

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
EXECUTIVE and LEGISLATIVE COMMITTEE MEETING  
September 19, 2025, at 2:00 PM  
4065 S. Virginia Street, Suite 100  
Reno, NV 89502**

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**EXECUTIVE and LEGISLATIVE COMMITTEE MEMBERS:  
Commissioner Alexis Hill, Chair**

Mr. Stephen Ascuaga  
Mr. John East

Mr. Eddie Ableser

Notice is hereby given that a quorum of the Reno-Sparks Convention and Visitors Authority Board of Directors may be present at the Executive and Legislative Committee meeting. The Executive and Legislative Committee meeting is not intended as an official meeting of the Reno-Sparks Convention and Visitors Authority Board of Directors and no deliberation or action by the Reno-Sparks Convention and Visitors Authority Board of Directors will occur.

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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 Executive & Legislative Committee unless stated otherwise. Items will not necessarily be considered in the order listed. The Executive & Legislative Committee 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.

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**Supporting Materials**

Support materials are made available when they are provided to the Executive & Legislative Committee, or if provided during the meeting, support materials will be made available at the meeting at the same time as they are made available to the Executive Committee. Support materials are also available at the RSCVA administrative offices and at the scheduled meeting. 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  
Roll Call  
Pledge of Allegiance

**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. APPROVAL OF THE AGENDA FOR THE SEPTEMBER 19, 2025, EXECUTIVE/LEGISLATIVE COMMITTEE MEETING**

For possible action

**D. APPROVAL OF MINUTES OF JULY 21, 2025, EXECUTIVE/LEGISLATIVE COMMITTEE MEETING**

For possible action

**E. COMMITTEE MATTERS**

**E1. Mike Larragueta, President/CEO Evaluation for 2024-2025**

The Executive & Legislative Committee will conduct the initial review of the RSCVA CEO, Mike Larragueta. The Committee will discuss, consider and may take possible action to recommend a merit increase in the annual salary for the CEO as well as a discretionary 5% bonus.

*Committee action is advisory only and requires approval of the full Board of Directors at a future meeting.*

For Possible Action

**E2. Revision of President/CEO Leisure Room Night Goal for Fiscal Year 25/26**

The Executive & Legislative Committee is being asked to review, discuss, and possibly approve a request to adjust the President/CEO Leisure Room Night Goal for Fiscal Year 25/26 from 687,223, to 675,470, or such other number of room nights as the Committee deems appropriate.

*Committee action is advisory only and requires approval of the full Board of Directors at a future meeting.*

For Possible Action

**F. COMMENTS FROM COMMITTEE MEMBERS AND/OR CEO/PRESIDENT**

Informational only

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

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

**H. ADJOURNMENT**

For possible action

Persons are invited to submit written remarks on all matters, both on and off the agenda. Written remarks presented for inclusion in the Executive & Legislative Committee's minutes must be flat, unfolded, on paper of standard quality, and 8 ½ by 11 inches in size. Written remarks shall not exceed five (5) pages in length. The RSCVA will not accept any submissions that do not comply with this rule. On a case-by-case basis, the Board of Directors may permit the filing of noncomplying written remarks, documents, and related exhibits under NRS 241.035(1)(e). Executive & Legislative Committee's meeting rooms are accessible to persons with disabilities. If special arrangements are required, please contact Myrra Estrellado at 775-827-7737.

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





P.O. Box 837  
Reno, NV 89504 USA  
t: 775.827.7600  
[VisitRenoTahoe.com](http://VisitRenoTahoe.com)

August 15, 2025

The Honorable Mayor Hillary Schieve  
City of Reno  
and  
Members of the Board of Directors  
Visit Reno Tahoe

**Subject: Annual Evaluation of Mike Larragueta, President & CEO, Visit Reno Tahoe – FY25**

Dear Mayor Schieve and Members of the Board,

It is my privilege to present the Fiscal Year 2025 leadership evaluation.

Over the past year, I have continued to demonstrate exceptional leadership, advancing the mission of Visit Reno Tahoe through measurable results, innovative initiatives, and meaningful community impact.

**Production & Business Outcomes**

Visit Reno Tahoe has delivered strong results in driving tourism and economic growth. Strategic sales and marketing efforts translated into measurable increases in hotel occupancy, convention bookings, and visitor spending, reinforcing Reno Tahoe's reputation as a premier destination for both leisure and business travel.

**Community Engagement**

I have prioritized partnerships with civic leaders, local organizations, and regional stakeholders, ensuring that Visit Reno Tahoe remains aligned with the broader goals of the community. My visible presence at public forums, industry events, and charitable initiatives reflects my commitment to positioning Reno Tahoe as not only a visitor destination but also a community partner.

**Employee Development & Organizational Culture**

I have fostered a culture of accountability, innovation, and collaboration. Through professional development opportunities, recognition programs, and an emphasis on staff well-being, I have strengthened employee engagement and retention. My leadership style continues to empower team members to excel in their roles while advancing organizational goals.

**Board Communication & Engagement**

I have maintained clear, consistent, and transparent communication with the Board of Directors, ensuring that members are well-informed and engaged in strategic decision-making. My proactive approach to collaboration with the Board fosters trust and alignment on priorities, setting the foundation for long-term success.

**New Initiatives & Innovation**

Looking toward the future, I have spearheaded new initiatives that elevate Reno Tahoe's visibility and competitiveness. These include innovative marketing campaigns, expanded use of data-driven insights, and exploration of emerging markets that strengthen the region's tourism pipeline. My forward-thinking approach positions Visit Reno Tahoe to remain resilient in a dynamic and competitive landscape.

RenoSparks Convention & Visitors Authority

In summary, my leadership in FY25 has not only advanced the strategic objectives of Visit Reno Tahoe but also reinforced its role as a vital contributor to the economic vitality and civic fabric of our community. My ability to deliver results while building bridges with employees, stakeholders, and the public underscores my continued value as President and CEO.

Thank you for your time and consideration of this evaluation. I look forward to supporting the continued success of Visit Reno Tahoe under my leadership.

Sincerely,



Mike Larragueta  
President & CEO  
Visit Reno Tahoe

# RENO TAHOE LEADERSHIP ACHIEVEMENTS AND IMPACT FY25

BOARD OF DIRECTORS

RenoTahoe.

NO LIMITS



# TODAY'S AGENDA



**PRODUCTION**



**COMMUNITY ENGAGEMENT**



**EMPLOYEES**



**BOARD COMMUNICATION,  
ENGAGEMENT, & COLLABORATION**



**NEW INITIATIVES**



# PRODUCTION

RenoTahoe.

NO LIMITS





# FY 24/25 RESULTS VS FY 24/25 BUDGET



## TOURISM SALES ROOM NIGHTS

▲ **1.4%**  
OVER BUDGET

**696,699**   **687,223**  
RESULTS   BUDGET

## GROUP SALES ROOM NIGHTS

▲ **9.0%**  
OVER BUDGET

**284,563**   **261,122**  
RESULTS   BUDGET

## OVERALL ROOM TAX REVENUE

▲ **2.4%**  
OVER BUDGET

**\$459,344,859**   **\$448,580,089**  
RESULTS   BUDGET

## OVERALL ADR

▲ **0.2%**  
OVER BUDGET

**\$145.64**   **\$145.31**  
RESULTS   BUDGET

## OVERALL OCCUPANCY

▲ **0.5%**  
OVER BUDGET

**63.1%**   **62.8%**  
RESULTS   BUDGET

# FY 24/25 ACTUAL VS FY 23/24 ACTUAL



## TOURISM SALES ROOM NIGHTS

▲ **10.2%**  
OVER

**696,699**   **632,267**  
FY 24/25   FY 23/24

## GROUP SALES ROOM NIGHTS

▼ **4.6%**  
UNDER

**289,563**   **298,358**  
FY 24/25   FY 23/24

## OVERALL ROOM TAX REVENUE

▼ **1.3%**  
UNDER

**\$459,324,105**   **\$465,580,729**  
FY 24/25   FY 23/24

## OVERALL ADR

▼ **1.3%**  
UNDER

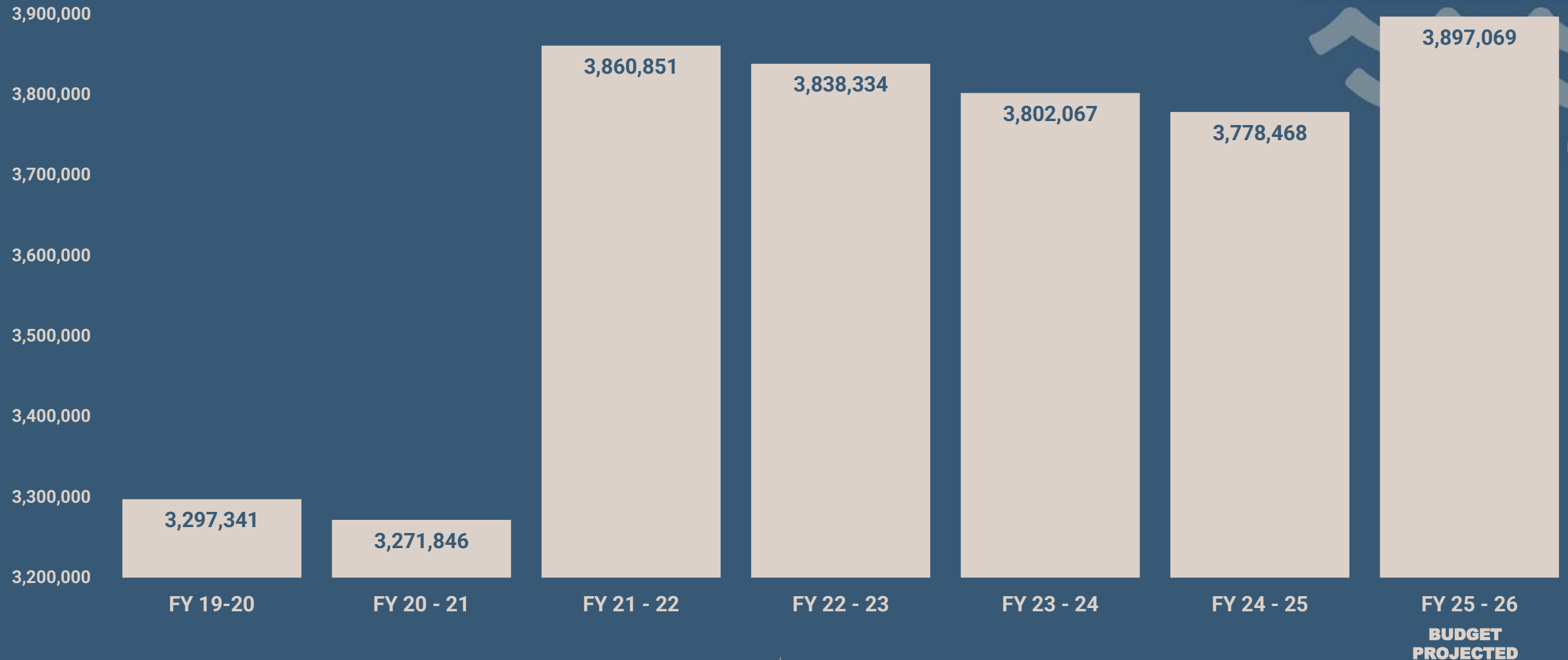
**\$145.63**   **\$147.50**  
FY 24/25   FY 23/24

## OVERALL OCCUPANCY

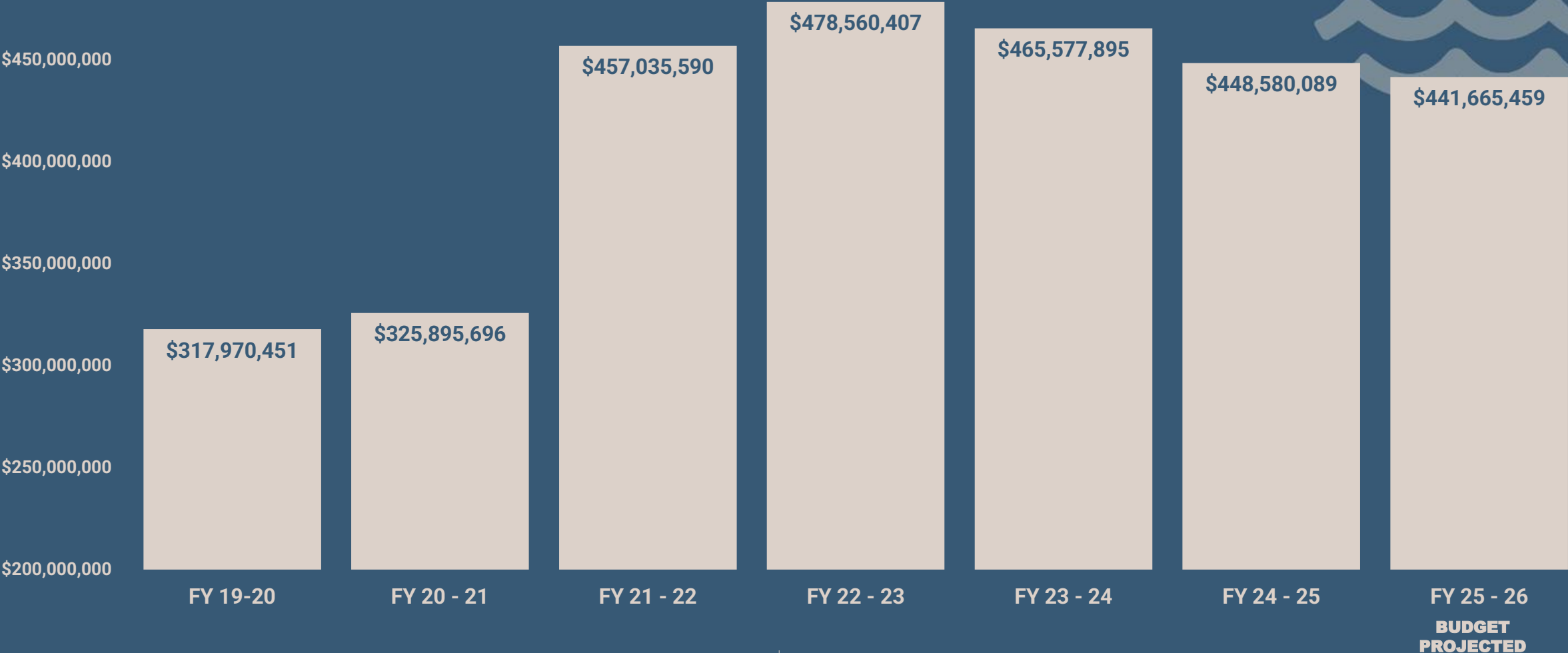
▼ **0.6%**  
UNDER

**63.2%**   **63.5%**  
FY 24/25   FY 23/24

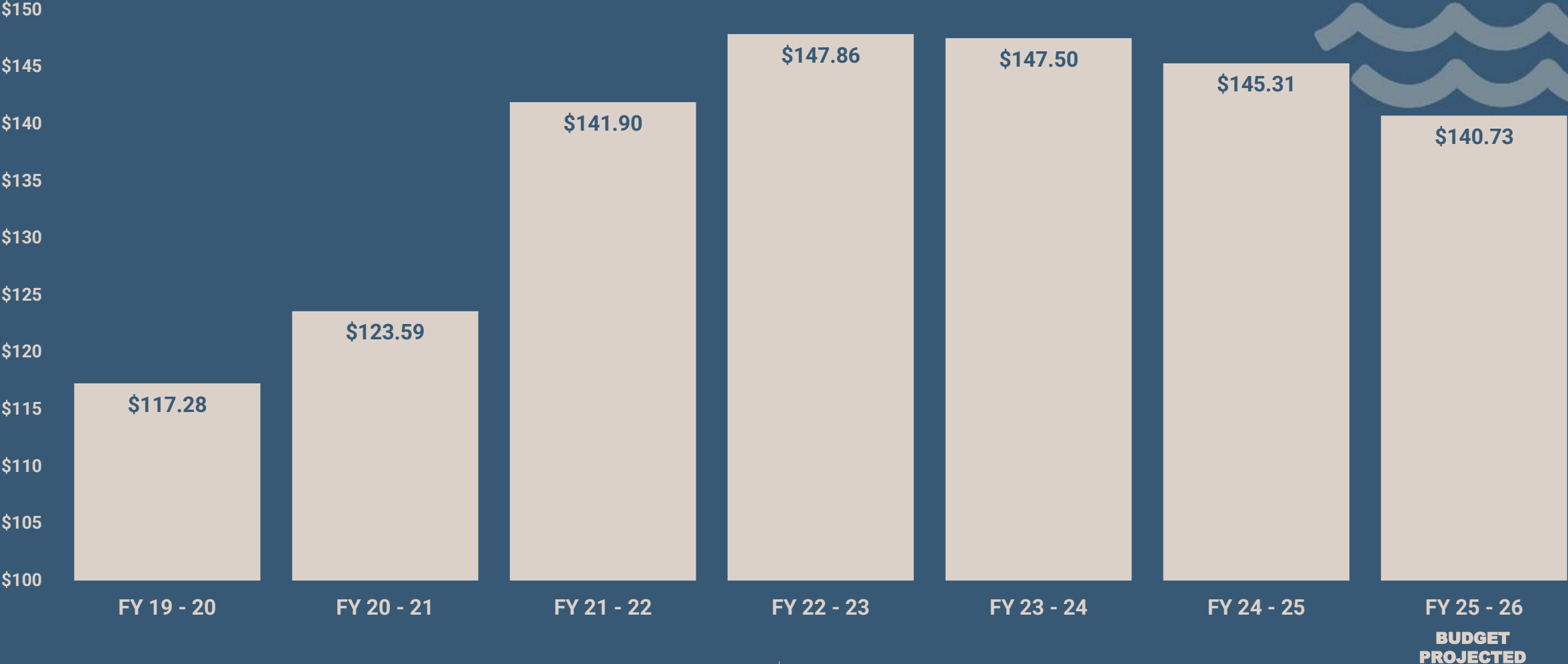
# ESTIMATED VISITORS



# TAXABLE ROOM REVENUE | BUDGET

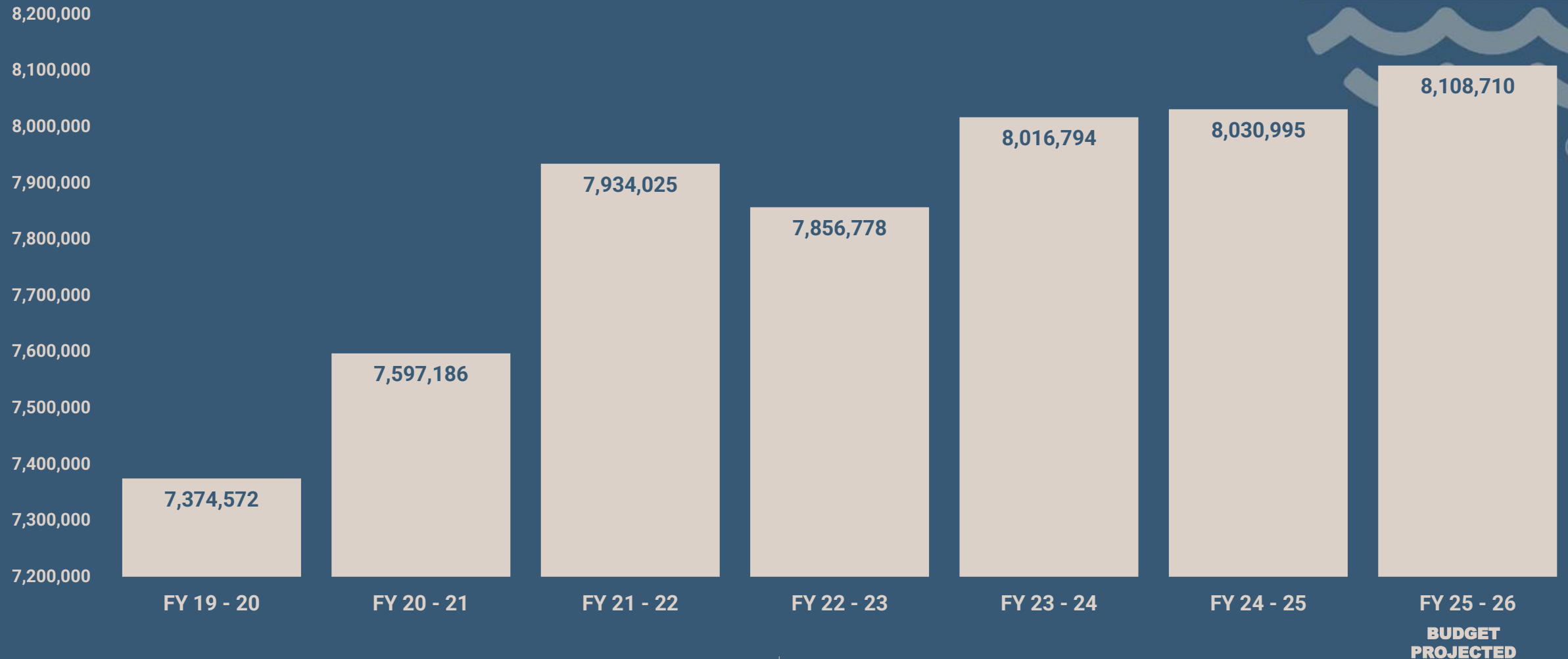


# AVERAGE DAILY RATE (ADR) | BUDGET





# ROOM INVENTORY | WASHOE COUNTY



# RENO-SPARKS CONVENTION CENTER (RSCC)

FY COMPARISON			
	FY2024/2025	FY2023/2024	DIFFERENCE
BUILDING REVENUE	\$3,536,134	\$3,802,387	▼ \$266,253
WITH ARAMARK	\$3,788,326	\$4,110,963	▼ \$322,637
OCCUPANCY	46.44%	43.51%	▲ 2.93%
ATTENDEES	258,979	311,853	▼ 52,874
# of EVENTS	189	178	▲ 11

BUDGET COMPARISON		
ACTUAL	BUDGET	DIFFERENCE
\$3,536,134	\$3,007,713	▲ \$528,421
\$3,788,326	\$3,613,670	▲ \$174,656

# RENO-SPARKS LIVESTOCK EVENTS CENTER (RSLEC)

FY COMPARISON			
	FY2024/2025	FY2023/2024	DIFFERENCE
BUILDING REVENUE	\$1,324,582	\$1,455,024	▼ \$130,442
WITH ARAMARK	\$1,318,176	\$1,501,955	▼ \$183,779
OCCUPANCY	32.69%	34.86%	▼ 2.17%
ATTENDEES	222,999	306,013	▼ 83,014
# of EVENTS	77	63	▲ 14

BUDGET COMPARISON		
ACTUAL	BUDGET	DIFFERENCE
\$1,324,582	\$1,392,537	▼ \$67,955
\$1,318,176	\$1,519,707	▼ \$201,531

# RENO EVENTS CENTER (REC)

FY COMPARISON			
	FY2024/2025	FY2023/2024	DIFFERENCE
BUILDING REVENUE	\$1,153,363	\$1,788,783	▼ \$635,420
WITH ARAMARK	\$1,061,679	\$1,832,351	▼ \$770,672
OCCUPANCY	35.4%	30.63%	▲ 4.77%
ATTENDEES	93,934	152,868	▼ 58,934
# of EVENTS	35	43	▼ 8

BUDGET COMPARISON		
ACTUAL	BUDGET	DIFFERENCE
\$1,153,363	\$1,782,570	▼ \$629,207
\$1,061,679	\$2,090,078	▼ \$1,028,399

# NATIONAL BOWLING STADIUM (NBS)

FY COMPARISON			
	FY2024/2025	FY2023/2024	DIFFERENCE
BUILDING REVENUE	\$371,369	\$833,240	▼ \$461,871
WITH ARAMARK	\$384,303	\$817,390	▼ \$433,087
OCCUPANCY	37.07%	41.08%	▼ 4.01%
ATTENDEES	46,036	73,096	▼ 27,060
# of EVENTS	105	71	▲ 34

BUDGET COMPARISON		
ACTUAL	BUDGET	DIFFERENCE
\$371,369	\$252,775	▲ \$118,594
\$384,303	\$135,333	▲ \$248,970



# MARKETING ACHIEVEMENTS



**17.1%**  
**PAID MEDIA  
ENGAGEMENT RATE**  
(+242% OVER GOAL)

**379,989**  
**PARTNER REFERRALS**  
(+26% YOY)

**3,718,266**  
**WEBSITE SESSIONS ON  
VISITRENOTAHOE.COM**  
(+13.1% YOY)

**352,901**  
**WEBSITE SESSIONS  
TO VENUES**  
(+70% YOY)

**46**  
**FUNDED  
SPECIAL EVENTS**  
(FLAT YOY)

**361,270**  
**SOCIAL MEDIA  
COMMUNITY**  
(+11% YOY)

# LEISURE PAID MEDIA IMPACT



**400.32MM**  
VIEWS ON ADS



**278,000 HRS**  
TIME SPENT ON RENO TAHOE CONTENT



**2,495,900**  
CONSIDERING RENO TAHOE TRAVEL



**150,192**  
PLANNING TRIP

**3,955**

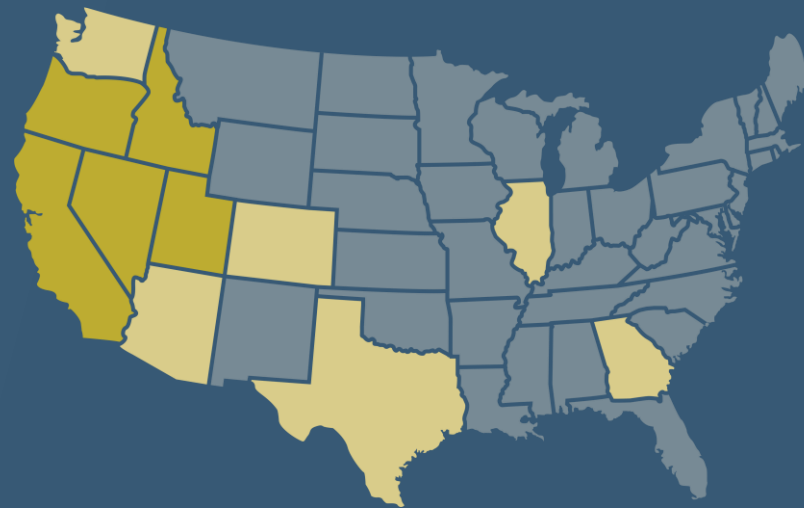
## ADS IN-MARKET

Total ads across all channels

**67.8MM**

## AD INTERACTIONS

Clicks, Completed Views, Comments, Shares, and Likes



**KEY  
MARKETS**

RenoTahoe

NO LIMITS

# M&C PAID MEDIA IMPACT



**8.59MM**

VIEWS ON ADS



**19,460 HRS**

TIME SPENT ON RENO TAHOE CONTENT



**60,547**

WEBSITE VISITS

**449**

**ADS IN-MARKET**

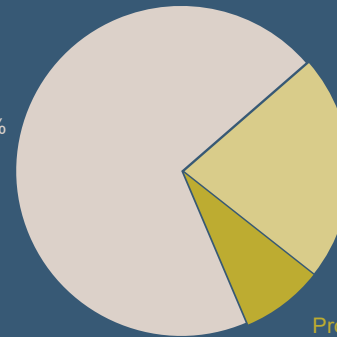
Total ads across all channels

**3.59MM**

**AD INTERACTIONS**

Clicks, Completed Views, Comments, Shares, and Likes

Search, 70%



Social,  
22%

Programmatic,  
8%

**SPEND ALLOCATION**

**RenoTahoe**

**NO LIMITS**

## 2024 Catalyst Awards: Amplitude Award

by Smart Meetings | October 31, 2024



### Mike Larragueta

President and CEO, Reno-Sparks Convention & Visitors Authority

**Motivating Force:** I have Nevada roots—I grew up in Winnemucca and this role is an opportunity to serve the Northern Nevada community and build something great. Having a deep sense of place in the destination and watching its transformation over my lifetime is a major motivating force. It's a career highlight to now be in the position to be part of that change and lead the destination towards even greater positive transformation and share all the incredible things Reno-Tahoe has to offer with

the world.

**Approach to Supercharging Experiences:** I am passionate about exposing customers to the depth and breadth of the destination, illustrating the diversity in culture through first-person experience. From bringing clients through a mural bike tour of Midtown Reno, to enjoying a craft beer at a local brewery, I am keen to continue to create opportunities for local immersion, bringing the personality of the destination to the forefront. With a goal of making the destination a place you want to visit, we are focused on creating experiences that are truly unforgettable.

### Related articles



Aug 1, 2025  
2025 Smart Speaker Awards: Industry...

# PUBLIC RELATIONS ACHIEVEMENTS

# 40

## INTERVIEWS

# 275

## EARNED MEDIA PLACEMENTS (+26% YOY)

# 4.87B

## REACH (+49% YOY)

# 310

## BACKLINKS (+34% YOY)



**SportsTravel**  
BY NORTHSTAR

NEWS - IN-DEPTH - PODCASTS - SPORTS - ESPORTS - RESOURCES - SUBSCRIBE - EVENTS

**TEAMS 23**  
CONFERENCE + EXPO + OCTOBER 12-14 | COVINGTON

Q | F | S | D |

Home > Track & Field > Reno-Tahoe Indoor Track Makes Big Impact in Opening Year

## Reno Tahoe Indoor Track Makes Big Impact in Opening Year

The venue hosted 5,000 athletes and created \$6 million in economic impact

Posted On: April 30, 2025 By: Justin Shaw



The Reno Tahoe Indoor Track has provided the area with a premier facility to host events that bring millions to the community. Nevada Athletics photo.

POLL

### Mega Events

Which mega event coming to the U.S. are you most excited about?



- ☐ 2026 FIFA World Cup
- ☐ 2028 Olympic and Paralympic Games

RenoTahoe

NO LIMITS

# DESTINATION MARKETING AWARDS



- Winner in the “Best CVBs” category for Smart Meetings’ 2024 Platinum Choice Awards
- Best Sporty CVB/DMO in Smart Meetings’ 2025 Smart Stars Awards
- Best City to Host a Meeting in the 12th Annual BizBash Event Experience Awards
- Best Convention Center in the 12th Annual BizBash Event Experience Awards
- Bronze in the Public Relations/Communications - PR Campaign Consumer category in the 2024 HSMIA Adrian Awards
- Winner in Smart Meetings’ 2024 Catalyst Awards (Mike Larragueta)
- Silver Spike in the 2024 PRSA Silver Spike Awards
  - Overall Campaign category for National Plan for Vacation Day
- Bronze Spike in the 2024 PRSA Silver Spike Awards
  - Strategics & Tactics: Media Relations - Earned: Online, Print, Expert Positioning category for Mercury News feature story
- Best West CVBs/DMOs in the Best Of Meetings Today Awards
- Winner in Smart Meetings’ 2025 Smart Women in Meetings
- 3 Gold AVA Digital Awards, including Reno Tahoe Brandscape, Home is Where Your Favorite Restaurants Are, Bucket List Family Summer Getaway
- 3 ADDY Awards for both VisitRenoTahoe.com and Advertising Photography
- AMA Ace Award for VisitRenoTahoe.com



# COMMUNITY ENGAGEMENT

RenoTahoe

NO LIMITS



# COMMUNITY ENGAGEMENT

## 47 Community Engagements

- ✓ SHRINERS PARADE
- ✓ NHLA LUNCHEON PRESENTATION
- ✓ WIN NEVADA
- ✓ CAPITAL PROJECTS SURCHARGE ADVISORY COMMITTEE
- ✓ GOVERNOR'S DINNER
- ✓ RENO YPN
- ✓ MOANA SPRINGS POOL GRAND OPENING
- ✓ INDY TALKS
- ✓ BIGGEST LITTLE GOLF CLASSIC
- ✓ Q2 STAKEHOLDER MEETING
- ✓ LOOP ROAD RIBBON CUTTING
- ✓ ECONOMIC FORUM PRESENTATION
- ✓ CITY OF SPARKS MAYORS CUP
- ✓ LIONS CLUB PRESENTATION
- ✓ INTERVIEW W/NV SPORTS NETWORK
- ✓ NEVADA SPORTS MANAGEMENT PRESENTATION
- ✓ ALLIANCE OF PARTNERS W/GOV LOMBARDO
- ✓ DMO PRESENTATION LTVA BOARD MEMBERS
- ✓ VISIT CARSON CITY PRESENTATION
- ✓ WOMEN IN ACHIEVEMENT LUNCH
- ✓ SPARKS CITY COUNCIL PRESENTATION
- ✓ WASHOE COUNTY PRESENTATION
- ✓ RENO CITY COUNCIL PRESENTATION

- ✓ HAN EVENT PRESS CONFERENCE
- ✓ NBS 30TH ANNIVERSARY EVENT
- ✓ DEVELOPMENT COMMUNITY LUNCH CITY OF RENO
- ✓ CITY OF RENO WILDFIRE PANEL DISCUSSION
- ✓ BOBBY DOLAN DINNER
- ✓ EDAWN STATE OF THE ECONOMY LUNCHEON
- ✓ EYE ON TRAVEL WITH PETER GREENBERG
- ✓ MAYOR LAWSON'S STATE OF THE CITY ADDRESS
- ✓ QUARTERLY STAKEHOLDER MEETING
- ✓ NHLA LUNCHEON
- ✓ RENO/AUSTIN KICK-OFF FLIGHT
- ✓ J RESORT RIBBON CUTTING
- ✓ NEVADA COLLEGE OF BUSINESS PRESENTATION
- ✓ HAN FOUNDATION DINNER
- ✓ PBA CHAMPIONSHIPS
- ✓ TOURISM DAY AT LEGISLATURE
- ✓ NEVADA WOLFPACK SHADOW DAY
- ✓ J RESORT FESTIVAL GROUNDS RIBBON CUTTING
- ✓ WHAT DRIVES RENO PODCAST WITH PHIL MACDOUGAL
- ✓ MAYOR'S DOG BOWL CHARITY BOWLING
- ✓ MENDIVE MIDDLE SCHOOL ART JUDGING
- ✓ MCKINLEY PARK CLEANUP



NO  
LIMITS





# QUARTERLY STAKEHOLDER MEETINGS

## 4 Stakeholder Meetings



### **Q4 (6/25/2025)**

Location: NBS Theater, topics were Strategic Plan, New Agency of Record and Good Giant 1 year review. OnStrategy, Miles Partnership and Good Giant presented

### **Q3 (2/26/2025)**

Location: RSCC, topics were Strategic Plan and vision for Reno Tahoe and the Track's first season. OnStrategy and Mike presented.

### **Q2 (12/5/2024)**

Location: RSCC Hall 4, topic was Track Grand Opening

### **Q1 (9/25/2024)**

Location: NBS, topics were regional tourism marketing and public relations. BVK, Decker Royal and Good Giant presented

← NO →  
**LIMITS**

# EMPLOYEES

RenoTahoe.

NO  $\begin{matrix} \text{LIM} \rightarrow \\ \leftarrow \text{ITS} \end{matrix}$



# EMPLOYEE SURVEY RESULTS



**84%**  
**HAPPY**

**39.6%**  
**VERY HAPPY**

**44.8%**  
**HAPPY**

**12.1%**  
**SATISFIED**

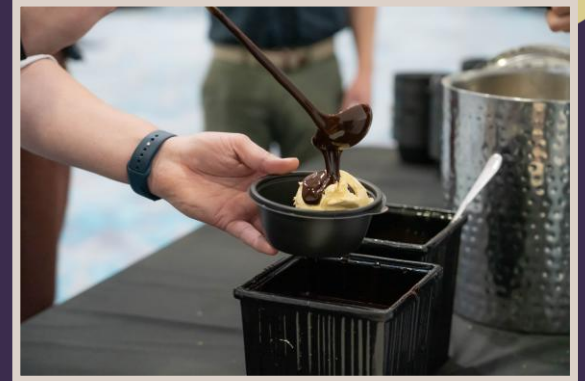
**3.5%**  
**UNHAPPY**

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

—NO—LIMITS—> NO—LIMITS—> NO—LIMITS—> NO—LIMITS—> NO—LIMITS—>



# STAFF APPRECIATION EVENTS



**HOLIDAY PARTY**

**1/14/25**

**154 ATTENDEES**

**ELDORADO**

**SUMMER PARTY**

**7/24/25**

**139 ATTENDEES**

**NBS**

—NO—LIMITS—> NO—LIMITS—> NO—LIMITS—> NO—LIMITS—> NO—LIMITS—>

# SPOTLIGHT AWARDS



<b>ERNESTO ULLOA</b>	<b>JULY 24</b>
<b>BEV BORDA</b>	<b>AUGUST 24</b>
<b>ERIN HALLS</b>	<b>SEPTEMBER 24</b>
<b>NICOLE DUXBURY</b>	<b>OCTOBER 24</b>
<b>COURTNEY MANN</b>	<b>NOVEMBER 24</b>
<b>MARIA AMMIRATI</b>	<b>DECEMBER 24</b>
<b>ANITA SOMMERS</b>	<b>JANUARY 25</b>
<b>JOHN MORRIS</b>	<b>FEBRUARY 25</b>
<b>RUTH MALDONADO</b>	<b>MARCH 25</b>
<b>TRACY LIDDIARD</b>	<b>APRIL 25</b>
<b>WHITNEY MESTRE</b>	<b>MAY 25</b>
<b>CATE BUELL</b>	<b>JUNE 25</b>

# BOARD COMMUNICATION, ENGAGEMENT & COLLABORATION

RenoTahoe





# BOARD MEMBER PARTICIPATION



- **BANANA BALL**
- **SPOTLIGHT AWARDS DINNER**
- **INDOOR TRACK GRAND OPENING**
- **WILD SHEEP**
- **RENO TAHOE CREATOR CAMP TALENT SHOW**
- **KANSAS CITY CHIEFS CLIENT EVENT**
- **NEVADA FOOTBALL**



# NEW INITIATIVES

RenoTahoe



# UNSOLICITED PROGRAMS



## 22 FUNDED INITIATIVES

- NATIONAL AUTO MUSEUM
- SIERRA ARTS FOUNDATION
- NEVADA ATHLETICS GOVERNOR'S DINNER
- JUNETEENTH CELEBRATION
- GIVE HOPE
- FIRST TEE OF NORTHERN NEVADA
- STEP 2 JINGLE & MINGLE
- RENO ACES
- LEADERSHIP PARK CITY
- TART CONNECT REGIONAL TRANSPORT
- NEVADA MUSEUM OF ART
- LAKE TAHOE STEWARDSHIP COUNCIL
- MIDTOWN SNOWFLAKE
- HOT AUGUST NIGHTS FOUNDATION GALA
- NEVADA WOMEN'S FUND
- FOOD BANK OF NORTHERN NEVADA
- RENO + SPARKS CHAMBER 2025 BUSINESS EXPO
- NORTHERN NEVADA INTERNATIONAL CENTER
- HUMANE NETWORK DBA OPTIONS
- VETERINARY CARE MAYOR'S DOG BOWL



# NEW AGENCY OF RECORD



Miles Partnership is a strategic marketing consultancy focused exclusively on travel and tourism. We are champions and purveyors of positive change, igniting the belief that travel improves lives and strengthens communities.



## RFP PROCESS STATS

15

RFP SUBMISSIONS

35

SCORING  
CRITERIA POINTS

6

INTERNAL & COMMUNITY  
PANEL MEMBERS

4

IN-PERSON  
PRESENTATIONS

RenoTahoe

NO LIMITS

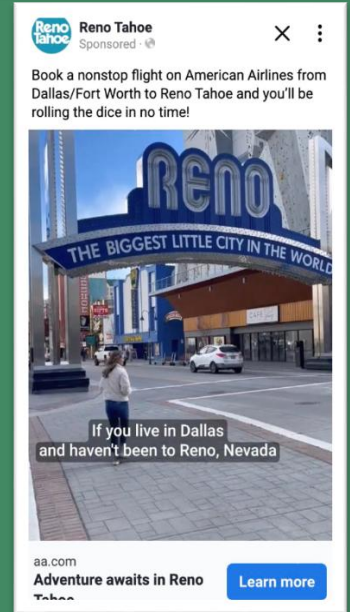
# AIR SERVICE DEVELOPMENT

**Increased budget from \$750,000 to \$3,000,000**

**Actively worked with the airport to maintain and expand year-round air service so that visiting and holding meetings in Reno Tahoe is easy and convenient**

**Utilized Air Service Fund to support new long-haul flights, fortify current routes, and educate airline decision makers**

**Developed and launched air service-specific marketing campaigns**



RenoTahoe

NO LIMITS





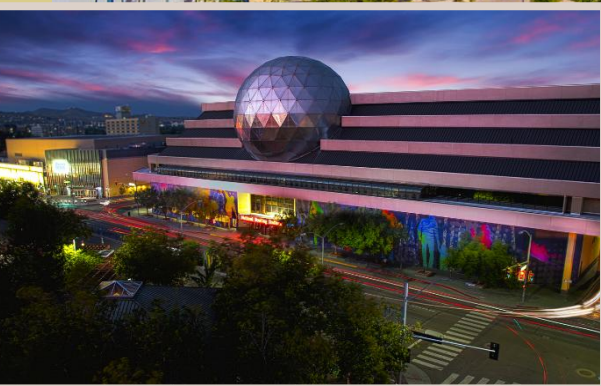
# AIRPORT ENTERTAINMENT



- **WELCOMING TRAVELERS WITH 17 SCHEDULED MUSICAL PERFORMANCES**
- **NEW SIGNAGE TO HEIGHTEN THE ARRIVAL AND DEPARTURE EXPERIENCE**

RenoTahoe

NO LIMITS



# VENUE ACTIVATION



- PUBLIC BOWLING DAY EVENTS
- NBS THEATER, STADIUM CLUB AND KINGPIN PACKAGES
- NBS THEATER UPGRADES
- REC CONCERTS & EVENTS
- ADVERTISING AND SPONSORSHIP SALES PROGRAMS
- NEW TENANT: NBS HALL OF FAME
- POURING RIGHTS, ALCOHOL AND NON-ALCOHOL

NO LIMITS

RenoTahoe

NO LIMITS



# PUBLIC BOWLING DAYS

**14+**  
EVENTS

**2,800+**  
BOWLERS

**\$15,000+**  
PROCEEDS  
TO CHARITIES

HOLIDAY BOWL	BOO BOWL
ART BOWL	HOLIDAY BOWL
BOXERS & BUDDIES BOWL	30TH ANNIVERSARY BOWL
BASKET BOWL	WOLF PACK BOWL
AUTOMO-BOWL	FRAMES OF MIND BOWL
BOOK BOWL	PRIDE BOWL

RenoTahoe

NO LIMITS



# VENUE ACTIVATION - MURALS



**NBS**



**RSCC**

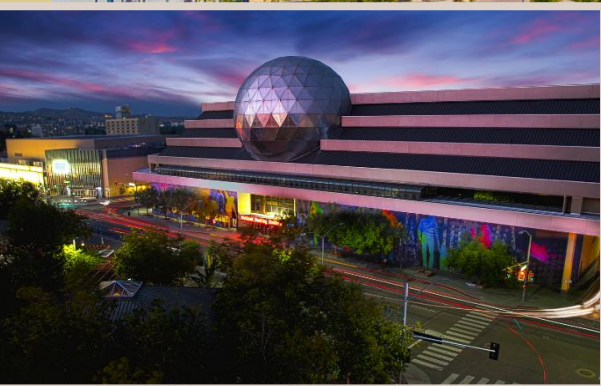


**RSLEC**



**REC**





# CAPITAL IMPROVEMENTS



## RSCC

- Major WiFi renovations throughout
- LED lighting across Convention Center and Skybridge
- New sconces and lighting in Mt. Rose Ballroom

## REC

- New exterior marquee sign
- LED lighting upgrades

## NBS

- Replaced all back of house industrial flooring
- Carpet replacement throughout the 2nd, 3rd, and 4th floors

## RSLEC

- Main arena speaker and WiFi upgrade
- New panel replacements for the cutting pens

NO LIMITS

RenoTahoe

NO LIMITS



# PARTY ANIMALS

**9,855**

**TICKETS SOLD OUTSIDE NEVADA**

**1,352**

**NEVADA TICKETS SOLD OUTSIDE OF 50 MILES**

**26,683**

**TOTAL TICKETS SOLD**

**42%**

**NON-LOCAL**

RenoTahoe

NO **LIM** **ITS**



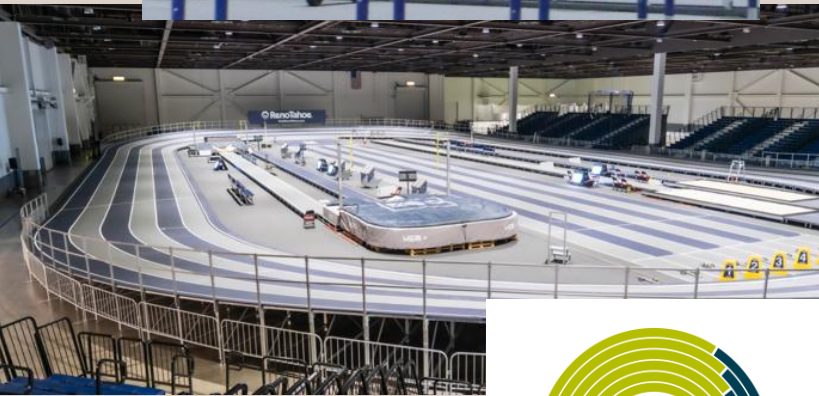


NO LIM ITS

# INDOOR TRACK

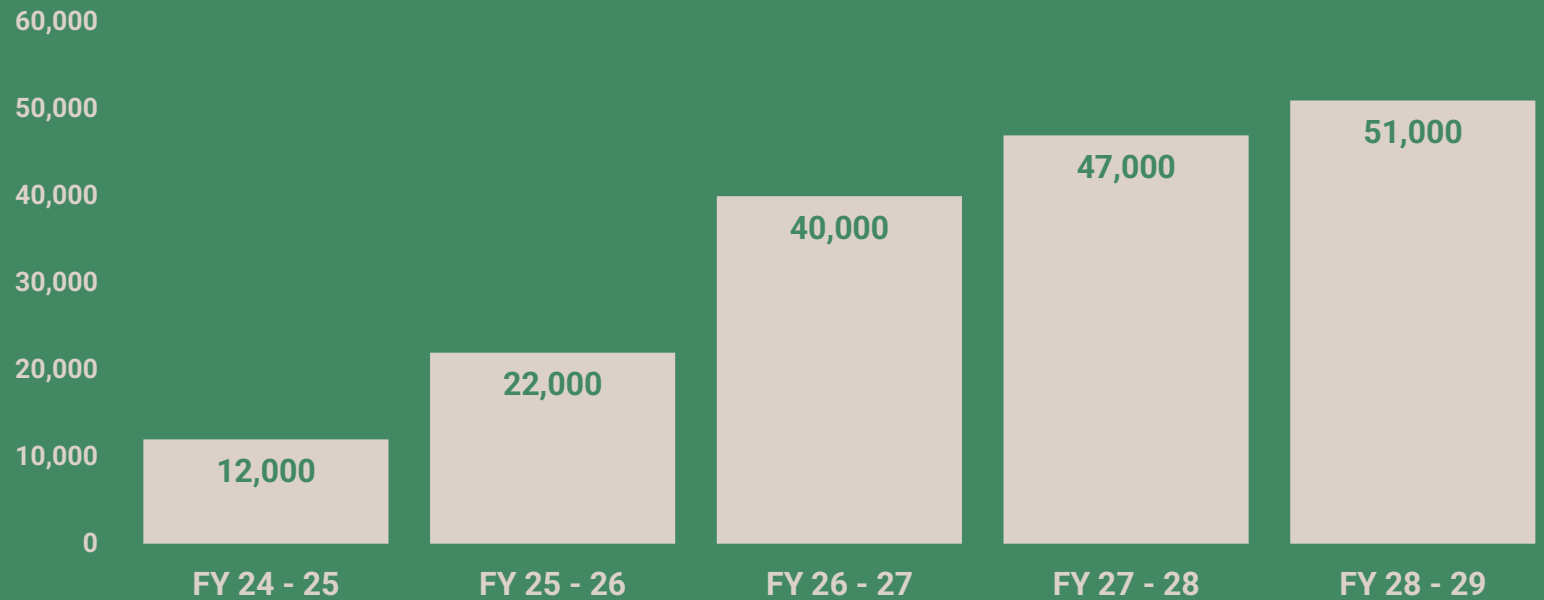


8 COMPLETED TRACK MEETS	MEDIA COVERAGE
<b>12,790</b> Room Nights	<b>85+</b> Total Stories
<b>5,894</b> Registered Athletes	<b>134M+</b> Total Reach
<b>\$133,206</b> Total RSCC Revenue	<b>\$1.4M</b> Ad Value Equivalent
<b>\$6,269,263</b> Economic Impact	<b>100%</b> Target Key Messaging



LIM  
ITS  
NO

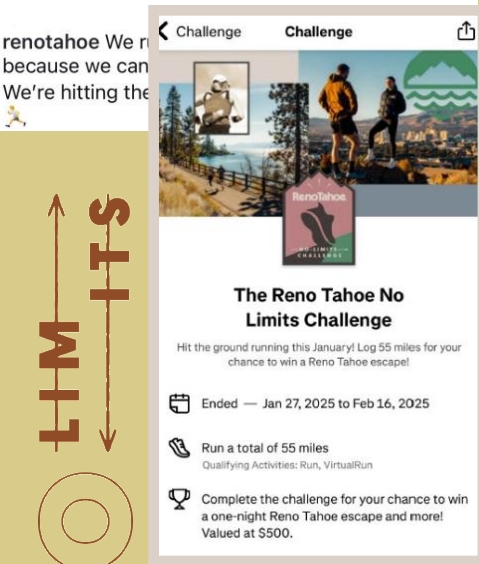
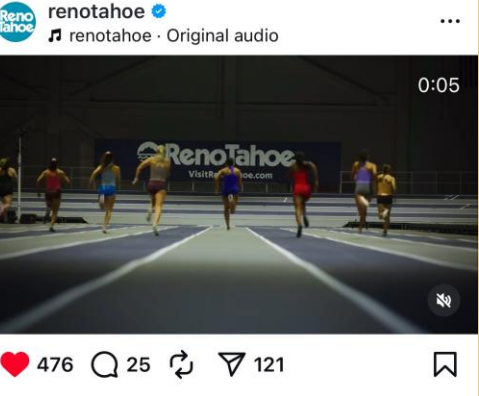
# INDOOR TRACK IMPACT



RenoTahoe

NO LIM ITS





# RENO TAHOE – A DESTINATION FOR RUNNERS



- **LAUNCHED "HIT THE GROUND RUNNING" CAMPAIGN AT THE TRACK'S GRAND OPENING**
- **SECURED A NATIONAL PARTNERSHIP WITH STRAVA**
- **CURATED A DYNAMIC LIBRARY OF DEDICATED VIDEO AND PHOTO ASSETS**
- **ACTIVATED INFLUENCER VOICES IN THE RUNNING COMMUNITY**



RenoTahoe



# RENO TAHOE CREATOR CAMP

Boosted destination visibility, changed perceptions of first-time visitors, attracted travel-focused creators, and generated social content promoting core offerings.

40

ATTENDEES

20+

LOCAL PARTNERS

8

CREATORS

4

COUNTRIES

13

STATES

28

CITIES

5

TRACKS

8,500,000

INSTAGRAM FOLLOWERS



RenoTahoe

NO LIMITS



SUMMIT  
SEEKERS



EXTREME  
EXPLORERS



WILD  
WANDERERS



NATURE  
NOMADS



MINDFUL  
MAKERS

# RENO TAHOE CREATOR CAMP STATS



**10M+**

**SOCIAL MEDIA  
IMPRESSIONS**

**22%**

**ENGAGED WEBSITE  
TRAFFIC INCREASE YOY**

**30,000+**

**WEBSITE VISITS TO  
CREATOR CAMP PAGE**

**2,208,173+**

**@RENOTAHOE  
INSTAGRAM VIEWS**

**300+**

**SOCIAL MEDIA  
ATTENDEE & CREATOR  
POSTS**

**2,451+**

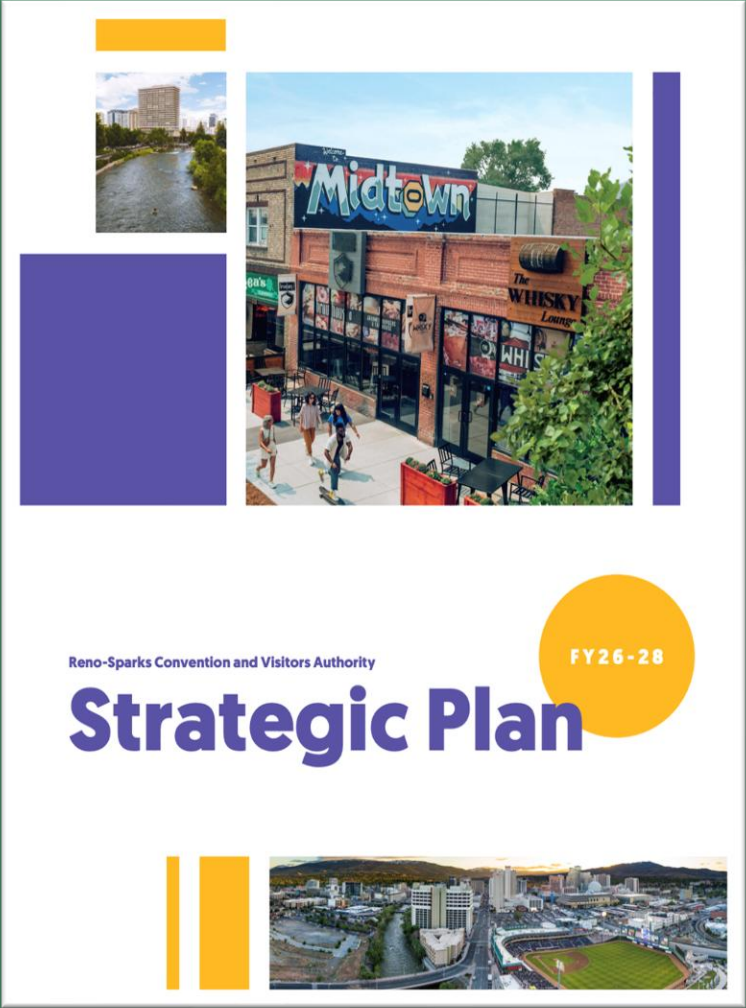
**@RENO TAHOE  
INSTAGRAM  
FOLLOWER GROWTH**

**RenoTahoe**

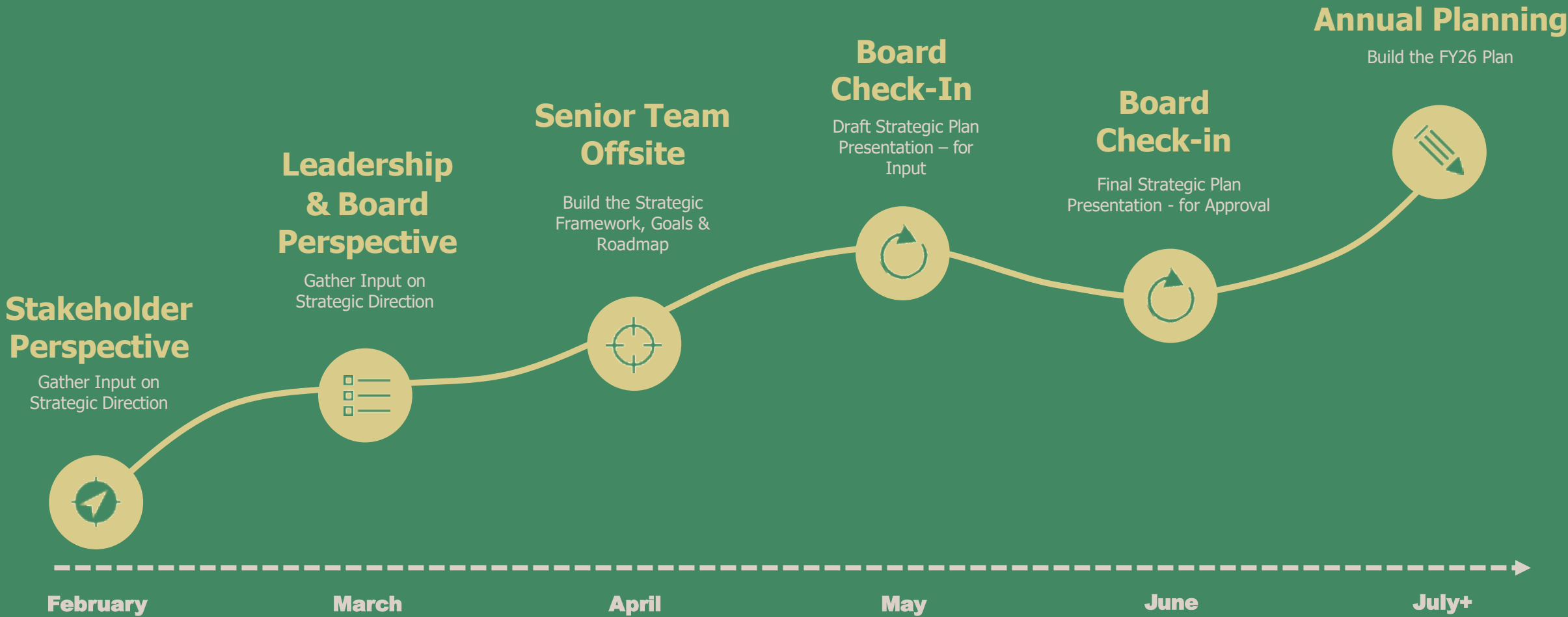
**NO LIMITS**



# NEW STRATEGIC AND ANNUAL PLANS



# PLANNING PROCESS TIMELINE



# 3-YEAR STRATEGIC PLAN



# 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.



# THANK YOU

RenoTahoe.

NO <sup>LIM</sup> <sub>ITS</sub>



To: RSCVA Executive & Legislative Committee

From: Art Jimenez, Executive Director of Tourism Sales

Cc: Mike Larragueta – President & CEO; Commissioner Alexis Hill -  
Committee Chair

Date: September 9, 2025

Subject: **Revision of President/CEO Leisure Sales Room Night Goal for  
Fiscal Year 25/26**

---

**Background:**

Each month eleven hotels report their leisure sales room night results via Mitchell Humphrey's Fasttrackgov.com. When staff began preparing the July 2025 report it was noticed that the Group Tour/Motorcoach room nights were considerably lower than July 2024 (July 2025 / 535 room nights vs. July 2024 / 5,598 room nights).

Upon querying these hotels it was discovered that a property had input incorrect room nights for each month in FY24/25. The error resulted in Leisure room nights being overstated by 19,119 room nights. After adjusting the FY24/25 Leisure room nights to reflect the accurate room night totals, the RSCVA President/CEO still achieved the FY24/25 bonus metrics for Leisure room nights at the 100% level.

As the FY24/25 Leisure room night totals serve as the basis for setting the FY 25/26 Leisure room night goals, the RSCVA President CEO is requesting an adjustment to the FY25/26 room night goals based on the corrected FY24/25 room night total. RSCVA staff applied the correct room nights to each month in FY24/25 which resulted in total FY24/25 tourism room nights now being 677,580 vs. 696,699. ConsequentlyConsequently, the President/CEO is requesting a change to the previously approved Leisure room night goal for FY25/26 from 687,223 to 675,470, which is the number of Leisure room nights which would have originally been presented for Board approval had the FY24/25 Leisure room nights total been accurate.

**Summary:**

The Executive & Legislative Committee is being asked to review, discuss, and possibly approve a request to adjust the President/CEO Leisure Room Night Goal for Fiscal Year 25/26 from 687,223, to 675,470, or such other number of room nights as the Committee deems





appropriate.

### **Staff Recommendation**

Staff recommends that the Board of Directors approve the revised goals as presented.

### **Proposed Motion**

I move to recommend to the full RSCVA Board of Directors that the RSCVA President/CEO Leisure Room Night goal for fiscal year 25/26 be amended to be 675,470 room nights.



P.O. Box 837  
Reno, NV 89504 USA  
t: 775.827.7600  
[VisitRenoTahoe.com](http://VisitRenoTahoe.com)

Date: May 14, 2025

To: Executive & Legislative Committee

From: Mike Larragueta, President/CEO

Subject: **Fiscal Year 2025/26 Approved CEO**

Strategic Goals	CEO Goal	FY 25/26 Target	Weighting Process
<b>Goal #1: Group Room Night Goal</b>	Increase produced group room nights 8.2% over FY 24/25 Group Room Nights	282,523 Produced Group Room Nights for FY 25/26. Each regional Director has an annual group room night goal between 14,000 – 28,000 totaling 144,699. The Sports team has an annual group room night goal of 137,824.	<b>20%</b>  Bonus calculated on following scale: If 282,523 room nights produced, full bonus for this goal awarded. If 274,047 to 282,522 room nights produced, 90% bonus for this goal awarded. If 265,825 to 274,046 room nights produced, 80% bonus for this goal awarded. If 257,850 to 265,824 room nights produced 70% bonus for this goal awarded.
<b>Goal #2: Marketing</b>	Achieve Average Paid Media Engagement Rate of 10%.	Achieve an average paid media engagement rate of 10.0% or higher by the end of the fiscal year.	<b>10%</b>  Engagement rate was at minimum 10.0% average at the end of the FY26. Engagement is defined as clicks on advertising, watching a video to completion, commenting on an ad, reacting to an ad (likes and saves) and sharing an ad. If an average paid media engagement rate of 8% is realized, a 75% bonus for this goal would be awarded.
	Increase Enhanced Website Engaged Sessions to Achieve 733,080 sessions.	Achieve enhanced website engaged sessions of 733,080.	<b>10%</b>  Enhanced website engaged sessions was at minimum 733,080 at the end of the FY26. Enhanced website engaged session is defined as 3 or more pages per session, partner referral, AI chat interaction, and itinerary builder completion. If enhanced website engaged sessions of 659,772 is realized, a 75% bonus for this goal would be awarded.

	Achieve 215 Earned Media Placements.	Secure 215 or more earned media placements by the end of the fiscal year.	<b>10%</b>	Earned media placements are at minimum 215. Earned media placements are defined as each appearance, in individual media outlets and/or online publications, of a particular narrative generated from public relations activities and community engagement activities. If 193 Earned Media Placements are realized, a 75% bonus for this goal would be awarded.
<b>Goal #3: Leisure Room Night Goal</b>	Produce 687,223 cash hotel room nights.	687,223 cash hotel room nights will be recorded by 11 hotel properties via tourism sales third-party channels.	<b>15%</b>	<b>Bonus calculated on following scale:</b> If 687,223 room nights produced, full bonus for this goal awarded. If 666,606 to 687,222 room nights produced, 90% bonus for this goal awarded. If 646,607 to 666,605 room nights produced, 80% bonus for this goal awarded If 627,208 to 646,606 room nights produced, 70% bonus for this goal awarded
<b>Goal #4 Facility Revenues</b>	Achieve \$7,382,276 in total revenue for RSCC, NBS, REC, RSLEC	Combination of revenues attained by the M&C, Sports, Director of REC Operations and Venue sales and events team for the four venues. <ul style="list-style-type: none"> <li>• RSCC Budgeted Revenue: <b>\$2,993,638.</b></li> <li>• RSLEC Budgeted Revenue: <b>\$1,346,539.</b></li> <li>• REC Budgeted Revenue: <b>\$1,647,960.</b></li> <li>• NBS Budgeted Revenue: <b>\$1,394,409.</b></li> </ul>	<b>15%</b>	Bonus calculated on following scale: If \$7,382,276 revenue produced, full bonus for this goal awarded. If \$7,160,807 to \$7,382,275 revenue produced, 90% bonus for this goal awarded. If \$6,939,339 to \$7,160,806 revenue produced, 80% bonus for this goal awarded. If \$6,717,871 to \$6,939,338 revenue produced 70% bonus for this goal awarded.

<b>Goal #5 Community Engagement</b>	30 Activities per year	Thirty (30) community activities per year, including but not limited to public service, speaking engagements, charitable in-kind contributions, tradeshow partnerships with charitable organizations and participation in quarterly stakeholder and community leadership meetings.	<b>10%</b>	Bonus given if goal achieved
<b>Goal #6 Staff Survey's</b>	Successfully oversee the development and execution of an employee satisfaction survey that includes a component for CEO feedback, ensuring insightful and actionable results to improve workplace culture and leadership effectiveness, and achieve an employee response rate of 75%.	Staff Survey – 75% Response rate	<b>5%</b>	Bonus given if goal achieved
<b>Goal #7 Employee Survey Satisfacti on Rate</b>	Maintain employee satisfaction rate of 96% based on survey results.	Maintain a 96% employee satisfaction rate.	<b>5%</b>	Bonus given if goal achieved

## **FY 2025/2026 Group Room Night Goal**

### **Goal #1: Increase group room night production 8.2% over FY 24/25**

**Criteria for the goal to be considered achieved:** 282,523 produced group room nights for FY 25/26. Each Regional Director has an annual goal between 14,000 - 28,000 room nights, totaling 144,699. The Sports team has an annual group room night goal of 137,824.

FY 2024/2025 Group Room Night Goal	261,122
FY 2024/2025 Group Room Night Actual as of 3.31.25	251,596
FY 2024/2025 Group Room Night (Forecasted)	270,425
FY 2025/2026 Group Room Night Goal Recommendation	282,523

### **Justifications for FY 2025/2026 Group Room Night Goal Increase**

Increased meetings & convention group room nights by territory are as follows:

Northeast	6% increase
Southeast	8% increase
Upper Midwest & Upper Plain States	19% increase
Lower Midwest & Lower Plain States	9% increase
Southwest	10% increase
S. California	7% increase
N. California	5% increase*

\*(12,302 group room nights from legacy/annual accounts)

#### **Increases:**

- Indoor Track – Based on 2024-2025 track season actuals, the sports team will contract five (5) additional meets equating to 10,000 room nights for the upcoming 2025-2026 track season.
- Regional Directors of Convention Sales are seasoned and have great momentum. The director with the least seniority has been in position nearly two years and has been the most successful in surpassing her 2024-2025 goal.

- Annual legacy account, *Wild Sheep Foundation*, saw an increase of 2,000 room nights or an increase of 13% in YoY room night growth that will be accounted for in the 2025-2026 goals.
- Air service capacity for Reno Tahoe International Airport up 8.4%.

### Decreases:

- Federal government per diem bookings are down 9% YTD, future bookings 20% below 2024.-hotelinvestmenttoday.com
- Overall U.S. room night volume is down 1% YoY and pacing 4% below 2024. -hotelinvestmenttoday.com
- Overall Hotel occupancy & revenues within +1% of 2024 levels. -STR
- U.S. RevPAR growth in 2025 forecasted to see .4% growth vs 1.4%. -Goldman Sachs
- Major Casino Hotel & Resort 2026 Group Budgets vs 2025
  - Resort #1 increase of 10%
  - Resort #2 flat 0% to 2% increase
  - Resort #3 flat 0%
  - Resort #4 flat 0%
  - Resort #5 No Comment

A measurable statistic is looking at group leads produced for pre-pandemic production in FY 18/19 versus forecasted FY 24/25. Total group leads for forecasted FY 24/25 represent 104% of group leads from FY 18/19.

Another measurable statistic is group room nights from leads for forecasted FY 24/25 versus group room nights from leads for pre-pandemic production in FY 18/19. Total group room nights from leads in forecasted FY 24/25 will represent 88% of group room nights from leads for FY 18/19.

Forecasted FY 24/25 group room night production should be 88% of FY 18/19 room night production due to a forecasted conversion rate of 35%, vs 30% for FY 18/19.



## Summary & Recommendations for FY 2025/2026 Group Room Night Goal

- FY 2024/2025 Goal 261,122
- Air service capacity for RNO is up 8.4%
- Avg industry increases per year is 3% or 7,834 RNT's
- Recommending an 8.2% increase over FY24/25 21,412
- Major Hotel 2026 Group RNT's Budgets 2.5% Avg Increase
- Indoor Track Year-2, five (5) additional meets +10,000
- Wild Sheep Foundation YoY RNT Increase +2,000

Extracting the 12,000 RNT's (10,000 RNT's for indoor track & 2,000 RNT's for Wild Sheep) exceeds the FY 2024/2025 group room night goal by 3.6%.

FY 2025/2026 recommended Group Room Night Goal **282,523**

## Marketing Goals

**Goal:** Achieve Average Paid Media Engagement Rate of 10%. (FY25 Goal was 5%)

**Criteria for the goal to be considered achieved:** Engagement rate was at minimum 10.0% average at the end of the FY26. Engagement is defined as clicks on advertising, watching a video to completion, audio completions, commenting on ads, reacting to an ad (likes, saves, etc.) and sharing an ad. If an average paid media engagement rate of 8% is realized, a 75% bonus for this goal would be awarded.

**Rational:** Under new leadership at the RSCVA, we set out to redefine marketing goals in FY25 to focus on strategies that drive measurable engagement rather than historical upper-funnel impression-based goals. Driving the brand forward requires us to focus on strategies that can drive awareness as well as support mid- to lower-funnel engagements and conversions.

Using national benchmarking as our baseline in FY25, we finalized our goal to achieve a 5% media engagement rate by the end of the fiscal year.

Forecasted actuals for FY25 will likely end around 17% with a major focus on engagement and lower funnel conversion. An increased focus on video engagement along with conversion centric optimizations within paid social (to support partner referral rate) contributed to our over delivery.

Using this goal, we can blend results across various engagement factors, allowing our teams to develop larger-scale, more impactful plans that include tactics such as OTA direct, strategic brand and sports partnerships.

As we look to balance strategies that drive awareness as well as mid- to lower-funnel campaigns, we recommend an engagement rate of 10% for FY26. This is up from FY25's goal of 5%. The recommended engagement rate percentage accounts for digital paid media opportunities, plus opportunities like large-scale brand partnerships and OTA buys that will likely not drive traffic to VisitRenoTahoe.com.

One of the most important outcomes for our advertising efforts is commanding attention. With information being so abundant, capturing headspace is crucial. Inspiring future travel begins by engaging interest and increasing affinity through meaningful engagements. These engagements occupy the headspace for longer periods and enhance recall when target audiences are ready to make their travel decisions.

Engagements will be tracked through various means, including channels (i.e., Meta, Google), third-party ad serving (Google Campaign Manager) and where necessary, vendor reporting. We believe the most effective KPI is media engagement rate, which takes total media engagements as defined above and divides them by the number of times our ads were seen (impressions). Having a rate versus specific quantities allows for flexibility with fluctuating budgets.

**Goal #2:** Increase Enhanced Website Engaged Sessions to Achieve 733,080 Sessions (Estimated 5% increase over FY24)

**Criteria for the goal to be considered achieved:** Enhanced website engaged sessions are at minimum 733,080 at the end of the FY26. Enhanced website engaged session is defined as 3 or more pages per session, partner referral, chat interaction, and itinerary builder completion. If enhanced website engaged sessions of 659,772 is realized, a 75% bonus for this goal would be awarded.

Rational:

Instead of solely focusing on partner referrals, this year we'll focus on a custom, enhanced engagement metric that would include referrals along with other engagement triggers specific to our website and its users. This gives us a more holistic look at the website's performance and modern traveler.

Enhanced engagement includes:

- **3 or more pages/session:** Indicates an engaged user consuming more content than our average user.
- **Partner referrals:** Indicates an engaged user actively considering and planning to be in-market.
- **Itinerary Builder Completion:** Indicates an engaged user considering and exploring Reno Tahoe as a destination.
- **Chat Interaction:** Indicates an engaged user interacting with, considering and planning to be in-market.

We will track each of these four engagement triggers individually, but also roll them up into an overall enhanced engagement metric for the website.

In FY25 we are estimating by June 30th, there will be 698,158 engaged sessions. The new targeted number of engaged sessions anticipates a 5% increase year over year.

An engaged session is a session in which a user triggers any of the engagement events defined above. If a user were to trigger multiple engagement events within their session, that would still just be one engaged session.

**Goal #3:** Achieve 215 or more earned media placements by the end of the fiscal year.  
(Estimated flat over FY25)

**Criteria for the goal to be considered achieved:** Earned media placements are at minimum 215. Earned media placements are defined as each appearance, in individual media outlets and/or online publications, of a particular narrative generated from public relations activities and community engagement activities. If 193 Earned Media Placements are realized, a 75% bonus for this goal would be awarded.

RATIONALE:

When compared to the average number of Earned Media Placements from Fiscal Year 2017-2018 through Fiscal Year 2024-2025 (~184 stories placed), proposed goal of 215 Earned Media Placements represents an increase of 16.8%.

Reno Tahoe Fiscal Year Total Placements:

2017-2018: 156  
2018-2019: 148  
2019-2020: 309  
2020-2021: 104  
2021-2022: 202  
2022-2023: 138  
2023-2024: 205  
2024-2025: Pacing for ~215

As quality of placements is emphasized and coverage is never guaranteed for public relations efforts, Earned Media Placements can fluctuate from year-to-year. With more of an emphasis on local PR and community engagement, the goal is attainable yet aggressive.



## **Tourism Sales Room Nights – FY26**

### **Goal**

Produce 687,223 cash hotel room nights.

### **Criteria for the goal to be considered achieved:**

687,223 cash hotel room nights will be recorded by 11 hotel properties via tourism sales third-party channels to include:

- Online Travel Agencies (OTA's)
- Retail Travel Agencies via Global Distribution Systems (GDS)
  - Includes all Washoe County Properties
- Tour Operators
- Receptive Operators
- Wholesalers
- Motor Coach Operators
- Retail Golf and Ski

### **Reporting Properties**

- Atlantis Casino Resort Spa
- Circus Circus Hotel and Casino
- Eldorado Reno Resort Casino
- Grand Sierra Resort and Casino
- Hyatt Regency Lake Tahoe Resort Spa and Casino
- J Resort
- Nugget Casino Resort
- Peppermill Hotel Resort
- Renaissance Reno Downtown Hotel and Spa
- Silver Legacy Resort Casino
- Whitney Peak Hotel

### **Rationale:**

- FY25 - 634,111 room nights goal.
- FY25 projected final room nights 688,456.
  - Room nights based on actuals: July'24 – March'25 / projected: April'25 – June'25
- FY26 goal of 687,223 room nights based on:
  - 0.2% decrease being projected for FY26 final cash room nights for overall Washoe County.
  - 27.1% of cash hotel room nights projected.
- Reno Tahoe continues to hold a strong presence within drive markets, making it an accessible destination for consumers considering value travel.
- Hotel partners are projecting a flat year or single digit increase for convention room nights in 2026, thus increasing the room inventory and favorable rates available for third party channels to sell, therefore mitigating FIT/group declines.

### **Justifications:**

- FY26 USBC Open Championship returns – some attendees will book “outside” the block
- Tariffs & inflation continue to be factors for consumers, creating demand for domestic travelers seeking value travel to outdoor destinations.
- Reno continues to be a growing city making it desirable destination for travelers to visit friends and family.

- Reno-Tahoe International Airport is projecting continuous passenger growth and expansion of nonstop flight routes.
- Discussions with third-party channel companies and hotel directors of sales.
- Slowdown of outbound international travel and cruise bookings.
- International inbound downturn due to tariffs and political climate.
  - Mexico office will continue to operate on a limited basis and continue to build upon the increased market share we have established in Guadalajara and surrounding areas.
  - Reno-Tahoe International Airport has not reported significant flight reductions from Volaris Airlines.

## Facility Revenues

### Goal #1:

Achieve \$7,382,276 in total revenue for RSCC, NBS, REC, RSLEC

### Criteria for the goal to be considered achieved:

Combination of revenues attained by the venue sales and events team, to include rent, audio visual, IT, parking, labor, equipment rental, facility fees and other ancillary revenues.

- The RSCC Sales & Events Team has an annual goal of **\$2,928,638**
- The RSLEC Sales & Events Team has a goal of **\$1,326,539**.
- The REC Sales & Events Team has a goal of **\$1,562,690**.
- The REC/NBS Events Team has a goal of **\$1,304,409**.
- The Sponsorship and Sales Manager has an annual goal of **\$260,000**.

### Rational:

FY 2026 Budget		FY 2025 Budget (Revised/Projections)		Difference	
	Total Facilities Revenues		Total Facilities Revenues	Total Facilities Revenues	Total Facilities Percentage
RSCC	\$2,993,638		\$3,093,461	<b>\$99,823</b>	<b>-3.22%</b>
RSLEC	\$1,346,539		\$1,195,498	<b>\$151,041</b>	<b>12.63%</b>
REC	\$1,647,690		\$1,036,385	<b>\$611,305</b>	<b>58.98%</b>
NBS	\$1,394,409		\$340,309	<b>\$1,054,100</b>	<b>55.09%</b>
	<b>\$7,382,276</b>		<b>\$6,706,750</b>	<b>\$1,716,623</b>	<b>25.6%</b>

### Budgeted Revenue Explanations:

#### RSCC:

40% of the convention center's revenues come from group room night conventions and sporting events (group room night events).

In FY 24/25 we had a total of 18 group room night events out of 210 total events.

In FY 25/26 we have 16 group room night events, with 3 considered citywide conventions and not having a rent requirement.

With additional track meets and the Venue Sales Team selling smaller events 12 months and in. We hope to get to a goal of 235 events to make up mos of this deficit.

The addition of the Sponsorship Sales Manager will bring in an additional \$65,000 in revenue.

Room night convention bookings are budgeted based on the following criteria:

- Stakeholder hotel mix strategy
- Inflation/Recession
- Competition
- Inflated Expenses

We are forecasting \$10,925 or 1% up from FY2025 and 3% or \$99,823 down from projections for FY2025.

#### **RSLEC:**

The RSLEC is booked at capacity with 47 out of 52 weeks sold each year. (33 non-event days)

In FY 24/25 we will have 75 events at the RSLEC, with 17 group events.

We have lost USA BMX a room night group to another city (\$62K) and a Hispanic Concert, Sin Fronteras (\$76K) compared to FY23/24

In FY 25/26 we expect to have 75 events again with 16 group events on the books and forecasting lower than our FY2025 budget by \$45,998 or 3% less, but up 12.63% from our revised projections due to some new room-night events (WCRHA Star Spangled Slide 2025, World Gay Rodeo Finals and Western Bison Conference 2025).

The Sponsorship Sales Manager will bring in an additional \$20,000 in a mix of cash and trade.

#### **REC:**

There is opportunity at the REC.

In FY 24/25 we will have 40 events, with 9 concerts.

We had anticipated 19 concerts like FY23/24.

In FY 25/26 we are forecasting 45 events with 15 of those being concerts (6 of them will be RSCVA bought concerts). Those 6 additional concerts will add \$600K+ to our revenues.

This is \$134,880 (or 7.6%) less than FY24/25 Budget



The Venue Sales Team will continue to sell non-room night events 12 months and in, to add to the total of 45 events.

The addition of the Sponsorship Sales Manager will bring in \$85,000 in new revenue based on the additional concerts.

**NBS:**

USBC will be holding a Championship Tournament in FY 25/26.

FY 24/25 Our revenues are expected to be \$62,534 or 23% higher than budgeted.

We held 74 events in FY23/24 compared to 123 in FY24/25

FY 25/26 we are forecasting an increase from FY24/25 in revenue of \$1,026,432 or 310%.

The Sports Sales Team and Venue Sales Team will book an additional 60 events in the shoulder months (61 total with USBC).

The addition of the Sponsorship Sales Manager will add \$90,000 in cash and trade.

## **Community Engagement**

**Goal #1:** 30 community activities per year

**Criteria for the goal to be considered achieved:** Thirty (30) community activities per year, including but not limited to public service, speaking engagements, charitable in-kind contributions, tradeshow partnerships with charitable organizations and participation in quarterly stakeholder and community leadership meetings. Forty six (46) activities will be completed by the end of FY24/25.

**Rational:** Community engagement and improved communication is a pillar of the President and CEO's priorities and leadership. Educating and being visible in the local community is paramount to the RSCVA's continued success.

## **Goal #6**

### **Staff Survey – 75% Response rate**

Successfully oversee the development and execution of an employee satisfaction survey that includes a component for CEO feedback, ensuring insightful and actionable results to improve workplace culture and leadership effectiveness, and achieve an employee response rate of 75%.

#### **Criteria for the goal to be considered achieved:**

- Execution of an employee satisfaction survey, incorporating feedback on the CEO through an integrated or separate section.
- Ensure a strong participation rate of 75% by fostering open communication and promoting the survey across all levels of the organization.
- Analyze and summarize survey results, identifying key trends and areas for improvement.
- Share findings with stakeholders and establish a plan for addressing feedback to enhance employee satisfaction and leadership transparency.

#### **Background:**

Conducting a staff satisfaction survey, including a component for CEO feedback, is an important goal for the CEO and for the RSCVA as a whole.

This survey will provide insights into employee satisfaction and engagement levels. By understanding these sentiments, we can identify areas for improvement and implement strategies to enhance employee morale and retention.

By obtaining feedback from employees, we can identify inefficiencies and obstacles hindering productivity for the RSCVA. This will allow us to implement and enhance initiatives to allocate resources effectively.

A 75% response rate is 40% above the national average and demonstrates the extraordinary level of trust and commitment RSCVA employees have in the organization.

## **Goal #7**

### **Staff Survey – Maintain a 96% employee satisfaction rate**

Maintaining an employee satisfaction rate of 96% demonstrates leadership effectiveness and commitment to employee engagement.

#### **Criteria for the goal to be considered achieved:**

Survey results demonstrate a combined satisfaction and happiness rate of 96% or higher.

#### **Background:**

Happy and satisfied employees tend to be more engaged, productive, and committed to their work. They're driven by a feeling of purpose and are more likely to take initiative and demonstrate creativity.

Happy employees contribute to the happiness of customers and clients, produce high-quality work, complete more sales, and improve teamwork.