

**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**

**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.

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

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

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

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

Items on the agenda are for possible action by the 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.

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.

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

**Reno-Sparks Convention & Visitors Authority
Executive/Legislative Committee Meeting Minutes
July 21, 2025**

The Executive/Legislative Committee of the Reno-Sparks Convention & Visitors Authority held an Executive/Legislative Committee meeting at 11:00am, on July 21, 2025, at the Reno-Sparks Convention and Visitors Authority, 4065 S. Virginia Street, Reno, NV. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

Chair Alexis Hill called the meeting to order at 11:01am.

Committee Members Present:

Councilwoman Charlene Bybee
Commissioner Alexis Hill
Mr. Eddie Ableser **[Zoom]**
Mr. Stephen Ascuaga

RSCVA Executive Staff and Legal Counsel Present:

Mike Larragueta, President/CEO
John McGinnes, Vice President of Sales
Christina Erny, Vice President of Marketing
Courtney Jaeger, Vice President of Finance
Jose Martinez, Vice President of Facilities
Lori Tange, Director of Human Resources
Myrra Estrellado, Board Clerk
Ben Kennedy, Legal Counsel
Molly Rezac, Legal Counsel

Chair Hill asked Mr. Robert Chisel to lead the pledge.

B. COMMENT FROM THE FLOOR BY THE PUBLIC

Chair Hill opened the floor to public comment. There was none, public comment was closed.

C. APPROVAL OF THE AGENDA FOR THE JULY 21, 2025 EXECUTIVE/LEGISLATIVE COMMITTEE MEETING

On a motion made by Committee Member Bybee, seconded by Committee Member Ascuaga, it was resolved to approve the agenda for the July 21, 2025, Executive/Legislative Committee meeting, as presented. The motion was **APPROVED** by a vote of 4-0-0

D. APPROVAL OF MINUTES OF MAY 14, 2025 EXECUTIVE/LEGISLATIVE COMMITTEE MEETING

On a motion made by Committee Member Ascuaga, seconded by Committee Member Bybee, it was resolved to approve the minutes of the May 14, 2025, Executive/Legislative Committee meeting, as presented. The motion was **APPROVED** by a vote of 4-0-0

E. COMMITTEE MATTERS

E1. Review, Discussion and Possible Action regarding Senate Bill 420 and General Discussion of the TART Connect Program and Potential Funding Sources

Jesse Wadhams stated that his opinion is that SB420 will not go into special session. The Committee discussed options moving forward.

Mr. Chapman, CEO of Travel North to Nevada, emphasized that even though SB420 was not successful, the issues facing Tahoe are still present and growing. He reviewed the work that he and the RSCVA have done to find sources of funding, leading up to proposing SB420.

The Committee Members agreed that there does not seem to be any chance that there will still be a special session. They discussed briefly how they can prepare for the next legislative session. The Committee also discussed how to handle funding the TART Connect program.

On a motion made by Chair Hill, seconded by Committee Member Ableser, it was resolved to direct staff to draft general legislative principles, that include supporting Tahoe initiatives, to be presented to the RSCVA Board for approval, to direct their contracted lobbyists to follow those principles and the interim the Committee has adopted, and to bring the matter of TART Connect funding to the Finance Committee for consideration for this fiscal year. The motion was **APPROVED** by a vote of 4-0-0

E2. Review, Discussion, Revision and Possible Approval of Survey Questions to be Utilized in Connection with the Reno-Sparks Convention and Visitors Authority Annual President/CEO Review

Molly Rezac explained that the survey questions are part of the merit review for the President/CEO at the end of the fiscal year. The Board will conduct a review in September, 2025, based on data collected from a President/CEO self-evaluation, a survey completed by the executive staff, and a survey completed by the Board. This review is different from the bonus, which will be based on the achieved incentive goals that were determined at the beginning of the year.

On a motion made by Committee Member Ascuaga, seconded by Committee Member Bybee, it was resolved to approve the recommended changes to the survey questions to be utilized in connection with the Reno-Sparks Convention and Visitors Authority Annual President/CEO Review. The motion was **APPROVED** by a vote of 4-0-0

E3. Review, Discussion, and Possible Action Regarding RSCVA President and CEO Mr. Mike Larragueta's Goals and Objectives for Fiscal Year 2024-2025 and Possible Recommendation of Bonus Based Thereon

Molly Rezac explained that the bonus for the President/CEO is calculated based on goals and objectives that were set at the beginning of Fiscal Year 2024-2025. Each goal that was achieved will be paid in a percentage amount from \$31,500. The total percentage of goals achieved will add up to determine the final bonus amount the President/CEO will receive. She also explained that this is the first time there is a 5% discretionary bonus that is up to the discretion of the Board.

The staff reviewed the goals and objectives, which showed that Mike Larragueta and his team achieved and exceeded most of the goals. The team only achieved 90% of Goal #4, to reach an amount set for facility revenues. This was mainly due to lack of concerts at the Reno Events Center (REC). The Board has since changed its policy and the team can now bid on events to increase events held at the REC. Since 90% of the goal was achieved, the amount added to the bonus will be calculated at 90% of the percentage allotted to Goal #4. Goal #6 was to decrease the voluntary terminations by a minimum of 5%, and they were only reduced by 4.12%. Therefore, this goal was not achieved.

On a motion made by Chair Hill, seconded by Committee Member Ascuaga, it was resolved to make a recommendation to the Board for \$29,452.50 as the bonus to be awarded to Mr. Mike Larragueta, based on his achievements of the goals and objectives for FY 2024-2025. The motion was **APPROVED** by a vote of 4-0-0

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

There were none.

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

Chair Hill opened the floor to public comment. There was none, public comment was closed.

H. ADJOURNMENT

The meeting adjourned at approximately 12:26pm.

The meeting can be viewed at <https://www.youtube.com/watch?v=gDaC7CDeu-M>



P.O. Box 837
Reno, NV 89504 USA
t: 775.827.7600
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

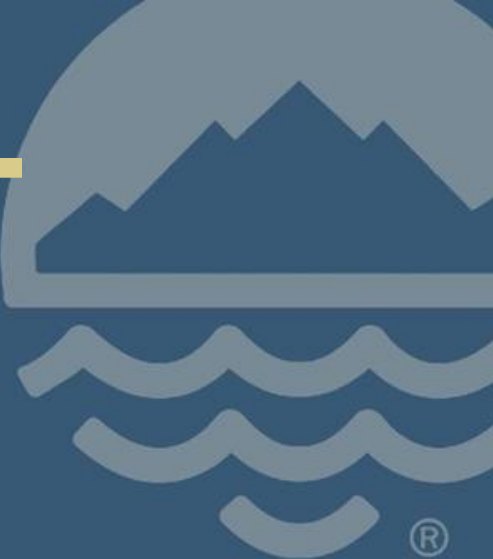
\$145.64 **\$145.31**
RESULTS BUDGET

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

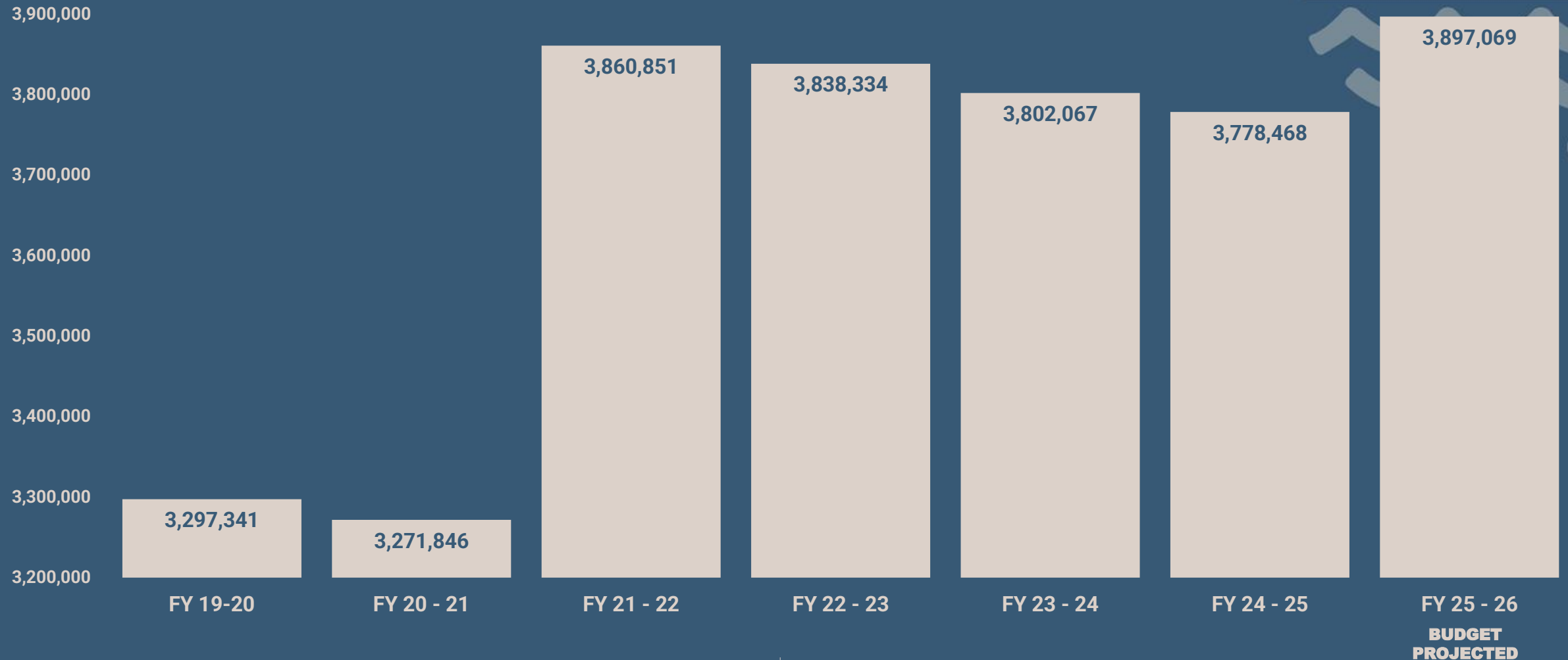
\$145.63 **\$147.50**
FY 24/25 FY 23/24

OVERALL OCCUPANCY

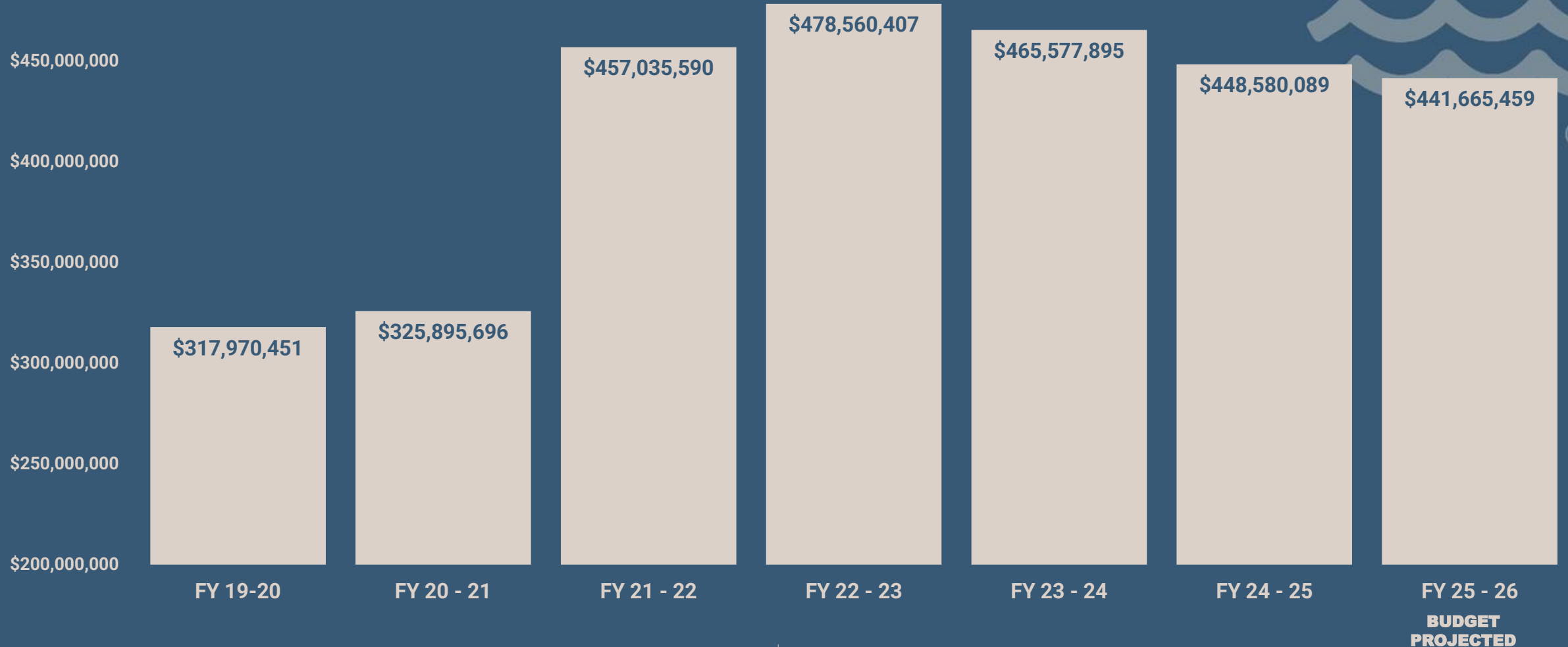
▼ **0.6%**
UNDER

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

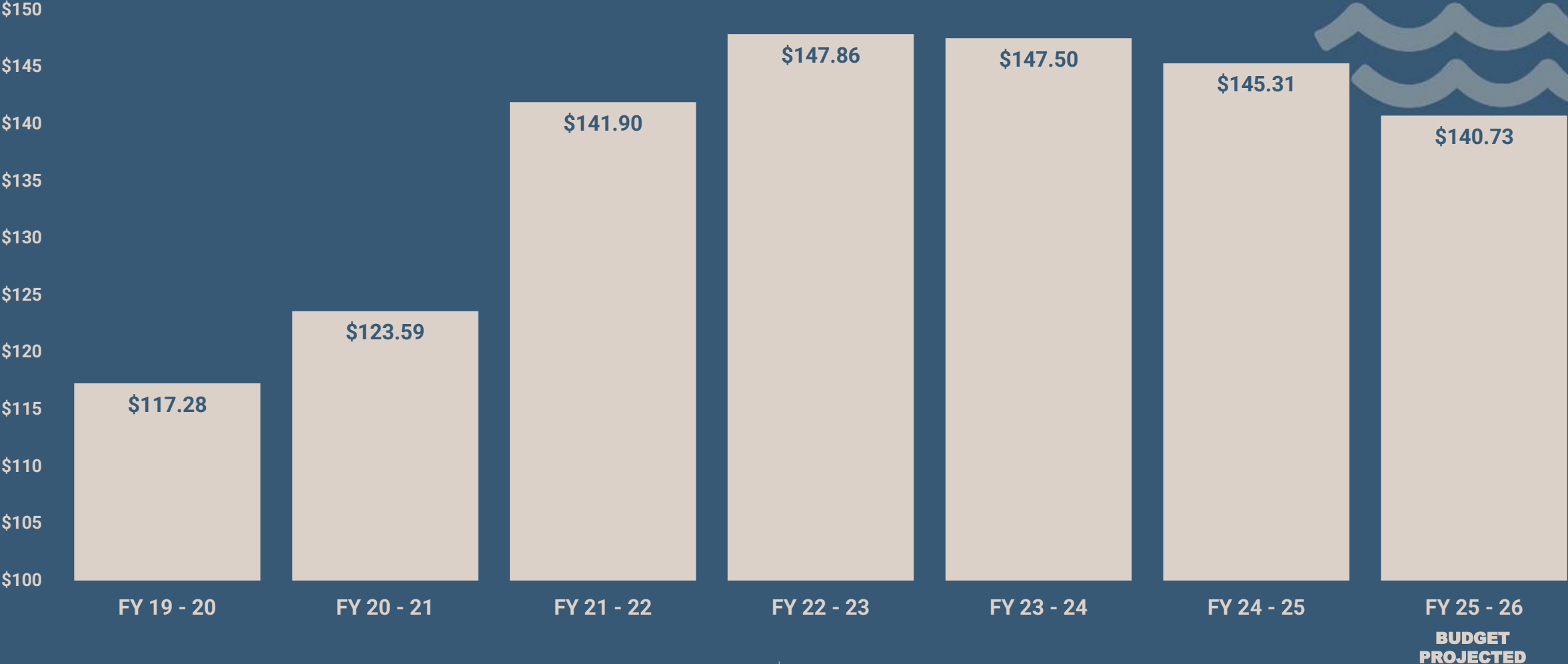
ESTIMATED VISITORS



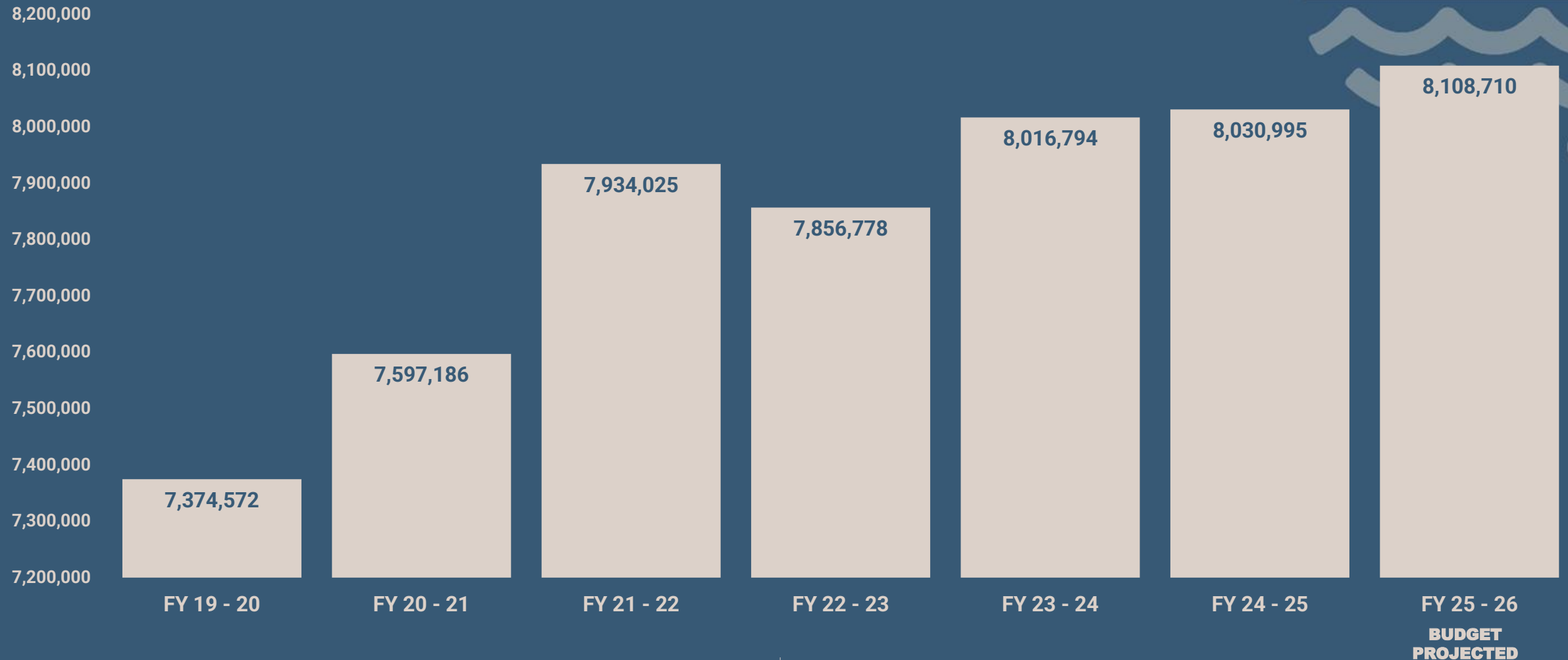
TAXABLE ROOM REVENUE | BUDGET



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

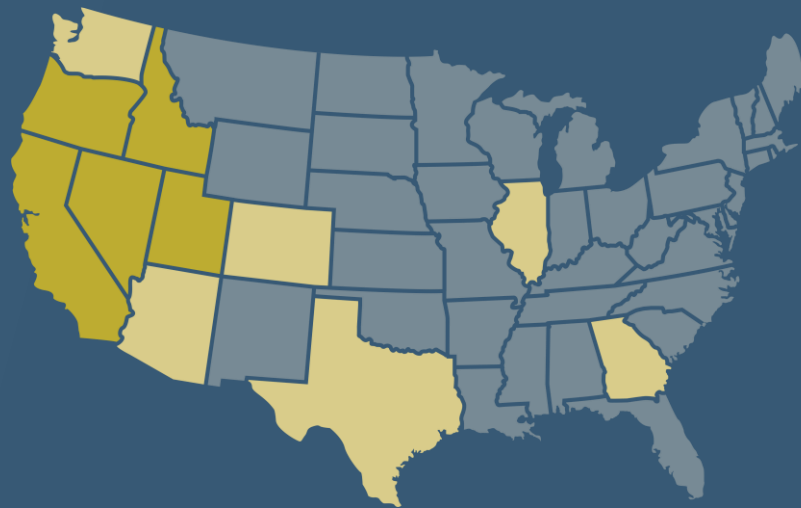
ADS IN-MARKET

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

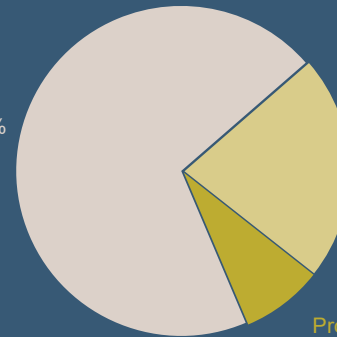
Total ads across all channels

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



Related articles



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

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 that

SportsTravel
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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

PUBLIC RELATIONS ACHIEVEMENTS

40
INTERVIEWS

275
EARNED MEDIA
PLACEMENTS
(+26% YOY)

4.87B
REACH
(+49% YOY)

310
BACKLINKS
(+34% YOY)

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 $\begin{matrix} \xrightarrow{\text{LIM}} \\ \xleftarrow{\text{ITS}} \end{matrix}$



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



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

BOARD COMMUNICATION, ENGAGEMENT & COLLABORATION

RenoTahoe



BOARD MEMBER PARTICIPATION

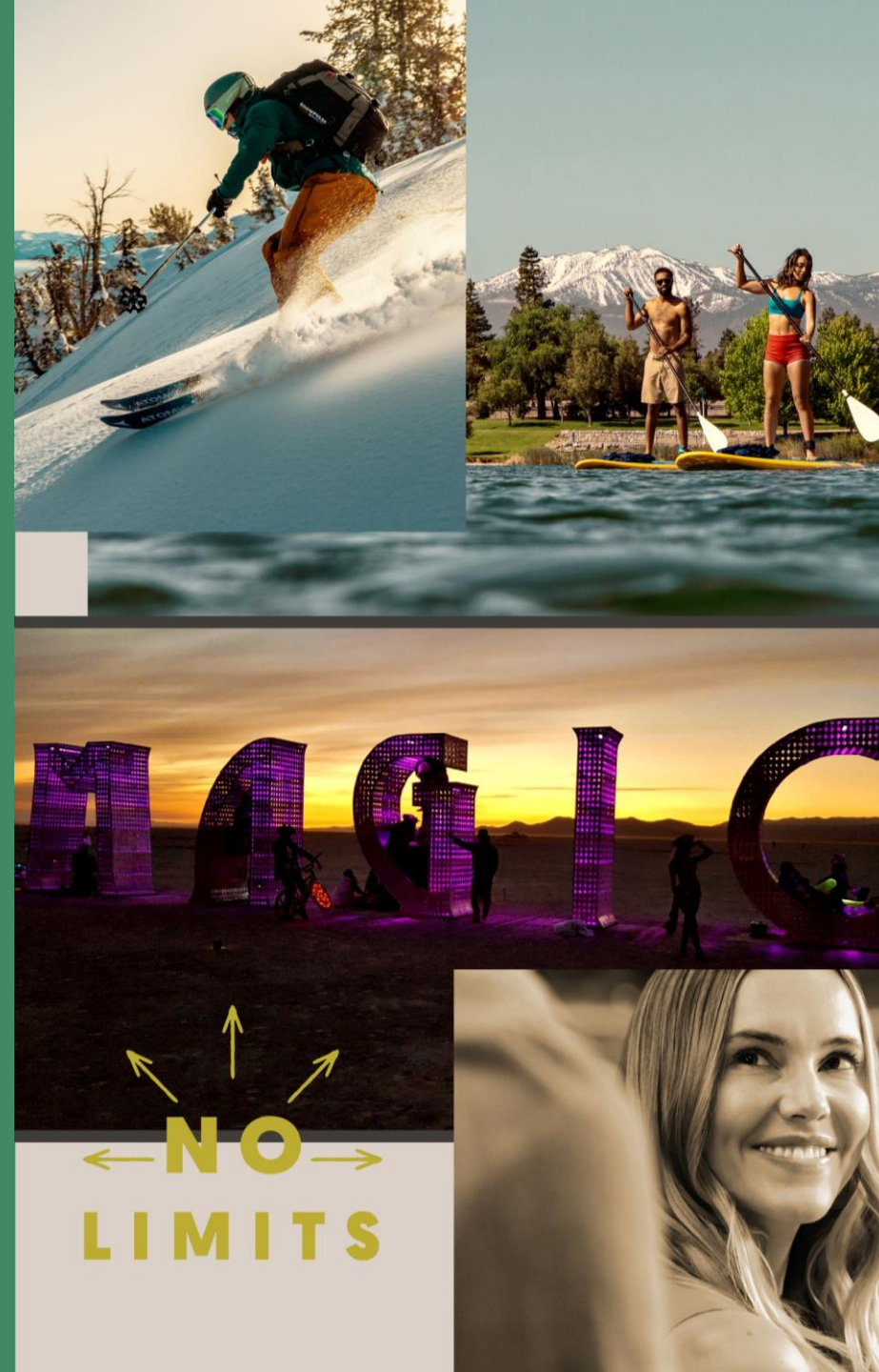


- **BANANA BALL**
- **SPOTLIGHT AWARDS DINNER**
- **INDOOR TRACK GRAND OPENING**
- **WILD SHEEP**
- **RENO TAHOE CREATOR CAMP TALENT SHOW**
- **KANSAS CITY CHIEFS CLIENT EVENT**
- **NEVADA FOOTBALL**



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

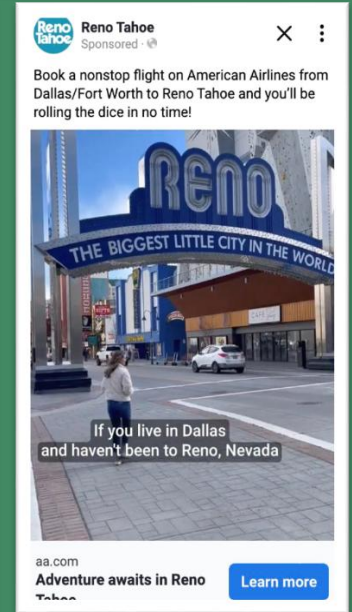
AIR SERVICE DEVELOPMENT

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

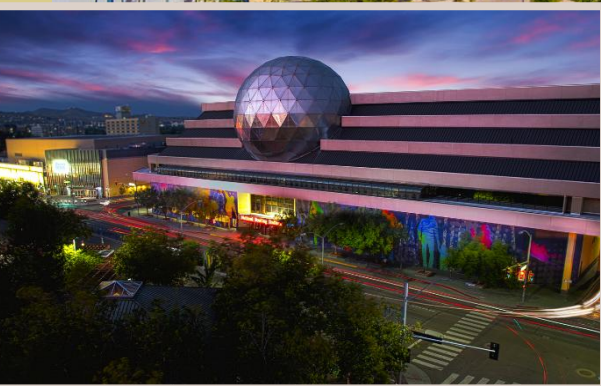


- **WELCOMING TRAVELERS WITH 17 SCHEDULED MUSICAL PERFORMANCES**
- **NEW SIGNAGE TO HEIGHTEN THE ARRIVAL AND DEPARTURE EXPERIENCE**



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



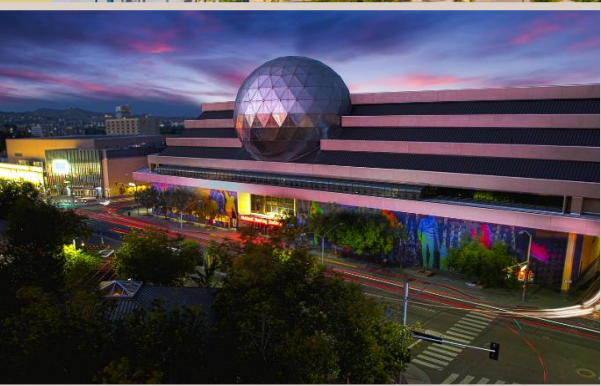
RSCC



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

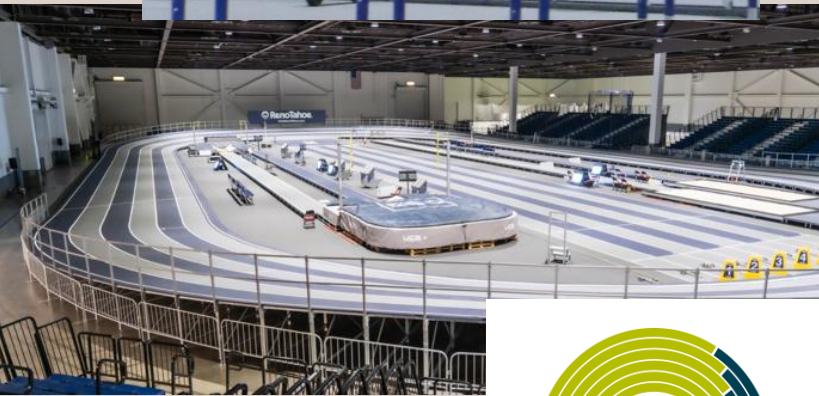
INDOOR TRACK



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

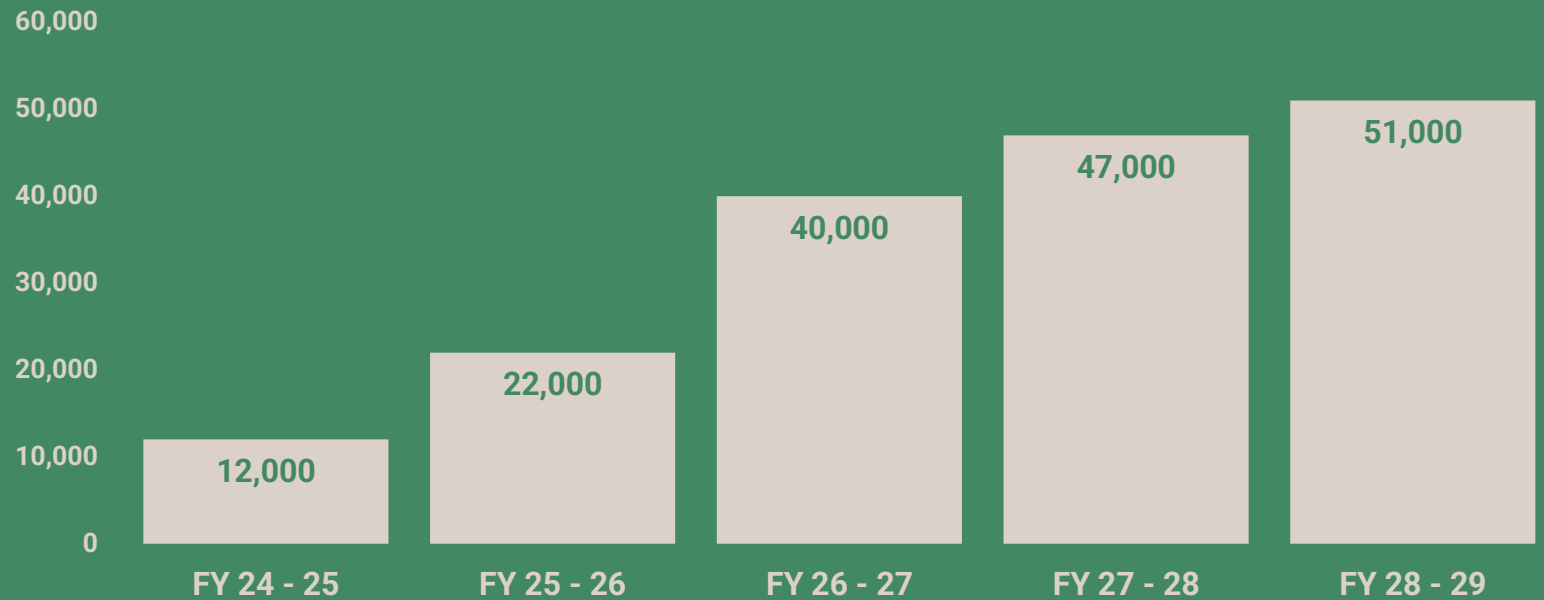
RenoTahoe

NO LIM ITS



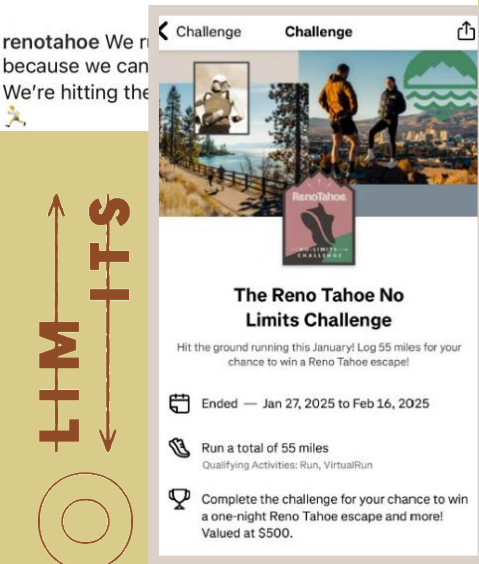
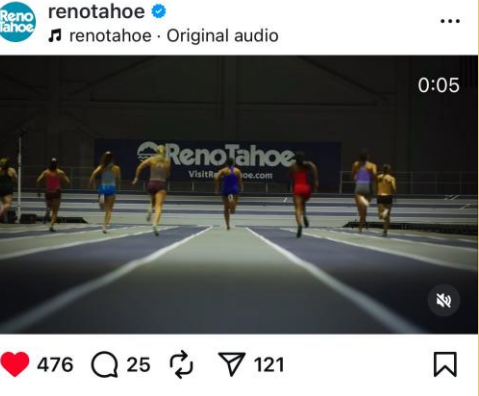
LIM
ITS
NO

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**

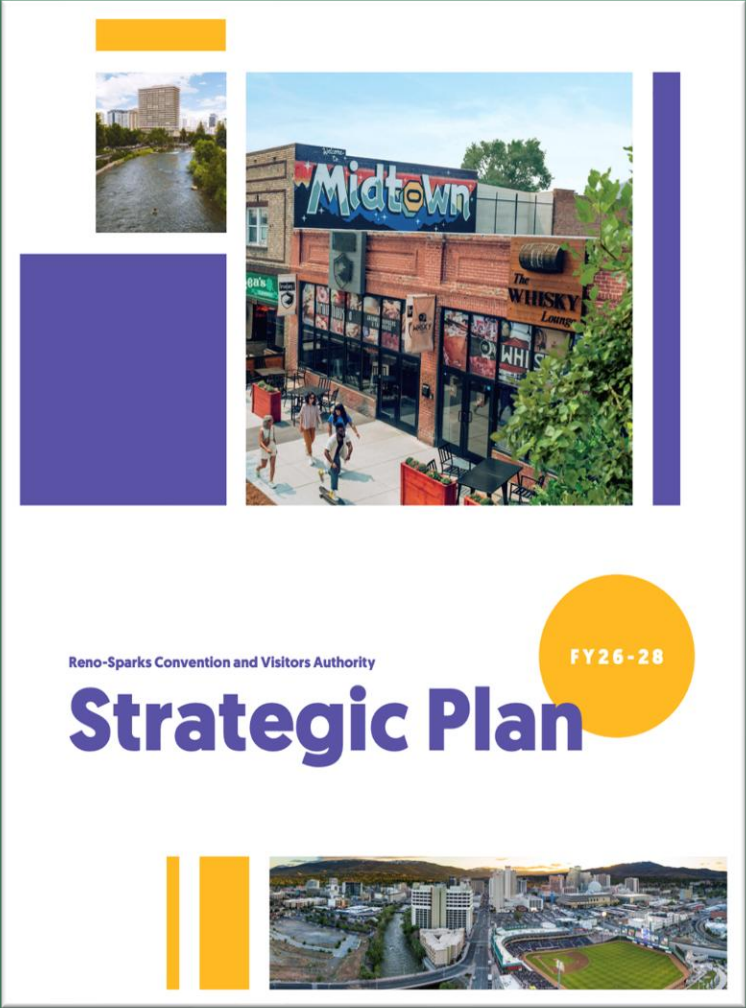
2,451+

**@RENO TAHOE
INSTAGRAM
FOLLOWER GROWTH**

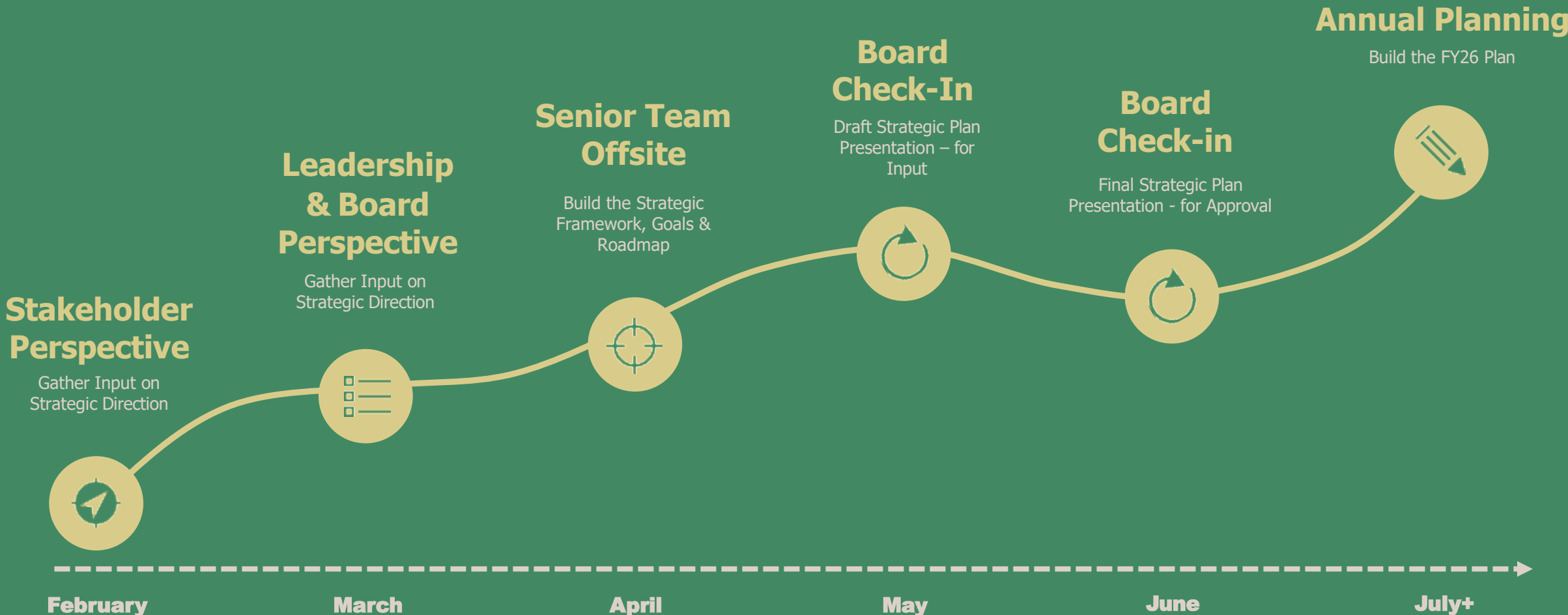
RenoTahoe

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.



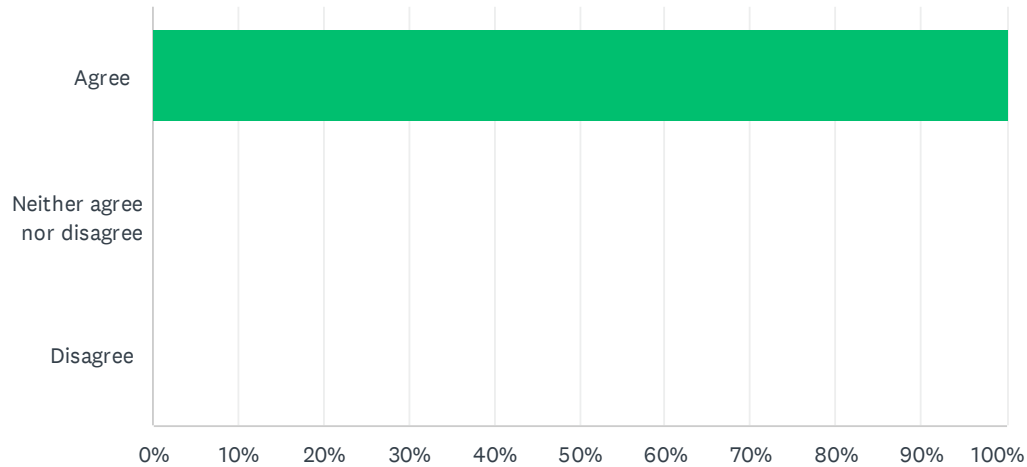
THANK YOU

RenoTahoe.

NO ^{LIM} _{ITS}

Q1 Mike Larragueta consistently demonstrates effective leadership that supports the organization's mission and goals.

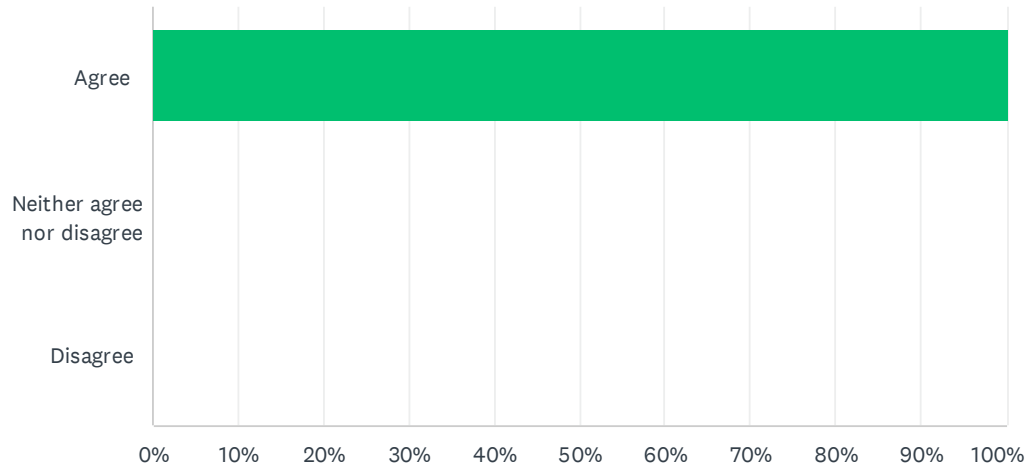
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q2 Mike Larragueta effectively guides the team in setting goals and expectations aligned with the Strategic Plan.

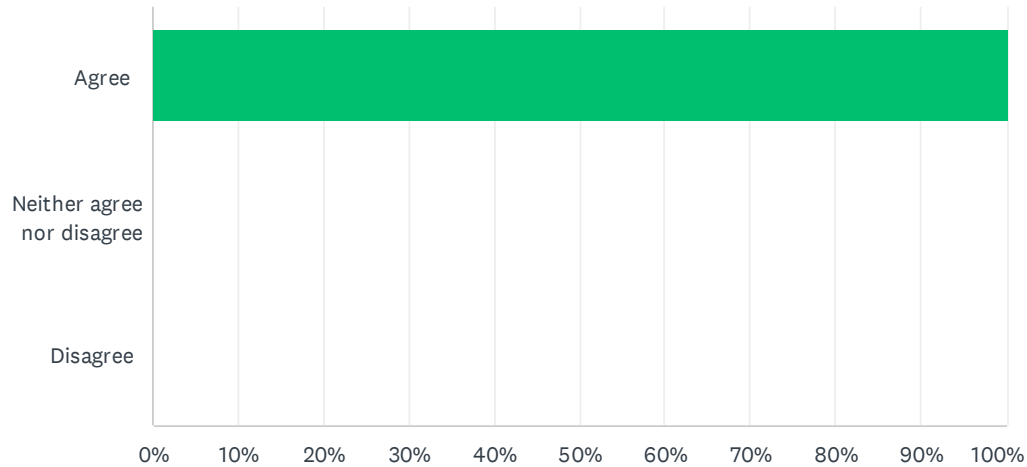
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q3 Mike Larragueta provides me with sufficient responsibility and the authority needed to effectively accomplish my work.

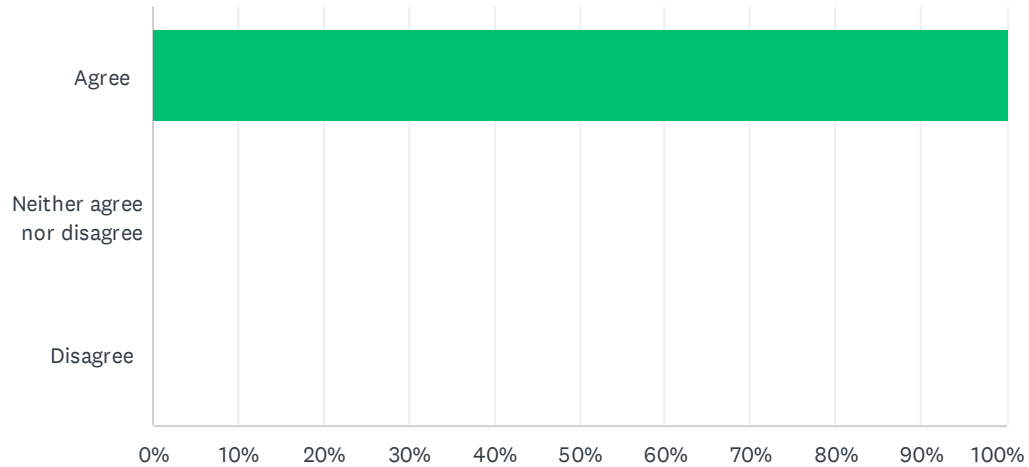
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q4 Mike Larragueta listens, communicates well and provides effective, timely communication.

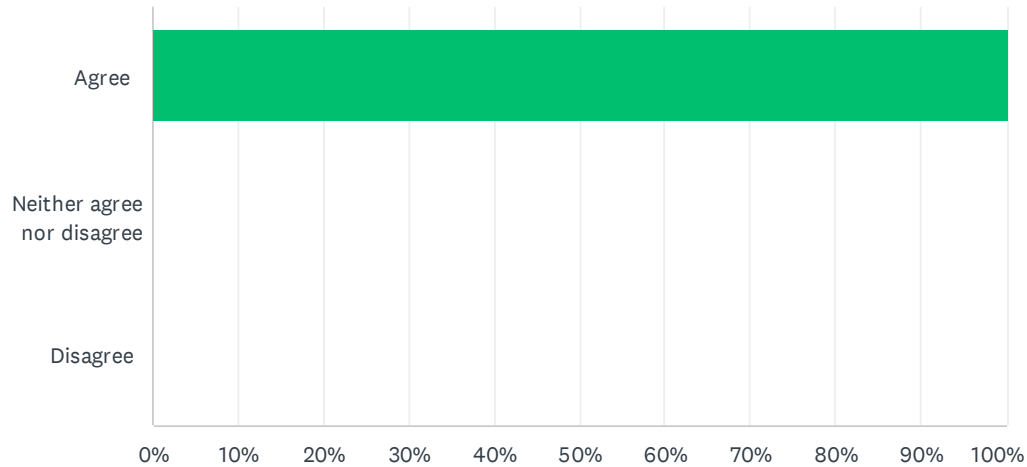
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q5 Mike Larragueta builds respect and portrays the organization positively within various constituencies.

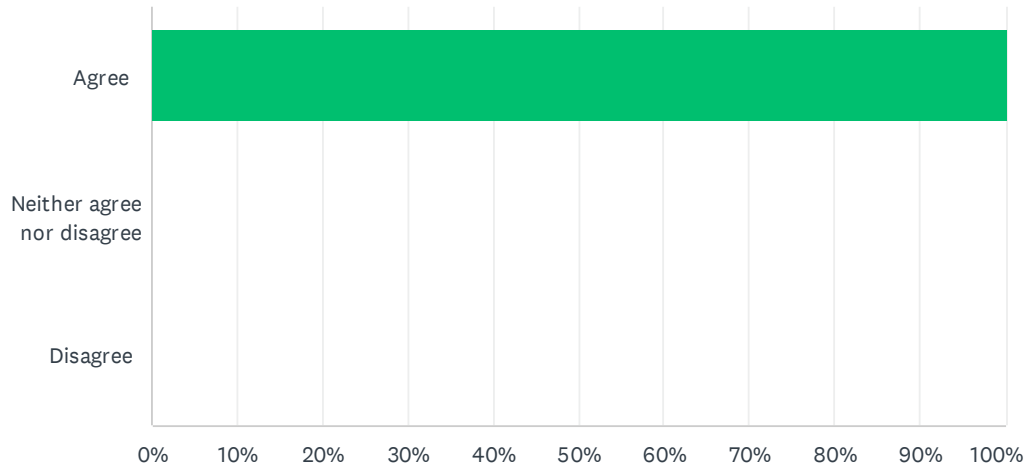
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q6 Mike Larragueta fosters motivation and provides positive reinforcement to support and uplift the RSCVA team.

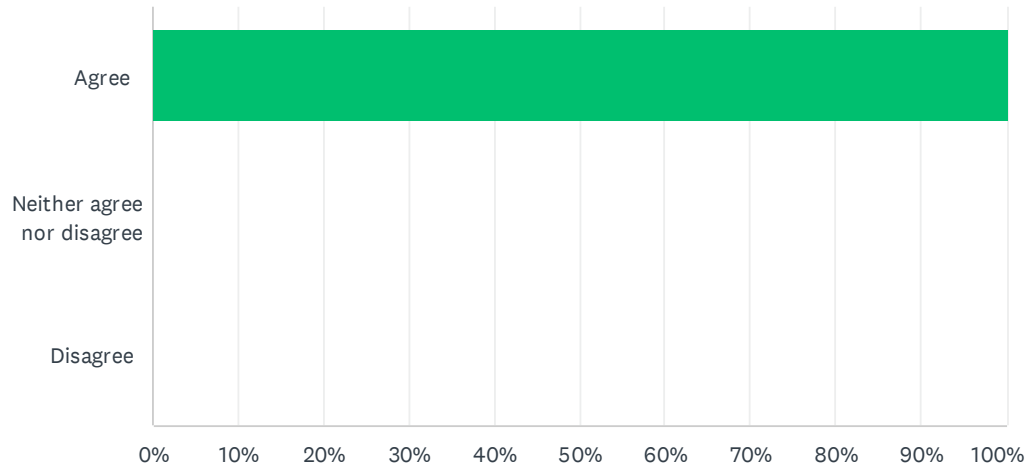
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q7 Mike Larragueta maintains and utilizes a solid working knowledge of significant developments and trends within the industry.

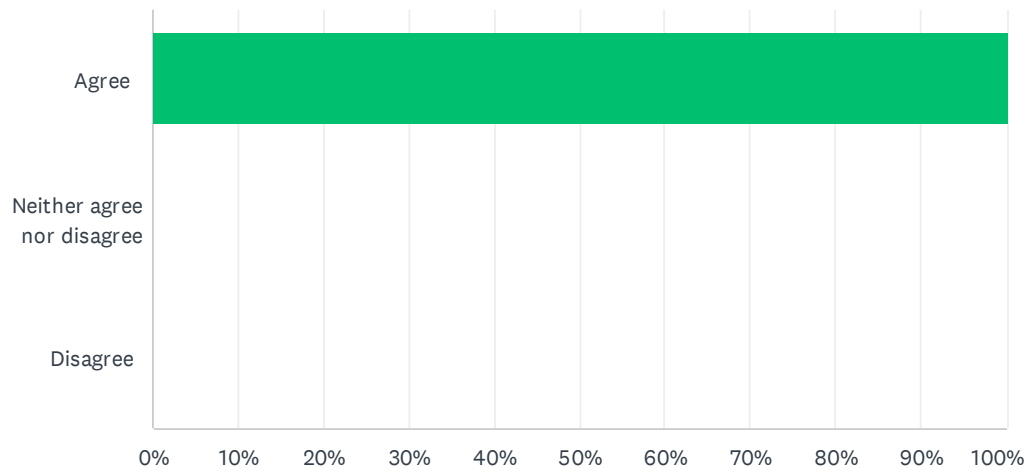
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q8 Mike Larragueta establishes ambitious goals for organizational excellence and effectively initiates, maintains, and adapts programs that advance the organization's success.

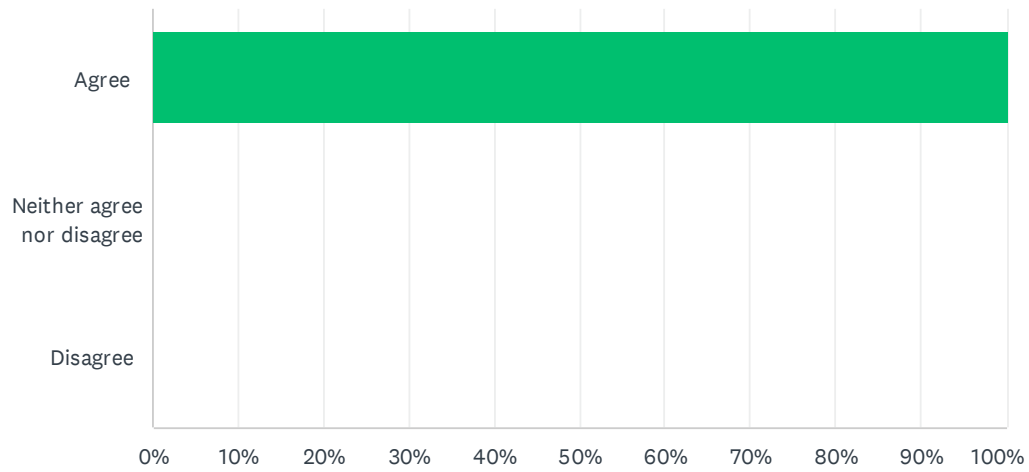
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q9 Mike Larragueta adheres to RSCVA policies and procedures.

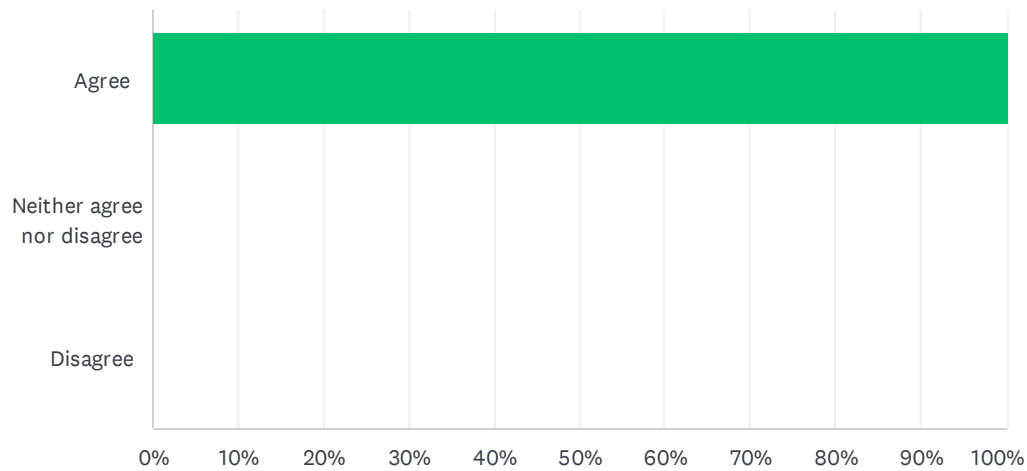
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q10 Mike Larragueta demonstrates sound analysis and judgment in evaluating organizational progress and opportunities and proactively recognizes when change is necessary.

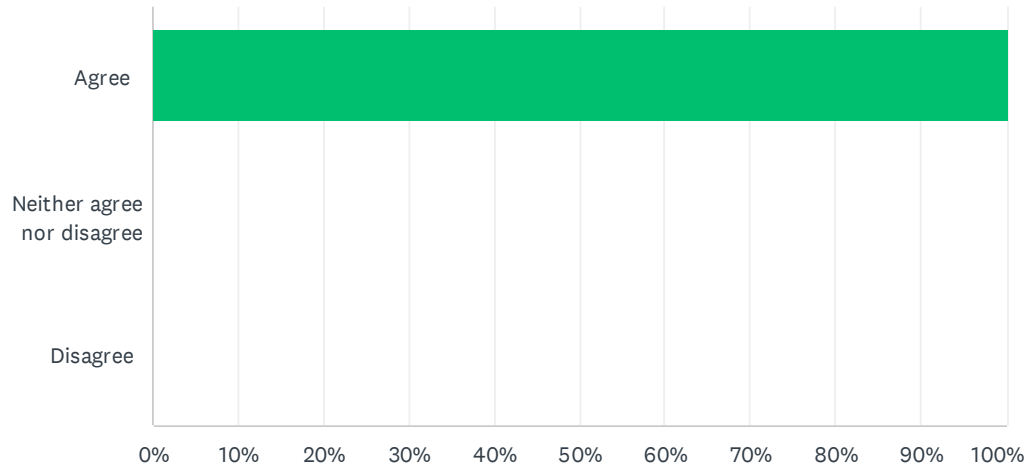
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q11 Mike Larragueta recruits and retains diverse staff to address all the needs of the organization.

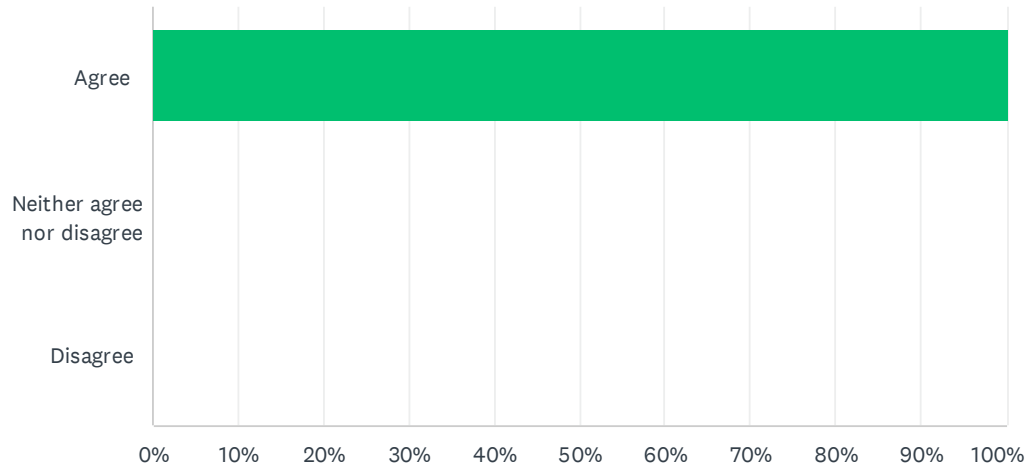
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q12 Mike Larragueta has implemented impactful quality improvements that have strengthened the organization's performance and outcomes.

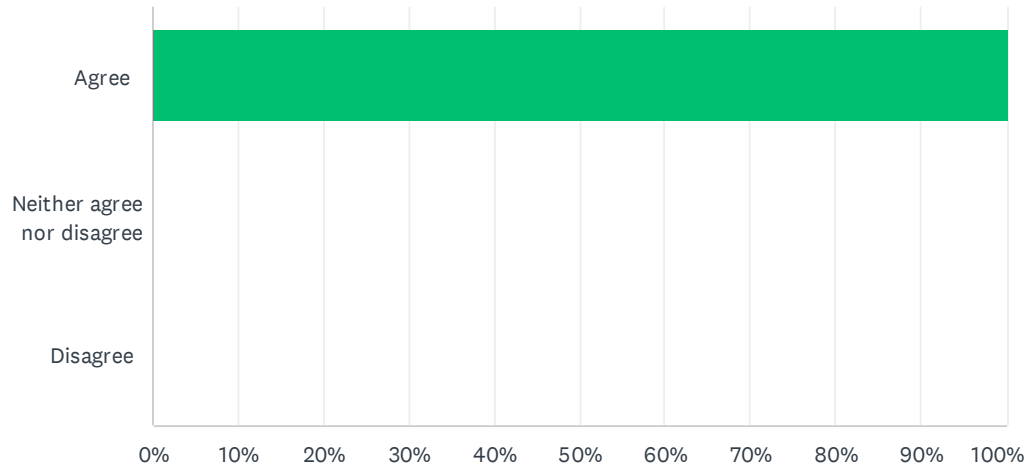
Answered: 8 Skipped: 0



ANSWER CHOICES		RESPONSES	
Agree		100.00%	8
Neither agree nor disagree		0.00%	0
Disagree		0.00%	0
TOTAL			8

Q13 Mike Larragueta has demonstrated effective leadership and skill in guiding departmental initiatives.

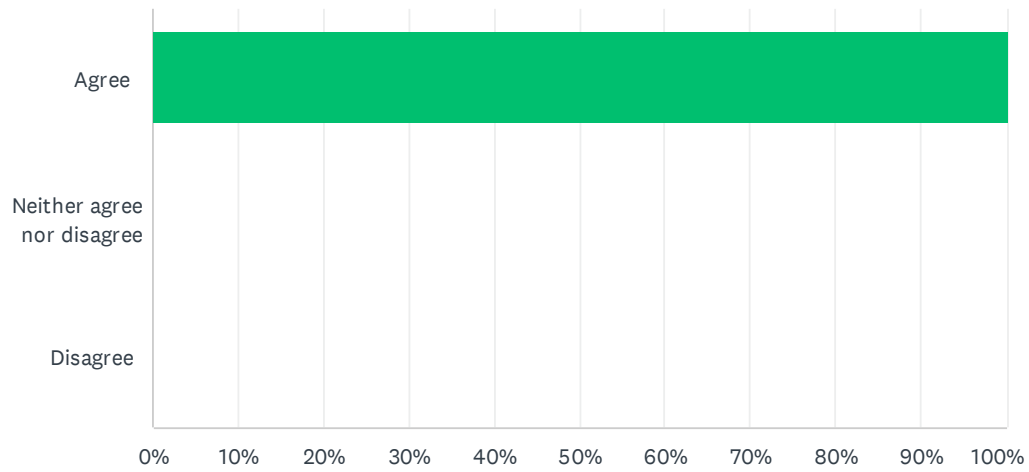
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q14 Mike Larragueta is available and accessible to all employees.

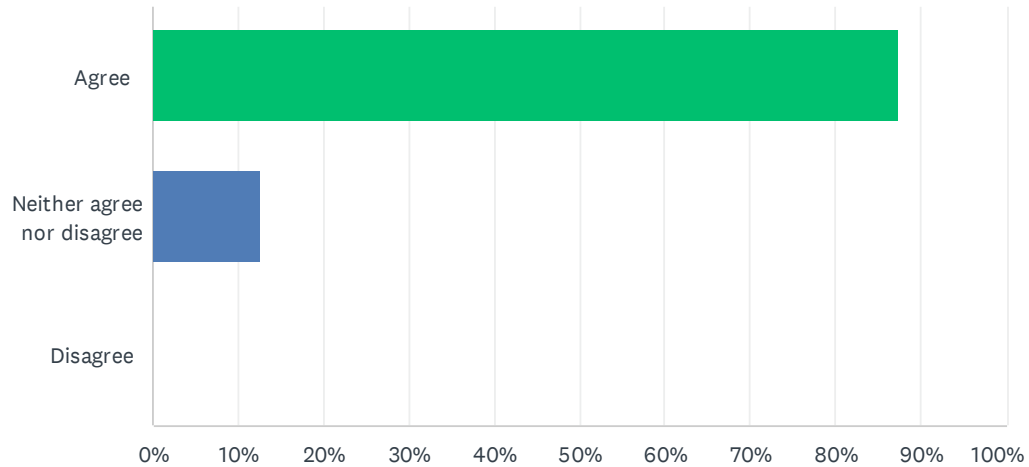
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q15 Mike Larragueta provides leadership development opportunities to his employees.

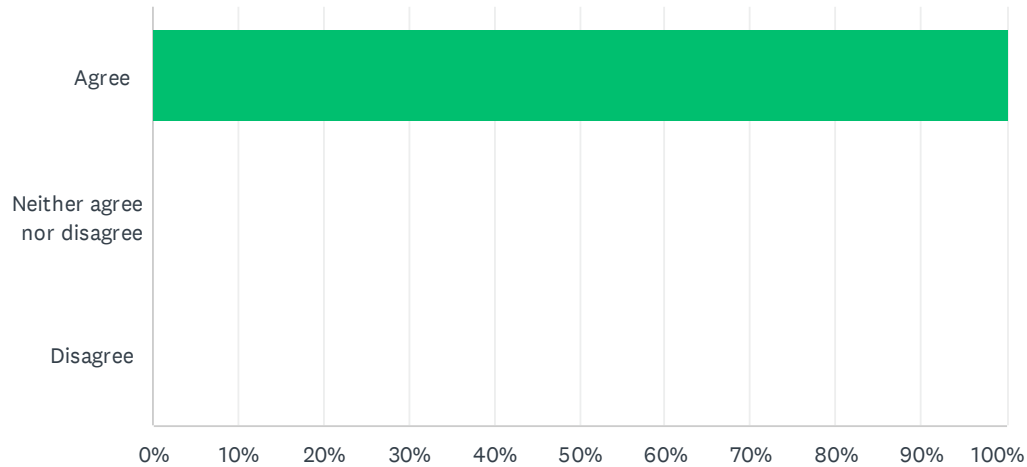
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	87.50%	7
Neither agree nor disagree	12.50%	1
Disagree	0.00%	0
TOTAL		8

Q16 Mike Larragueta accepts constructive criticism and is open to new ideas and new approaches to solving problems.

Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8

Q17 I believe Mike Larragueta strong points as President/CEO of the RSCVA are::

Answered: 8 Skipped: 0

#	RESPONSES	DATE
1	A highly respected leader with strong community engagement, he builds trust with stakeholders and staff through consistent communication, drives results, and fosters a positive organizational culture.	9/3/2025 2:09 PM
2	Intimately knowing the region, the key players in air service development, economic development and his vast network that our region benefits from.	8/28/2025 11:32 AM
3	Institutional knowledge of the destination and its stakeholders, as well as the tourism industry as a whole.	8/28/2025 11:01 AM
4	Mike has been building his team that supports his initiatives. He is very knowledgeable in the world of tourism and sales. I think he really understands how our org chart should flow and has worked really hard to bring things together between departments. Mike is very supportive and trusts his team to follow through with his vision of the mission set by the board of the RSCVA. He does not settle for mediocrity and always strive for more.	8/26/2025 6:52 PM
5	Mike's deep expertise across the industry, business operations, and people management—combined with the strong, trust-based relationships he maintains with key stakeholders—make him an exceptional CEO. He leads with respect and transparency and genuinely takes joy in helping others thrive. His leadership style is not only inspiring but also energizes the entire team, driving motivation and a shared commitment to delivering results.	8/26/2025 12:47 PM
6	His knowledge of the overall travel landscape and how all booking channels operate. His ability to hire the right person(s) for a specific position. He is well connected and respected in the industry and community. Listening, willing to take calculated risks, open door policy, public speaking, analyzing trends and pivoting when necessary.	8/26/2025 12:07 PM
7	Mike has strong communication skills and pushes his leadership to strive for excellence. He is progressive in his vision for what we can achieve, great at troubleshooting and finding solutions to challenges.	8/26/2025 8:52 AM
8	forward thinking, team mentality, thinks of front line employees and what he and the RSCVA can do better for them.	8/26/2025 7:59 AM

Q18 I believe Mike Larragueta could improve by:

Answered: 5 Skipped: 3

#	RESPONSES	DATE
1	Continue all the positive momentum that is already underway.	9/3/2025 2:09 PM
2	I really don't know what Mike could do better. I think he understands his role well. He is a great leader, and knows how to put his team in a position to succeed.	8/26/2025 6:52 PM
3	One area for improvement could be Mike's approach to accountability, particularly when it comes to leadership within the organization. There has been ongoing concern about the morale and dissatisfaction within a specific team, largely stemming from the leadership style of its manager. While it's important to trust and empower leaders, it's equally critical to recognize when that trust needs to be reevaluated. Taking ownership of these dynamics and addressing them directly—rather than allowing issues to persist would demonstrate a stronger commitment to the well-being of the broader team and reinforce a culture of accountability from the top down."	8/26/2025 12:47 PM
4	Spreading out executive level projects among senior staff, even though a project may not fall in their assigned areas of expertise. This will help foster senior staff growth.	8/26/2025 12:07 PM
5	Mike has done a fantastic job overall. The only item I feel would be helpful would be to have all team meetings. This would bring the RSCVA teams, from the front line to the senior staff, together to provide updates, changes, and offer an opportunity for everyone to have a better understanding of what we do and why we do it.	8/26/2025 8:52 AM

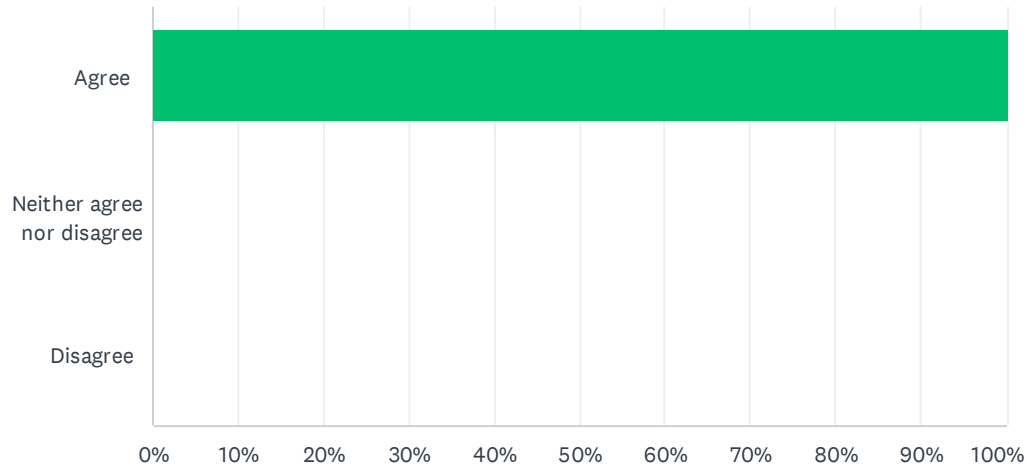
Q19 Other comments, if any:

Answered: 4 Skipped: 4

#	RESPONSES	DATE
1	I feel like Mike is a tremendous leader and has given me the opportunity to be very successful through my department. I really love working under his leadership.	8/26/2025 6:52 PM
2	Mike leads with clarity, vision, and integrity, and he consistently fosters a culture of collaboration and trust. He leads by example—empowering teams, encouraging innovation, and making everyone feel heard and valued. His ability to navigate challenges with calm confidence and strategic foresight makes a tangible difference across RSCVA. It's a privilege to work alongside someone who not only drives results but also genuinely cares about people and their growth.	8/26/2025 12:47 PM
3	Mike truly cares for this organization, city and staff.	8/26/2025 12:07 PM
4	Overall, Mike is a leader I enjoy working for. He has pushed me beyond expectations of myself and allowed me to grow in my professional career more than I thought I was capable of. He navigates difficult situations with grace, empathy and kindness. These are qualities I admire and want to learn from.	8/26/2025 8:52 AM

Q1 Mike Larragueta has effectively developed a Strategic Plan that aligns with the mission and vision of the RSCVA.

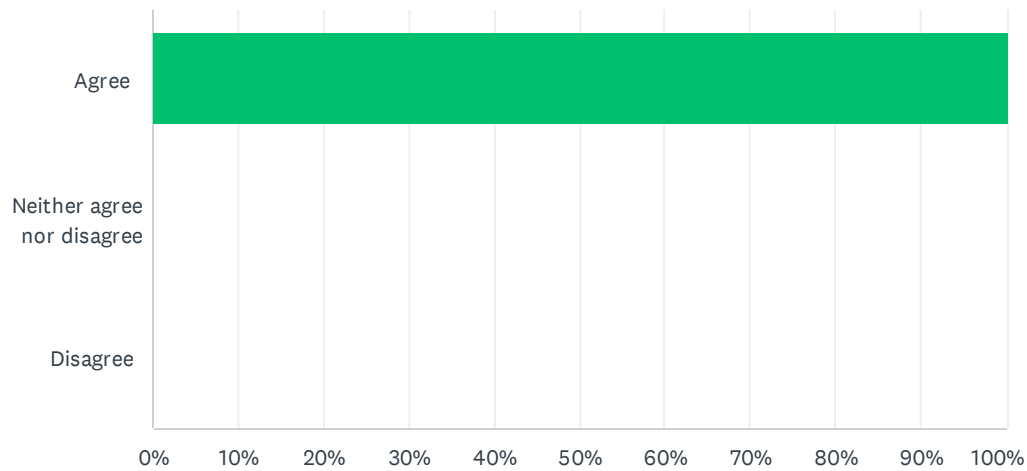
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9

Q2 Mike Larragueta provides effective leadership to guide teams in executing strategic initiatives that position RenoTahoe as a world-class destination

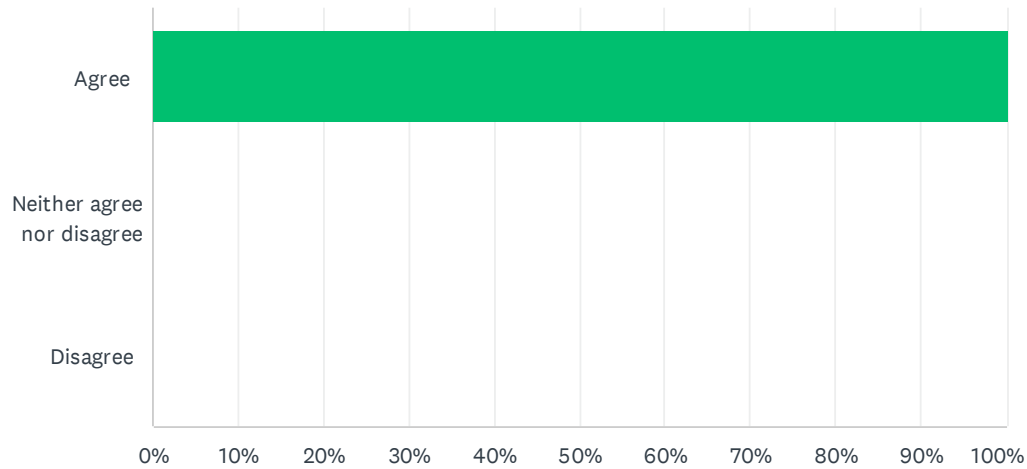
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9

Q3 Mike Larragueta effectively represents the Authority in his engagement with local clients, government agencies, professional organizations, and key stakeholders.

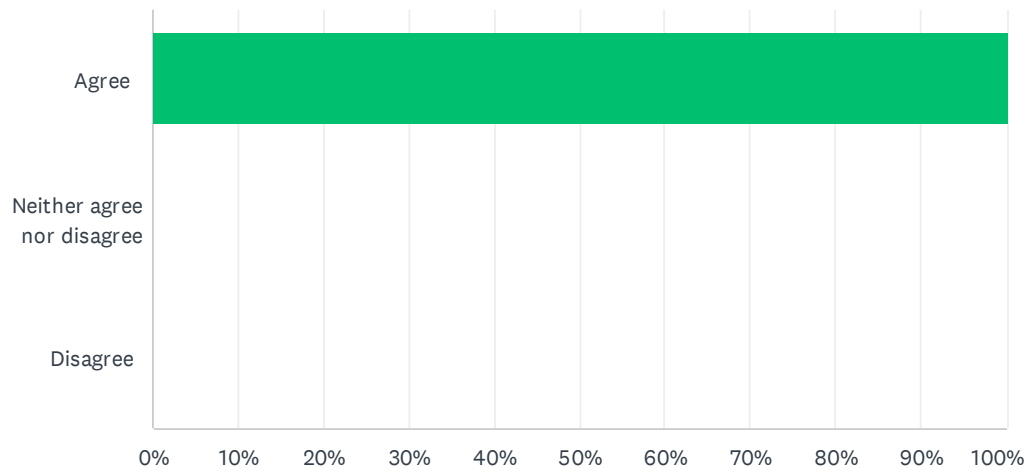
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9

Q4 Mike Larragueta ensures that long-range planning for destination resources and infrastructure are aligned with the organization's Strategic Plan and overall strategic direction.

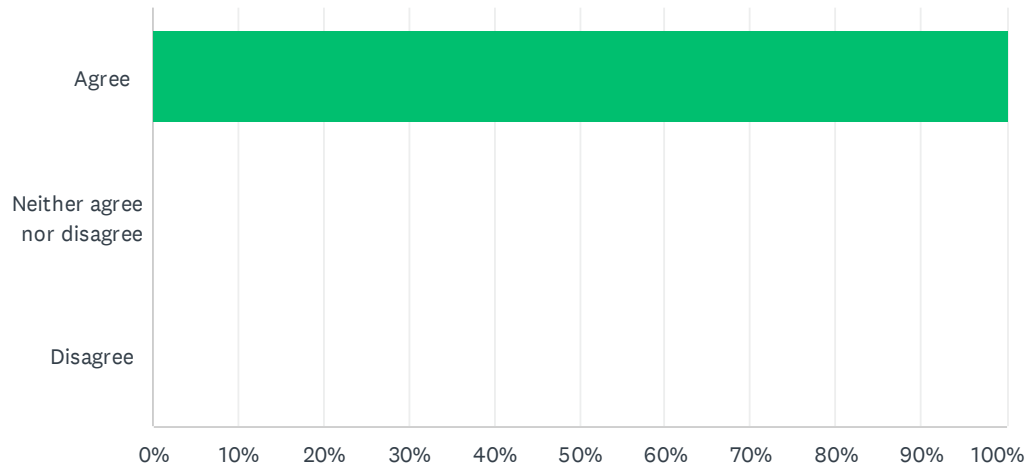
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9

Q5 Mike Larragueta manages the organization in alignment with the Strategic Plan by adapting to new information, changing conditions, and unforeseen challenges, while evaluating performance against key operational and financial targets.

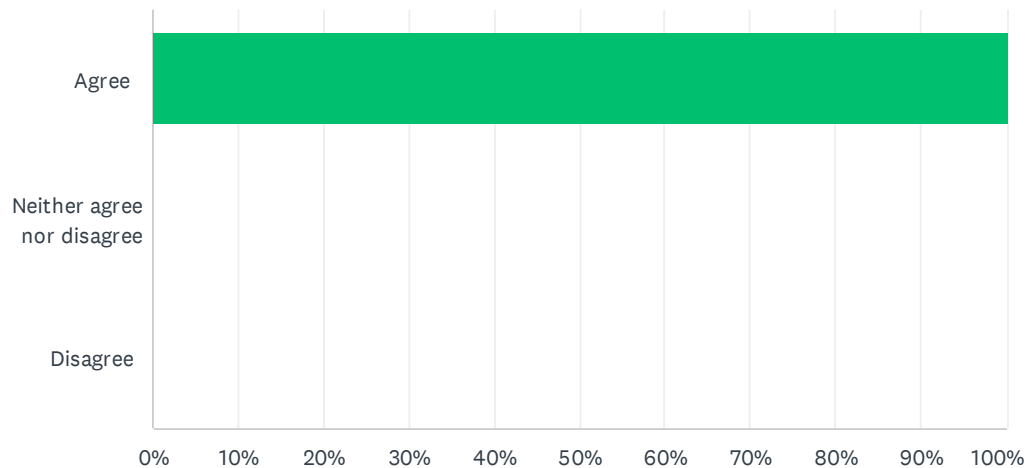
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9

Q6 Mike Larragueta communicates effectively with the Board and regional stakeholders to identify and pursue opportunities that enhance coordination and collaboration with the RSCVA.

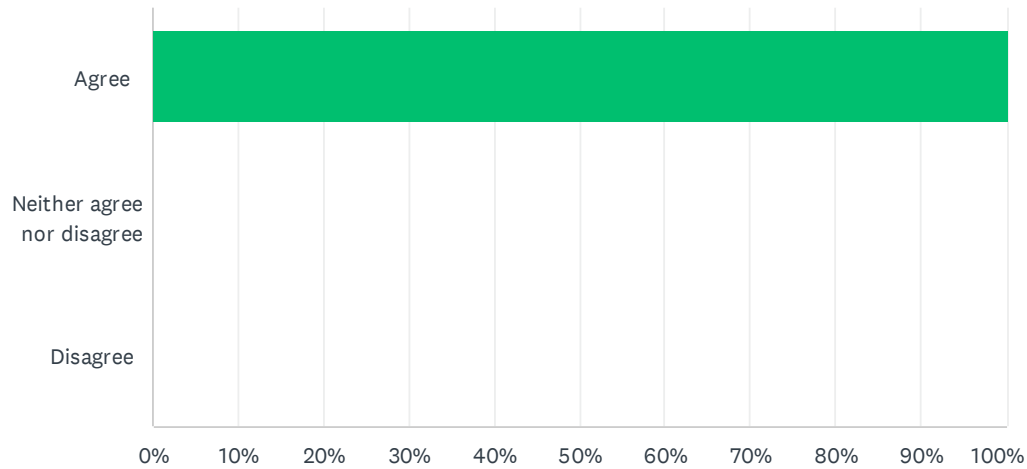
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9

Q7 Mike Larragueta ensures that the RSCVA consistently delivers high-quality service to its customers and takes meaningful action based on customer feedback

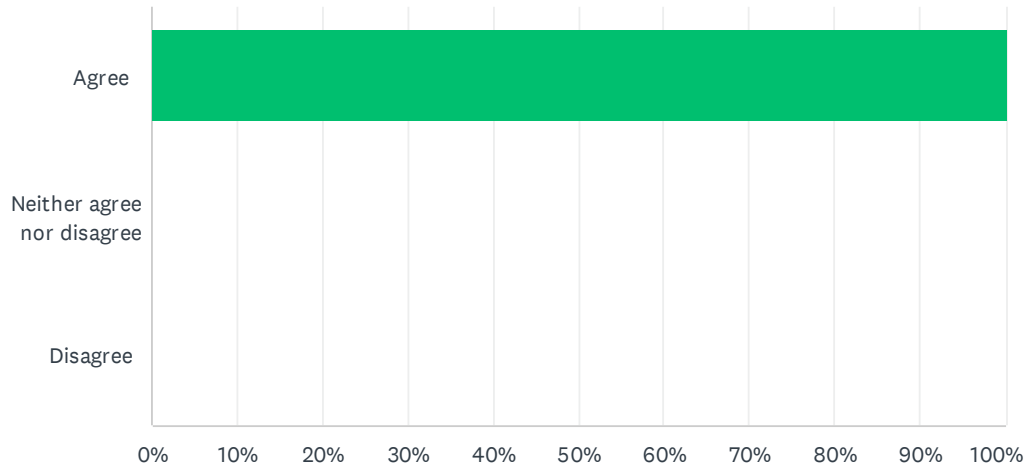
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9

Q8 Mike Larragueta develops new strategic goals, initiatives, and business that support the long-term benefit of the organization.

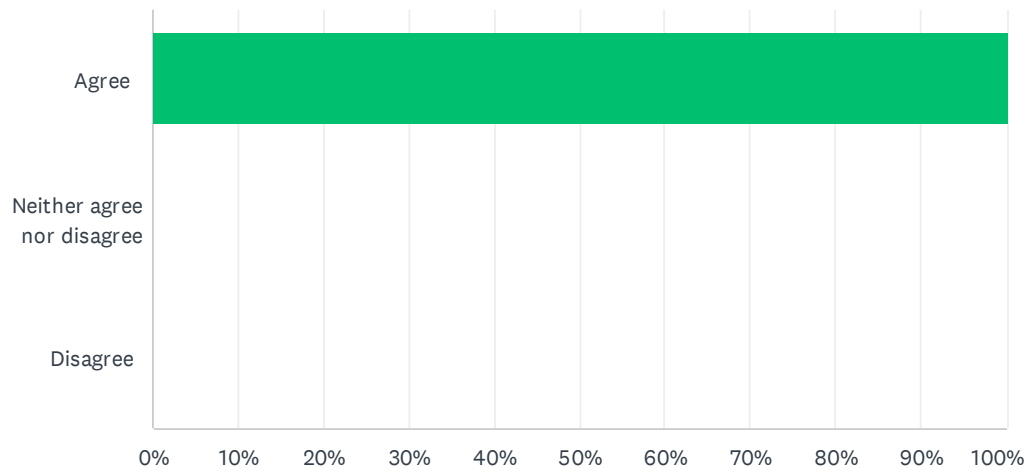
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9

Q9 Mike Larragueta advances the organization's vision and goals by prioritizing hotel room tax initiatives and driving the development of new room-night business.

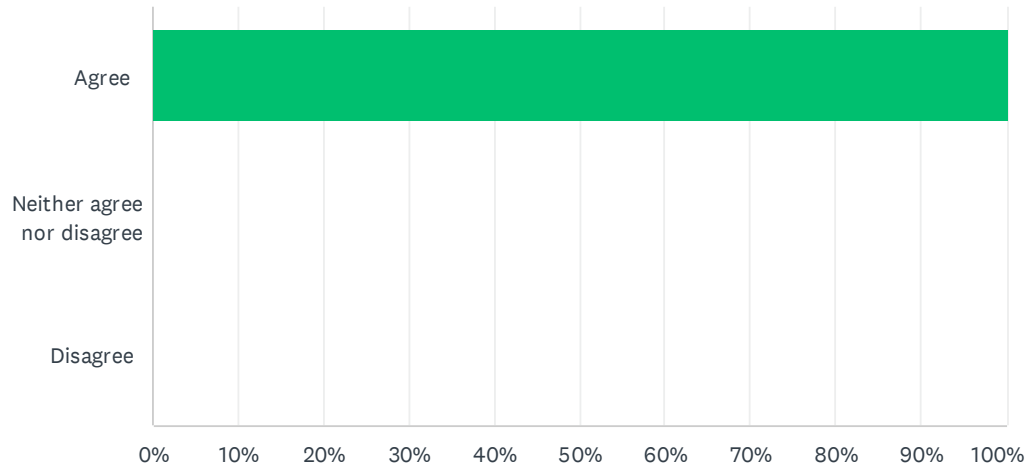
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9

Q10 Mike Larragueta demonstrates a leadership style that promotes collaboration, accountability, and a clear vision for the organization.

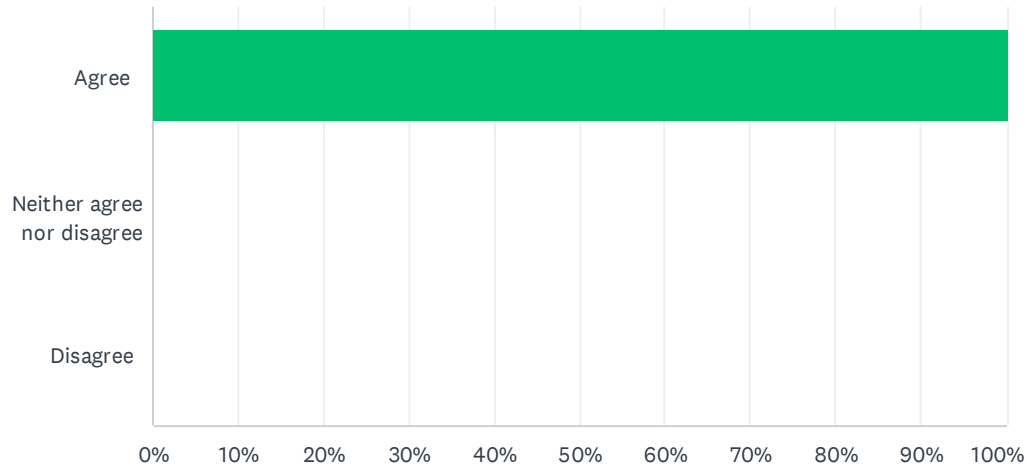
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9

Q11 Mike Larragueta manages his time effectively, balancing strategic priorities with timely decision-making and follow-through.

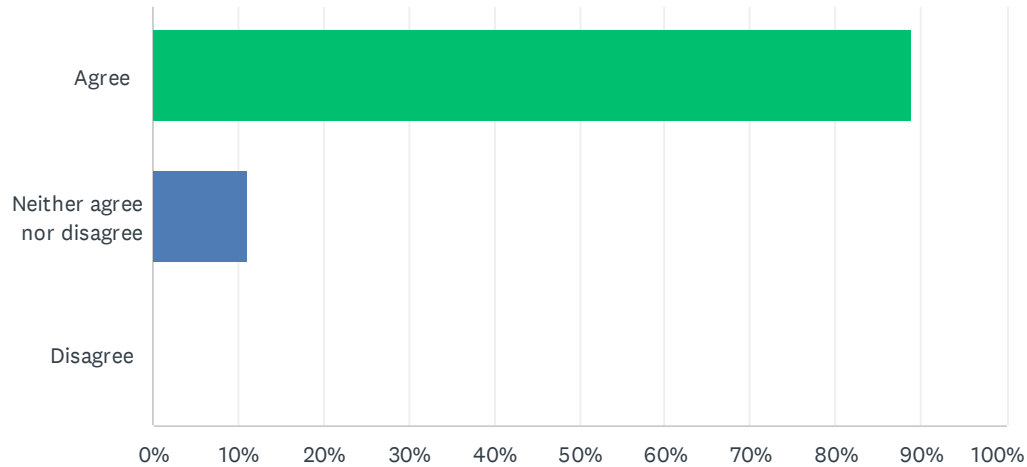
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9

Q12 Mike maintains consistent focus on organizational goals and avoids distractions that could hinder long-term progress.

Answered: 9 Skipped: 0



ANSWER CHOICES		RESPONSES	
Agree		88.89%	8
Neither agree nor disagree		11.11%	1
Disagree		0.00%	0
TOTAL			9

Q13 In your view, how has Mike Larragueta made quality improvements and positively impacted the organization in his role as President/CEO of the RSCVA?

Answered: 8 Skipped: 1

#	RESPONSES	DATE
1	Increased visibility of the RSCVA through community engagement, stakeholder quarterly meetings and successful marketing initiatives and increased social media exposure	9/14/2025 12:33 PM
2	Mike's communication with the Board is outstanding. He is responses, proactive and forward thinking--all attributes you look for in a CEO. He has built a more positive and engaging atmosphere for his staff and it shows with the quality work they produce for our community.	9/11/2025 3:22 PM
3	Mike has brought stability and a positive team atmosphere to the RSCVA. I am very impressed with positive feedback that we've received from the team about the culture change and how much they enjoy working for RSCVA. I appreciate that we now have in house HR and I look forward to seeing how we can continue to be an excellent employer. I think that Mike's sales background is an asset leading the RSCVA through difficult financial times. I appreciate that Mike sees the whole region as a priority and tries to find wins for all parts of our destination. I also love how much support he gives to the team to be creative and try new things.	9/10/2025 8:56 AM
4	Mike has provided leadership for the RSCVA organization and the greater Reno Tahoe tourism industry as a whole. He has done a great job representing the RSCVA and making sure we are at the table with many of our community tourism stakeholders.	9/8/2025 4:07 PM
5	Mike has increased the level of community engagement like never before. Having visibility in the community is key to getting buy in. This also rings true with stakeholders. His interaction with stakeholders has helped solidify RSCVA's leadership role in the region.	9/8/2025 3:00 PM
6	the team looks to be a cohesive unit headed in a direction to meet organizational goals-- the REC needs additional thought out direction as leadership is short there	9/5/2025 10:17 AM
7	Mike has improved the stability and focus of the organization. He communicated effectively with the Board and acts appropriately on direction given to him.	9/5/2025 9:12 AM
8	The RSVCA is stronger than ever, developing innovative ideas to bring more people to the region	9/5/2025 6:17 AM

Q14 In your opinion, what areas of leadership or performance could Mike Larragueta focus on to enhance his effectiveness and impact within the organization?

Answered: 7 Skipped: 2

#	RESPONSES	DATE
1	Improve venue utilization and profitability.	9/14/2025 12:33 PM
2	Continue to be a strong partner in helping to activate downtown Reno through events. Also, continue being a strong partner in the air service efforts of the RTAA.	9/11/2025 3:22 PM
3	I would like Mike to keep a strong focus and energy on the various sales efforts. Improving the facility utilization and continuing to yield up the quality of groups that come to the area is critical.	9/8/2025 4:07 PM
4	Remain approachable and keep open lines of communication with staff. Not just executive staff, but everyone.	9/8/2025 3:00 PM
5	more success in city wide conventions, we have lots of success in the sport market, it would be nice to have more success in markets that bring a higher valued guest, other than youth tournaments	9/5/2025 10:17 AM
6	Mike should ensure that he consistently enforces policies and procedures within the organization. He should also maintain standards of performance for each team member relating to goals and objectives and ensure objectivity when viewing that performance.	9/5/2025 9:12 AM
7	Just continue doing what he's doing	9/5/2025 6:17 AM

Q15 Other comments, if any:

Answered: 7 Skipped: 2

#	RESPONSES	DATE
1	Given the fiscal climate statewide and nationally, we need to be fiscally conservative with all of our expenditures. We are in a better position than Las Vegas, and just need to grow our market while being mindful of our expenses.	9/14/2025 12:33 PM
2	Keep being a great leader who works so hard for the economic well being of our region.	9/11/2025 3:22 PM
3	For a first year in the CEO position I think Mike has done an exceptional job. Mike is very good about highlighting his team's achievements and recognizing individuals for their contributions. The culture feels like it is moving in a very positive direction. He has navigated the board dynamics well and keeps everyone well informed. I look forward to watching Mike grow in the position going forward.	9/8/2025 4:07 PM
4	Mike has been amazing in his leadership role at the RSCVA. His understanding of the local and regional communities has been a big asset for the organization. Keep doing what you are doing and continue to make new friends.	9/8/2025 3:00 PM
5	focus on building NBS business, continue successes in RLEC while helping the Reno Rodeo figure out a roping event, utilize REC with more concerts, city wides, utilize our surrounding assets, snow skiing, Virginia City, golf, fishing(some of the best anyplace), University, partnering with new businesses in area(bring your meeting to Reno)--Keep working with City and County for a safer cleaner Reno Downtown and Sparks and all of Washoe County, keep utilizing Lake Tahoe as a major recognized asset to our region. continued focus on Reno Tahoe Air Service Task Force. Help get Canadians back in the travel game to Reno, don't forget Reno Aces, looking forward to the 2nd season of indoor track, help bring World Cup Skiing coming back to area, helps make RENO TAHOE area international, new pro golf tourney to area, Barracuda gone, (Champion Tour?). Make sure interstates highways are open as best possible from construction and snow removal	9/5/2025 10:17 AM
6	None	9/5/2025 9:12 AM
7	His work has been truly exceptional and impressive	9/5/2025 6:17 AM



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.



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Date: May 14, 2025

To: Executive & Legislative Committee

From: Mike Larragueta, President/CEO

Subject: **Fiscal Year 2025/26 Approved CEO GOALS - REVISED**

Strategic Goals	CEO Goal	FY 25/26 Target	Weighting Process	
Goal #1: Group Room Night Goal	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.	20%	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.
Goal #2: Marketing	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.	10%	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.	10%	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.	10%	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.
Goal #3: Leisure Room Night Goal	Produce 675,470 cash hotel room nights.	675,470 cash hotel room nights will be recorded by 11 hotel properties via tourism sales third-party channels.	15%	Bonus calculated on following scale: If 675,470 room nights produced, full bonus for this goal awarded. If 655,205 to 675,469 room nights produced, 90% bonus for this goal awarded. If 635,548 to 655,204 room nights produced, 80% bonus for this goal awarded If 616,481 to 635,547 room nights produced, 70% bonus for this goal awarded
Goal #4 Facility Revenues	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"> • RSCC Budgeted Revenue: \$2,993,638. • RSLEC Budgeted Revenue: \$1,346,539. • REC Budgeted Revenue: \$1,647,960. • NBS Budgeted Revenue: \$1,394,409. 	15%	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.

Goal #5 Community Engagement	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.	10%	Bonus given if goal achieved
Goal #6 Staff Survey's	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	5%	Bonus given if goal achieved
Goal #7 Employee Survey Satisfacti on Rate	Maintain employee satisfaction rate of 96% based on survey results.	Maintain a 96% employee satisfaction rate.	5%	Bonus given if goal achieved

Tourism Sales Room Nights – FY25/26

Revised Goal

Produce 675,470 cash hotel room nights.

Criteria for the goal to be considered achieved:

675,470 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 final room nights 696,699. **Revised to 677,580.**
 - Room nights based on actuals: July'24 – June'25
- FY26 goal of 675,470 room nights based on: **Rationale was to apply the decrease in hotel cash rooms and calculate the revised % of tourism rooms.**
 - 0.3% decrease being projected for FY26 final cash room nights for overall Washoe County. **The hotel budget for FY25/26 is 0.3% under actual for FY25/26.**
 - 26.6% of cash hotel room nights projected. **The revised percent is now 26.6% which lowered the goal.**

- 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.
 - Reported increase in Mexico origination passengers –

YTD June 2025 YOY % diff.

- Total international visitors are up 9.3%
 - Mexican visitors are also up 9.3%
 - Canadian visitors are up 8.9%

Source: Diio Fmi