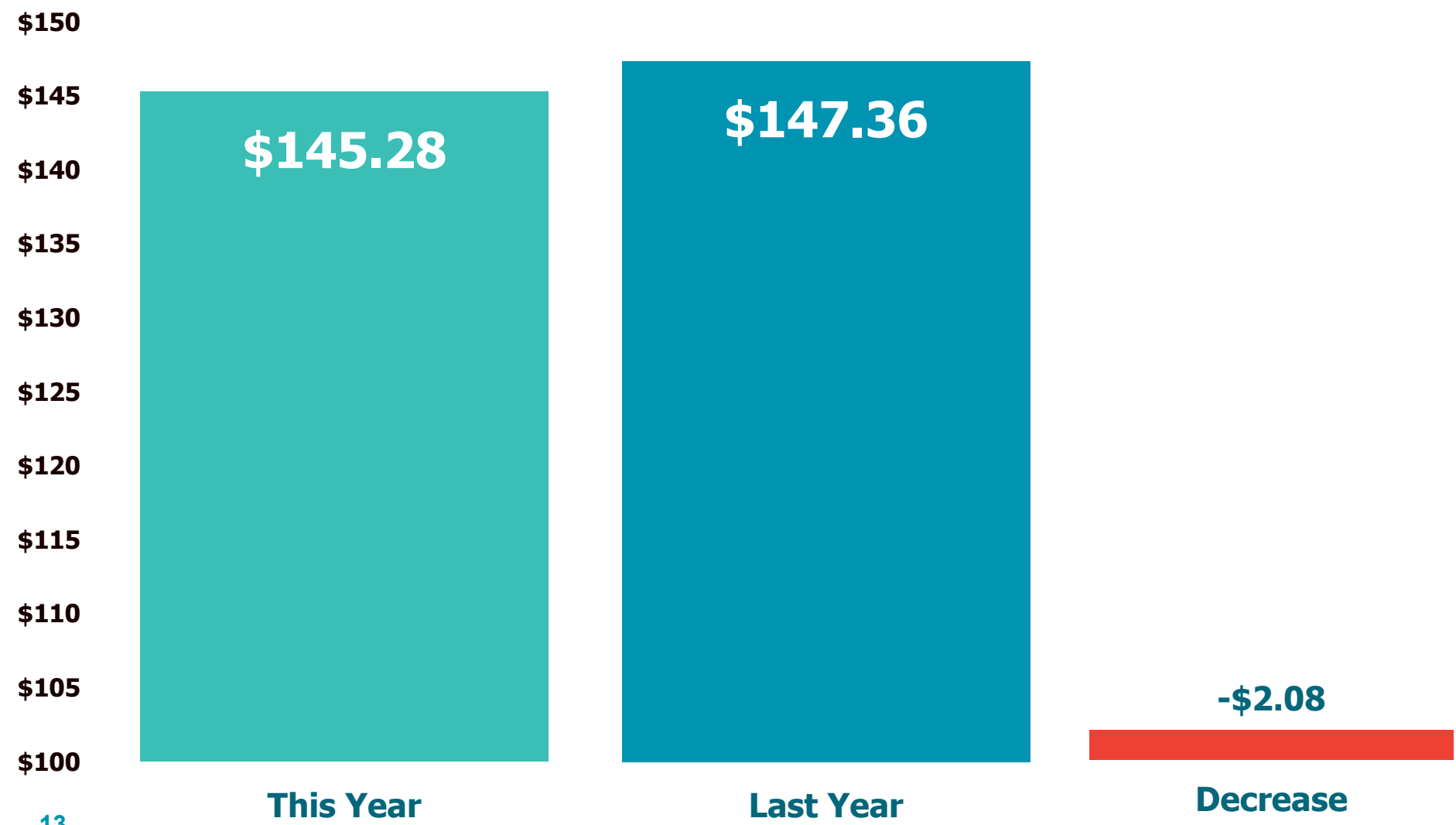


# ROOM TAX VS BUDGET

## MAY

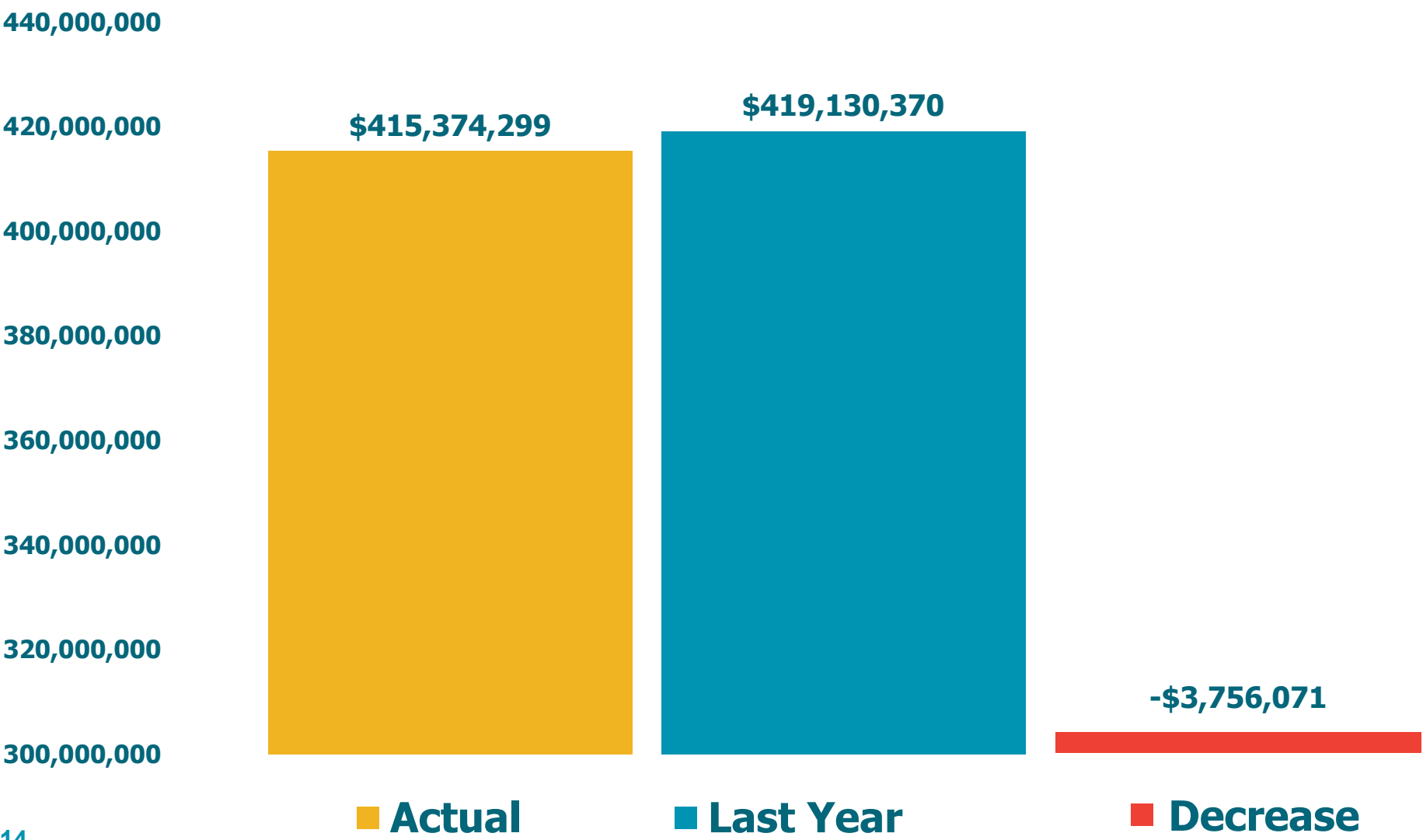


# YTD ADR VS LAST YEAR (THROUGH MAY)

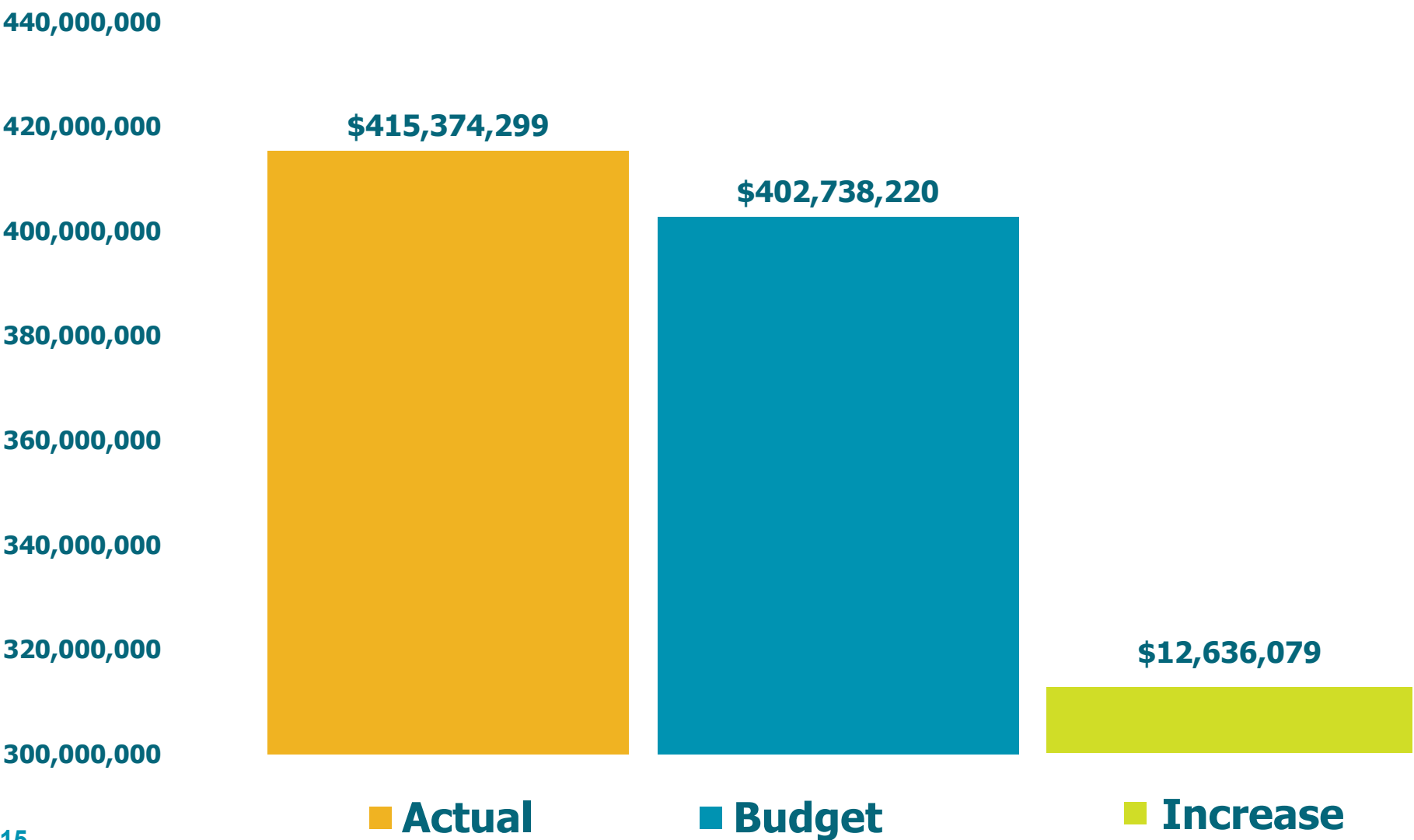




# YTD ROOM TAX VS LAST YEAR (THROUGH MAY)

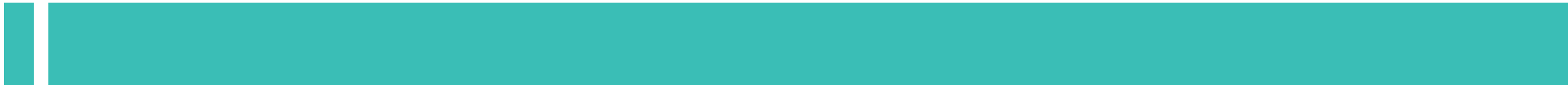


# YTD ROOM TAX VS BUDGET (THROUGH MAY)





# TOURISM SALES



# YENNIFER DIAZ



**HIRE DATE**

**4/08/2025**

**TITLE**

**Tourism Sales Manager**



# JACKPOT JAMBOREE – MEGA FAM

April 27 - May 2, 2025

- First for Nevada, Reno and Las Vegas
- 16 Travel Advisors, Airlines Sales and Tour Operators
- Sponsors: Travel Nevada, Reno-Tahoe Territory, Las Vegas Territory
- Southern / Northern Nevada Activities – 7 days

## JACKPOT JAMBOREE





# RENO TAHOE EXPERIENCE FAM

May 27-29, 2025

- 11 Travel Advisors
- Sponsors: National Automobile Museum, J Resort & North Lake Tahoe



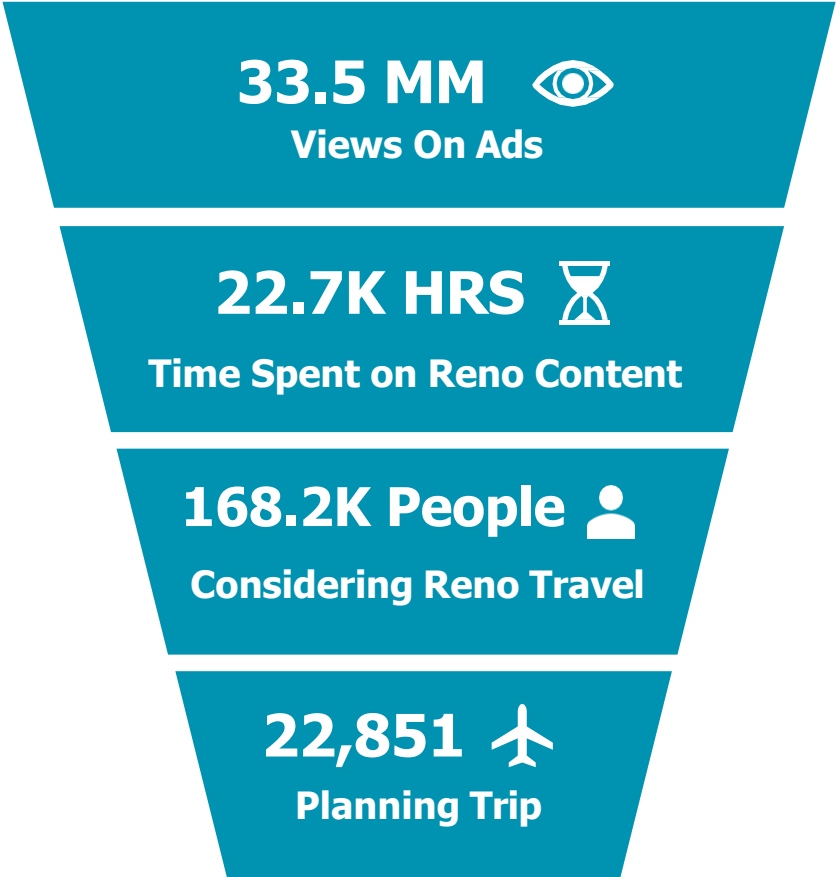


# MARKETING



# LEISURE PAID MEDIA IMPACT

May '25



## Ads In-Market

Total ads across all channels

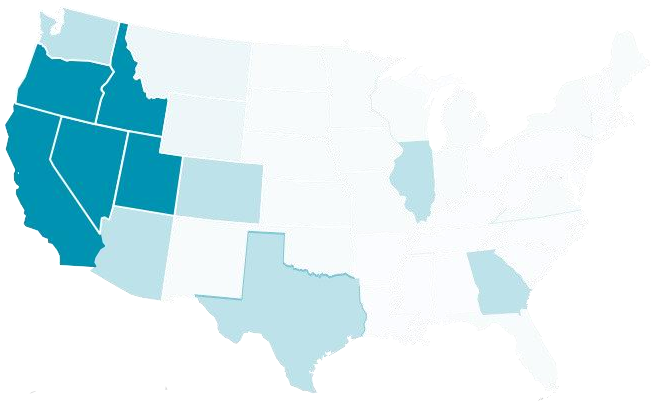
402

## Ad Interactions

Clicks, Completed Views, Comments, Shares, and Likes

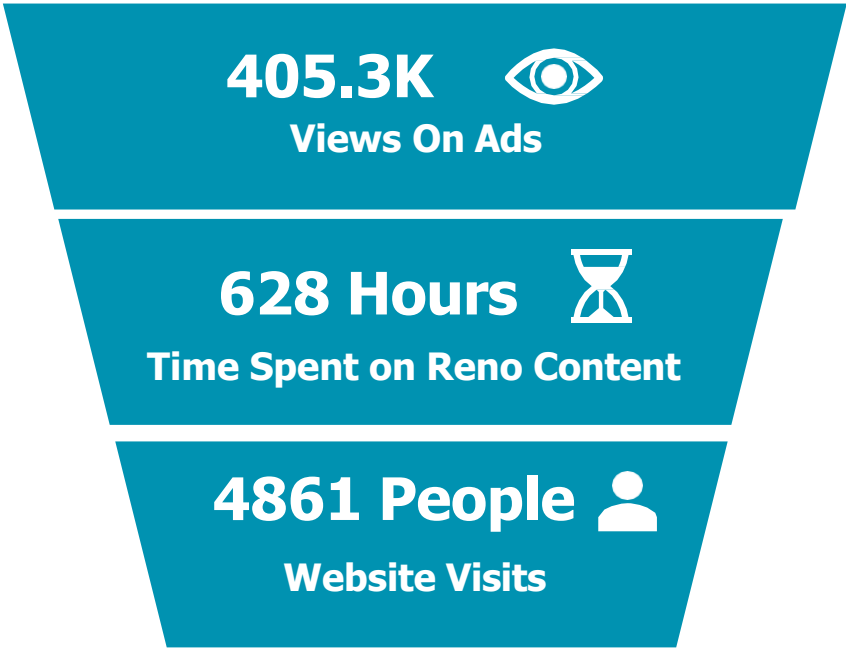
6.8MM

## Key Markets



# M&C PAID MEDIA IMPACT

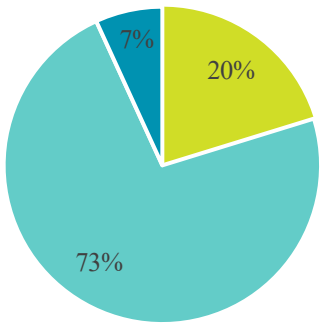
May '25



## Ads In-Market

Total ads across all channels

42  
Spend Allocation



■ Social ■ Search ■ Programmatic

## Ad Interactions

Clicks, Completed Views, Comments, Shares, and Likes

10,764  
Channel Mix

LinkedIn

meetings  
TODAY

Northstar  
MEETINGS GROUP

SportsTravel  
BY NORTHSTAR

Google



# TOURISM ECONOMICS





# EXECUTIVE SUMMARY

April '25

## Highlights

Hotel performance strengthened in April, with supply down 0.5% YoY and demand up 4.2%, resulting in a 2.2% increase in occupancy. Total hotel revenue rose 5.2% YoY to \$41.9M, driven by this demand growth. The destination also recorded its highest occupancy and ADR over the last six months, marking a standout month for hotel performance.

Website sessions declined 23.5% month-over-month, with visitors spending an average of 2:03 per session. The most visited landing pages were "Events" and "Reno Fest 2025," pointing to strong event-driven interest. On social media, total impressions increased 24.5% YoY, while engagements surged 128.5%, signaling highly effective content and growing audience interaction.

Domestic visitors averaged 2.8 days per stay, though 72% of all trips were single-day visits, highlighting a strong day-trip market. 53.6% of travelers came from within California, with top origin DMAs including Sacramento–Stockton–Modesto, San Francisco–Oakland–San Jose, and Las Vegas. These trends reinforce Reno–Tahoe’s position as a convenient and popular drive-market destination.

With Easter shifting into April this year (from March in 2024) travel activity increased in several areas. U.S. hotel performance stayed steady in April, with RevPAR down just -0.1% (up +1.6% YTD). International arrivals (excl. land travel from Canada, Mexico) were up 8% versus last year, though still slightly down YTD (0.2%) according to NTT.

The U.S. hourly earnings grew by +3.8% in April, outperforming inflation (+2.3%). Despite a nominal increase in disposable income, consumer sentiment continues to fall amid economic and geopolitical uncertainty. Overall hotel demand rose for April YTD (+0.4%), but economy and independent hotels saw a drop (-1.6% each).



Lodging Revenue  
**\$41.9M**  
+5.2% YOY



Overnight Trip Share  
**84.9%**



RNO Total Passengers  
**370.8K**  
+1.8% YOY



Visitor Spending  
**\$46.9M**  
-0.5% YOY



L&H Jobs  
**41.3K**  
+2.2% YOY

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

Powered by **SYMPHONY** | TOURISM ECONOMICS



# MONTHLY SCORECARD

Fiscal YTD as of April '25

Room Inventory													Year-to-Date	Year-End		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total			
Actual	674,873	678,848	691,255	676,172	645,046	697,028	657,429	599,943	690,663	639,724			6,650,981	<div><div></div></div> 82.8%	<div><div></div></div> 82.8%	
Budget	672,925	676,925	671,090	676,925	655,450	692,565	676,925	612,500	692,395	655,450	676,925	670,920	8,030,995	Budget: 8,030,995	Budget: 8,030,995	
% of Goal	100.3%	100.3%	103.0%	99.9%	98.4%	100.6%	97.1%	97.9%	99.7%	97.6%			82.8%			
Cash Room Nights																
Actual	314,421	331,510	293,103	271,762	206,826	226,517	221,931	214,736	248,444	266,839			2,596,089	<div><div></div></div> 84.1%	<div><div></div></div> 84.1%	
Budget	303,190	290,492	301,763	260,678	210,384	222,406	205,438	225,892	241,413	263,239	259,660	302,462	3,087,016	Budget: 3,087,016	Budget: 3,087,016	
% of Goal	103.7%	114.1%	97.1%	104.3%	98.3%	101.8%	108.0%	95.1%	102.9%	101.4%			84.1%			
Comp Room Nights																
Actual	89,344	89,444	82,838	75,809	65,130	69,759	66,038	65,338	71,385	68,190			743,275	<div><div></div></div> 84.5%	<div><div></div></div> 84.5%	
Budget	93,325	80,668	84,332	69,439	68,230	66,972	58,480	65,941	75,251	65,223	71,194	80,729	879,784	Budget: 879,784	Budget: 879,784	
% of Goal	95.7%	110.9%	98.2%	109.2%	95.5%	104.2%	112.9%	99.1%	94.9%	104.5%			84.5%			
Taxable Room Revenue																
Actual	\$49,457,885	\$55,845,967	\$43,216,655	\$36,554,764	\$26,026,566	\$30,816,184	\$31,041,768	\$30,142,129	\$32,596,168	\$41,859,263			\$377,557,348	<div><div></div></div> 84.2%	<div><div></div></div> 84.2%	
Budget	\$48,224,292	\$47,830,962	\$49,684,313	\$34,065,034	\$26,077,029	\$29,807,717	\$27,802,324	\$31,195,856	\$31,091,329	\$40,266,054	\$36,693,310	\$45,841,870	\$448,580,090	Budget: \$448,580,090	Budget: \$448,580,090	
% of Goal	102.6%	116.8%	87.0%	107.3%	99.8%	103.4%	111.7%	96.6%	104.8%	104.0%			84.2%			
Overall Occupancy																
Avg. CY Val..	72.7%	74.8%	67.1%	64.8%	54.9%	54.3%	56.7%	59.0%	57.8%	64.6%			62.7%	<div><div></div></div> 99.8%	<div><div></div></div> 99.8%	
Budget	72.6%	67.0%	70.4%	61.5%	55.6%	54.4%	52.1%	69.6%	57.5%	62.6%	61.1%	70.0%	62.8%	Budget: 62.8%	Budget: 62.8%	
% of Occ G..	100.1%	111.6%	95.3%	105.4%	98.7%	99.9%	108.8%	84.9%	100.5%	103.3%			99.8%			
Average Rate - Cash																
Avg. CY Val..	\$157.30	\$168.46	\$147.45	\$134.51	\$125.84	\$136.04	\$139.87	\$140.37	\$131.20	\$156.87			\$143.79	<div><div></div></div> 100.1%	<div><div></div></div> 99.0%	
Budget	\$159.06	\$164.65	\$164.65	\$130.68	\$123.95	\$134.02	\$135.33	\$138.10	\$128.79	\$152.96	\$141.31	\$151.56	\$145.31	Budget: \$145.31	Budget: \$145.31	
% of ADR ..	98.9%	102.3%	89.6%	102.9%	101.5%	101.5%	103.4%	101.6%	101.9%	102.6%			99.0%			
Estimated Visitor Count																
Actual	380,690	398,031	359,672	333,727	262,888	280,207	274,049	265,543	301,351	318,020			3,174,177	<div><div></div></div> 84.0%	<div><div></div></div> 84.0%	
Budget	375,473	348,586	363,577	312,139	264,700	283,294	252,945	283,000	303,150	309,729	311,918	369,958	3,778,468	Budget: 3,778,468	Budget: 3,778,468	
% of Goal	101.4%	114.2%	98.9%	106.9%	99.3%	98.9%	108.3%	93.8%	99.4%	102.7%			84.0%			
Other Monthly KPIs																
CY Air Pas..	479,858	479,829	419,203	418,241	346,927	400,626	365,265	356,037	420,534	370,758			4,057,278			
CY Gaming..	\$95,701,124	\$93,197,497	\$98,302,106	\$91,277,190	\$76,064,042	\$90,013,398	\$90,100,570	\$78,527,888	\$81,815,954	\$86,367,241			\$881,367,010			

Source: Visit Reno Tahoe

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# LODGING PERFORMANCE

April '25

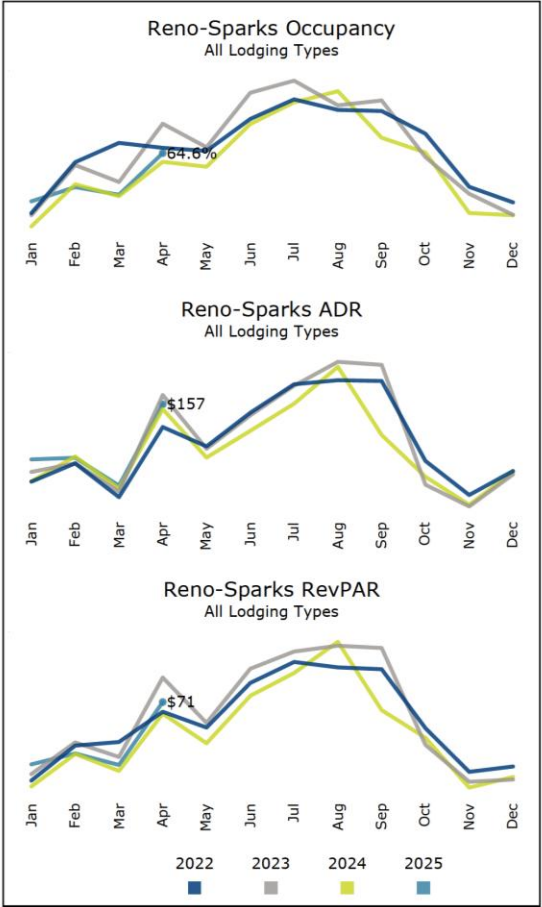
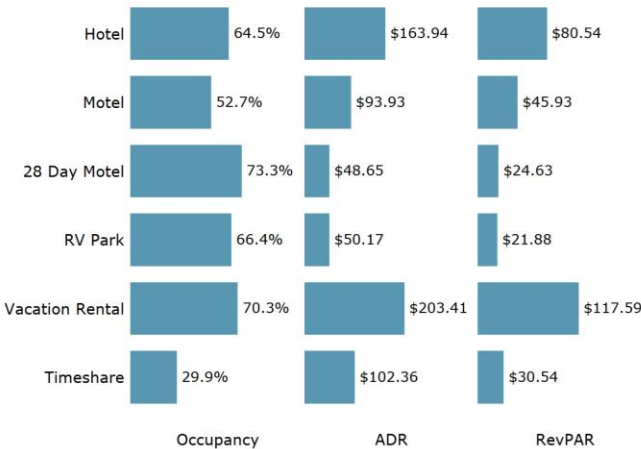
Lodging Performance: Monthly

Occupancy	Previous Year	ADR	Previous Year	RevPAR	Previous Year	Supply	Previous Year	Cash Rooms	Previous Year	Revenue	Previous Year
64.6%	▲ 2.2%	\$156.87	▲ 0.9%	\$70.92	▲ 5.0%	639,724	▼ -0.5%	266,839	▲ 4.2%	\$41.9M	▲ 5.2%

April Performance, Past 4 Years  
Total: Reno-Sparks

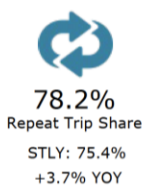
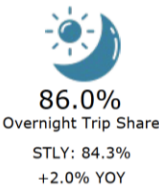


April 2025 Monthly Performance Category Comparison  
Reno-Sparks



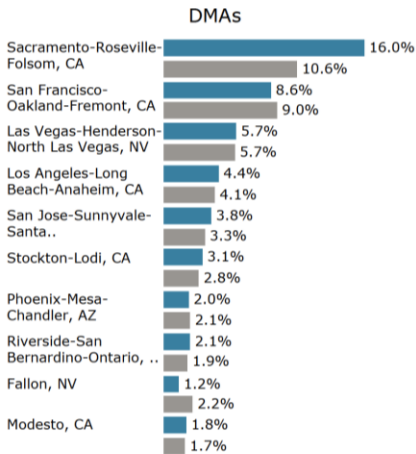
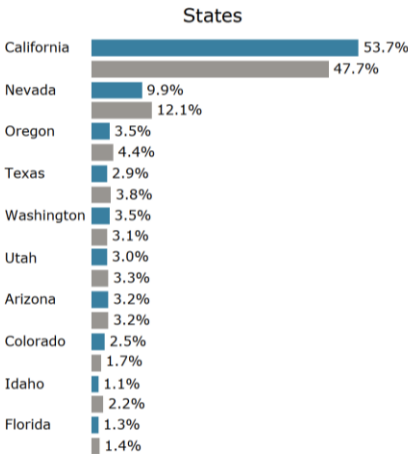
# VISITOR PROFILE

## April 2025 Domestic Visits



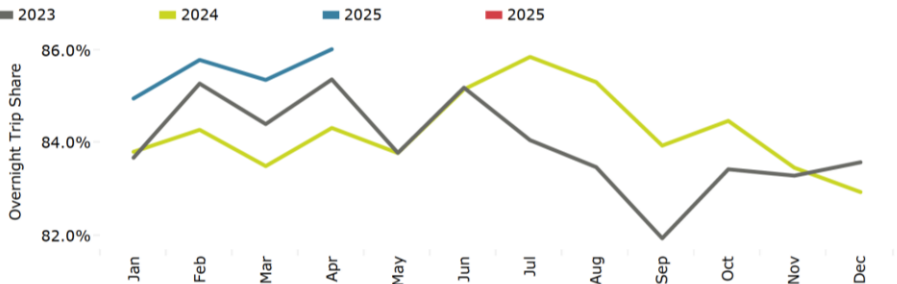
### Top Origin Markets

■ Current Year ■ Last Year



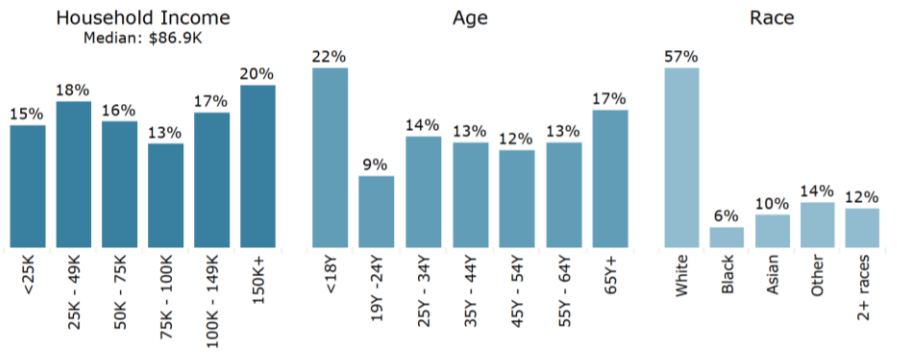
## Domestic Visitor Trends & Characteristics

### Overnight Trip Share by Month



### April 2025 Visitor Origin Demographics

Share of Total



# PASSENGER SUMMARY

Reno-Tahoe International Airport | April '25



Total Enplaned  
186.2K

▲ 4.0% YOY



Total Deplaned  
184.5K

▼ 0.4% YOY



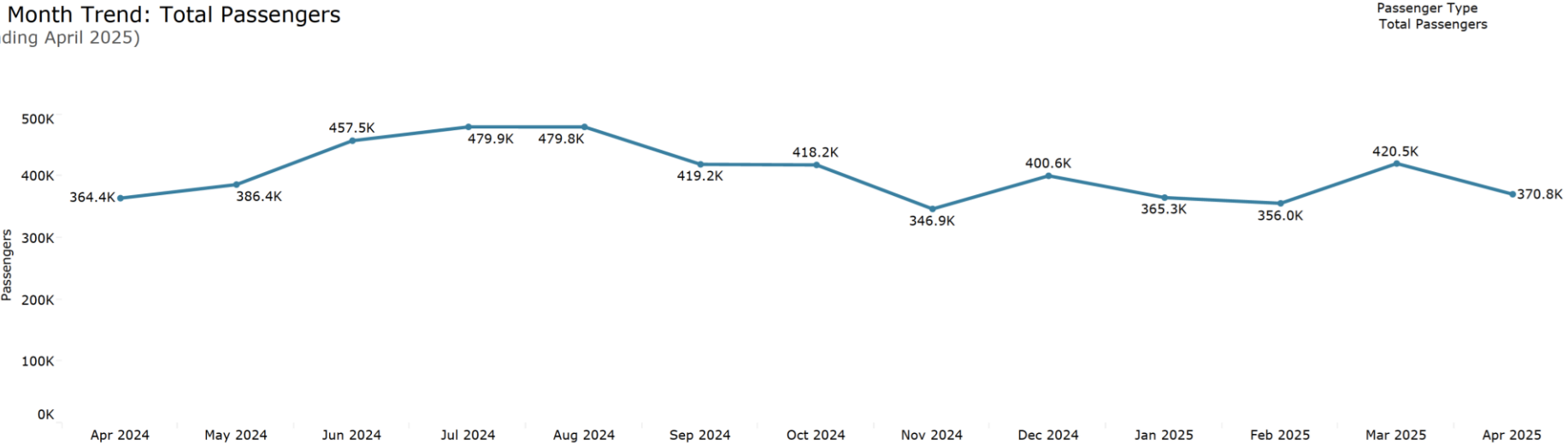
Total Passengers  
370.8K

▲ 1.8% YOY

Deplaned  
Enplaned



12 Month Trend: Total Passengers  
(Ending April 2025)



Source: Reno-Tahoe International Airport (RNO)



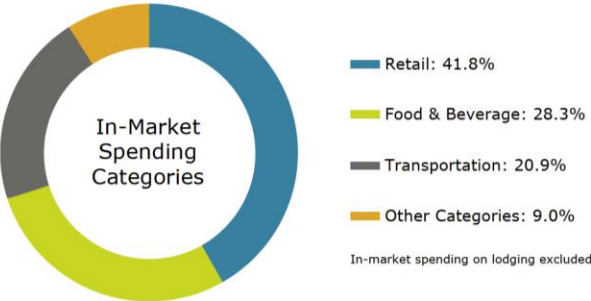


# VISITOR SPENDING

April '25

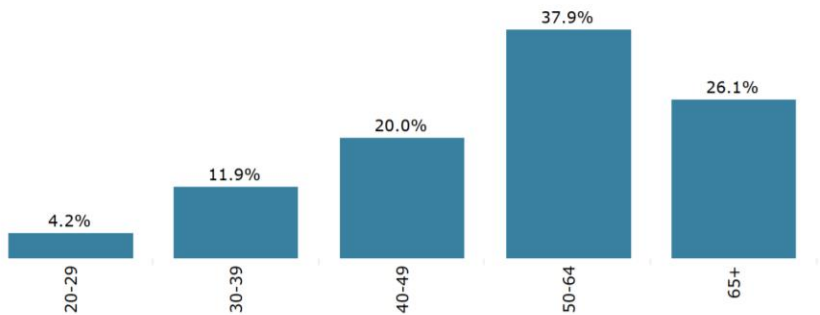
## Visitor Credit Card Spending

April 2025 Card Spend  
**\$46.9M**  
-0.5% YOY

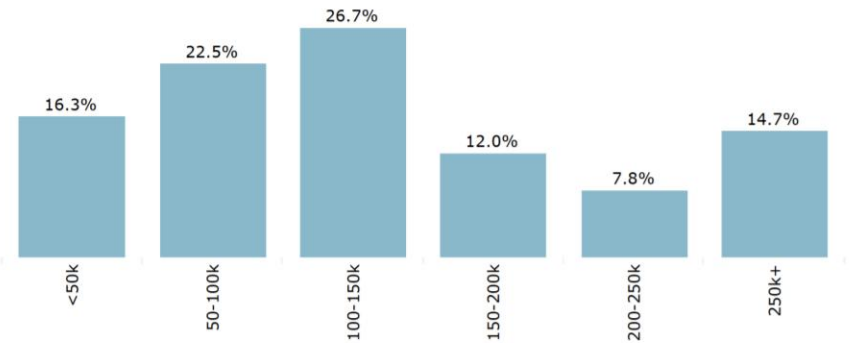


## Visitor Credit Card Spending by Demographic

### Age



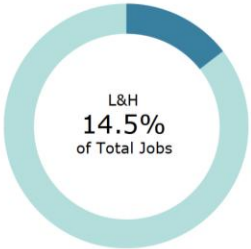
### Household Income



# LEISURE & HOSPITALITY WORKFORCE

## Total Leisure & Hospitality Jobs

L&H Jobs  
as of April 2025  
**41.3K**  
+2.2% YOY | +2.5% vs. 2019



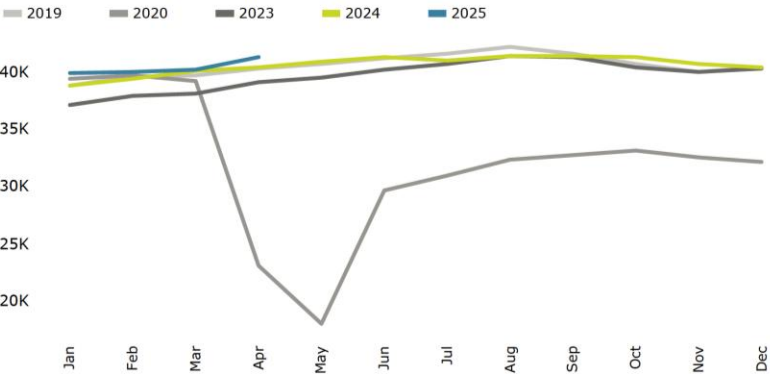
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of March 2025  
**2.0K**  
-12.7% YOY | -5.8% vs. 2019



### Employment Recovery

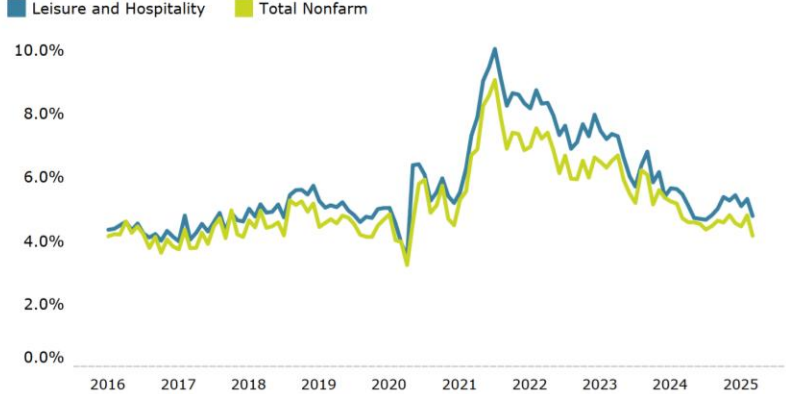
Leisure & Hospitality Jobs (Thousands)



Source: Bureau of Labor Statistics

### Job Opening Rate

Share of total available jobs that are not filled



Source: Tourism Economics



# NATIONAL TRAVEL TRENDS KPIS

April '25

## Insights

With Easter shifting into April this year (from March in 2024) travel activity increased in several areas. U.S. hotel performance stayed steady in April, with RevPAR down just -0.1% (up +1.6% YTD). International arrivals (excl. land travel from Canada, Mexico) were up 8% versus last year, though still slightly down YTD (0.2%) according to NTTO.

The U.S. hourly earnings grew by +3.8% in April, outperforming inflation (+2.3%). Despite a nominal increase in disposable income, consumer sentiment continues to fall amid economic and geopolitical uncertainty. Overall hotel demand rose for April YTD (+0.4%), but economy and independent hotels saw a drop (-1.6% each).



### Travel Spending (Tourism Economics)

↗ +0.3%  
April vs. Previous Year

↗ +1.6%  
YTD vs. Previous Year



### Air Passengers (TSA)

↗ +0.2%  
April vs. Previous Year

↘ -0.3%  
YTD vs. Previous Year



### Overseas Arrivals (NTTO)

↗ +8.0%  
April vs. Previous Year

↘ -0.2%  
YTD vs. Previous Year



### Hotel Demand (STR)

↘ -1.2%  
April vs. Previous Year

↗ +0.4%  
YTD vs. Previous Year



### Short-term Rental Demand (AIRDNA)

↗ +7.1%  
April vs. Previous Year

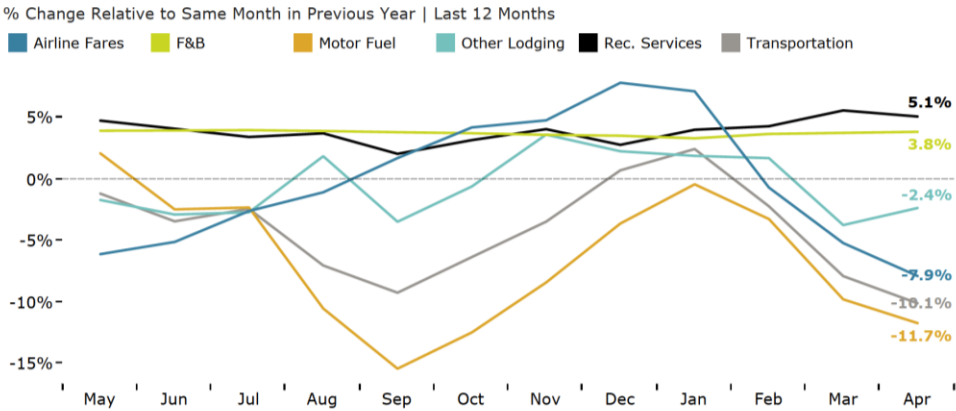
↗ +6.2%  
YTD vs. Previous Year



# NATIONAL TRAVEL TRENDS

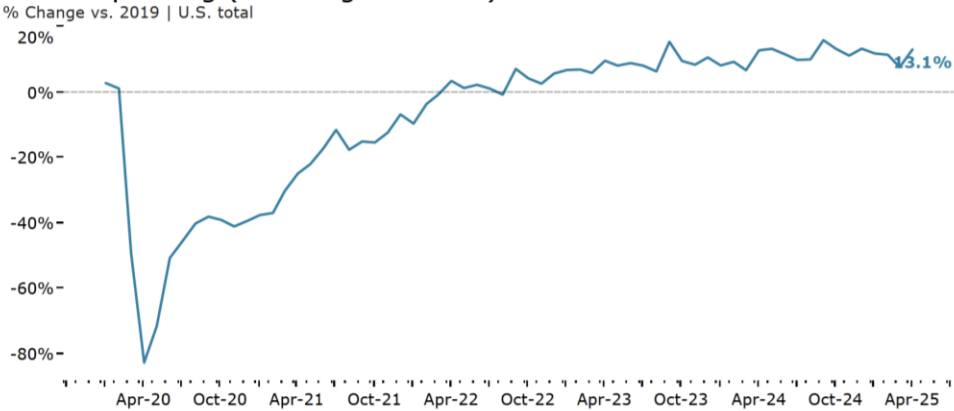
April '25

## Travel Price Index



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

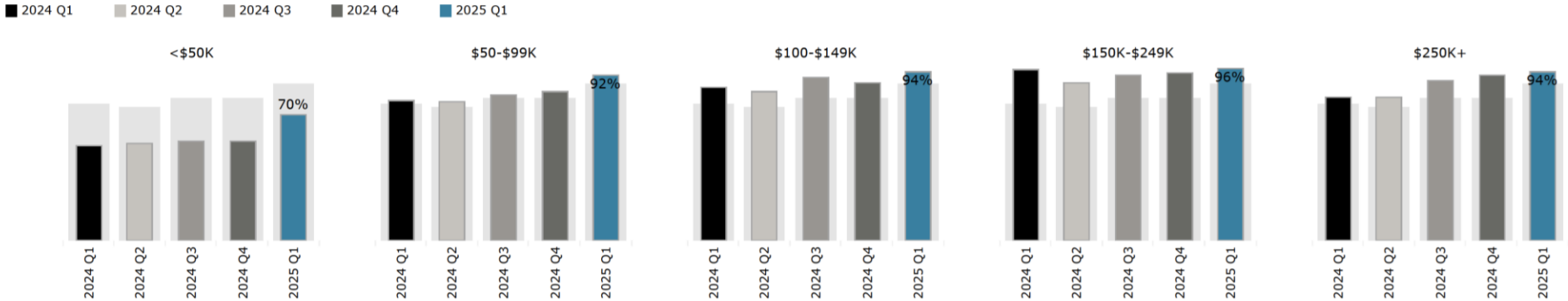
## Travel Spending (% change vs 2019)



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

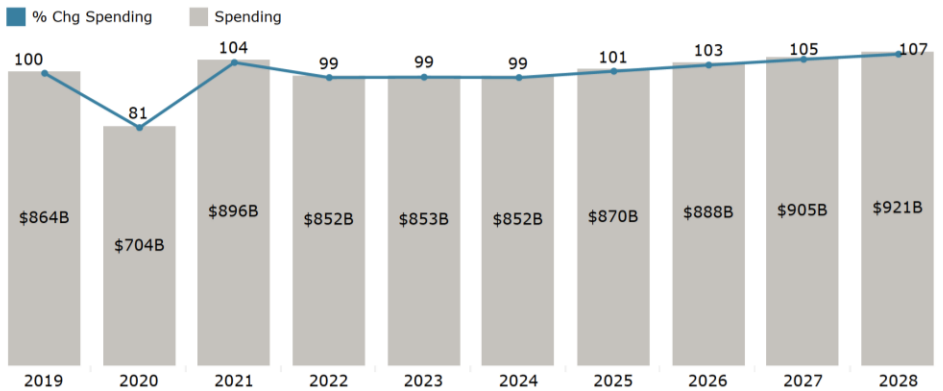


# DOMESTIC TRAVEL FORECAST

April '25

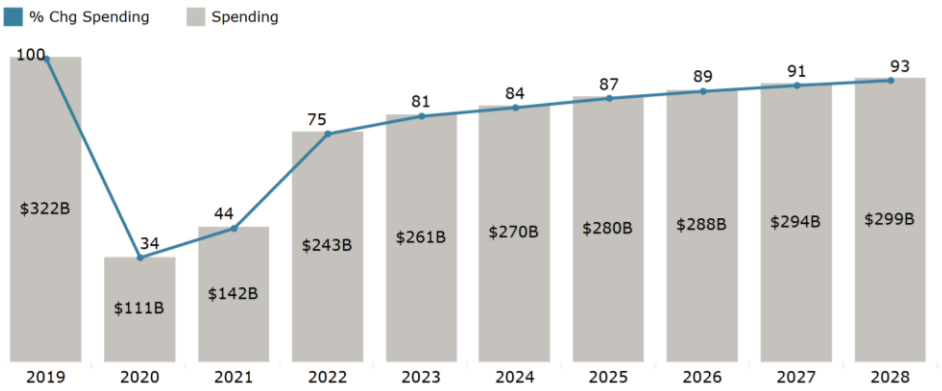
## Real Domestic Leisure Travel Spending

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



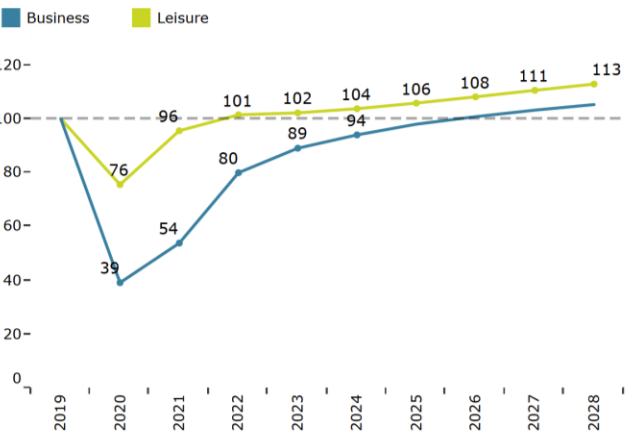
## Real Domestic Business Travel Spending

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



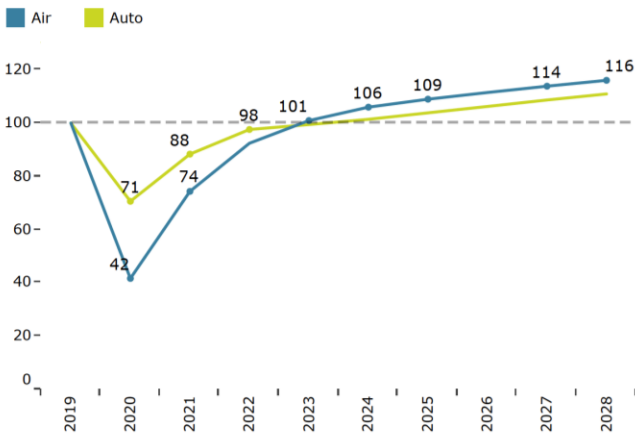
## Leisure vs. Business Travel Volume

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



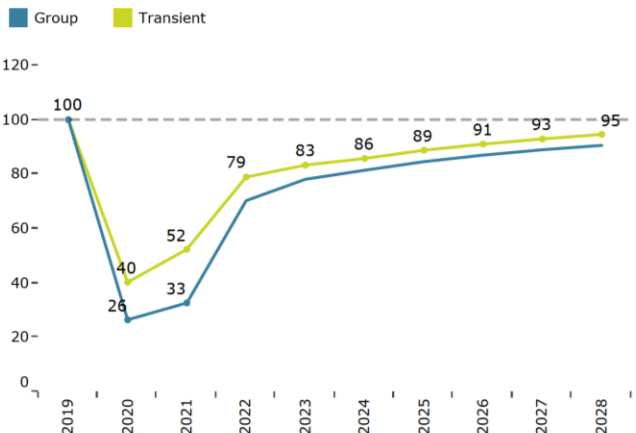
## Auto vs. Air Travel Volume

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

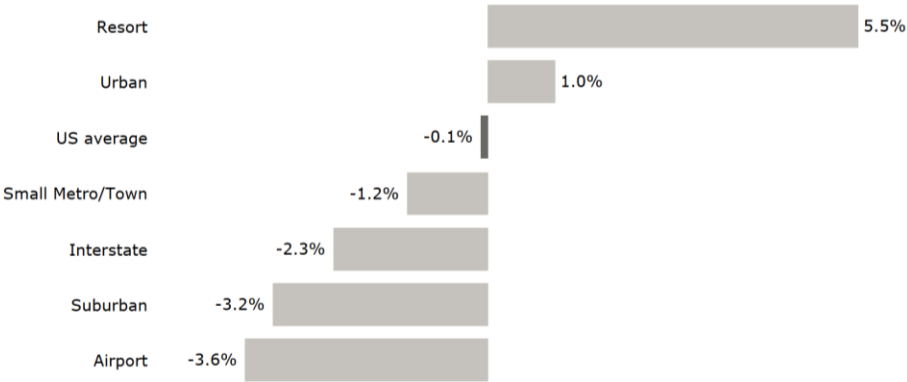




# U.S. HOTEL FORECAST

April '25

U.S. Actual RevPAR Growth by Location  
April 2025, % change relative to 2019



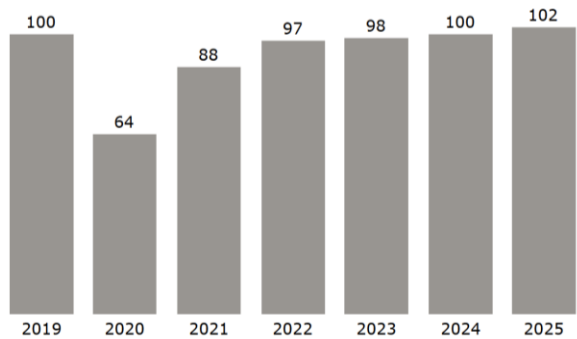
Source: STR

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

	2020	2021	2022	2023	2024	2025	2026
Supply	-4.0%	4.9%	1.7%	0.2%	0.5%	0.8%	0.8%
Occupancy	-33.4%	31.0%	8.8%	0.7%	0.0%	-0.3%	0.2%
Demand	-36.0%	37.4%	10.6%	0.9%	0.5%	0.5%	1.1%
ADR	-21.6%	20.7%	19.9%	4.3%	1.8%	1.3%	1.3%
RevPAR	-47.8%	58.2%	30.4%	5.0%	1.9%	1.0%	1.5%
RevPAR relative to 2019	-47.8%	-17.2%	8.0%	13.4%	15.8%	16.9%	18.7%

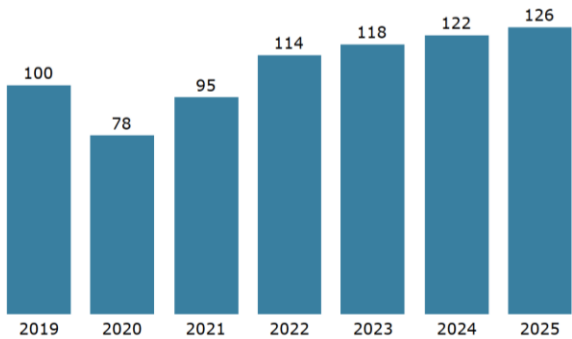
Note: RevPAR reflects standard methodology  
Source: STR; Tourism Economics

Occupancy Index  
Index (2019 = 100)

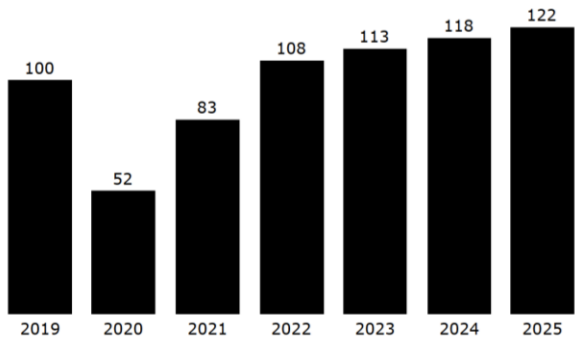


Note: RevPAR reflects standard methodology  
Source: STR; Tourism Economics

ADR Index  
Index (2019 = 100)



RevPAR Index  
Index (2019 = 100)





**THANK YOU.**





# CREATOR CAMP

## EVENT RECAP & IMPACT

BOARD OF DIRECTORS





# EVENT OVERVIEW

# EVENT OVERVIEW

## GOAL

Boost destination visibility, change perceptions of first-time visitors, attract travel-focused creators, generate social content promoting core offerings

## DATES & LOCATIONS

June 6 – 8

Reno, Sparks, Lake Tahoe and surrounding areas





# OUR CREATORS



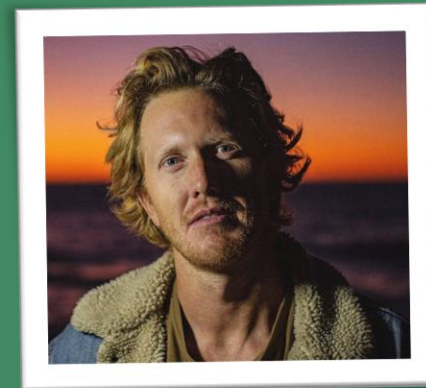
@thebucketlistfamily  
3M IG Followers



@chelseakauai  
1.1M IG Followers



@jess.wandering  
913K IG Followers



@everchanginghorizon  
1.3M IG Followers



@moliverallen  
157K IG Followers



@karl\_shakur  
1.1M IG Followers



@reneeroaming  
944K IG Followers

8.5+  
Million  
Instagram  
Followers





**EVENT INVITES**

# EVENT OVERVIEW

## 5 TRACKS

- **Extreme Explorers** with @thebucketlistfamily
- **Wild Wanderers** with @jess.wandering and @everchanginghorizon
- **Mindful Makers** with @chelseakauai
- **Nature Nomads** with @reneeroaming
- **Summit Seekers** with @karl\_shakur and @moliverallen

## 4 GROUP EVENTS

- Creator Dinner at National Bowling Stadium
- Mess Hall Breakfast at National Automobile Museum
- Game Night Dinner at Bundox Bocce
- Camp Dinner at Atwood Rooftop inside RED
- Camp Talent Show at Renaissance Reno

## 20+ LOCAL PARTNERS



**EXTREME  
EXPLORERS**



**WILD  
WANDERERS**



**MINDFUL  
MAKERS**



**NATURE  
NOMADS**



**SUMMIT  
SEEKERS**



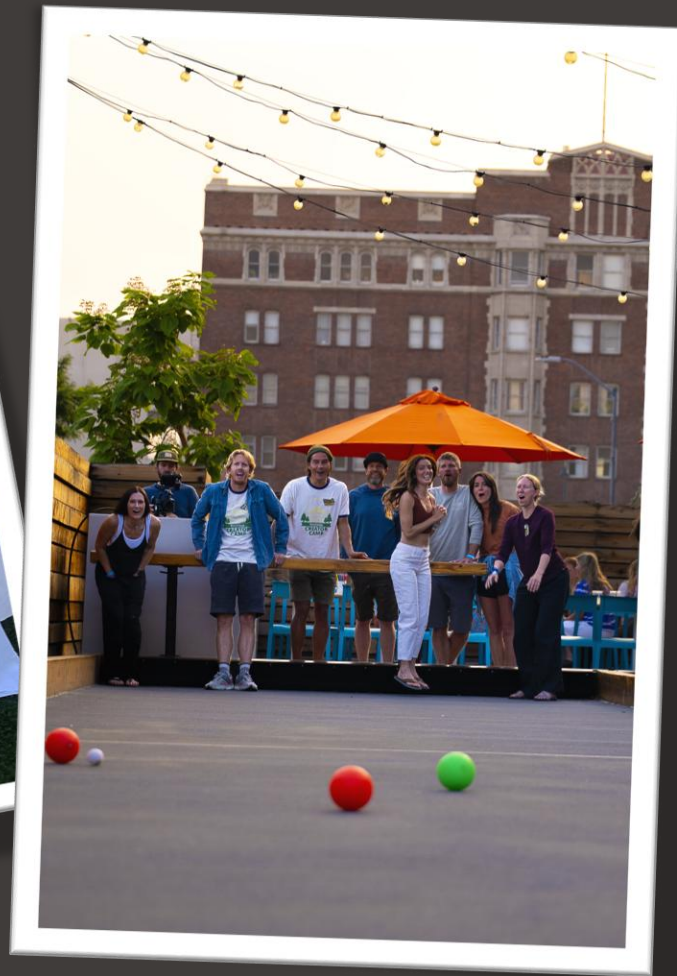
# PARTNER BRANDS



RENEE ROAMING







# LOCAL PARTNERS



# LOCAL PARTNERS



**RENAISSANCE  
RENO**



**RENO  
EXPERIENCE  
DISTRICT**



**NATIONAL  
AUTOMOBILE  
MUSEUM**

**ROUNABOUT  
CATERING**

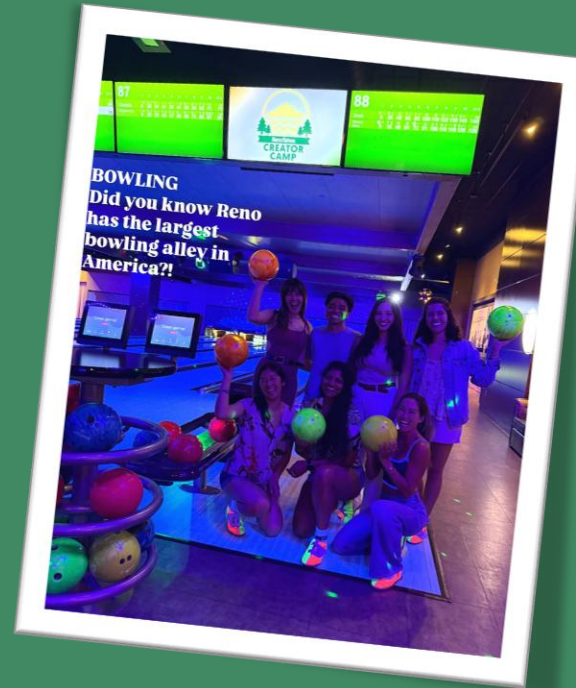




# LOCAL PARTNERS



**IRIE RAFTING**



**NATIONAL BOWLING STADIUM**



**THE GENERATOR**

**RENO FLY SHOP**





# LOCAL PARTNERS



**TAHOE SURF  
COMPANY**



**BATTLE BORN  
POWER SPORTS**



**MIDTOWN  
RENO**



**BASECAMP**



# LOCAL PARTNERS



**LAKE TAHOE  
BALLOONS**



**PIPING ROCK  
HORSES**



**CLEARLY EXPLORER**



**CLEARLY  
TAHOE**

# LOCAL PARTNERS



**SPARKS  
WATER BAR**



**TAHOE SAILING  
CHARTERS**



**JUNKEE**

**ZEPHYR COVE**

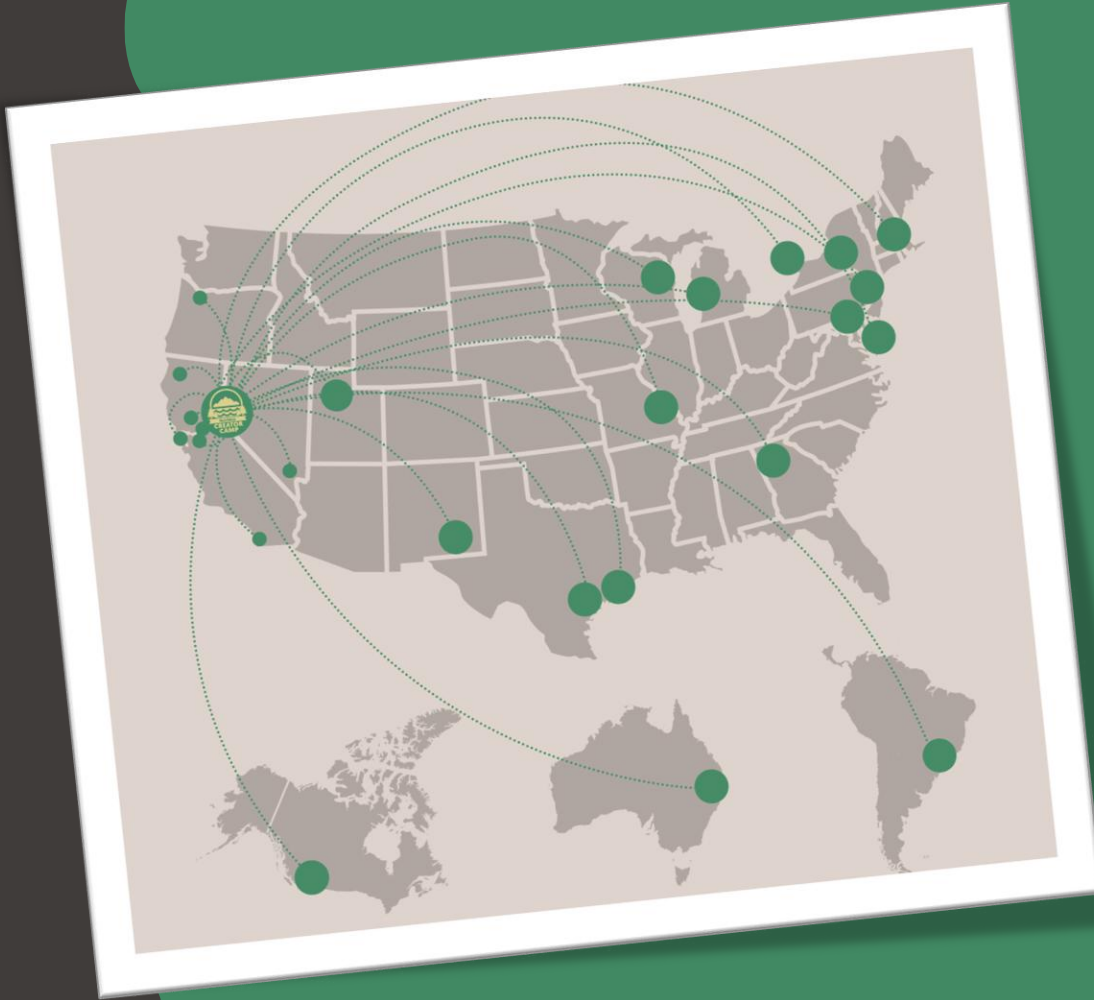






# ATTENDEE SNAPSHOT

# ATTENDEE SNAPSHOT



## 40 ATTENDEES

- **4 countries** (Canada, Australia, Brazil)
- **13 states** (CA, GA, MA, MI, MO, NV, NJ, NM, NY, OR, TX, UT, WI plus Washington DC)
- **28 cities** (Furthest traveled: Queensland, Australia)

## DEMOGRAPHICS

- **Ages 24-47**
- **42.5% male, 57.5% female attendees**
- **18 solo travelers, 22 traveled with a partner**
- Attendees ranged from aspiring content creators to ambitious world travelers and the spontaneous weekend warrior
- Attendees have a combined **149,889 Instagram followers** (there were 4 verified accounts in the group)
- Creators have a combined **8.5 Million+** Instagram followers





# CONTENT OUTPUT

# CONTENT OUTPUT (AND COUNTING)

## TOTAL CONTENT GENERATED

238

Instagram Stories

40

Instagram Reels/Posts

## MATADOR NETWORK SOCIAL TAKEOVER

4,088,983

Impressions

4,049,167

Views

167,863

Total time viewed  
(Minutes)

1,655

Total engagements

2,759

Clicks

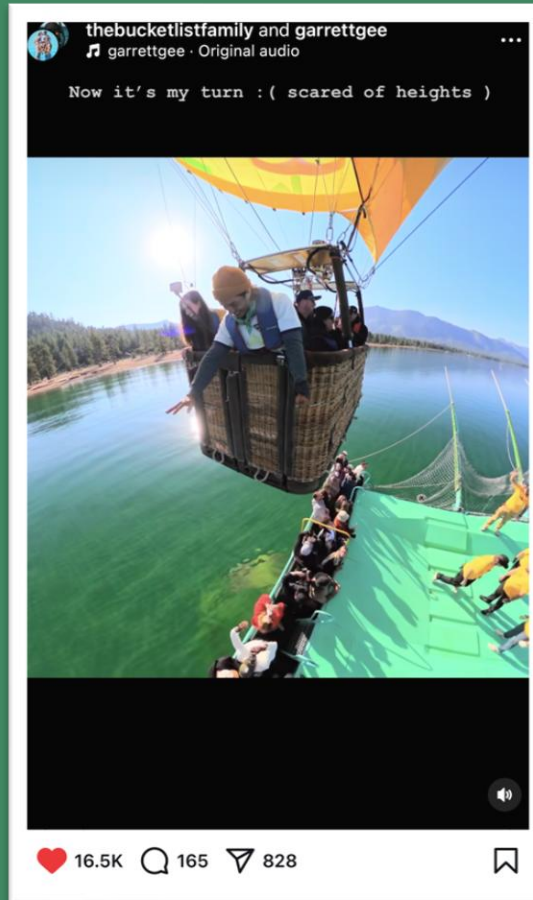




**TOP PERFORMING POSTS**



# TOP PERFORMING POSTS



**@BUCKETLISTFAMILY**

Views 1.1M  
Engagements 17,493



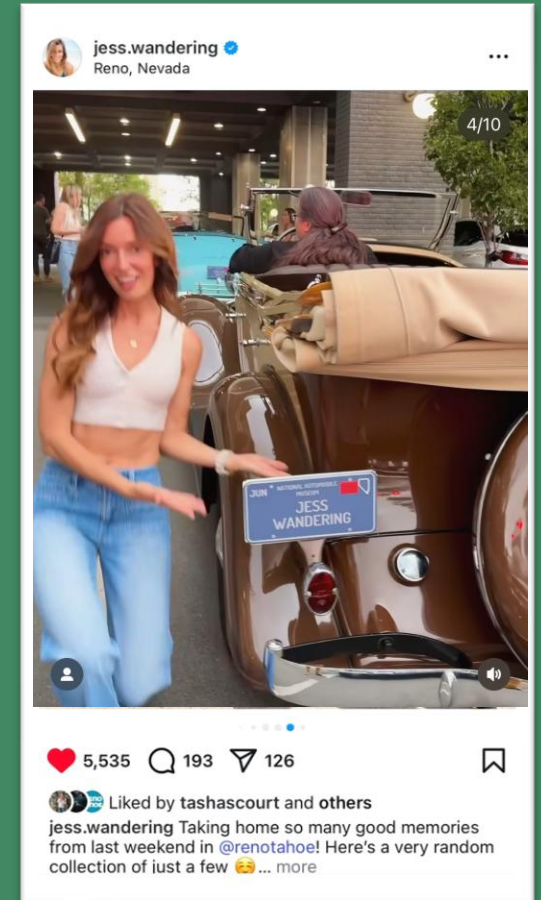
**@BUCKETLISTFAMILY**

Views 1.1M  
Engagements 6,097



**@CHELSEAKAUAI**

Engagements 6,661



**@JESS.WANDERING**

Engagements 5,854



**TALENT SHOW**



# TALENT SHOW BRUNCH

## MODERATED PANEL

- Moderated by Ross Borden, CEO of Matador Network
- Creators shared insights, travel hacks, and inspiring stories from their careers

## TALENT SHOW JUDGES

- Special guest judges included representatives from Matador Network, Backcountry, Protect Our Winters, and Mayor of Reno

## TALENT SHOW PRIZES

- Included prizes from partner brands like Away, GoPro, Backcountry, Matador Network, Bucket List Family, and Renee Roaming

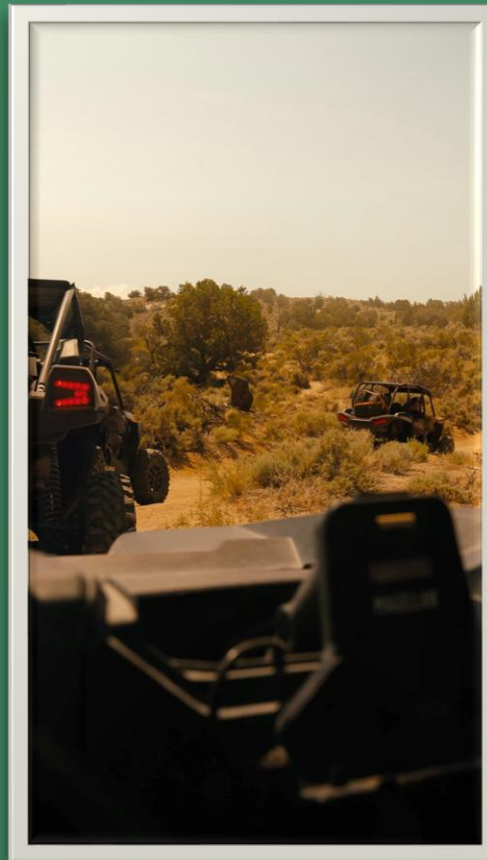


# TALENT SHOW VIDEOS



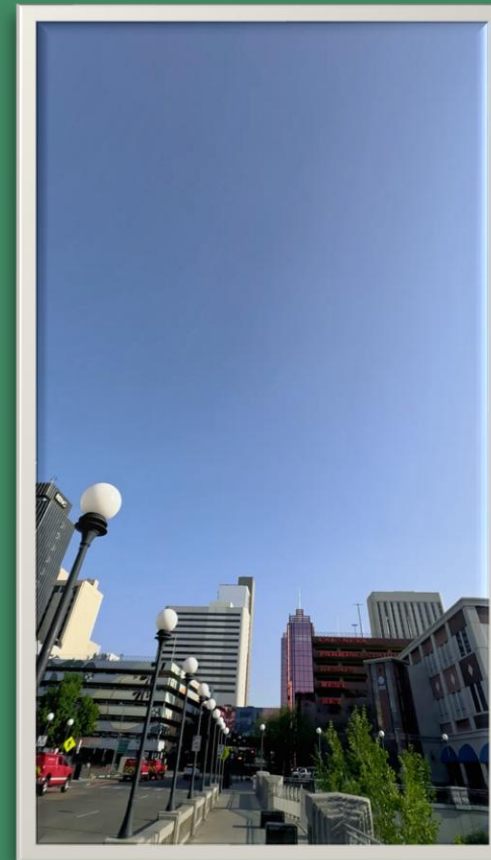
**@CATHERINEEGONCALVES**

Views	11,800
Engagements	191



**@THEANGELBARCLAY**

Views	10,700
Engagements	279



**@LATINIALONSO**

Views	22,500
Engagements	540





# STAFF HIGHLIGHTS



# STAFF HIGHLIGHTS

Mike Larragueta and Christina Erny kicked off the week with a warm welcome at the Mess Hall  
Welcome Breakfast at National Automobile Museum



Board Chair and Reno Mayor Hillary Schieve enthusiastically greeted attendees at Sunday's lively Talent Show Brunch



Demonstrating leadership and excellence, Reno Tahoe Staff led all 5 tracks across Reno Tahoe region.



# STAFF HIGHLIGHTS

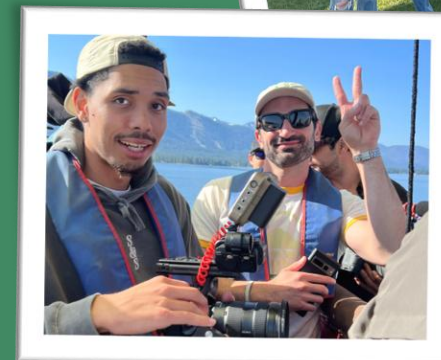
"Brian was a standout leader of the weekend. He immediately coordinated any issues & even fixed our bus mirror. Brian is the man!"

"Reno Tahoe staff were super nice and very helpful when we needed information or help with something."

"Well looked after – staff was super helpful and friendly. Branding/marketing was on point. A lot of small touches didn't go unnoticed."

"Tasha was great!"

"Loved Tracy and Marcus"







# MEASURABLE IMPACT

# MEASURABLE IMPACT

**5%**

## Website Traffic Lift

5% increase in views to VisitRenoTahoe.com during the event (June 5 - 9) weekend, compared to the week before

**22%**

## Engaged Website Traffic Increase

22% increase in engaged time on site YoY

**30,000+**

## Website Visits

to Creator Camp pages before + during event

**2,208,173+**

## @RenoTahoe Instagram Views

**14,543+**

## @RenoTahoe Instagram Engagement

likes, comments, shares and saves

**2,451+**

## @Reno Tahoe Instagram Follower Growth







# SURVEY RESULTS



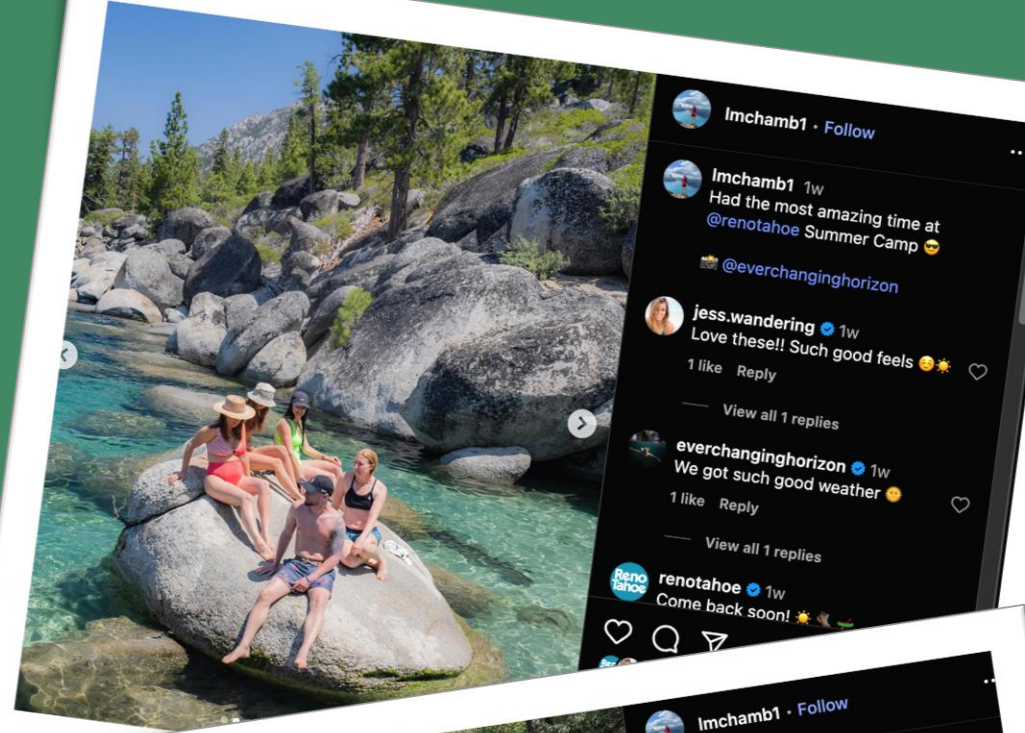
# SURVEY RESULTS

## PARTICIPATION RATE

- 40% of attendees completed survey

## KEY STATS

- 100% positive attendee satisfaction with Reno Tahoe staff
- 93% said they would attend Creator Camp again
- 93% were greatly satisfied with Creator-lead trip
- 93% positive attendee satisfaction with group events
- 87% said the event was priced appropriately





# ATTENDEE FEEDBACK



# ATTENDEE FEEDBACK

“What an incredible adventure in Reno! I met some of the most genuine and authentic people all while enjoying some epic escapades! If you get the chance, take it!”

“Reno Tahoe Creator Camp was the adult outdoor experience I didn’t know I needed. It was a wonderful way to be introduced to Reno and Lake Tahoe as well as a variety of activities that I had never done before! The environment was warm and welcoming, and I can’t wait to explore more! They made it easy to experience some of my much-anticipated bucket list wishes.”

“Everything we did was amazing! I loved every part of this trip!!!”

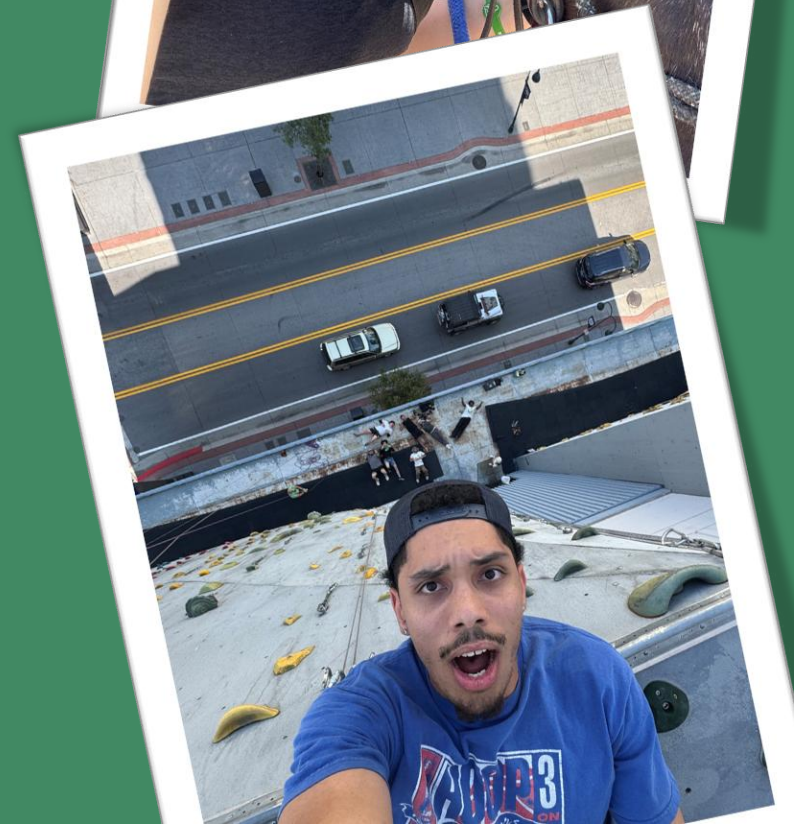




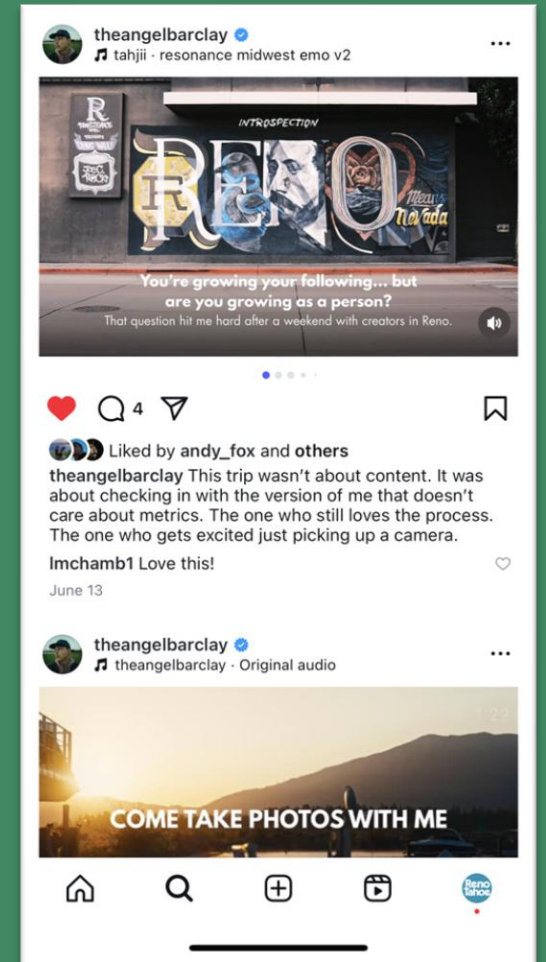
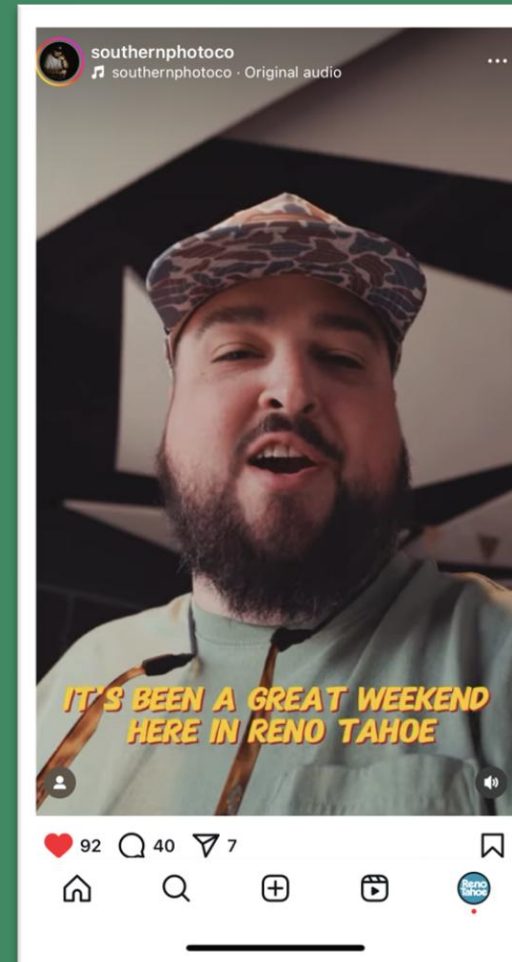
# ATTENDEE FEEDBACK

"Reno Tahoe Creator Camp is made for anyone looking to explore and connect. I loved having a planned itinerary, an intimate track full of people from unique walks of life, and a chance to get creative. After all, inspiration is everywhere you look in this region. 10/10 would recommend!"

"I walked in excited to have an adventurous weekend and left with a group of like-minded friends I know I'll stay connected with. The Reno Tahoe team created something so much more than just a content trip, it was a community and an unforgettable trip. Huge thanks to the Reno Tahoe tourism board for hosting an experience that exceeded every expectation! "

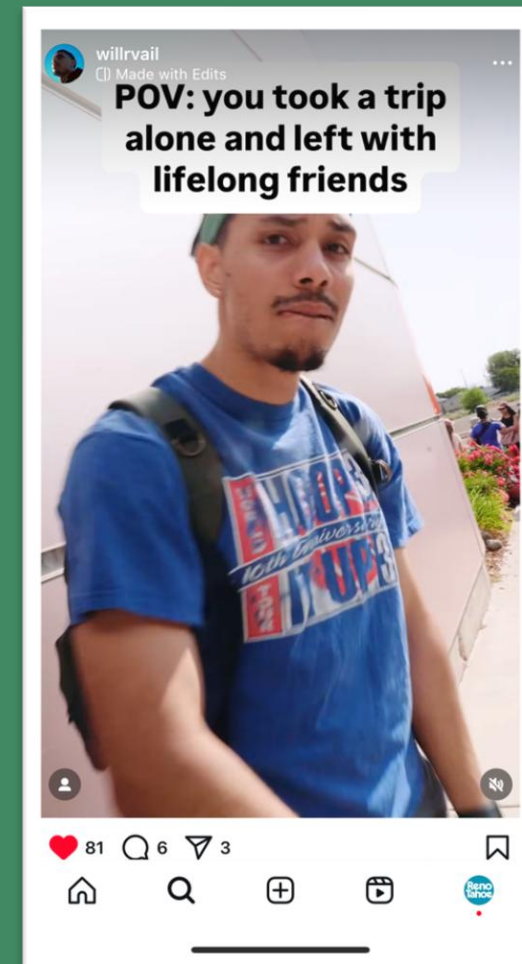
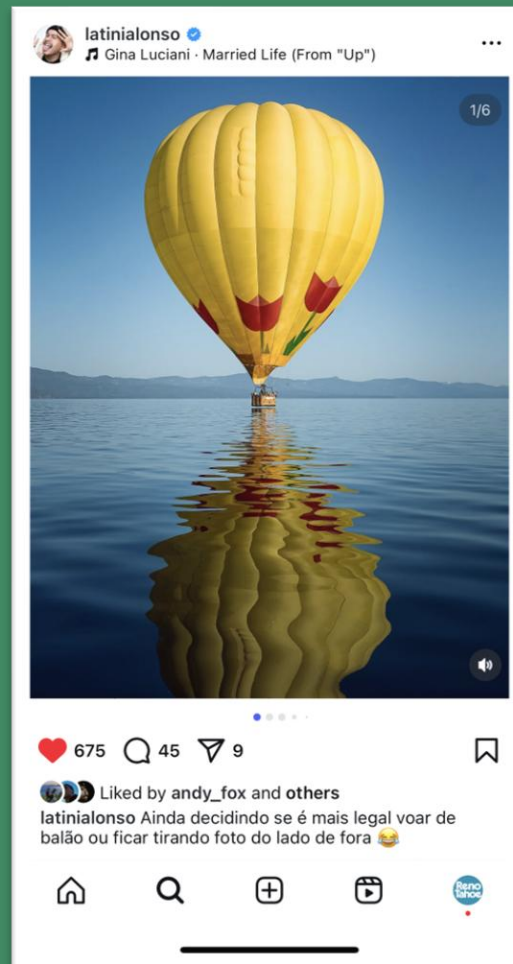
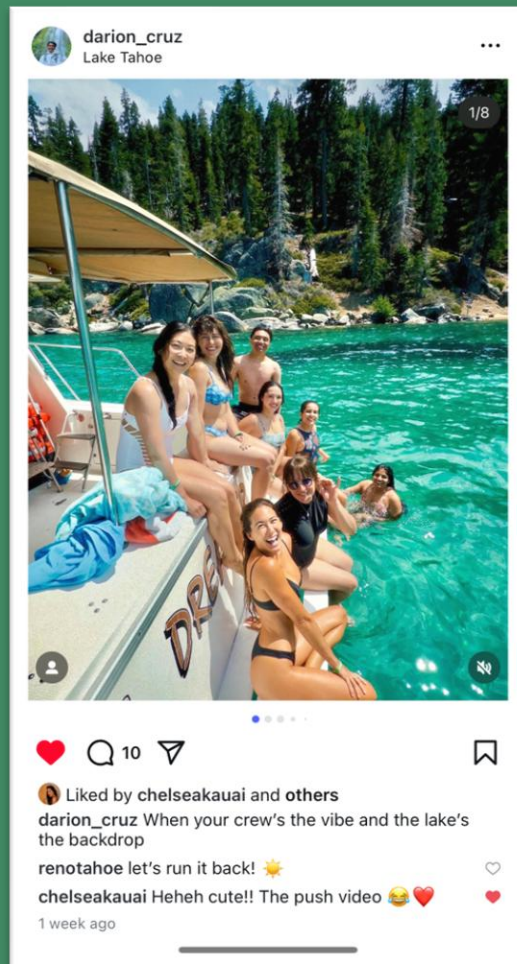


# ATTENDEE CONTENT

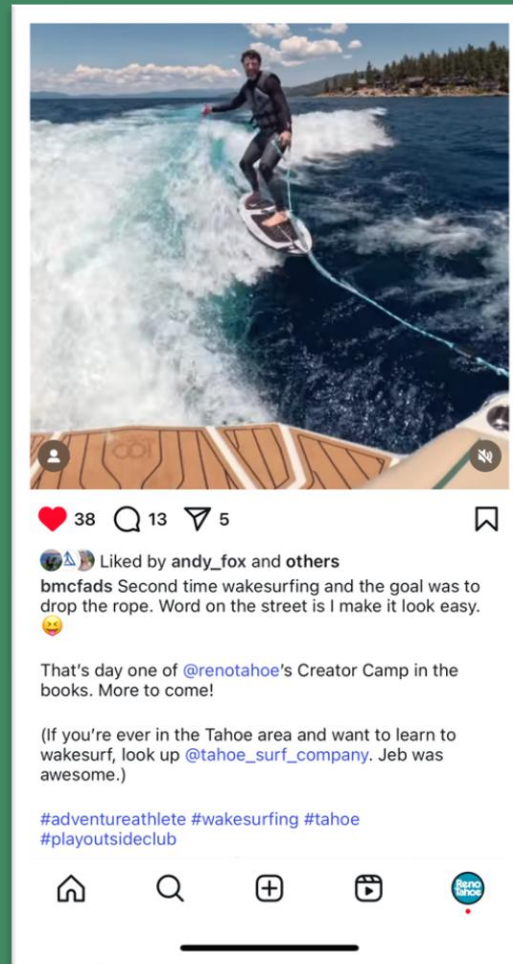




# ATTENDEE CONTENT



# ATTENDEE CONTENT





# ATTENDEE CONTENT

Adventure

## Learnings from Creator Camp



Brian McFadden • June 11, 2025 • 5 min read



Here are some thoughts after reflecting on my time at Creator Camp this past weekend.

I recently returned from [Reno Tahoe's Creator Camp](#). It was a fantastic weekend filled with adventurous activities across 5 different tracks led by 8 top creators in the travel space. It was a blast, no doubt, but I wasn't there just to have fun. I also wanted to figure some things out for myself. Here's what I learned.

**Capture, create and explore at an epic, all-inclusive summer camp for grown-ups.**

**This is no ordinary summer camp. This all-inclusive vacation is an immersive adventure across the greatest urban and outdoor landscapes in the Sierra Nevada hosted by some of the world's top travel pros.**

It was cool to meet creators who are at the top of their game and see that they are regular people. They have worked hard, earned it, and deserve what they have achieved but there isn't anything particularly extraordinary about them. And I don't mean that in any kind of negative way. They are awesome people.

It was great to hear them talk about their fears, growth, and journey. They persevered and made it happen. Thing is, it's no different than excelling at your craft be it engineering or skiing. Those that are dedicated, want to improve, put the time and effort in to do so, and stick with it for the long term (with maybe a little luck and timing tossed in) reach the top.



**WHAT OUR LOCAL BUSINESS  
PARTNERS ARE SAYING**

# WHAT OUR LOCAL BUSINESS PARTNERS ARE SAYING

“That was the busiest day I have ever had in our history. It was so fun and the stoke and gratitude was so high. Jess and Garrett were amazing hosts and we really enjoyed how prompt, organized, courteous, and delightful it is coordinating with the Reno Tahoe team. They work cohesively and interchangeably with each other, making it easy for me to stay on track coordinating the ultimate plan with them for a successful event! Reno Tahoe always attracts guests who are extremely polite, outgoing, enthusiastic, motivated, and excited for the experience we provide. A small business couldn’t ask for more! Thank you, Reno Tahoe, you’re the best!”

**— JEB SCICLUNA, TAHOE SURF COMPANY**



# WHAT OUR LOCAL BUSINESS PARTNERS ARE SAYING

"I was hauling our small balloon down the mountain when the Bucket List Family video hit and my phone started to blow up. The crew were pretty excited about it all and it's been fun to see how many people have seen that video over the last 24 hours. At last update it sounds like it's at over 13k likes and over 965k views. Off to a great start and we're excited to see where it all goes from here."

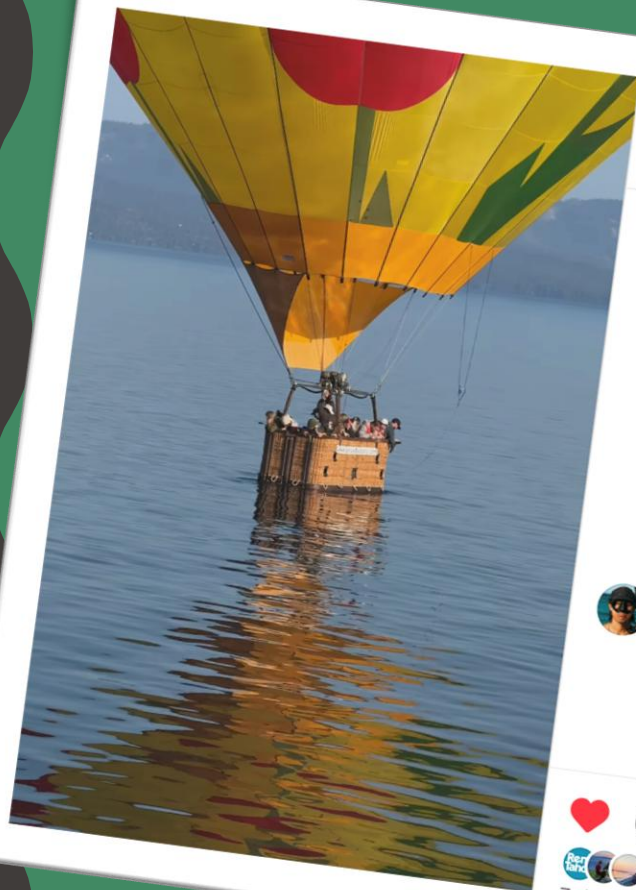
— GABE GUNDLING, LAKE TAHOE BALLOONS







# WHAT'S NEXT



garrettgee and thebucketlistfamily  
Original audio

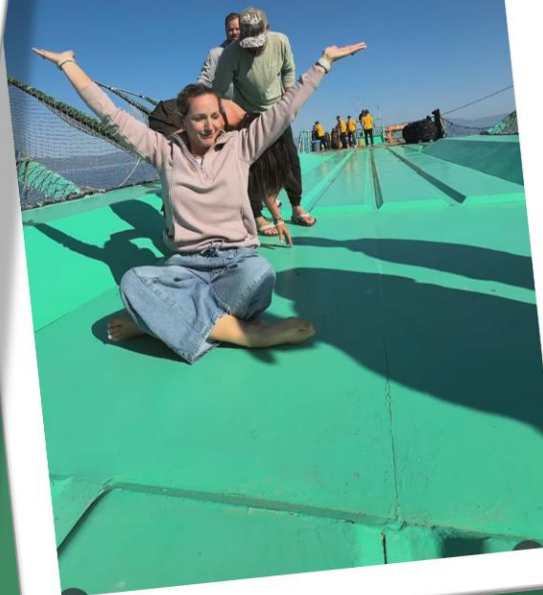
THANK YOU @renotahoe for hosting and organizing this epic day for us and our Summer Camp group! Who is in for next year??  
THANK YOU @laketahoeballoons, @laketahoeballoonpilot and @rachel.grauberger for the fun and SAFE journey!  
THANK YOU to my new trusty @insta360 X5 for helping me capture all the angles from the safety of the basket ;)

garrettgee 1w  
Hahah these guesses. Yalls know me well. I'll try to post this week the full conversation with the pilot. It's pretty funny

43 likes Reply

16,251 likes  
7 days ago

Join the next camp?  
Details in the caption



thebucketlistfamily  
Layup • Who You Share it With

thebucketlistfamily WHO WANTS TO JOIN US NEXT YEAR?? Our Adult Summer Camp with our amazing host sponsors, @renotahoe as a huge success! And by success we mean, we made new lifelong friends, had unforgettable adventures together, and explored Reno Tahoe from ABOVE AND BELOW! Most importantly, we personally believe that youthful playtime is underrated and oh so important for the well being of all adults. Never stop trying new things! Never stop adventuring. Never stop simply playing! Sooo SHOULD WE DO THIS AGAIN NEXT YEAR? Really, that depends on you! Let us know in the comments if you want to join, if we should do kidless again or full family next time, and beginning of summer or end of summer next time? We're in if you're in!!

6d

jessgee How did we pack sooo much adventure into 1 weekend? Oh yea, that would be the magic of @christina.erny

6d 16 likes Reply

View replies (2)

shelbgomez Seriously the best of the best!!



Liked by renotahoe and 5,212 others  
6 days ago












































THANK YOU @renotahoe for hosting and organizing this epic day for us and our Summer Camp group! Who is in for next year??



thebucketlistfamily WHO WANTS TO JOIN US NEXT YEAR?? Our Adult Summer Camp with our amazing host sponsors, @renotahoe as a huge success! And by success we





<div><p>michellereyes Would absolutely LOVE to do something like this if timing and logistics were right! 🥰</p><p>6d 1 like Reply</p></div>	<div><p>beki_ksri Count me in 🔥</p><p>6d 1 like Reply</p></div>	<div><p>emily_chase Yes next year!! 🥳🥳 end of summer!🥳</p><p>6d 2 likes Reply</p></div>	<div><p>the_tuxedo_gang 1w Sign us up for next year for sure!</p><p>Reply</p></div>
<div><p>linnea.benham My husband and I would be in! 🥳</p><p>6d Reply</p></div>	<div><p>xangonurture I'm interested!! What I need to do?</p><p>6d 1 like Reply</p></div>	<div><p>triciataper In!</p><p>6d 2 likes Reply</p></div>	<div><p>kayceesogard Wherever whenever we're in 🥳</p><p>6d 1 like Reply</p></div>
<div><p>mackintoshtravels How do we sign up?</p><p>6d 1 like Reply</p></div>	<div><p>staycbrkmooosto I'm in</p><p>6d 1 like Reply</p></div>	<div><p>nickfrusso Fine I'll go next year 🥳</p><p>6d 1 like Reply</p></div>	<div><p>amycraigutah 1w How do we sign up</p><p>Reply</p></div>
<div><p>exploringflmama Did any non couples come? I'd love to join!</p><p>6d 6 likes Reply</p><p>— View replies (1)</p></div>	<div><p>hermesadventures Oh I'm so in!!!! Please, please, please do it next year!!!!</p><p>6d 1 like Reply</p></div>	<div><p>aspenandnova Yesssss!!! So up for this!!!!</p><p>6d 1 like Reply</p></div>	<div><p>courtney_f_george Love this!! We would be in!!</p><p>6d 1 like Reply ...</p></div>
<div><p>kathryn.lindsey So in!!</p><p>6d 1 like Reply</p></div>	<div><p>sahitweinsein I was so close to being there so it's a yes for me!!!</p><p>6d 5 likes Reply</p></div>	<div><p>itsawnah Yes please! Sign me up!!</p><p>6d 1 like Reply ...</p></div>	<div><p>poole7903 Next year for sure</p><p>6d 1 like Reply</p></div>
<div><p>michellealaysetaylor I'm in next year</p><p>6d 1 like Reply</p></div>	<div><p>nonto_msomi 🙌two hands up! For someone who didn't go to summer camp, I'd love to go!</p><p>6d 1 like Reply</p></div>	<div><p>sofialpicazo Absolutely would love to join next years summer camp with my husband!!!</p><p>6d Reply ...</p></div>	<div><p>_megan_cahill Yes please pick us !! @ccahill12</p><p>6d 2 likes Reply</p></div>
<div><p>sbckjdawson Yes please! I'm in! Only if it's adults only! Where do I sign up?!</p><p>6d 1 like Reply ...</p></div>	<div><p>lmchamb1 YES this was SO MUCH FUN! Already can't wait until next year - definitely want to do the Balloon! 🥳</p><p>6d 3 likes Reply</p></div>	<div><p>sdolly33 Do it again I want to come!!</p><p>6d Reply</p></div>	<div><p>sbalsmeier Sounds like a blast! Making my calendar to try and make it happen!!! 🧡💚💙</p><p>6d 6 likes Reply</p></div>
<div><p>thinkinwithsounds Would love to know more!</p><p>6d 1 like Reply</p></div>	<div><p>cyannapu I would totally be up for this! I wanted to go this year but the timing was off. I'm a teacher so one week later in June would be perfect! 🥳</p><p>6d 1 like Reply</p></div>	<div><p>neishaking Yes please!!</p><p>6d 2 likes Reply</p></div>	<div><p>alexis_latsey Now that I know it's not just for creators, I'd gladly sign up! 🥳 Am I athletic enough? That is the question 🥳</p><p>6d 3 likes Reply</p></div>
<div><p>weekapaugmom Yes please🥳🥳🥳</p><p>6d 1 like Reply ...</p></div>	<div><p>tburger Yes!! Anytime of year we're in!!</p><p>6d 1 like Reply</p></div>	<div><p>kptreepeterson I'm in!</p><p>6d 2 likes Reply</p></div>	
<div><p>melissajmendez We would love to do this. If we know it's definitely gonna happen, we will start saving bc it is definitely an investment and camp is awesome</p><p>6d 1 like Reply ...</p></div>	<div><p>dawnblackstead I would love to have you his type of fun in my life. How do we get details?</p><p>6d 2 likes Reply</p></div>	<div><p>lorhantiger i wanna go</p><p>6d 1 like Reply</p></div>	
<div><p>veraivanovicfoto @kiki13go we are so so ready for it!!! Lots of love from Munich Germany 🧡</p><p>6d 1 like Reply</p></div>	<div><p>imogenwhite.photography Yes please🥳end of summer. Me and my hubby 🧡🥳</p><p>6d 2 likes Reply ...</p></div>	<div><p>theliveoutloudfamily That's epic! I want to go!</p><p>6d 1 like Reply</p></div>	
<div><p>hollya113 @charlotteclarec our next adventure? 🥳</p><p>5d Reply</p></div>		<div><p>twalawender I would love to attend with my husband. Is there an age limit? 🥳</p><p>6d Reply</p></div>	



# WHAT'S NEXT

- Reno Tahoe Creator Camp returns Summer 2026
- 2026 outreach and sign-ups already underway
- MORE posts and event recaps this summer from creators, partners and attendees
- Key priorities based on attendee and creator feedback:
  - Launch marketing efforts earlier
  - Foster more intimate, connected group experiences
  - Elevate overall attendee value
  - Expand and diversify experiences
- Invitation to board: Join us at the next one!







**RenoTahoe**

**CREATOR  
CAMP**

**THANK YOU**



June 13, 2025

Mike Larragueta  
President & CEO  
RSCVA  
P.O. Box 837  
Reno, NV 89504

RE: RTAA Submission for Trustee Appointment to the RSCVA Board

Dear Mr. Larragueta:

The Reno-Tahoe Airport Authority Board of Trustees took action at their meeting on June 12, 2025, and submits the following two RTAA Trustees for consideration of appointment by the RSCVA Board as the new air service representative: Cortney Young and Shaun Carey. The Trustees may be contacted by email as follows:

Cortney Young at [cyoung@renoairport.com](mailto:cyoung@renoairport.com)  
Shaun Carey at [scarey@renoairport.com](mailto:scarey@renoairport.com)

Please feel free to contact me if you have any questions regarding this submission.

Sincerely,

A handwritten signature in blue ink, which appears to read "Daren Griffin", is positioned above the printed name.

Daren Griffin, A.A.E.  
President/CEO

cc: RTAA Trustees Young and Carey

June 24, 2025

Honorable Chair Schieve  
Reno-Sparks Convention and Visitors Authority

Dear Chair Schieve and Fellow Trustees,

Although I regret not being able to attend your meeting in person, I want to express my sincere appreciation for being considered as one of the RTAA's nominees to the Reno-Sparks Convention and Visitors Authority (RSCVA) board.

It is a privilege to be considered alongside Shaun Carey, whose experience and leadership I hold in the highest regard. I know only one candidate will be chosen, and I fully support a decision made in the best interest of our mission and the region we serve.

My interest in serving on the RSCVA board stems from a deep belief in the importance of strategic alignment between airport operations and regional tourism. As a Trustee and current Treasurer of the Reno-Tahoe Airport Authority (RTAA), I have worked diligently to strengthen our financial stewardship, support thoughtful development, and advance the airport's role as a vital economic driver. The partnership between RTAA and RSCVA is critical to the continued growth and prosperity of northern Nevada, and I believe my experience positions me to help bridge that connection.

In addition to my work on RTAA board, I bring the perspective of a business owner and professional mediator. I help parties resolve complex, often high-stakes issues, and I carry those same skills into the boardroom: measured judgment, active listening, and a focus on pragmatic, forward-thinking solutions. I view civic engagement not as a checkbox, but as a meaningful contribution to the future of our region.

It would be an honor to serve our community in this expanded capacity. Thank you for your consideration.

Respectfully,



Cortney Young



10000 W. CHARLESTON BLVD., SUITE 165  
LAS VEGAS, NV 89135  
PH: (702) 735-4888 FAX: (702) 735-4620

June 18, 2025

Mike Larragueta  
President & CEO  
Reno Sparks Convention & Visitors Bureau  
4001 S. Virginia Street, Suite G  
Reno, NV 89502

Dear Mr. Larragueta,

John East's two-year term as a member of the RSCVA Board of Directors is due to expire on June 30, 2025. The Nevada Resort Association nominates John East of Jacobs Entertainment for reappointment for a two-year term beginning July 1, 2025, and ending June 30, 2027.

You may reach Mr. East by email at [jeast@bhwk.com](mailto:jeast@bhwk.com) or by contacting his office at (303) 582-6300.

Per RSCVA's request to nominate more than one individual, we are also nominating Matt Denning, General Manager of Gold Dust Reno, with Jacobs Entertainment.

If you have any further questions, please do not hesitate to contact our office at 702-735-4888.

Sincerely,

Virginia Valentine  
President  
Nevada Resort Association

cc: John East, Chief Operating Officer at Jacobs Entertainment



## 2025 Board of Directors

Mike Hix - Chair & Treasurer

Ryan Bellows - Chair Elect

Melissa Davies - Member-at-Large

Brian Cassidy – Member-at-Large

Kurt Mische – Member-at-Large

Eddie Ableser

Christi Cakiroglu

Donald Carano II

Stewart Guthrie

Suzanne Hendery

Tina Iftiger

Jim McClenahan

Ben McDonald

Mark Reece

Dana Sebestyen

Meredith Williams

Amber Zeigler

Ann Silver - CEO

May 28, 2025

Mike Larragueta  
President & Chief Executive Officer  
Reno Sparks Convention & Visitors Authority  
4065 S. Virginia St.  
Suite 100  
Reno, NV 89502

Mr. Larragueta:

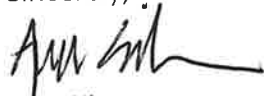
The Board of Directors of the Reno + Sparks Chamber of Commerce unanimously voted to approve a second term for Eddie Ableser, a Chamber Board member and President of Tri-Strategies, to serve on the RSCVA's Board for the period of July 1, 2025 to June 30, 2027.

The Chamber's Board agreed to make this recommendation to you on Wednesday, May 21 during the course of its regular meeting. It has been reflected in our meeting MINUTES.

The second name, in the event Mr. Ableser is not renewed, is Mike Hix, current Chamber Board Chair and Sr. Vice President of Meadows Bank. Mr. Hix has previously served as the Chamber representative on the RSCVA Board.

Thank you for your consideration of our recommendations.

Sincerely,



Ann Silver  
Chief Executive Officer



To: Reno Tahoe Board of Directors

From: Mike Larragueta, President & CEO

Cc: Hillary Schieve, RSCVA Board Chair

Date: June 26, 2025

Subject: Presentation, Review, Discussion and Possible Approval of the Fiscal Year 2026-2028 Three-Year Strategic Plan

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### Executive Summary

Following a presentation from OnStrategy and RSCVA staff, the Board of Directors is being asked to review, discuss and approve the proposed Fiscal Year 2026-2028 Three-Year Strategic Plan, incorporating Urban Core Revitalization, Venue Activation & Event Attraction, Visitor Access, and Organizational Sustainability & Performance.

### Background

In 2022, the RSCVA developed a three-year strategic plan which is set to expire on June 30, 2025. This February, RSCVA President and CEO, and staff, engaged local consulting and strategic planning firm OnStrategy to become the RSCVA's strategic planning partner for this project.

The planning process began with a February 2025 stakeholder meeting, in which community members were invited to give their perspective on the current state of Reno Tahoe as a travel destination, identifying challenges and potential solutions to ensure the sustained benefits of tourism throughout Washoe County and Northern Nevada. Meetings to ascertain organizational priorities were held with individual RSCVA Board Members in March 2025. Results compiled from those fact-finding efforts were integral to guiding the framework for the proposed strategic plan. At its May 22, 2025 meeting, the RSCVA Board of Directors reviewed board priorities and stakeholder input, which was incorporated into the plan, and approved direction of the primary goals and areas of focus. OnStrategy and staff have since completed the initiatives and tactics, and is presenting the plan for final approval.

OnStrategy and the RSCVA team are taking an aggressive approach to this new plan, focusing on priorities that require the collaboration of various community leaders and organizations, representing a vision for what might be possible outside the day-to-day operations of the RSCVA and its partners. While the RSCVA is steadfast in its purpose to generate overnight visitation to Washoe County transient lodging establishments via sales and marketing efforts, this proposed plan incorporates the priorities of the broader Reno Tahoe tourism community and its intent to sustain the regional tourism economy for decades to come.



### Fiscal Impact

Approval of the Three-Year Strategic Plan will not incur expenses in addition to the FY 2025-26 approved budget.

### Recommendation

Staff is recommending approval of the Fiscal Year 2026-2028 Three-Year Strategic Plan.



# **FY 26-28 Strategic Plan**

As of June 2025



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# Foreword

## Our Challenge

No Apologies. Just Ambition.

Reno Tahoe has never been about following the well-worn path. We've always carved our own way forward, shaped by ambition, resilience, and a deep connection to the place where mountains meet desert and tradition meets progress. The next three years come with more questions than answers in an ever-changing national tourism environment, providing an opportunity to find new solutions for reinvention, revitalization, and the necessary collaboration required to achieve sustained success.

The destination has reached a new inflection point. Budget constraints are tightening. Tourism infrastructure is due for an overhaul. Urban centers need revitalization. Transportation is a challenge. And we've lost signature events that once defined our cultural calendar. But those aren't signs of decline—they're signals for reinvention.

We're stepping into a pivotal moment with fresh leadership and the opportunity to rewrite the script. Shift to a more diverse, experience-driven economy. To tap into the power of our natural assets—the Truckee River, high desert trails, and wide-open skies—and to bring them to life for visitors and locals alike.

We'll confront these challenges head-on: workforce, event generation, and inconsistencies in perception that keep Reno Tahoe from being fully seen for what it is—a destination on the edge of transformation. And we'll do it with urgency, clarity, and a shared vision.

Because Reno Tahoe isn't content with being a supporting act in someone else's show. We've got our own stage, our own voice, and our own story to tell. A story that balances grit with innovation, legacy with momentum, and risk with reward.

This plan is more than a strategic outline—it's our commitment to lead with purpose, adapt with agility, and build with courage.

We're not here to wait for opportunity. We're here to create it.

# Core Purpose & Values

## What We Do

The Reno-Sparks Convention & Visitors Authority (RSCVA) was established in 1959 as the Washoe County Fair and Recreation Board. Branded as Visit Reno Tahoe, the organization acts as a marketing arm for the county to promote convention and tourism business.

Unlike many convention and visitors bureaus across the country, Visit Reno Tahoe operates several venues designed to draw out-of-town visitors. In addition, Visit Reno Tahoe is mandated by the Nevada State Legislature (NRS 244A), and is not a partnership-based organization. As a quasi-governmental entity, Visit Reno Tahoe also functions as a collection agency, ensuring that room taxes are distributed to the appropriate governmental organizations benefiting visitors and residents of Reno Tahoe.

## By the Numbers

**\$5.2B****43K****\$430M****3.8M****78%**

Economic  
Impact

*2024 Tourism  
Economics*

Jobs Generated

*2024 Tourism  
Economics*

Room Tax  
Revenue

*Fiscal Year 2024-  
2025*

Estimated  
Visitors

*2024*

Visitor  
Satisfaction

*2024 Future  
Partners*

## Mission

What is our core purpose?

Attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities.

# Values

How will we behave?

## **Collaboration**

We seek out internal and external perspectives, emphasizing an inclusive approach.

## **Integrity**

We always keep our word and do the right thing.

## **Transparency**

We share information to create open and honest communication.

## **Ambition**

We put in the hard work to enhance the quality of life for visitors and all Northern Nevada residents.

## **People**

We invest in the diverse experience and expertise of individuals who positively impact the communities we serve.



# Current State

## Current State Summary

Where are we today?

Visit Reno Tahoe stands on solid ground with a resilient tourism model, strong venue management expertise, and a unique regional identity built on western heritage and outdoor recreation. Its reputation for promoting and supporting specialized and large-scale events like Hot August Nights and the Reno Rodeo is a proven driver of tourism. Reno Tahoe benefits from close proximity to California's economic engine and features diverse tourism assets, including skiing, mountain biking, historical attractions, and high-quality dining and entertainment. Community engagement and trends favoring domestic travel also position Reno Tahoe well for continued growth.

However, the region is simultaneously navigating a set of compounding challenges: underutilized retail and tourism infrastructure, regional competition and an unknown global economic future. These issues—paired with gaps in transportation, rising costs for visitors, and an enduring commitment to regional collaboration—highlight an immediate need for revitalization and diversification to remain competitive.

## Key Trends & Implications

### Investment Momentum in Hospitality & Attractions

Major private investments are poised to add capacity and elevate the destination.

#### Implications:

- Future-ready infrastructure is key to meaningful visitation.
- Without complementary public infrastructure, private gains may stall overall progress.

#### Strategic Opportunities:

- Align public-private strategy to ensure event infrastructure, transportation, and wayfinding upgrades keep pace.
  - Use new developments to reposition urban centers as central experience hubs.
  - Develop joint programming (e.g., events, activations) with existing and emerging venues.
-

## Rise of Lifestyle-Integrated Travelers

A new generation of travelers—remote workers, digital nomads, and bleisure (business + leisure) visitors—seek destinations that blend work, play, and purpose. They prioritize experiences, connectivity, wellness, and authenticity over traditional packaged tourism.

### Implications:

- Demand continues to shift from passive entertainment to interactive, unique experiences.
- Shorter but more frequent trips; focus on convenience, walkability, and “livable” destinations.
- These travelers influence brand perception through social media and peer recommendations.

### Strategic Opportunities:

- Develop experience-rich downtown districts and hybrid work-friendly venues.
  - Promote walkable, Wi-Fi enabled corridors and coworking-friendly amenities.
  - Strengthen digital marketing that highlights lifestyle alignment, wellness, and culture.
- 

## Rise in Domestic Travel & Regional Migration

Travel has skewed toward domestic and drive-market visitors, with increased migration from California bringing more visitors and business relocations.

### Implications:

- Proximity to California remains a major advantage—but also brings higher visitor expectations.
- Regional pride and heritage must be matched with urban amenities and hospitality and infrastructure upgrades.

### Strategic Opportunities:

- Capitalize on drive-market momentum with bundled outdoor, dining, and cultural experiences.
  - Reinvest in local icons and historic sites to align with visitor nostalgia and community pride.
  - Create new events and experiences to entice new and repeat visitors.
- 

## Economic Headwinds & Public Budget Constraints

Local, state, and federal economic uncertainty may limit revenue growth and visitor spend.

### Implications:

- Shorter stays and reduced discretionary spending may impact midweek and shoulder-season visitation.
- Fiscal uncertainty complicates long-term planning and public investment.

### Strategic Opportunities:

- Bolster sales & marketing efforts to grow market share
  - Focus on emerging and legacy programming that drives room nights
- 

## Shift Toward Sustainable & Wellness-Oriented Travel

Environmental awareness is reshaping tourism behavior. Travelers prioritize eco-conscious destinations, healthy experiences, and wellness integrations.

### Implications:

- Visit Reno Tahoe must redefine its narrative and embrace sustainability credibly.
- Aging infrastructure, limited green spaces and transportation options hinder perception.

### Strategic Opportunities:

- Integrate wellness tourism offerings: trails, spas, healthy dining, hot springs, retreats.
  - Improve downtown greenery, riverfront access, and shuttle systems to reduce carbon footprint.
  - Collaborate with DMOs to define and promote regional eco-branding.
- 

## The Downtown Imperative

The presentation of “downtown” is crucial to initial visitor impressions, brand equity, and convention appeal.

### Implications:

- First impressions from downtown shape the entire destination experience.
- Competing cities with revitalized urban cores are drawing key market share in events and leisure.

### Strategic Opportunities:

- Support a Downtown Master Plan with a focus on beautification, safety, and activation.
  - Leverage redevelopment as a symbol of transformation.
  - Engage with agencies activating riverfront improvements, lighting, wayfinding, and event plazas.
- 

## Technology & Trip Customization

Tech-savvy travelers rely on digital planning tools, AI-powered recommendations, and personalization.

### Implications:

- The user journey—from inspiration to booking to travel—has moved almost entirely online.
- Missed opportunities if Visit Reno Tahoe’s digital presence is fragmented or outdated.

### Strategic Opportunities:

- Continue to be an industry leader in the digital ecosystem with personalized itineraries and AI tools for advanced trip planning.
  - Use first-party data to deliver hyper-personalized content and re-engagement campaigns.
- 

## Heritage & Event Legacy

Stakeholders want to build on Reno Tahoe’s heritage—like events—such as Reno Rodeo, Hot August Nights, Great Reno Balloon Race—not constantly reinvent.

### Implications:

- Event strategy must preserve identity while expanding relevance.
- Signature events are a critical tool for “peaking the peaks” and storytelling.

### Strategic Opportunities:

- Reinforce Reno Tahoe’s identity through refreshed legacy events and new culturally aligned programming.
- Experiment with hybrid events (concerts + festivals + wellness) to reach wider demos.
- Align event strategy with Visit Reno Tahoe’s mission.



# Big, Bold Vision

## Our Vision

Our aspiration and desired future state (the impact we will have)

To be the preferred outdoor, gaming and event destination.

## Strategic Goals

What are the key areas of focus to achieve our vision?

We will achieve our vision by focusing on the following four areas:

1. **Urban Core Revitalization**
2. **Venue Activation & Event Attraction**
3. **Visitor Mobility & Access**
4. **Organizational Sustainability & Performance Scorecard**

# Strategic Goal Detail

# #1 Urban Core Revitalization

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Be a strong advocate to make a difference in our urban centers - creating vibrant spaces for visitors and the community to live, work, and play.

## What Success Will Look Like:

- Community collaboration to make strides in improving the Downtown District and Truckee River corridor.
- Clean, vibrant Reno & Sparks downtowns that integrate the river as a central feature, offering recreational and aesthetic value.
- An urban core that provides a mix of outdoor activities, gaming, dining, and cultural experiences for a memorable guest experience.

## Our Role:

**Drive** use of the Reno Events Center and National Bowling Stadium for events.

**Advocate** for transformation projects with regional partners.

**Support** visitation by marketing assets, providing parking solutions, and elevating the Visitor Center experience.

## Visitor Concerns & Strategies

### Health & Public Safety

To improve the sense of security and enhance the overall visitor experience, increase the visible security presence downtown and improve walkability to encourage more consistent foot traffic.

### Blighted Buildings

Ensure key corridors like Virginia Street are active and welcoming—not boarded up or vacant. Considerations include redeveloping these areas and possibly transitioning parts of downtown into pedestrian-only zones to

improve accessibility and vibrancy.

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### **River Cleanliness & Access**

Enhancing the Truckee River as a key amenity includes improving public access points, increasing usability (such as trails and gathering areas), and exploring its potential as a sustainable transportation corridor for the region.

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### **Parking Limitations**

Addressing parking constraints for both residents and visitors involves increasing parking availability downtown. We have a key opportunity to fully activate and utilize the National Bowling Stadium garage to support tourism and events.



## FY26-28 Roadmap

Strategic Initiatives	Where we are today...	Next year...	Where we want to be...
<b>Advocate for an activated, vibrant downtown.</b>	<ul style="list-style-type: none"> <li>47% of visitors go downtown.</li> <li>31 Events held in Downtown Reno.</li> </ul>	<ul style="list-style-type: none"> <li>Support more events in our downtown region that impact visitation.</li> <li>Engage with associations doing the work in downtown.</li> </ul>	<ul style="list-style-type: none"> <li>60% of visitors go downtown.</li> <li>More pedestrians and foot traffic in a thriving downtown.</li> <li>Community collaboration to make strides in improving the Downtown District and river corridor.</li> </ul>
<b>Fully utilize the river as a tourism asset.</b>	<ul style="list-style-type: none"> <li>Positive feedback from visitors on the river and river experience.</li> <li>The Truckee River and other natural assets are not fully leveraged for tourism.</li> </ul>	<ul style="list-style-type: none"> <li>Advocate for river infrastructure improvements.</li> <li>High effort in promoting the river as a key asset of our region.</li> </ul>	<ul style="list-style-type: none"> <li>A clean, vibrant city center that integrates the river as a central feature, offering recreational and aesthetic value.</li> </ul>
<b>Make it easier for visitors to experience Reno Tahoe.</b>	<ul style="list-style-type: none"> <li>Consumer-facing website that highlights all events taking place.</li> <li>Visitors come to the region with specific experiences in mind, or specific regions explored.</li> <li>Good Value for Money is rated below attribute importance among visitor perceptions.</li> </ul>	<ul style="list-style-type: none"> <li>Explore using the NBS for a downtown parking solution.</li> <li>Event support and promotion at Greater Nevada Field.</li> <li>Promoting the Visitor Center at Visit Reno Tahoe venues.</li> <li>More promotion of regional amenities.</li> <li>Activating public spaces for events – from Idlewild to Wingfield and Rancho San Raphael.</li> </ul>	<ul style="list-style-type: none"> <li>Visitors combine multiple experiences into their stays and visits.</li> <li>Visitors perceive Reno Tahoe as a good value.</li> <li>An urban center that provides a mix of outdoor activities, gaming, and cultural experiences, ensuring diverse guest experiences.</li> </ul>

## #2 Venue Activation & Event Attraction

Icon

Reno Tahoe is known for hosting diverse events, including concerts and major festivals, to maximize visitor engagement.

### What Success Will Look Like:

- Modern, upgraded venues that attract high-profile events.
- Venues are fully utilized, balancing midweek and seasonal lulls.
- Pursuing opportunities to drive new festivals, concerts, and events throughout the region.

### Our Role:

**Drive** event bookings in all Visit Reno Tahoe venues & throughout the destination.

**Advocate** for infrastructure improvements near events venues.

## Venue Activation Strategy

Venue	Opportunity to Activate	Investments Needed*
<b>Reno-Sparks Livestock Events Center</b> Actively pursue the equine and livestock market, via CapEx partnership with the State, to defend against new regional competitors.	<ul style="list-style-type: none"> <li>• State of Nevada investment in capital expenditures</li> <li>• Host State Fair (FY27)</li> <li>• Host local 4H events (NJLS)</li> <li>• Pursue equine and livestock events</li> </ul>	<ul style="list-style-type: none"> <li>• Grandstands, restrooms, suites</li> <li>• Resurface parking lot</li> <li>• Install HVAC</li> <li>• Upgrade stall conditions</li> <li>• Upgraded Wi-Fi</li> </ul>
<b>Reno Events Center</b> Focus on event development and expanded entertainment offerings.	<ul style="list-style-type: none"> <li>• Leverage partnerships with festival organizations to host concerts during major downtown events</li> <li>• Pursue tradeshow and sporting events</li> </ul>	<ul style="list-style-type: none"> <li>• Upgraded sound system</li> <li>• Purchase/install lighting, staging, backdrop</li> </ul>

<b>Reno-Sparks Convention Center</b> Aggressively pursue track market, and traditional meetings segments: Association, SMERF, convention, and sports.	<ul style="list-style-type: none"> <li>• Regional and national track meets (increase size and reach)</li> <li>• Host Conference &amp; NCAA championships</li> <li>• Sell naming rights and advertising</li> <li>• Improve standards with food &amp; beverage provider</li> <li>• Continue art program</li> <li>• Provide statistics to commercial developers on convention center event impact to nearby businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Install digital signage</li> <li>• Install digital keys</li> <li>• Maintain GBAC certification</li> <li>• Procure portable bleachers (track)</li> <li>• Refurbish carpet</li> <li>• Complete Parking Lot paving</li> <li>• Wi-Fi renovation</li> <li>• Refresh exterior appearance</li> </ul>
<b>National Bowling Stadium</b> Pursue opportunities in addition to traditional usage, further activating the Kingpin Club, Theater and Stadium Club	<ul style="list-style-type: none"> <li>• Lease the museum</li> <li>• Host annual youth events</li> <li>• Capitalize on national sporting events to drive social and group event bookings</li> <li>• Cross-sell bowling lane availability during downtown activity and events</li> </ul>	<ul style="list-style-type: none"> <li>• Replace carpet in theater and Hall of Fame</li> <li>• Install blinds and windows in Stadium Club</li> <li>• Install lockers</li> <li>• Install gate and ticketing system in parking garage</li> </ul>

*\*Full list of capital projects listed in Appendix.*

## FY26-28 Roadmap

Strategic Initiatives	Where we are today...	Next year... (FY26)	Where we want to be... (FY28)
<b>Enhance RSLEC venue attractiveness through facility updates.</b>	<ul style="list-style-type: none"> <li>71 events hosted in FY24</li> <li>Forecasted 75 events hosted FY25</li> <li>&lt;10% operating budget allocated annually to venue improvements (\$750k-1M)</li> </ul>	<ul style="list-style-type: none"> <li>Work with the State on capital improvement budget</li> <li>Venue Sales Team and Director of Equine Events and Sports will pursue more equine &amp; livestock events</li> </ul>	<ul style="list-style-type: none"> <li>Greater mix of equine and livestock events.</li> <li>Mitigate impacts of available and potential new competition (GSR, Fallon, Winnemucca arenas).</li> <li>Improved WiFi.</li> <li>Resurface parking lot.</li> <li>Install HVAC</li> </ul>
<b>Activate REC with concerts and other events.</b>	<ul style="list-style-type: none"> <li>43 events hosted in FY24</li> <li>Forecasted 30 events in FY25</li> <li>Upgraded suites</li> </ul>	<ul style="list-style-type: none"> <li>Underwrite 6 concerts</li> <li>Host 35 events in FY2026 with 15 being ticketed events.</li> <li>Improved sound system</li> <li>Improved event lighting</li> <li>Purchase staging.</li> <li>Complete dressing room remodel with furniture.</li> <li>Install VIP Bar in suite concourse.</li> </ul>	<ul style="list-style-type: none"> <li>Host 45 events per year.</li> <li>Enhanced concert equipment package</li> <li>Purchase LED backdrop.</li> <li>Attract the right artists, genres, and night of the week.</li> <li>One added festival downtown.</li> </ul>
<b>Maintain &amp; moderately expand RSCC track and convention business.</b>	<ul style="list-style-type: none"> <li>Hosting 217 events in FY24</li> <li>Forecasted 210 events in FY25</li> <li>Improved Wi-fi</li> <li>20 LED signs</li> </ul>	<ul style="list-style-type: none"> <li>Host 235 events in FY26</li> <li>Additional bleachers for track and group rental</li> <li>Improve internet coverage throughout all the venue.</li> <li>Electronic key system</li> </ul>	<ul style="list-style-type: none"> <li>Hosting 255 events per year.</li> <li>An advanced, clean, sustainable convention center with the appropriate technology, accessibility amenities, security, and safety.</li> </ul>



- New concourse carpet.
- Improved F&B experience.
- Parking Lot C is repaved.
- Refresh exterior appearance

## Creatively activate the National Bowling Stadium.

- 74 events hosted in FY24.
- Forecasted 125 events hosted FY25.
- <10% operating budget allocated annually to facilities improvements (\$750k-1M)
- Host 70 events, including USBC Open Championships.
- Lease Museum
- Carpet replaced in theater and museum
- Install windows and blinds in Stadium Club.
- Open NBS for ancillary activity surrounding NCVA & Wrestling Tournaments.
- Host events in stadium club, theater and squad room.
- Increase room night bookings with bowling events.
- Activate the theater for local events.
- Sell more multi-events per day.
- Install lockers.
- Install a gate and ticketing system to open parking garage daily.

## Attract regional events, targeting arts & culture, food & beverage, sports, and music

- Expanding the Event Development Strategy with dedicated efforts to identify new festivals and events for the region.
- Building relationships with festival producers looking to expand their event portfolio for future years.
- Showcased the destination to eight event producers with hosted site tours.
- Partnered with Greater Nevada Field to host the First Banana Ball Series in May 2025.
- Partner with a Music Festival Producer to create a large-scale music festival (30K+ attendees) during FY26/27 year.
- Build upon the event booking initiative for the REC through partnerships with existing festivals with the goal of increasing awareness and attendance of these events.
- Secure a Running Race Series for the Spring of 2026
- Build upon the success of the Banana Ball Series by making it an annual event for the region.
- Established Annual Large Scale Music Festival showcasing Reno as music destination.
- Create a citywide festival that offers arts & culture, curated food and beverage offerings, lifestyle and music spread across multiple downtown hotels and venues.

Icon

## #3 Visitor Access

Visitors have easy access to local attractions and venues throughout Reno Tahoe.

**What Success Will Look Like:**

- Maintained and enhanced air lift, with a focus on routes from regional hubs.
- Walkable spaces in heavily trafficked areas
- Increased options for visitors to practice sustainable travel in the region.

**Our Role:**

**Support** partnerships in air service development with legacy carriers.

**Advocate** for increased shared transportation ridership, using our marketing reach.

**Advocate** for tourism infrastructure in high-traffic areas.

### Key Partners

Several regional partners play pivotal roles in supporting Reno Tahoe's tourism infrastructure and visitor experience.

1. The **Reno-Tahoe Airport Authority** serves as the primary lead on air service development, working to expand and optimize flight routes to better connect the region with key markets.
2. The **Regional Transportation Commission (RTC)** is responsible for implementing walkability and transportation-related projects that improve accessibility for both visitors and residents, including enhancements to pedestrian corridors and transit systems.
3. **Washoe County** plays a collaborative role in managing regional connectivity, linking lake communities and helping to bridge the visitor experience across jurisdictions.

## FY26-28 Roadmap

Strategic Initiatives	Where we are today...	Next year... (FY26)	Where we want to be... (FY28)
<b>Support air service development.</b>	<ul style="list-style-type: none"> <li>Airlift is one of the top 20 in the country for comparable size destinations.</li> <li>Visit Reno Tahoe air service fund largely used for marketing support to preserve current routes.</li> <li>Collaboration with RTAA, EDAWN, RASC, and stakeholders to identify routes of priority.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain air service fund, prioritizing sales, tourism, and media promotions.</li> <li>Active outreach and engagement with airlines, including HQ visits with RTAA, EDAWN, and stakeholders.</li> <li>Host RTX (FAMs) with EDAWN/RTAA.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain active partnership in air service development to support existing routes and create new air lift. Focus is improving frequency of routes.</li> <li>Grow and cultivate relationships with legacy airlines.</li> </ul>
<b>Enable sustainable access to and from the Lake.</b>	<ul style="list-style-type: none"> <li>57% of visitors travel to the Lake.</li> <li>~53,000 views on website shuttle page.</li> </ul>	<ul style="list-style-type: none"> <li>Increase awareness around transportation options to the Lake.</li> <li>Increase shuttle ridership by 5%.</li> </ul>	<ul style="list-style-type: none"> <li>Increased ridership to Lake Tahoe to encourage sustainable travel.</li> <li>Provide more options for public Lake transportation at a lower cost.</li> </ul>
<b>Be the voice of the visitor in getting around the community.</b>	<ul style="list-style-type: none"> <li>Limited walkability in the Convention Center District</li> <li>Downtown walkability experience is not seamless</li> </ul>	<ul style="list-style-type: none"> <li>Brand activations at airport to enhance sense of arrival</li> <li>Actively work with RTC to identify transportation project opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Improved walkability in downtown, in and around the convention center district, and urban areas</li> <li>Community partners are activated in support of infrastructure improvements surrounding the RSCC</li> </ul>

# #4 Organization Sustainability & Performance

Icon

Visit Reno Tahoe is known for operational excellence, transparency, and community leadership.

## What Success Will Look Like:

- A cohesive team culture, avoiding overextension of staff.
- Team stays focused on core mission activities without distraction.
- Regional stakeholders are actively engaged and bought into the success of the region.
- Maintained fiscal stewardship of public funds.

## Our Role:

**Drive** development, capabilities, and satisfaction of Visit Reno Tahoe staff.

**Drive** responsible financial programming.

**Convene** and engage regional stakeholders in contributing to the success of the region.



## FY26-28 Roadmap

Strategic Initiatives	Where we are today...	Next year... (FY26)	Where we want to be... (FY28)
<b>Support employee engagement.</b>	<ul style="list-style-type: none"> <li>96% of employees feel happy to work at Visit Reno Tahoe.</li> <li>New leadership in place to update employee policies and programs.</li> </ul>	<ul style="list-style-type: none"> <li>Launch HR newsletter.</li> <li>Enhance formal onboarding process.</li> <li>Launch Intranet.</li> <li>Expand rewards and recognition program.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain employee satisfaction benchmarks.</li> </ul>
<b>Uplevel organizational capabilities.</b>	<ul style="list-style-type: none"> <li>Leadership team in place at major facilities (NBS and REC).</li> <li>Talented individuals aligned with Visit Reno Tahoe's mission.</li> </ul>	<ul style="list-style-type: none"> <li>Launch Learning Management System.</li> <li>Conduct Antiharassment/ Management Skills &amp; Employee Law / Workplace and Business Conduct / Ethics / etc. trainings.</li> <li>Complete Succession Planning to identify future leaders.</li> <li>Conduct cross-training and job shadowing program.</li> <li>Enhance employee performance reviews.</li> </ul>	<ul style="list-style-type: none"> <li>Proactive employee recruitment and development to get the right talent in the right positions.</li> </ul>

## Performance Scorecard

KPI	Today	FY26 Target	FY27 Target	FY28 Target
Cash Room Nights	2,557,348 (Apr)	3,138,287	3,232,435	3,329,408
Taxable Room Revenue	\$377,557,348 (Apr)	\$441,665,462	\$454,915,425	\$468,562,887
Average Daily Rate	\$145.43 (Apr)	\$140.43	\$144.64	\$148.98
Direct Visitor Spend (Calendar Year)	(2024)	+3%	+3%	+3%
Group Room Nights	270,425 (Apr)	282,523	290,999	299,729
Tourism Room Nights	688,456	687,223	700,967	714,986
Number of Events at Venues	399	415	430	449
Venues Client Satisfaction	91.5%	92%	92.5%	93%
Enhanced Engaged Website Sessions	581,798 (Apr)	733,080	755,072	777,724
Paid Media Engagement Rate	~16%	10%	10%	10%
Earned Media Placements	215	215	225	235
Community Engagement Activities	48	30	35	40
Resident Favorability of Tourism	60%	63%	65%	67%
Training Completed (excl. Safety)	0%	100%	100%	100%
Employee Satisfaction Rate	96%	96%	96%	96%
Workplace Happiness Metrics – Response Rate	75% (Response Rate)	75% (Response Rate)	80% (Response Rate)	80% (Response Rate)



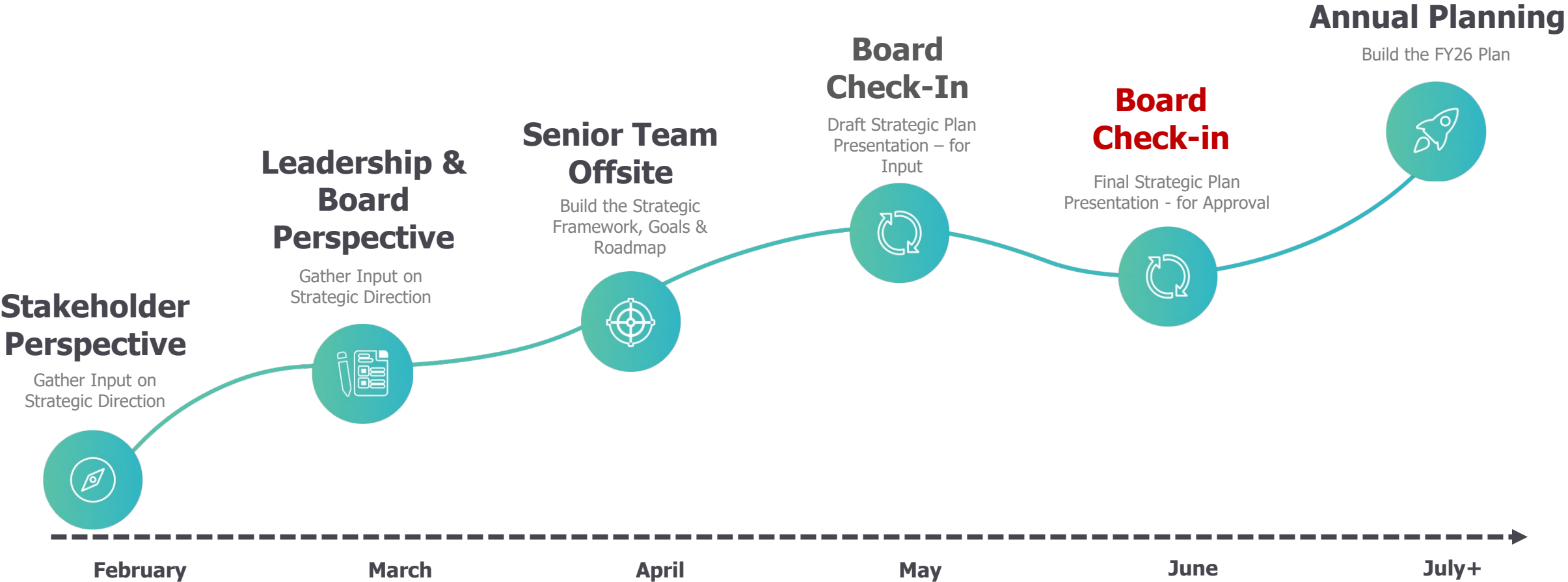
# **FY26-28 Strategic Plan Draft**

**RSCVA BOARD OF DIRECTORS**

**June 26, 2025**



# RSCVA Planning Process Timeline





# Strategic Plan Focus

1

## Urban Core Revitalization

Be a strong advocate to make a difference in our urban centers - creating vibrant spaces for visitors and the community to live, work, and play.

2

## Venue Activation & Event Attraction

Reno Tahoe is known for hosting diverse events, including concerts and major festivals, to maximize visitor engagement.

3

## Visitor Access

Visitors have easy access to the local attractions and venues throughout Reno Tahoe.

4

## Organizational Sustainability & Performance

RSCVA is known for operational excellence, transparency, and community leadership.

# 1 Urban Core Revitalization

## Areas of Focus

---

1

Advocate for an activated, vibrant downtown.

---

2

Fully utilize the river as a tourism asset.

---

3

Make it easier for visitors to experience Reno Tahoe.



# 1 Urban Core Revitalization

## Strategic Initiatives

## Where we are today...

## Where we want to be...

### 1 Advocate for an activated, vibrant downtown.

47% of visitors go to Downtown Reno  
31 Events held in Downtown Reno.

60% of visitors go downtown.  
More pedestrians and foot traffic in a thriving downtown & Victorian Square.  
Community collaboration to make strides in improving the Downtown District and river corridor.

### 2 Fully utilize the river as a tourism asset.

Positive feedback from visitors on the river and river experience.  
The Truckee River and other natural assets are not fully leveraged for tourism.

A clean, vibrant city center that integrates the river as a central feature, offering recreational and aesthetic value.

### 3 Make it easier for visitors to experience Reno Tahoe.

Consumer-facing website that highlights all events taking place.  
Visitors come to the region with specific experiences in mind, or specific regions explored.  
Good Value for Money is rated below attribute importance among visitor perceptions.

Visitors combine multiple experiences into their stays and visits.  
Visitors perceive Reno Tahoe as a good value.  
An urban center that provides a mix of outdoor activities, gaming, and cultural experiences, ensuring diverse guest experiences.



# 2 Venue Activation & Event Attraction

## Areas of Focus

---

- 1 Enhance RSLEC attractiveness through venue updates.
- 2 Activate REC with concerts and other events.
- 3 Maintain & moderately expand RSCC track and convention business.
- 4 Creatively activate the National Bowling Stadium.
- 5 Attract regional events, targeting arts & culture, food & beverage, sports, and music.





# 2 Venue Activation & Event Attraction

## Strategic Initiatives

## Where we are today...

## Where we want to be...

1

**Enhance RSLEC attractiveness through venue updates.**

71 events hosted in FY24.  
Forecasted 75 events hosted FY25  
<10% operating budget allocated annually to venue improvements (\$750k-1M)

Greater mix of equine and livestock events.  
Mitigate impacts of available and potential new competition (GSR, Fallon, Winnemucca arenas).  
Improved WiFi | Resurface parking lot | Install HVAC

2

**Activate REC with concerts and other events.**

43 events hosted in FY24  
Forecasted 30 events in FY25  
Upgraded suites

Host 45 events per year.  
Permanent stage lights installed.  
Purchase LED backdrop.  
Attract the right artists, genres, and night of the week.  
One added festival downtown.

3

**Maintain & moderately expand RSCC track and convention business.**

Hosting 217 events in FY24  
Forecasted 210 events in FY25  
Improved Wi-fi  
20 LED signs

Hosting 255 events per year.  
An advanced, clean, sustainable convention center with the appropriate technology, accessibility amenities, security, and safety.  
Parking Lot C is repaved | Exterior signage refurbished.



# 2 Venue Activation & Event Attraction

## Strategic Initiatives

## Where we are today...

## Where we want to be...

### 4 Creatively activate the National Bowling Stadium.

74 events hosted in FY24.

Forecasted 125 events hosted FY25.

<10% operating budget allocated annually to facilities improvements (\$750k-1M)

Increase room night bookings with bowling events.

Activate the theater for local events.

Sell more multi-events per day.

Install lockers | Install a gate and ticketing system to open parking garage daily.

### 5 Attract regional events, targeting arts & culture, food & beverage, sports, and music

Expanding the Event Development Strategy with dedicated efforts to identify new festivals and events for the region.

Building relationships with festival producers looking to expand their event portfolio for future years.

Showcased the destination to eight event producers with hosted site tours.

Partnered with Greater Nevada Field to host the First Banana Ball Series in May 2025.

Established Annual Large Scale Music Festival showcasing Reno as music destination.

Create a citywide festival that offers arts & culture, curated food and beverage offerings, lifestyle and music spread across multiple downtown hotels and venues.



# 3 Visitor Access

## Areas of Focus

---

**1** Support air service development.

---

**2** Encourage sustainable access to and from the Lake Tahoe Basin.

---

**3** Be the voice of the visitor in getting around the community.

---



# 3 Visitor Access

## Strategic Initiatives

## Where we are today...

## Where we want to be...

### 1 Support air service development.

Airlift is one of the top 20 in the country for comparable size destinations.

Visit Reno Tahoe air service fund largely used for marketing support to preserve current routes.

Collaboration with RTAA, EDAWN, RASC, and stakeholders to identify routes of priority.

Maintain active partnership in air service development to support existing routes and create new air lift. Focus is improving frequency of routes.

Grow and cultivate relationships with legacy airlines.

### 2 Encourage sustainable access to and from the Lake Tahoe Basin.

57% of visitors travel to the Lake.

~53,000 views on website shuttle page.

Increased ridership to Lake Tahoe to encourage sustainable travel.

Provide more options for public Lake transportation at a lower cost.

### 3 Be the voice of the visitor in getting around the community.

Limited walkability in the Convention Center District.

Downtown walkability experience is not seamless.

Improved walkability in downtown, in around the convention center district, and urban areas, similar to Midtown.

Community engagement in infrastructure improvements around RSCC.





# 4 Organizational Sustainability & Performance Scorecard

## Areas of Focus

---

1

Support employee engagement.

---

2

Advance organizational capabilities.

---



# 4 Organizational Sustainability & Performance Scorecard

## Strategic Initiatives

## Where we are today...

## Where we want to be...

### 1 Support employee engagement.

96% of employees feel happy to work at Visit Reno Tahoe.

New leadership in place to update employee policies and programs.

Maintain employee satisfaction benchmarks.

### 2 Advance organizational capabilities.

Leadership team in place at major facilities (NBS and REC).

Talented individuals aligned with Visit Reno Tahoe's mission.

Proactive employee recruitment and development to get the right talent in the right positions.



# RSCVA 25-26 & 26-27 Scope

Over the past year, KPS3 and RSCVA have built a strong partnership rooted in collaboration, creativity, and a shared commitment to delivering a truly elevated and personalized web experience for Reno Tahoe.

As we move forward, our focus remains on maintaining a high-performing site, continuously optimizing the tech stack, writing content that drives discovery and personalization, and deeply understanding user behavior to support area visitation.

This next phase is about momentum. We're committed to the success of the site, our partnership, and the region we proudly represent. Let's keep building together.

## Search Optimization, Content Development, & Reporting

KPS3 will continue to prioritize site optimizations and net new content creation based on seasonality, personas, trends, keywords, topics, and questions. While keyword-based SEO continues to be a focus and necessity, we'll also continue to focus on and grow efforts that support AI generated results. Knowing users are going beyond just searching to *asking*, we'll continue to incorporate FAQs where relevant and optimize structure for AI readability.

- **Ongoing Optimization:** KPS3 will work directly with the RSCVA team to continue to grow qualified, organic search traffic to VisitRenoTahoe.com and increase engagement, along with other agreed upon metrics, from organic search visitors. This work includes:
  - Optimizing web content on key pages based on topic priorities, keyword research, and opportunities for growth
  - Providing ongoing optimization of on-page elements and page structure, including title tags, meta descriptions, H1 tags, link structure, and interlinking strategies
  - Reviewing referral links, which includes disavowing third-party links that could ultimately harm search results/reputation

- Addressing technical SEO issues (e.g., url structure, dynamic metadata, site speed, UX improvements for key conversion paths, etc.) for better ranking and performance
  - Providing ongoing content recommendations to RSCVA's marketing team based on topic priorities, seasonality and search volume trends.
- **Paid Recommendations:** Paid and organic complement one another. With that in mind, RSCVA will provide KPS3 with the paid strategy (from BVK or another partner) and we will collaborate to align our recommendations and confirm that we have a cohesive, holistic strategy. Our goal is to supplement our organic rankings with RSCVA's paid search, extending our reach to new audiences. In addition, our hope is that RSCVA will also share the paid search data and insights with us to better inform strategy.
- **Content Creation:** KPS3's copywriting team delivers content that speaks to the brand voice while performing for search engines and AI. From topic clusters to travel trends, our team is well-versed in writing for destinations. We will collaborate with RSCVA to inform or create content based on topic priorities, seasonality, personas and trends. Content may include articles, guides, travel itineraries, and other pieces.
- **Perspective Management:** KPS3's social team will identify local experts, creators or influencers based on a particular topic, taking into consideration persona relatability and seasonality. The KPS3 team will also manage outreach, contracting, editing and payment. We will collaborate with RSCVA on the topics, personas, number of perspectives needed, top choices and editing.
- **Analytics, Reporting & Ongoing Meetings:** KPS3 and RSCVA will have ongoing communications to discuss all current efforts and review analytics data. We will review the Looker Studio report to highlight organic performance, insights, and align on ongoing work.



This includes the following:

- Monthly reporting & status calls to review organic performance, discuss overall strategy, discuss ongoing content optimization and align on next steps.
- Contributing data and insights to the quarterly reports (lead by RSCVA's AOR) and attending meetings to discuss overall RSCVA performance.

### **Deliverables:**

- Monthly optimizations
- Content recommendations and creation
- Perspective research and management
- Looker dashboard updates
- Monthly reporting and status meetings
- Quarterly report contribution and meeting

## **Website Maintenance**

KPS3 will provide ongoing maintenance services for both VisitRenoTahoe.com and RSCVA.com. KPS3 will be proactively monitoring the sites for security issues, performance opportunities, and accessibility. Overall, this retainer will encompass the following:

- **Hosting & maintenance:** KPS3 will monitor website hosting and perform maintenance updates monthly. The setup is slightly different for each site:
  - **VisitRenoTahoe.com:** this site is hosted by Vercel. Since this is a headless site without plugins, it doesn't require the amount of updating that your traditional WordPress structure does. However; we will perform regular review of the website and related process to ensure builds and deployments are functioning correctly. This could also include security updates (Sanity) or updates to third-party integrations (Hubspot, Algolia).
  - **RSCVA.com:** this site will continue to be hosted by Pantheon. This is a WordPress site, so we will continue with routine monthly

maintenance for both core and plugin updates, as well as immediate security updates as they arise.

- **Repair:** KPS3 will monitor both sites to ensure nothing breaks. If there's something broken or a change in functionality, KPS3 will address and fix these issues under the website enhancement & optimization retainer, see below.

#### **Deliverables:**

- VisitRenoTahoe.com monthly monitoring & maintenance as needed
- RSCVA.com monthly maintenance

## **Website Enhancement & Optimization**

KPS3 and RSCVA will continue to work together on website enhancements and optimization. This could include updates to features and functionality, developing new features and functionality, visual optimizations, A/B & multivariate testing, and more. The focus here will be to prioritize our time on things that will have the most impact on the user experience and our website goals no matter the method in which we accomplish it. Overall, this retainer will encompass the following:

- **Strategy:** KPS3 will provide overarching website strategy that will drive enhancements and optimizations, ensuring they support overall goals and objectives.
- **Design:** KPS3 will provide web design services as needed to test, optimize, implement, or create updates to the website.
- **Development:** KPS3 will provide development services for needed updates, testing, tracking, and net new functionality. This could also include the following:
  - Site speed & CWV optimization
  - Accessibility updates
  - Updates and adjustments for new devices & browsers
  - Updating, adding or configuring integrations (Formium, Algolia, weather, etc)

- **Testing:** KPS3 will continue to maintain a website testing strategy and bank aimed at incremental performance increases on VisitRenoTahoe.com. Each test will have a hypothesis, objective and KPIs. To conclude each test, KPS3 will summarize and present the outcomes as well as recommend action items and next steps. The exact number of tests run will depend on the prioritization of work within the retainer.

**Deliverables:**

- Overarching website strategic plan
- Testing strategy, bank & priorities
- Design and development
- Tracking and reporting

**Testing Platform**

Currently, RSCVA has a contract with VWO. This contract and account will need to be maintained in order to conduct A/B testing on the website, unless RSCVA and KPS3 collectively determine VWO is no longer the right tool due to pricing or capabilities. RSCVA will contract with VWO directly and provide continued admin level access to KPS3. The cost of this contract is not included in this scope.

**Ongoing Project Management & Strategy:**

RSCVA will have a dedicated Account Director who will manage all ongoing work, as well as a VP of Strategy who will oversee all strategic planning. Together they will ensure work is being effectively prioritized, timelines are being met and verify that overall strategy is aligned with organizational objectives and client expectations.

# Project Assumptions

- KPS3 is not responsible for setting up, managing, or paying for third-party services or the consequences of their outages.
- This scope estimate does not include hard costs such as hosting, stock photo/video, CMS platform costs, user feedback incentives, etc.
- The scope does not include any development on third-party sites or sub-domains.
- KPS3 will be able to make direct edits to the CMS to optimize and add new content. All new content will be approved by RSCVA before publishing. Visual assets to be provided by RSCVA.
- This scope may include working with third-party content creators (e.g., topic experts) who produce articles and page content on behalf of RSCVA. KPS3 will adjust ongoing services for the management and optimizations of this content as needed. If RSCVA would like for KPS3 to manage payment for these providers, KPS3 will bill RSCVA separately for the approved third-party costs with an additional 10% administrative fee.
- Each month KPS3 will review the list of desired deliverables and work with RSCVA on prioritization to keep services within the provided monthly budget.
- KPS3 team members are expected to work and accomplish the set of tasks within this scope during standard business hours. Standard business hours are from 8:30 am to 5:30 pm PT, Monday through Friday, excluding standard holidays and the week of December 25 through January 1.
- KPS3 understands that urgent situations, critical deadlines, or after-hour services are needed every so often. We've got your back. We're here to provide support, whether it's navigating a PR crisis or providing critical after-hour website services. This work will be charged double the standard rate to compensate for disrupted schedules and ensure immediate staff availability. You will be notified before this work commences.
- KPS3 will always work within the monthly retainer to accomplish tasks pertaining to the work specified above. If a large change or additional work





is requested that is not included in or extends the budget, a KPS3 Account Director will notify you to discuss impact to the costs or an additional SOW.

- If this proposal is not accepted within 45 days, KPS3 reserves the right to withdraw or update this scope of work.

## Annual Budget

SERVICES	MONTHLY	ANNUAL
SEO, Content & Reporting	\$10,000	\$120,000
Website Maintenance	\$1,000	\$12,000
Website Enhancement & Optimization	\$12,000	\$144,000
Perspective Payment Hard Costs	n/a	\$10,000
Testing Platform Hard Costs	n/a	Up to \$25,000*
TOTAL	\$23,000	\$311,000

*\*Contract to be directly managed and paid by RSCVA.*

**BILLING SCHEDULE** - KPS3 will bill a flat retainer fee monthly for services and will bill perspectives hard costs as incurred.

## Contract Term

This scope of work contract will be for two (2) fiscal years beginning July 1, 2025 and ending June 30, 2027. The above budget is for one contract year. The total two-year contract budget will be \$622,000.




(775) 686-7439  
500 RYLAND #300  
RENO, NV 89502

KPS3.COM  
hello@kps3.com  
775-686-7439

# Signature and Terms

By signing below, the Client hereby acknowledges, understands, and accepts the terms of this scope and the incorporation thereof into the LOA as an exhibit. Unpaid and overdue balances will be assessed a 1.5% finance charge per month after 45 days until paid in full.

	<b>Brittany Silva</b>	<b>VP of Strategy</b>	5/9/25
Signature	Name	Title	Date
Signature	Name	Title	Date



To: Reno Tahoe Board of Directors

From: Mike Larragueta, President & CEO

Cc: Hillary Schieve, RSCVA Board Chair

Date: June 26, 2025

Subject: Review, Discussion and Possible Approval of an Interlocal Agreement with Travel Nevada in an Amount Not to Exceed \$200,000

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### Executive Summary

For the successful planning and execution of the 2025 Governor's Conference on Tourism, the Reno-Sparks Convention and Visitors Authority is entering an agreement with Travel Nevada. As part of this agreement, the RSCVA would assist with Venue Sourcing and Contracting, Payment of Conference-related Expenses, and hosting the Opening Reception.

### Background

The Nevada Governor's Conference on Tourism is scheduled to be held in the Reno Tahoe destination in December 2025. In an effort to expedite planning for this year's event, the RSCVA is working with Travel Nevada to source appropriate venues for events and housing, and also to maximize efficiencies in the booking process by assisting with contracts and monetary transactions.

### Fiscal Impact

The RSCVA will be reimbursed for all pre-approved expenses.

### Recommendation

Staff is recommending approval of the interlocal agreement with Travel Nevada in an amount not to exceed \$200,000.

<b>CETS #:</b>	
<b>Agency Reference #:</b>	

## INTERLOCAL CONTRACT BETWEEN PUBLIC AGENCIES

A Contract Between the State of Nevada  
Acting by and through its

Public Entity #1:	<b>Nevada Division of Tourism (Travel Nevada)</b>
Address:	<b>3480 GS Richards Blvd, Suite 202-203</b>
City, State, Zip Code:	<b>Carson City, NV 89703</b>
Contact:	<b>Rafael Villanueva, CEO</b>
Phone:	<b>775-220-2437</b>
Fax:	
Email:	<b>rvillanueva@travelnevada.com</b>

Public Entity #2:	<b>Reno Sparks Convention and Visitors Authority</b>
Address:	<b>4065 S.Virginia St., Suite 100</b>
City, State, Zip Code:	<b>Reno, NV 89502</b>
Contact:	<b>Mike Larragueta, President and CEO</b>
Phone:	<b>775-827-7660</b>
Fax:	
Email:	<b>MLarragueta@visitrenotahoe.com</b>

WHEREAS, NRS 277.180 authorizes any one or more public agencies to contract with any one or more other public agencies to perform any governmental service, activity or undertaking which any of the public agencies entering into the contract is authorized by law to perform; and

WHEREAS, it is deemed that the services hereinafter set forth are both necessary and in the best interests of the State of Nevada.

NOW, THEREFORE, in consideration of the aforesaid premises, the parties mutually agree as follows:

1. **REQUIRED APPROVAL.** This Contract shall not become effective until and unless approved by appropriate official action of the governing body of each party.
2. **DEFINITIONS**

<b>TERM</b>	<b>DEFINITION</b>
State	The State of Nevada and any State agency identified herein, its officers, employees and immune contractors.
Contracting Entity	The public entities identified above.
Fiscal Year	The period beginning July 1 <sup>st</sup> and ending June 30 <sup>th</sup> of the following year.
Contract	Unless the context otherwise requires, 'Contract' means this document titled Interlocal Contract Between Public Agencies and all Attachments or Incorporated Documents.



<b>CETS #:</b>	
<b>Agency Reference #:</b>	

3. **CONTRACT TERM.** This Contract shall be effective as noted below, unless sooner terminated by either party as specified in *Section 4, Termination*.

Effective From:	June 4, 2025	To:	December 31, 202
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4. **TERMINATION.** This Contract may be terminated by either party prior to the date set forth in *Section 3, Contract Term*, provided that a termination shall not be effective until **30** days after a party has served written notice upon the other party. This Contract may be terminated by mutual consent of both parties or unilaterally by either party without cause. The parties expressly agree that this Contract shall be terminated immediately if for any reason State and/or federal funding ability to satisfy this Contract is withdrawn, limited, or impaired.
5. **NOTICE.** All communications, including notices, required or permitted to be given under this Contract shall be in writing and directed to the parties at the addresses stated above. Notices may be given: (a) by delivery in person; (b) by a nationally recognized next day courier service, return receipt requested; or (c) by certified mail, return receipt requested. If specifically requested by the party to be notified, valid notice may be given by facsimile transmission or email to the address(es) such party has specified in writing.
6. **INCORPORATED DOCUMENTS.** The parties agree that this Contract, inclusive of the following Attachments, specifically describes the Scope of Work. This Contract incorporates the following Attachments in descending order of constructive precedence:

ATTACHMENT A:	SCOPE OF WORK AND DELIVERABLES
ATTACHMENT B:	ADDITIONAL ATTACHMENTS (if applicable)

Any provision, term or condition of an Attachment that contradicts the terms of this Contract, or that would change the obligations of the State under this Contract, shall be void and unenforceable.

7. **CONSIDERATION.** The parties agree that the services specified in *Section 6, Incorporated Documents* at a cost as noted below:

\$	per	
----	-----	--

Total Contract or installments payable at:	30 days of receipt of invoices
--	--------------------------------

Total Contract Not to Exceed:	\$200,000
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Any intervening end to a biennial appropriation period shall be deemed an automatic renewal (not changing the overall Contract term) or a termination as the result of legislative appropriation may require.

8. **ASSENT.** The parties agree that the terms and conditions listed in the incorporated Attachments of this Contract are also specifically a part of this Contract and are limited only by their respective order of precedence and any limitations expressly provided.
9. **INSPECTION & AUDIT**
- A. **Books and Records.** Each party agrees to keep and maintain under general accepted accounting principles full, true and complete records, agreements, books, and document as are necessary to fully disclose to the State or United States Government, or their authorized representatives, upon audits or reviews, sufficient information to determine compliance with all State and federal regulations and statutes.

<b>CETS #:</b>	
<b>Agency Reference #:</b>	

- B. **Inspection & Audit.** Each party agrees that the relevant books, records (written, electronic, computer related or otherwise), including but not limited to relevant accounting procedures and practices of the party, financial statements and supporting documentation, and documentation related to the work product shall be subject, at any reasonable time, to inspection, examination, review, audit, and copying at any office or location where such records may be found, with or without notice by the State Auditor, Employment Security, the Department of Administration, Budget Division, the Nevada State Attorney General's Office or its Fraud Control Units, the State Legislative Auditor, and with regard to any federal funding, the relevant federal agency, the Comptroller General, the General Accounting Office, the Office of the Inspector General, or any of their authorized representatives.
- C. **Period of Retention.** All books, records, reports, and statements relevant to this Contract must be retained a minimum three years and for five years if any federal funds are used in this Contract. The retention period runs from the date of termination of this Contract. Retention time shall be extended when an audit is scheduled or in progress for a period reasonably necessary to complete an audit and/or to complete any administrative and judicial litigation which may ensue.
10. **BREACH - REMEDIES.** Failure of either party to perform any obligation of this Contract shall be deemed a breach. Except as otherwise provided for by law or this Contract, the rights and remedies of the parties shall not be exclusive and are in addition to any other rights and remedies provided by law or equity, including but not limited to actual damages, and to a prevailing party reasonable attorneys' fees and costs. It is specifically agreed that reasonable attorneys' fees shall not exceed \$150.00 per hour.
11. **LIMITED LIABILITY.** The parties will not waive and intend to assert available NRS Chapter 41 liability limitations in all cases. Contract liability of both parties shall not be subject to punitive damages. Actual damages for any State breach shall never exceed the amount of funds which have been appropriated for payment under this Contract, but not yet paid, for the fiscal year budget in existence at the time of the breach.
12. **FORCE MAJEURE.** Neither party shall be deemed to be in violation of this Contract if it is prevented from performing any of its obligations hereunder due to strikes, failure of public transportation, civil or military authority, acts of public enemy, acts of terrorism, accidents, fires, explosions, or acts of God, including, without limitation, earthquakes, floods, winds, or storms. In such an event the intervening cause must not be through the fault of the party asserting such an excuse, and the excused party is obligated to promptly perform in accordance with the terms of the Contract after the intervening cause ceases.
13. **INDEMNIFICATION.** Neither party waives any right or defense to indemnification that may exist in law or equity.
14. **INDEPENDENT PUBLIC AGENCIES.** The parties are associated with each other only for the purposes and to the extent set forth in this Contract, and in respect to performance of services pursuant to this Contract, each party is and shall be a public agency separate and distinct from the other party and, subject only to the terms of this Contract, shall have the sole right to supervise, manage, operate, control, and direct performance of the details incident to its duties under this Contract. Nothing contained in this Contract shall be deemed or constructed to create a partnership or joint venture, to create relationships of an employer-employee or principal-agent, or to otherwise create any liability for one agency whatsoever with respect to the indebtedness, liabilities, and obligations of the other agency or any other party.
15. **WAIVER OF BREACH.** Failure to declare a breach or the actual waiver of any particular breach of the Contract or its material or nonmaterial terms by either party shall not operate as a waiver by such party of any of its rights or remedies as to any other breach.
16. **SEVERABILITY.** If any provision contained in this Contract is held to be unenforceable by a court of law or equity, this Contract shall be construed as if such provision did not exist and the non-enforceability of such provision shall not be held to render any other provision or provisions of this Contract unenforceable.
17. **ASSIGNMENT.** Neither party shall assign, transfer or delegate any rights, obligations or duties under this Contract without the prior written consent of the other party.
18. **OWNERSHIP OF PROPRIETARY INFORMATION.** Unless otherwise provided by law any reports, histories, studies, tests, manuals, instructions, photographs, negatives, blue prints, plans, maps, data, system designs, computer code (which is intended to be consideration under this Contract), or any other documents or drawings, prepared or in the course of preparation by either party in performance of its obligations under this Contract shall be the joint property of both parties.

<b>CETS #:</b>	
<b>Agency Reference #:</b>	

19. **PUBLIC RECORDS.** Pursuant to NRS 239.010, information or documents may be open to public inspection and copying. The parties will have the duty to disclose unless a particular record is made confidential by law or a common law balancing of interests.
20. **CONFIDENTIALITY.** Each party shall keep confidential all information, in whatever form, produced, prepared, observed or received by that party to the extent that such information is confidential by law or otherwise required by this Contract.
21. **FEDERAL FUNDING.** In the event, federal funds are used for payment of all or part of this Contract, the parties agree to comply with all applicable federal laws, regulations and executive orders, including, without limitation the following:
  - A. The parties certify, by signing this Contract, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any federal department or agency. This certification is made pursuant to Executive Orders 12549 and 12689 and Federal Acquisition Regulation Subpart 9.4, and any relevant program-specific regulations. This provision shall be required of every subcontractor receiving any payment in whole or in part from federal funds.
  - B. The parties and its subcontractors shall comply with all terms, conditions, and requirements of the Americans with Disabilities Act of 1990 (P.L. 101-136), 42 U.S.C. 12101, as amended, and regulations adopted thereunder, including 28 C.F.R. Section 35, inclusive, and any relevant program-specific regulations.
  - C. The parties and its subcontractors shall comply with the requirements of the Civil Rights Act of 1964 (P.L. 88-352), as amended, the Rehabilitation Act of 1973 (P.L. 93-112), as amended, and any relevant program-specific regulations, and shall not discriminate against any employee or offeror for employment because of race, national origin, creed, color, sex, religion, age, disability or handicap condition (including AIDS and AIDS-related conditions.)
  - D. Clean Air Act (42 U.S.C. 7401–7671q.) and the Federal Water Pollution Control Act (33 U.S.C. 1251–1387), as amended. Contracts and subgrants of amounts in excess of \$150,000 must contain a provision that requires the non-Federal award to agree to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. 7401–7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. 1251–1387). Violations must be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA).
22. **PROPER AUTHORITY.** The parties hereto represent and warrant that the person executing this Contract on behalf of each party has full power and authority to enter into this Contract and that the parties are authorized by law to perform the services set forth in *Section 6, Incorporated Documents*.
23. **GOVERNING LAW – JURISDICTION.** This Contract and the rights and obligations of the parties hereto shall be governed by, and construed according to, the laws of the State of Nevada. The parties consent to the exclusive jurisdiction of and venue in the First Judicial District Court, Carson City, Nevada for enforcement of this Contract.
24. **ENTIRE AGREEMENT AND MODIFICATION.** This Contract and its integrated Attachment(s) constitute the entire agreement of the parties and as such are intended as a complete and exclusive statement of the promises, representations, negotiations, discussions, and other agreements that may have been made in connection with the subject matter hereof. Unless an integrated Attachment to this Contract specifically displays a mutual intent to amend a particular part of this Contract, general conflicts in language between any such Attachment and this Contract shall be construed consistent with the terms of this Contract. Unless otherwise expressly authorized by the terms of this Contract, no modification or amendment to this Contract shall be binding upon the parties unless the same is in writing and signed by the respective parties hereto, approved by the Office of the Attorney General.

<b>CETS #:</b>	
<b>Agency Reference #:</b>	

IN WITNESS WHEREOF, the parties hereto have caused this Contract to be signed and intend to be legally bound thereby.

\_\_\_\_\_  
Public Entity #1 Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

\_\_\_\_\_  
Public Entity #2 Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

APPROVED BY BOARD OF EXAMINERS

\_\_\_\_\_  
Signature – Board of Examiners

On:

\_\_\_\_\_  
Date

Approved as to form by:

\_\_\_\_\_  
Deputy Attorney General for Attorney General

On:

\_\_\_\_\_  
Date

<b>CETS #:</b>	
<b>Agency Reference #:</b>	

## ATTACHMENT A

### Scope of Work

#### Interlocal Agreement between Travel Nevada and RSCVA Governor's Conference on Tourism – December 2025

#### Purpose

To define the roles and responsibilities between the Nevada Division of Tourism (Travel Nevada) and the Reno-Sparks Convention and Visitors Authority (RSCVA) for the successful planning and execution of the 2025 Governor's Conference on Tourism.

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#### RSCVA Responsibilities

- **Venue Sourcing and Contracting**
  - Identify and recommend a suitable venue for the 2025 Governor's Conference on Tourism.
  - Upon Travel Nevada's approval, contract directly with the selected venue.
- **Payment of Conference-Related Expenses**
  - Pay all direct costs associated with the Venue/Hotel selected:
    - Venue rental
    - Staff, speaker, and guest hotel rooms (as approved by Travel Nevada)
    - Food and Beverage expenses associated with:
      - Conference breakfasts, lunches, breaks and dinners
- **Opening Reception**
  - Host the opening reception at a venue selected by RSCVA that reflects the local spirit and identity of Reno Sparks Convention and Visitors Authority (Reno Tahoe).
- **Invoicing and Reimbursement**
  - Submit detailed invoices to Travel Nevada for 100% reimbursement of pre-approved Venue/Host expenses. (Note: RSCVA will cover all costs of the Opening Reception)
  - Ensure total reimbursable costs do not exceed **\$200,000**.

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#### Travel Nevada Responsibilities



<b>CETS #:</b>	
<b>Agency Reference #:</b>	

- **Conference Planning and Management**
  - Lead the overall organization and execution of the conference.
  - Develop the agenda, manage logistics, and coordinate programming.
  - RSCVA's recommendations and support will be welcomed and considered throughout the planning process.
- **Marketing and Promotion**
  - Create and execute a comprehensive marketing and communications strategy.
  - Manage all social media, web, and print promotion efforts for the event.
- **Registration**
  - Manage attendee registration and customer service throughout the registration period.
- **Speakers and Content**
  - Identify, invite, and contract with keynote speakers and panelists.
  - Manage travel, accommodations, honoraria, and on-site logistics for all speakers.
  - Travel Nevada will pay and handle any speaker fees directly with speakers.
- **Sponsorships**
  - Secure and manage event sponsors.
  - Handle sponsorship agreements, benefits fulfillment, and sponsor communications.
- **Reimbursements**
  - Reimburse RSCVA for the approved and documented expenses related to venue, lodging, and F&B, not to exceed \$200,000.

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## Financial Terms

- Total reimbursable expenses by Travel Nevada to RSCVA shall not exceed **\$200,000**.
- All expenses submitted for reimbursement must be accompanied by proper documentation, including invoices and receipts.
- Travel Nevada will process reimbursement upon receipt, review and approval of complete documentation.