

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
MEETING OF THE BOARD OF DIRECTORS  
Thursday, September 25, 2025, at 10:00 a.m.  
Reno-Sparks Convention and Visitors Authority  
4065 S. Virginia Street, Board Room  
Reno, Nevada

BOARD OF DIRECTORS:  
Mayor Hillary Schieve, Chair

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

Commissioner Alexis Hill  
Ms. Cortney Young  
Mr. Glenn Carano  
Mr. Eddie Ableser

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

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

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

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

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

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## AGENDA

### A. OPENING CEREMONIES

Call to Order  
Pledge of Allegiance  
Roll Call

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

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

## C. CONSENT AGENDA

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

### C1. Approval of the Agenda of the September 25, 2025, Regular Meeting of the Board of Directors

For Possible Action

### C2. Approval of the Minutes of the August 29, 2025, Special Meeting of the Board of Directors

For Possible Action

### C3. **Review, Discussion, and Possible Action to approve Staff's Recommendation to Award**

Request for Proposal #2025-OP03 PWP-WA-2025-315, for the National Bowling Stadium – Electrical and Technology Upgrades to Triumph Electric, Inc., not to exceed \$166,925.00 this amount includes a contingency of 10%.

For Possible Action

### C4. **Review, Discussion, and Possible Action to approve Staff's Recommendation to Award**

Request for Proposal #2025-EXEC01, for the Reno-Sparks Convention and Visitors Authority – Nonalcoholic Beverage Pouring Rights to Pepsi Beverages, Inc., for a contract term of (5) five years.

For Possible Action

### C5. Review, Discussion, and Possible Action to dissolve the RSVCA Special Events Committee.

For possible Action

## D. PRESENTATIONS

### D1. Presentation: National and Local Public Relations Results from Fiscal Year 2024-2025 **The RSCVA's National Public Relations Agency of Record, The Decker/Royal Agency, and Local Public Relations and Community Engagement Partner, Good Giant, will provide updates on earned media efforts from FY25. Representatives from each firm will discuss how they interact with media to promote tourism to Washoe County, as well as how they work to advance the strategic priorities of the RSCVA.**

Information Only

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

Members of the Senior Leadership Team will deliver updates on current activities and initiatives.

Informational Only

## E. BOARD MATTERS

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

The Board of Directors is being asked to review, discuss and possibly approve the review of the RSCVA CEO, Mike Larragueta. The Board of Directors 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 bonus of up to 5% of base salary.

*Mr. Larragueta's review was presented to and approved in an advisory capacity by the Executive and Legislative Committee on September 19, 2025.*

For Possible Action

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

The Board of Directors 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

*A draft of the revised goal was presented to and approved in an advisory capacity by the Executive and Legislative Committee on September 19, 2025.*

For Possible Action

E3. Review, discussion, and possible approval of the update to the existing RSCVA Board Policies as well as the RSCVA Harrassment and Discrimination Policies

The Board of Directors is being asked to review, discuss and possibly approve an update of the RSCVA Board Policies and RSCVA Harrassment and Discrimination Policies and/or provide direction to staff/legal regarding the same.

For Possible Action

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

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

Informational Only

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

H. ADJOURNMENT

For Possible Action

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

Reno-Sparks Convention & Visitors Authority  
Meeting held Friday, August 29, 2025, at 10:00am  
4065 S. Virginia Street, Board Room  
Reno, Nevada

The Reno-Sparks Convention & Visitors Authority Board of Directors met at 10:00 a.m. on Friday, August 29, 2025. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

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## A. OPENING CEREMONIES

### A1. Call to Order

Chair Schieve called the meeting to order at 10:03 a.m.

### A2. Pledge of Allegiance

Ms. Christina Erny led the pledge.

### A3. Roll Call

The Clerk of the Board took roll call.

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#### Board Members Present:

Mayor Hillary Schieve, RSCVA Chair  
Stephen Ascuaga, RSCVA Board Member  
Councilwoman Charlene Bybee, Board Member  
Glenn Carano, RSCVA Board Member  
Commissioner Alexis Hill, Board Member [arrived at 10:08am]  
Cortney Young, RSCVA Board Member  
Greg Long, RSCVA Board Member  
John East, RSCVA Board Member  
Eddie Ableser, RSCVA Board Member [Zoom]

#### Board Members Absent:

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#### RSCVA Executive Staff Present:

Mike Larragueta, President & CEO  
Christina Erny, Vice President of Marketing  
John McGinnes, Vice President of Sales  
Chad Peters, Executive Director of Facilities  
Ben McDonald, Senior Director of Communications & Public Affairs  
Renee McGinnes, Executive Director of Venue Sales & Events  
Lori Tange, Director of Human Resources  
Robert Chisel, Financial Consultant

#### RSCVA Legal Counsel:

Benjamin Kennedy, Argentum Law  
Molly Rezac, Ogletree Deakins

#### Board Clerk:

Myrra Estrellado, Administrative Office Manager & Board Clerk



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B. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

C. CONSENT AGENDA

C1. Approval of the Agenda of the August 29, 2025, Regular Meeting of the Board of Directors

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

On a motion made by Board Member Bybee and seconded by Board Member East, it was resolved to approve the consent agenda, consisting of Items C1 and C2, for the August 29, 2025 Regular Meeting of the Board of Directors. The motion was APPROVED by a vote of 7-0-0.

D. BOARD MATTERS

D1. Approval of the Annual Comprehensive Financial Report (ACFR) for the Fiscal Year Ended June 30, 2024

Robert Chisel, financial consultant, explained that an annual audit of a government's financial statements is required according to NRS 354. He reported that the RSCVA received an unmodified clean opinion from the outside audit firm, Baker Tilly. There were no violations, material weaknesses, or significant deficiencies noted. He recommended that the Board approve the Financial Report for the fiscal year ended June 30, 2024.

On a motion made by Board Member Ascuaga and seconded by Board Member Long, it was resolved to approve the Annual Comprehensive Financial Report for the fiscal year ended June 30, 2024. The motion was APPROVED by a vote of 7-0-0.

D2. Review, Discussion and Possible Approval of Revisions to the RSCVA Board Policies as well as the RSCVA Harassment and Discrimination Policies

Ben Kennedy briefly summarized the development of the RSCVA Board Policies and the Board discussed topics that the Executive and Legislative Committee flagged for Board review. The Board had the option to approve the policies during this meeting or suggest further revisions for approval at the next Board Meeting.

The following items required Board input:

- Policy 1.06, Item 5: The Board directed Ben Kennedy to clarify in the policy that the Chair has the final say on agenda items.
- Charter for the Special Events Committee: Ben Kennedy will remove this charter from the policies.

Mike Larragueta explained that he has signing authority up to \$100,000, and events over \$100,000 are brought before the Board for approval. Because of this arrangement, there has been no need for the Special Events Committee. Board Member Bybee explained the purpose of the Committee when it was formed. However, the organization has since changed and the Committee seems to have become obsolete.

Mike Larragueta explained that, before events under \$100,000 are approved, his team discusses and vets the event and then proceeds to discuss it with Board members individually, so that it does not become an official item on the agenda. Chair Hill encouraged Board Members to keep open communication with Mike Larragueta regarding events.

- Policy 1.03: Ben Kennedy will update Policy 1.03 according to the statutory requirements that the Chair no longer has to be an elected individual.

Board Member Glen Carano inquired if there was a way to implement a rotation of the Chair so that it is not monopolized by one entity. Ben Kennedy advised that the Board could adopt a policy to facilitate that. Board Members discussed possible policies they could adopt to rotate fairly.

Board Member Eddie Ableser recommended a guiding statement that the Board would elect the Chair based on categorical nominating entities, instead of creating a policy that would bind future Boards.

Board Member Charlene Bybee recommended a predetermined rotation of Chair from three categories: Airport, Chamber and the Lake, the elected members, and the NRA. She proposed to have the legal team draft language that would not bind future Boards.

Ben Kennedy will craft a policy to add to Policy 1.03, to indicate that it is a general policy, and that the intent of the Board is to set a rotation of Chair and to establish three categories from which to rotate. This policy will not be binding.

- Policy 7.02, Item 2a: Molly Rezac will remove the sentence, "including whether or not a complaint is frivolous and thus no investigation is necessary". The Board determined that this sentence is not necessary as the policy already makes it clear that this will be the case.

Molly Rezac continued the discussion with the Harassment and Discrimination Policies.

On a motion made by Board Member Young and seconded by Board Member Hill, it was resolved to approve all Policies, excluding Policy 1.03, 1.06, the Charter on the Special Events Committee, and Policy 7.02, which will be brought back to the Board for review at the next Board Meeting. The motion was APPROVED by a vote of 9-0-0

Board Member Alexis Hill arrived at the meeting at 10:08am.

Board Member Hill left the meeting at 10:30am. She returned at 10:31am.

Chair Schieve left the meeting at 10:35am. She returned at 10:37am.

Board Member Ascuaga left the meeting at 10:38am. He returned at 10:39am.  
Chair Schieve left the meeting at 10:44am. She returned at 10:45am.

E. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Board Member Young gave brief updates from the airport.

F. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

G. ADJOURNMENT

Chair Schieve adjourned the meeting at 10:51am.

The meeting may be viewed at the following:

08/29/2025 RSCVA BOD Mtg <https://www.youtube.com/watch?v=IrkPUd3Uh5A>



To: RSCVA Board of Directors

From: Chad Peters, Executive Director of Venue Operations

Cc: Mike Larragueta, President & CEO

Date: September 25, 2025

Subject: Review, Discuss, **and Possible Action to approve Staff's Recommendation** to Award the Request for Proposal 2025-OP03 PWP-WA-2025-315 for the National Bowling Stadium - Electrical and Technology Upgrades to Triumph Electric Inc., not to exceed \$166,925.00 (this includes a 10% contingency)

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#### Executive Summary

The purpose of this agenda item is to review staff's recommendations to award Request for Proposal 2025-OP03, PWP-WA-2025-315 for the National Bowling Stadium - Electrical and Technology Upgrades. This project was included in the Capital Improvement Plan for fiscal year 2024-2025 with budget amount of one hundred seventy-five thousand dollars (\$175,000.00) as previously presented to the Board of Directors.

#### Background

A Request for Proposal for the National Bowling Stadium – Electrical and Technology Upgrades was released to the public on July 3, 2025. Included in the RFP was the requirement for the proposers to submit a base bid. The base bid included replacing temporary installation of power from the catwalk lighting circuits to all light switch boxes (ceiling and video wall) with code compliant conduit and wire systems. It also provides additional UPS power to the squad room tech closet, including proper power to the network equipment connecting NBS to RSCC. It will also provide additional power outlets for new signage and TV locations, at the entrance to the south hall, registration, and near the concession center area.

A mandatory pre-proposal meeting for this RFP was held at the National Bowling Stadium on July 16, 2025. Houston Smith Construction, Intermountain Electric, Triumph Electric, Inc., Power Electrical Contractors and TID Systems were all in attendance.

On August 7, 2025, one proposal was submitted to the RSCVA, Triumph Electric Inc.

Staff evaluated the proposal and concluded that all the necessary requirements set forth in RFP 2025-OP03 was met by the bidder.



#### Fiscal Impact

The chart below is a financial summary of the qualifying proposal received:

Contractor	Total Base Bid
Triumph Electric, Inc.	\$151,750.00

#### Recommendation

Based on staff's **evaluation of the qualifying proposal received, staff** recommends the RFP 2025-OP03 PWP-WA-2025-315 to Triumph Electric, Inc. in the amount of one hundred fifty-one thousand seven hundred fifty dollars (\$151,750.00). Triumph Electric, Inc. met all the necessary requirements set forth in the RFP.

Staff is also recommending a 10% contingency in the amount of fifteen thousand one hundred seventy-five dollars (\$15,175.00). This will make the total amount of the contract not to exceed one hundred sixty-six thousand nine hundred twenty-five dollars. (\$166,925.00)

#### Proposed Motion

I move to award the contract for the National Bowling Stadium – Electrical and Technology Upgrades under Request for Proposal 2025-OP03 to Triumph Electric, Inc. under the terms presented and as set forth in Request for Proposal 2025-OP03 and I direct staff to negotiate and execute the final agreement.



To: RSCVA Board of Directors

From: Chad Peters, Executive Director of Venue Operations

Cc: Mike Larragueta, President & CEO

Date: September 25, 2025

Subject: **Review, Discussion, and Possible Action to approve Staff's Recommendation to Award Request for Proposal #2025-EXEC01, for the Reno-Sparks Convention and Visitors Authority – Nonalcoholic Beverage Pouring Rights to Pepsi Beverages, Inc., for a contract term of (5) five years.**

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#### Executive Summary

The purpose of this agenda item is to review staff's recommendations to award Request for Proposal 2025-EXEC01, for the Reno-Sparks Convention and Visitors Authority - Nonalcoholic Beverage Pouring Rights for all the venues.

#### Background

A Request for Proposal for the Reno-Sparks Convention and Visitors Authority – Nonalcoholic Beverage Pouring Rights was released to the public on June 6, 2025. Included in the RFP was the requirement for the proposers to submit their qualifications.

A pre-bid site meeting for this RFP was held at the venues on June 12, 2025.

On June 30, 2025, two proposals were submitted to the RSCVA, Pepsi Beverages, Inc., and Swire Coca-Cola.

Staff evaluated the proposals and concluded that all the necessary requirements set forth in RFP 2025-EXEC01 were met by both bidders.



#### Fiscal Impact

While both Coca-Cola and Pepsi are strong brands and both have national contract pricing with **the RSCVA's Food and Beverage supplier, Aramark, the total value offered by Pepsi strategically** is a better choice for the RSCVA at this time. This includes higher rebates per case and better response times for repairs and maintenance. All new equipment including both vending machines **and beverage dispensers will be placed at each of the RSCVA's venues**

#### Recommendation

Based on staff's **evaluation of the qualifying proposal received, staff** recommends the RFP 2025-EXEC01 to Pepsi Beverages, Inc. for a five (5) year agreement.

#### Proposed Motion

I move to award the contract for the Reno-Sparks Convention and Visitors Authority – Nonalcoholic Beverage Pouring Rights under Request for Proposal 2025-EXEC01 to Pepsi Beverages, Inc. for a five (5) year agreement, under the terms presented and as set forth in Request for Proposal 2025-EXEC01 and I direct staff to negotiate and execute the final agreement.

DECKER/ROYAL

VISIT RENO TAHOE BOARD OF  
DIRECTORS MEETING

SEPTEMBER 25, 2025

hello



WE ARE D/R

# YOUR TEAM:

## 8+

Years working with Visit Reno Tahoe

## 1,550+

Stories spotlighting Reno Tahoe since 2017

## 28B+

Total potential reach secured since our start

## \$250M+

Total ad value equivalent for all coverage to date

DECKER/ROYAL



**CATHY DECKER/  
PRINCIPAL**



**STACY ROYAL/  
PRINCIPAL**



**DEVYN BARKER/  
SR. VICE PRESIDENT**



**KRISTIN SLUYK/  
VICE PRESIDENT**



**MELANNIE AROLICK/  
ACCOUNT SUPERVISOR**



**LINDSAY STEIN/  
MEDIA RELATIONS  
DIRECTOR**



**ALY WICHMANN/  
SR. ACCOUNT  
EXECUTIVE**



**ALEXIA SAUCEDO/  
ACCOUNT EXECUTIVE**

“

The more we experience, the better we can help our clients. Our storytelling is vivid, because we've lived it.

”

/ D/R /

# hola

# SPARKING CONVERSATIONS, SHIFTING PERCEPTIONS & DRIVING RESULTS.

A LOOK BACK ON FISCAL YEAR 2024-2025

# LAST YEAR: BY THE NUMBERS

**190**

TOTAL STORIES

**4.8B+**

TOTAL POTENTIAL  
REACH

**\$44M**

AD VALUE EQUIVALENT

**+57%**

FEATURE STORIES

**25+**

THOUGHT LEADERSHIP  
PIECES

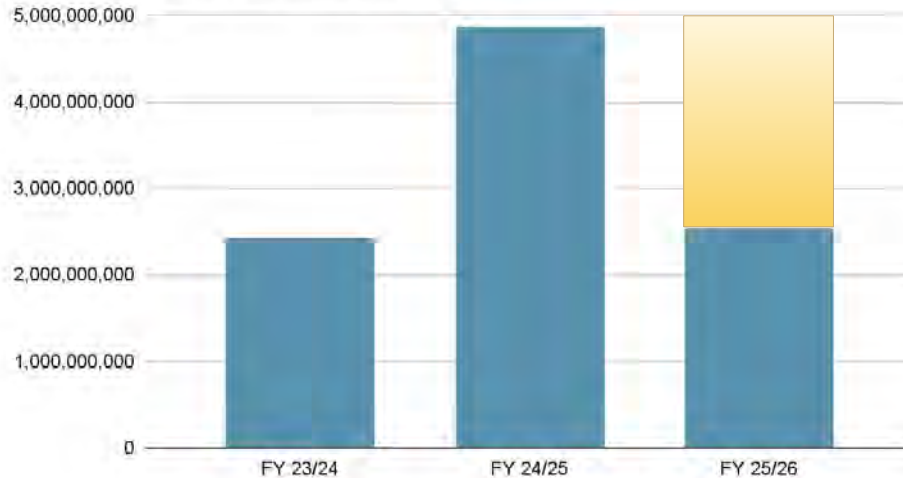
**310+**

BACKLINKS TO  
[VISITRENOTAHOE.COM](https://www.visitrenoahoe.com) &  
PARTNERS

# EXPANDING OUR REACH

Visibility that Multiplies By the Years

**Total Potential Reach YoY**



- **Doubling Our Impact**  
FY 24/25 coverage delivered 2x the potential reach of FY 23/24.
- **On Track to Break Records –**  
FY 25/26 is already surpassing FY 23/24 in less than 3 months.
- **Building Momentum–**  
FY 25/26 is poised to outperform FY 24/25.

# CHANGING PERCEPTIONS

When journalists visit Reno Tahoe, they don't just explore - they defy their expectations. Through immersive experiences, first-hand local storytelling, and expert intel - they leave as brand ambassadors for the destination.


Highlights include 30+ local U.S. outlets declaring Reno as a "fun and funky" destination with a total reach of over 12M and a 2,000+ word feature on *Buzzfeed* with an ad value of over \$345K following a press trip – a 230x ROI. Reno Tahoe was listed alongside places like Columbus, Ohio and Buffalo, New York in *InsideHook's* Unexpected Favorites.



"The Biggest Little City in the World" Reno earns its moniker with its big-city amenities, flashy neon lights, and blockbuster-sized casinos – all set within a community with small-town charm. Coupled with the fact that it's easily accessible to nature, including Lake Tahoe, Reno offers a best of both worlds approach to city-going, and the rare breed where nature, nightlife and entertainment are synchronous. Whether you gamble or not, visiting one of Reno's itty casinos, like the Grand Sierra Resort and Casino, is a must. As is a stroll under the flashing **Reno Arch**, which is right next to the **Edorado Reno Resort & Casino** and an outdoor dining well at the **Whitney Peak Hotel**. Also nearby, check out the **National Automobile Museum** home to the vast car collection of Bill Harrah (of Harrah's Hotels and Casino), as well as other mobile oddities, like a real-life version of the tricked-out van from **Polar's Oswald**.

Definitely don't miss: After a day at the **National Automobile Museum**, and a photo op at the **Reno Arch**, stroll along the surprisingly fun **Downtown Reno Riverwalk**. Later, head to Midtown for cocktails at the **Emerson** (the only gay-owned bar in town, with proper stemware to prove it), and a crack of beer steamed mussels at **Brosserie Saint James**.

Stay: **Whitney Peak Hotel** – MI




Sure, Reno is known for its glitzy casinos and its moniker as the "Biggest Little City in the World," but there is so much more to this destination than meets the eye.

A beautiful hike that traverses a desert landscape into a thick evergreen forest? Check. A serene hot spring known for its restorative power and rainbow of lights? Yep, that as well. Oh, and I didn't even mention the wild horses you'll probably see as you soak in the spring.

Move over, slot machines. It's time to **explore a side of Reno** you've probably never seen.

Reno is a city defined by eccentric people who are not afraid to express themselves, and I wanted to showcase that from the first moment we begin the itinerary. As you'll see, the starting point has no shortage of hilarious, head-turning scenes.



**Smith and River** is a fun American Bites overlooking the rushing Truckee River downtown. Signature cocktails include the **Smile To Me**, made with handcrafted vodka, ginettone, lemon and honey, as well as the **Smile To Me** cocktail, a nod to the University of Nevada Reno's Wolf Pack. The summer menu includes party of housemade pasta and vegetable-forward items like a pizza with roasted summer squash, sweet corn, pickled red onion, truffle oil, and a drizzle of balsamic.

Also fun on the waterfront walk is the outdoor **bar** **The Tidy**, a collaboration community space with live music, local art, free pinball games and free fitness classes, and more. There's also **bar** **24** with beer and 24-hour all-day eatery, as well as hand-crafted cocktails. The **bar** is family-friendly for all ages during the day, as well as dog-friendly for well-behaved pups.

For the gaming energy that brings most of us to Nevada, upscale options further downtown include the **Adams Casino Resort and Spa**, the **Grand Sierra Casino Resort** and **The Peppermill Reno Resort**.



These days, different types of tourists come to Reno. Most people associate the city with its casinos and a gateway to the six resorts of Lake Tahoe, and the **Black Rock Desert**, setting of the annual **Burning Man Festival**. Many of the large-scale festival sculptures come to reside downtown near they leave the dusty landscape.

But it wouldn't have been possible without the men and women who came here to change their fates. Perhaps the best way to remember the Reno divorce era is a stand on the **Virginia Street Bridge**. It was here that the recently single could toss their wedding rings into the Truckee River, giving it the nickname the "**bridge of sighs**."

# CHANGING PERCEPTIONS

From Best-Kept Secret to Must-Visit Destination

## BuzzFeed

I Hate Casinos, But I Decided To Book A Trip To Stay In Reno, Nevada Anyway. Here Are My Brutally Honest Thoughts, And The One Thing I Totally Didn't Expect



3. We stayed at the [Grand Sierra Resort](#), which was HUGE and really proximal to pretty much everything. And can I just say, the food and activity options were A MAJOR WOW inside the resort. Bowling? A whole cake shop? A Starbucks? An Asian restaurant, sports bar, buffet...yeah. Sign me the heck up. I very well could've never left the resort if I so desired.

11. And lastly, here's the one thing about Reno Tahoe that I TOTALLY didn't expect and truly knocked my socks off: the sheer volume of activities and events. This city is ALIVE and VIBING!!! We went to the Reno River Festival, for one, but there are countless events going on every single week — I'm talking food festivals, street parties, and world-renowned art shows.



*"And lastly, here's the one thing about Reno Tahoe that I TOTALLY didn't expect and truly knocked my socks off: the sheer volume of activities and events. This city is ALIVE and VIBING!!! We went to the Reno River Festival, for one, but there are countless events going on every single week — I'm talking food festivals, street parties, and world-renowned art shows."*



# OUTDOOR ADVENTURE

With a bevy of outdoor activities, we consistently tout the destination's serious adventure credit.

*USA Today* spotlighted why Sand Harbor State Park is a must-visit, reaching 65M readers. We invited media to shred the slopes themselves, resulting in a 3,000+ word story about Palisades Tahoe and dining in Reno on *The Manual*. *The Apres Chronicles* highlighted 4 Lake Tahoe ski resorts & *Ski Magazine* spotlighted Mt. Rose for its signature slopes and proximity to the city.



We love national parks, but these 12 state parks are just as awesome

Beth Luberecki FamilyVacations.com

4. Sand Harbor State Park  
Incline Village, Nevada



Lake Tahoe offers jaw-dropping views for swimming, fishing, boating, and hiking all year long.

Nevada's Sand Harbor State Park makes it easy to enjoy the waters of Lake Tahoe, the largest alpine lake in North America. Activities here include swimming, kayaking (like clean-day trips with Clearly Tahoe), standup paddleboarding, boating, fishing, and water skiing. The accessible paved Sand Point Nature Trail allows all visitors to take in panoramic views of the lake, and the Tahoe East Shore Trail has been called "America's Most Beautiful Bikeway." The park also hosts the Lake Tahoe Shakespeare Festival every summer.

## SKI

The Best Under-the-Radar Ski Areas For Experts

When you're in it for the steep and technical, not the fun and cozy, these 14 resorts are where to look.



Set off the beaten-path of the major Tahoe-area resorts, compact Mt. Rose has much to offer the advanced skier, including, but not limited to, the famous Chutes. Boasting pitches up to 35 degrees, the Chutes are steep, technical, and can be downright treacherous in nasty weather. Make sure you're confident in your steep-sking skills before heading out the gates from either the summit-top Southwest Express or the Zephyr Express.

**Bottom Line:** Rarely crowded, this Nevada gem is less than 30 minutes from the Reno-Tahoe airport, and has enough adventurous terrain to keep high-level skiers on their toes for a weekend.



33 Top Lake Vacations in the U.S.



[View as slide](#)

Lake Tahoe, California and Nevada

At 22 miles long and 12 miles wide, Lake Tahoe is so big it straddles both California and Nevada, it's also the biggest alpine lake on the continent. The water's clarity is remarkable -- in some places, you can see more than 70 feet below the surface. Lake Tahoe features outstanding hiking and biking trails, especially at the area's top resorts like Heavenly, Palisades Tahoe, Diamond Peak and Northstar California.

**Where to stay:** This lake destination boasts a variety of hotels, including highly rated The Westin, Carlson, Lake Tahoe and Hyatt Regency Lake Tahoe Resort, Spa and Casino, as well as campgrounds, such as Meeks Bay, located right on the lakefront with a sprawling beach.

## THE APRÈS CHRONICLES

Complete Guide to Skiing North Lake Tahoe—  
Truckee



Bluebird days and fresh powder await on the scenic slopes of Lake Tahoe, the largest alpine lake in North America! It is ringed by the Sierra Nevada mountain range and is home to the highest concentration of ski resorts in the country. The picturesque oasis is aptly nicknamed "Big Blue" for its stunning juxtaposition of crystal blue waters. The region boasts over 300 days of sunshine and 500 inches of snow annually. California dreaming -- and Nevada nirvana -- comes naturally in Lake Tahoe, a true all-season destination that comes vividly alive in the wintertime.

**Where to stay:** Lake Tahoe is home to charming villages, from Incline to Truckee, and the largest ski resort in the region, **Palisades**. From après adventures at rustic lodges to back-country expeditions through the giant firs and pines, travelers will have an amazing time both on and off the slopes. Read on for your ultimate guide to skiing in North Lake Tahoe.

# OUTDOOR ADVENTURE

## From Lake Days to Powder Runs



*"I was on a spring sojourn to Palisades Tahoe, a ski resort famous for terrain that combines hair-raising inclines, massive acreage, and cliffs galore."*

*"During my adventure, I stayed in Reno, Nevada, giving me a taste of city life at the end of each day on the mountain."*



# CULTURE HUB

Reno Tahoe's eclectic culture is the heart of the destination, and something we consistently leverage in pitching from unique restaurants & bars, dozens of events, and a plethora of art to see.

*Food & Wine* and *Eater* spotlighted 30+ local F&B partners combined from Louis Basque Corner, Abby's Highway 40, Arario Midtown & beyond. *She Buys Travel* featured 8+ cultural attractions, with the story syndicating to 30+ additional local outlets in top markets such as The Sacramento Bee, with a total reach of 159M. *Time Out* and *Canadian World Traveler* spotlighted a combined 8 Reno Tahoe annual events.

## FOOD & WINE

Why Reno's Food Scene Is Worth a Road Trip

(This need to-know is a gathering of the best of the best. It's not just a collection of great food.)



Premium, which now counts three locations (including a grocery that sells gourmet goods and [off-price big brands](#)), is just one testament to how the northwest Nevada city has transformed in recent years. Once best known for its glitzy casinos, Reno's thriving tech sector is among several factors drawing an influx of transplants. (Others include a lower cost of living compared to neighboring California and easy access to outdoor pursuits in the nearby Sierra Nevada mountains and Lake Tahoe.) [The city's population has grown by nearly 40% in the last decade](#), and it's expected to keep growing. In the process, Reno's culinary landscape is transforming, too.

"While the casino's \$10.99 prime rib special still lives on, there's a vibrance of new talent trickling into the city that is contagious and exciting," says O'Leary.

"It's really rewarding to witness some of Reno's classic, more historic buildings with new experiences that can connect with both travelers and locals," says Strommel.

As enthusiasts, as Renomies have been about their city's evolving culinary landscape, some visitors are still surprised by what they find, says John Fontana. "I think people are finally realizing that Reno is not just a small Vegas."

she  buys travel

The Un-Casino Reno: My Perfect Day  
Exploring the City's Vibrant Heart



Sometimes say that casinos are the main reason to visit Reno, Nevada. But along with the glitz of the gaming floor and the thrill of the gaming floor, the city also offers scenic outdoor adventures, vibrant arts and culture, and a growing food scene that goes beyond the casino floor.

Whether you're traveling with family or friends, or exploring solo, as a solo, Reno offers so much to see and do. And, beyond the casino floor, there's now a great way to spend the perfect day in Reno.

A great way to make the most of your day in Reno is with a peaceful stroll along the Reno Riverwalk, which winds beside the Truckee River in the heart of downtown. And that's just what I did after breakfast. It was a beautiful day for walking in new shoes and making my way toward my next destination.

With over 40 dining options, bars, and entertainment venues, over 100 boutiques offering gifts, antiques, and clothing, plus museums, live theaters, nightclubs, and even a seasonal outdoor theater, something for everyone. For outdoor fun, you can hit the water at Truckee River Whitewater Park with kayaking and tubing rentals, or hike.

The free and covered walk is accessible at Midtown located between the west side of Elwood Park and Wharf Park, and is open 24/7.

TimeOut

10 popular winter destinations  
that are even better in the  
summer

4. Reno, Nevada



While Reno Tahoe is known for its world-class ski resorts and top-notch terrain, it's also a great place to visit come summer, especially when you consider that the destination offers over 300 days of sunshine each year. Visitors can choose from a handful of summer festivals and events, including the Artisan Festival (through July 31), the Lake Tahoe Shakespeare Festival (through Aug 26) and the Great Reno Balloon Race (Sep 6-8), which is touted as the world's largest, free hot air balloon festival. Hot August Nights (Aug 4-12) provides free entertainment and over 5,000 classic cars. Foodies will love Food Truck Findies in Idlewild Park, which offers over 70 food trucks every Friday night through August 30th. Last but not least, consider a day trip to nearby Lake Tahoe, aka North America's largest alpine lake.

WORLD TRAVELER  
RENO SUMMER FESTIVALS



### Reno River Festival

With an entry fee added for the first time this year, the Reno River Festival will be making a big splash May 30-June 1. With over 100 food vendors, and outdoor merchants, a full-scale musical with more than 20 chart-topping trailblazers, craft beer and sippers, adventure parks, carnival thrills, as well as a new one-of-a-kind run and raft event.

### Reno Rodeo

The 108th Annual Reno Rodeo is in town June 19-28. Dubbed the "Wildest, Richest Rodeo in the West", this 10-day event is a must-do for travelers and locals alike. Guests can enjoy and/or participate in a variety of rodeo events including: Barrel racing, Saddle Bronc, Steer Wrestling, Team Roping, Women's Barrel Racing, and more. The event takes place at the Reno-Sparks Livestock Event Center.

### Artisan

Span the town Reno! For the entire month of July, Reno turns into Artisan. From Reno's local scene to world-renowned artists, this festival is perfect for art lovers. Festival attendees can enjoy over 600 art events, including concerts, classes, tours, workshops, and exhibits, live performances, a chalk art festival, and much more. At the oldest city in Burning Man, art enthusiasts everywhere can make a pit stop in Reno and revel in the fascinating creative spirit of the destination for an unforgettable experience.

# A CULTURE HUB

Art, Flavor, and Energy Around Every Corner

## **EATER** The Best Restaurants and Bars in Reno, Nevada



**B**etween the mountainous scenery, street art, and Truckee River that runs through the center of town, Reno has charm to spare. But does it have a dining scene? Northern Nevada's largest city is picking up some serious momentum as a true culinary destination, from the gritty casino center of downtown to up-and-coming neighborhoods like Midtown and the surrounding suburbs.

The restaurants reflect the identity of Reno itself, which grew from an Old West railroad hub and mining community to a diverse economy that has welcomed tech giants like Tesla, Microsoft, and Apple in recent years. The city is more likely to mine lithium batteries than silver these days, but Reno has something for everyone, from Beijing duck to steaks raised on regional ranches and served with a shot of whiskey. The city continues to evolve as an engaging place to call home, but it's also blossoming as a vacation destination for those seeking small-town ambition and the dazzle of bright lights. If you haven't visited "Biggest Little City in the World" in a while, there's some catching up to do. Come hungry.

*"Between the mountainous scenery, street art, and Truckee River that runs through the center of town, Reno has charm to spare. But does it have a dining scene? Northern Nevada's largest city is picking up some serious momentum as a true culinary destination, from the gritty casino center of downtown to up-and-coming neighborhoods like Midtown and the surrounding suburbs."*

# LODGING SPOTLIGHTS

We consistently highlight Reno Tahoe's accommodations as premier places to stay for every type of getaway.

Major news publication, *New York Post*, spotlighted the three Caesars Entertainment properties to its audience of 43M+ readers. During the buzziest sales season, *U.S. World News & Report*, included Atlantis Casino Resort Spa's holiday promotion as a "best Cyber Monday sale" to its 20M+ readers.

**WORLD TRAVELER**

RENO-TAHOE, NEVADA: CASINOS, RODEOS AND KAYAKING



What an exciting and diverse selection of offerings the region of Reno-Tahoe has, spanning everything from the first one day, enjoying an authentic cowboy night ride the rodeo and then a short distance away being in the fresh mountains with the incredible scenery of Heavenly Lake Tahoe. Add to this a lively music scene, fascinating historic sites, delicious international cuisine and very friendly locals and you are about to have a great time.

Reno, the seventh biggest state in the union, sure has its share of polar opposites, including unmatched entertainment, quirky festivals and art installations, wide open space and a still low level of urban sprawl between the major cities along the coast and Nevada's coastline. In Reno-Tahoe, not too much of anything but perhaps just the right mix of all.

**Your Best Bet**

What a strange corner for a hotel. I thought to myself, As this would be our accommodations while in Reno, I needed to know how it came to be named and found out the Best Bet Motor Lodge was established many decades ago and the same impact on the very original main sign. The lodge has recently been renovated, refurbished and redesigned and is now a boutique-style motel that includes a new spa and sauna. From my first impressions, I would summarize the Best Bet in one word: progress, with a great deal of attention given to local details in its design. My room on the lower level was extremely spacious and had elements of old and new that thoroughly complemented each other. The current floors were mostly original and added a dimension of resilience while the handsome furniture and modern amenities had a soothing effect. As a side note, after leaving other rooms I can honestly say this motel had some of the most fascinating looking wallpaper I had ever seen. All different and each its own visual piece of art.

The Best Bet staff were welcoming and offered genuine and laid back advice which made our stay very relaxing. As a new acquisition, the owners of the Best Bet had decided to venture into the property as their original home. The hotel, in town, only has a handful of rooms which were mostly booked. Before this hotel was the stable restaurant where we would enjoy well-presented and tasty at French-Mediterranean dishes.

**U.S. News & World Report**

**236 Best Cyber Monday & Travel Deals**



**Atlantis Casino Resort Spa - Reno, Nevada:** Up to 30% off with minimum three-night stay. [View Rates](#)

**WANDERLY**

**14 Best US States to Visit in March for Spring Break**



**2. Nevada**

Nevada in March offers perfect desert temperatures and clear skies for outdoor adventures. Hit the town as does Lake Tahoe, where a challenging 8.5-mile hike leads to stunning views and pools perfect for cooling down.

Las Vegas hosts its signature sparkle while offering pleasant weather for exploring beyond the Strip.


**Insider Tip:** Visit Lake Tahoe during March for both skiing and beach visits - the dual-season appeal means smaller crowds.

**Where to Stay:** The [Flamingo Las Vegas](#) in Reno: This eco-friendly resort uses geothermal energy to heat its pools and rooms.

**House Beautiful**

These 12 Walkable Cities NEED To Be On Your Summer Bucket List

Reno Tahoe, Nevada



Don't underestimate "The Biggest Little City in the World" that is **Reno Tahoe**, Nevada. Offering a blend of urban excitement and natural beauty, travelers are surprised to find just how much there is to do here. The city celebrates artists with murals and sculptures-many are from **Burning Man**, which are on permanent display in the **Riverwalk District**.

Stay at **Whitney Peak Hotel** in the heart of downtown. Connected to the hotel is **BaseCamp**, where travelers can challenge themselves and scale one of the tallest outdoor climbing walls in the world.

# LODGING SPOTLIGHTS

From Casino Resorts to Downtown Digs

**NEW YORK POST**

## Reno 411! A summer guide to the Biggest Little City in America



Beautifully backdropped by the High Eastern Sierra foothills, Reno is hardly of the "skid" variety. It's a troika of massive, hustling-n-bustling fancyish hotel-casinos perfect for us all-poker, no-powder types.

The Eldorado, the Silver Legacy and Circus Circus span six blocks wholly owned by **Caesars Entertainment, Inc.** (what Eldorado Resorts rebranded itself as after acquiring old Caesars and all its properties).

Each has its own unique charms: Eldorado skews more upscale and sophisticated, Circus Circus has a giant arcade for kids.

But we ended up at the dining- and night life-focused, 1,720-roomed Silver Legacy, home to a mood-lit Ramsay's Kitchen (warning vegans: best to avoid his delicious, had-parents take on "tollpops") and the always queued- and gussied-up Aura Ultra Lounge.

Drumcophobic? Not a problem. Enter any one of the three and you can easily visit the other two without ever stepping foot outside via the Row's skyways.

Reno's groovy **Nevada Art Museum** has devoted 9,000 square feet — its entire third floor — to these lovingly nicknamed "sea dragons" in an exhibit running through mid-January of next year called Deep Time.

*"The Eldorado, the Silver Legacy and Circus Circus span six blocks wholly owned by Caesars Entertainment, Inc. Each has its own unique charms: Eldorado skews more upscale and sophisticated, Circus Circus has a giant arcade for kids. But we ended up at the dining- and night life-focused, 1,720-roomed Silver Legacy, home to a mood-lit Ramsay's Kitchen and the always queued- and gussied-up Aura Ultra Lounge."*

# REACHING CORE DEMOS

Reno Tahoe is a destination for everyone but travel is more personal than ever. For families, couples, solo travelers, and beyond, Reno Tahoe is front and center with a recommendation for that demo and niche.

AARP and *TravelPulse* quoted Mike Larragueta, establishing the Visit Reno Tahoe CEO & President as a thought leader in the travel space for all ages & demos. Reno Tahoe made its debut in *Good Housekeeping*, highlighted among the top spots for solo travel and *Travel + Leisure* positioned the destination as a romantic getaways for couples.



## The Family Vacation Destinations You've Been Missing

### Reno Tahoe, Nevada

Offering a mix of outdoor adventure, interactive learning, and memorable experiences, Reno Tahoe is a place where families can enjoy both urban amenities and a small-town feel, says Mike Larragueta, President and CEO of Reno Tahoe.

Family-friendly activities here include scenic hikes in the Sierra Nevada mountains, days spent on the slopes in North Lake Tahoe and hands-on fun at The Discovery Museum. Still more options include exploring local creativity at the Nevada Museum of Art and experiencing events like the Great Reno Balloon Race or the Reno River Festival.

As for where to stay, family-friendly options range from resorts like Circus Circus and Grand Sierra Resort, to unique amenities at Whitney Peak Hotel.

"Reno Tahoe has something for everyone," says Larragueta. "Plus, with easy access from California and major U.S. cities, families can skip the crowds of other mountain destinations and enjoy an unforgettable getaway filled with adventure and discovery."

## GOOD HOUSEKEEPING

### 35 Best Solo Travel Destinations in the United States

#### Reno, Nevada

Sure, Las Vegas might get more of the attention in Nevada, but Reno is a more approachable destination for a solo trip. Yes, there are casinos here, but you'll also find impressive art and automobile museums, a lovely rose garden and the Nevada Historical Society. In the winter, skiing is nearby, and in the early fall (September 5-7 this year), Reno hosts the world's largest free hot air balloon event. "The Biggest Little City in the World" certainly lives up to its moniker.

**Where to Stay:** If you prefer shopping to casinos, book the new *Hyatt Place in South Reno*, which is located at the Shoshone Summit amidst many inns and restaurants. But if you want to play the slots, *The Peppermill Resort Spa Casino* is a popular pick.



## 2025 LGBTQ Pride Guide

### RENO TAHOE, NEVADA



**Sept 6 - Reno, Nevada: Northern Nevada Pride** Join the urban basecamp's largest celebration of love, diversity, and community at the annual Northern Nevada Pride. The one-day event starts with a spirited parade through downtown, passing under the iconic Reno Arch, and continues with a festival featuring local LGBTQ+ vendors, drag entertainers, music, food, and more.

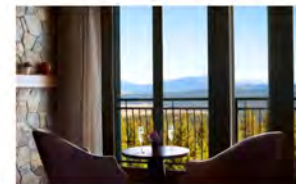
**Oct 9-12: Reno, Nevada: Gay Days Reno** The leading LGBTQ+ vacation experience is coming to Reno this October! Head to the "Biggest Little City" to celebrate National Coming Out Day on Oct. 11 at the *Grand Sierra Resort*. The week is packed with activities, including the finals of the International Gay Rodeo Association, Drag Brings, and beyond. Travelers can also enjoy a variety of interactive activities on-property at Grand Sierra Resort, including axe throwing, bowling, an escape room, and more.

## TRAVEL+ LEISURE

### 50 Best Romantic Getaways for a Couples Trip

From tropical islands to idyllic wine regions, these are the top spots around the world for a romantic retreat with your significant other

#### Lake Tahoe



Experience the Reno side of the Lake Tahoe area for outdoor activities and intimate restaurants and hotels. Check out the *Spa at Silver Legacy* or the multitude of hot springs in the area for a relaxing day of romance. There's also the Riverwalk and MidTown District to explore. On the California side, opt to stay at the *Red Wolf Lakeside Lodge*, which has its own dock, or *The Big Bear Inn, Lake Tahoe*, where the concierge service can arrange a day of adventure on the mountain, a round of golf, or sailing on Lake Tahoe.



# REACHING CORE DEMOS

A Destination for Every Kind of Traveler



## 7 Easily Accessible Vacation Destinations for Older Adults



### Lake Tahoe, Nevada

"Reno Tahoe is a destination where adventure and relaxation go hand in hand," says Mike Larragueta, president and CEO of the Reno-Sparks Convention and Visitors Authority. A year-round destination, [Lake Tahoe](#) is a premier skiing site in winter and a waterfront haven in warmer months. Adaptive skiing is offered at Palisades Tahoe resort and Heavenly Mountain Resort. [Cyclists](#) will enjoy the Tahoe East Shore Trail, known as "America's Most Beautiful Bikeway." Visitors can take a break from the lake to enjoy attractions in Reno, "The Biggest Little City in the World." The National Automobile Museum and Nevada Museum of Art are ADA-compliant and worth a visit. Just outside of Reno sits Wilbur D. May Arboretum & [Botanical Garden](#), which has gravel and paved paths.

**Getting there:** Reno-Tahoe International Airport is less than an hour (depending on traffic) from Lake Tahoe and about 12 minutes to downtown Reno; Los Angeles and Las Vegas are about a day's drive to Tahoe for those looking to explore multiple Western destinations.

*"A year-round destination, Lake Tahoe is a premier skiing site in winter and a waterfront haven in warmer months. Adaptive skiing is offered at Palisades Tahoe resort and Heavenly Mountain Resort. Visitors can take a break from the lake to enjoy attractions in Reno, "The Biggest Little City in the World." The National Automobile Museum and Nevada Museum of Art are ADA-compliant and worth a visit."*


# MICE

We kept the meetings, incentives, conventions, and events media up to date with top Visit Reno Tahoe news to reinforce Reno Tahoe as a top destination for planners and groups.

Reno Tahoe's MICE offerings saw a 30% increase in coverage and more than double the ad value YoY. In FY 24/25 we secured nearly 30 thought leadership opportunities for Mike Larragueta including media interviews and commentary on both trade and consumer publications. *Smart Meetings*, *Meetings Today* and *Southwest Meetings + Events* gained value insights from Mike and the Reno Tahoe and D/R teams that lead to detailed coverage on the destination's meetings and events services.

**southwest**  
meetings + events  
The Neon Babylon

Reno, Nevada, known as "The Biggest Little City in the World," shines brightly for gatherings with casinos, mountains, and an electric vibe.



Reno, Nevada, famously bills itself as "The Biggest Little City in the World." Although it has a population one-third the size of Las Vegas, there is a whole lot going on in this mountain town with legal gambling right up to the Nevada/California border. Lake Tahoe and Carson City are each about 45 minutes away, and multiple ski resorts inhabit the surrounding mountains.

"As an urban landscape where the Sierra Nevada meets the dynamic city streets of Reno and Sparks, Reno Tahoe is a destination that sets itself apart for every type of meeting," says Mike Larragueta, president and CEO of the Reno-Sparks Convention & Visitors Authority, which covers Reno and the North Lake Tahoe area.

**Vibes:** "Reno Tahoe is a vibrant, eclectic destination," says Larragueta. "The mix of the city and mountain atmospheres brings unlimited possibilities for meetings and events." With gaming, world-class skiing, the National Bowling Stadium, and 3 Reno's Reno Neon Line of Burning Man sculptures, "eclectic" seems spot on.

**Smart**meetings

**RENO/TAHOE: WHERE ADVENTURE MEETS OPPORTUNITY**



Whether you've come to play, explore the outdoors or hold a gathering of your favorite people, Reno/Tahoe packs a punch of engaging offerings and stellar spaces.

Planners can host a team-building exercise in the Sierras, where participants can ski or snowboard, or head to Lake Tahoe for kayaking, paddleboarding or hiking.

Planners have a vast selection of venues between Tahoe and Reno that will thrill and entertain any guest.

**Hiking.** Grab the team and head out to Reno's popular hiking trails, including the Oxbow Nature Study Area Trail, Tom Cooke Trail, Huffaker Park, Mrs. Loma Urban Trail, Rancho San Rafael Regional Park, Keystone Canyon Trail and Peavine Peak Trail.

**Skiing and snowboarding.** If your group is interested in hanging out on the ski slopes, Lake Tahoe has many ski spots, including Heavenly Mountain Resort, Northstar, Sugar Bowl, Donner Ski Ranch, Soda Springs and Kirkwood. Whether you are a beginner or a skilled on the slopes, Lake Tahoe has something for everyone.

**meetings**  
PEOPLE + PLACES  
TODAY

**Q&A With Mike Larragueta on the Thriving Northern Nevada Group Market**

Mike Larragueta is a third-generation Nevadan with 30 years of travel and tourism industry experience, mostly with Southern Nevada and Reno Tahoe. In May 2024, he was named the new President and CEO of the [Reno-Sparks Convention & Visitors Authority](#). In the Q&A with *Meetings Today*, Larragueta shares his outlook and plans for a thriving Northern Nevada group market.

**Jeff Holman: What does your leadership role mean to you?**

**Mike Larragueta:** It has been quite a journey. My career in Reno Tahoe has allowed me to build meaningful relationships with stakeholders ranging from business leaders to the community of Nevada. My goal is for every visitor to experience my best for 100% of the time and every day.

**How have you seen the Northern Nevada group landscape evolve?**

We have seen growth with larger groups such as Denver, Salt Lake City and Phoenix. Like other cities, we are welcoming more capital investment in events, retail and infrastructure. Additionally, our focus on higher meeting rates over the years. Regularly adding new and fresh talent to our convention sales team, our groups are more willing to visit again and our meeting schedule is a testament to our strong destination-wide efforts.

**What amenities do you bring to the table as president and CEO?**

Working with businesses that host family-owned resorts to larger corporations throughout the region. I am passionate about customer service at all levels. From catering and facilities management to providing convention sales and more. These experiences have given me the insights and tools to succeed in this role. Along with my team, our office of community, collaboration, community engagement, partnership and innovation.



**Smart**meetings

**Notes from the Road: Reno**



**A leisure paradise**

One contact. Three different conference experiences. Unlimited ways to experience "The Biggest Little City in the World." The new Reno-Sparks Convention Center, Elgin Hotel, Elgin Casino and Elgin Casino Reno Hotel & Casino offer a convenient midday play for planners looking for a home base to explore museums, nature, sports and history. It's all Reno-Tahoe International Airport (RNO) and Highway 93. Recently, I recently topped up to take a closer look at a city I had visited many times before. In my summer, I found more to love.

The Reno Reno is a collection of more than 200,000 sq. ft. of meeting space, including Reno-Sparks Convention Center, the hotel and 6,000 guest rooms at a range of price points. Meet with city and deliver museum-inspired views. We visited with some of the most beautiful views in the world.

**Read More:** [Reno/Tahoe: Where Adventure Meets Opportunity](#)

Many of the distinctive and celebrity (and sustainability) can be brought out for unique (and experiences) beyond the 100,000-square-foot Crystal Ballroom. Also available is the 100,000-square-foot Crystal Ballroom. Also available is the 100,000-square-foot Crystal Ballroom.

Across the street, **National Bowling Stadium** (the backdrop for the World Hardball minor league) offers a 385,000-square-foot team-building playground. In addition to 78 lanes of bowling, the stadium is home to the Reno-Sparks Convention Center. Behind the stadium, the stadium is home to the Reno-Sparks Convention Center. Behind the stadium, the stadium is home to the Reno-Sparks Convention Center.

# MICE

## Where Business Meets Bucket-List Backdrops

**meetings**  
PEOPLE + PLACES TODAY

**Reno-Tahoe Is Welcoming Major Resort and Event Venue Additions**



The Reno-Tahoe region is a standout meetings and events destination due to the phenomenal scenery and outdoor activities afforded by both sides of pristine Lake Tahoe. Combine that with the gaming and urban offerings of Reno, itself set in a high-desert valley of the Sierra Nevada Mountains, and there's something for most every attendee.

Most groups fly into Reno-Tahoe International Airport, which is undergoing a billion-dollar expansion and located about three miles south of downtown Reno and about an hour from both South and North Lake Tahoe.

A major sports events and meetings mecca—booking some 100,000 rooms per year in that segment, according to Las Vegas—Reno also welcomed a new \$5 million, NCAA-sanctioned indoor track and field facility. The 200-meter banked track, one of only four of its kind in the Western U.S., is also portable. The facility just completed its first season, hosting the Mountain West Conference men's and women's championships and hoping to host NCAA championships in future years.

Another of Reno's major sports venues, the events-friendly National Bowling Stadium, is celebrating its 30th anniversary this year, with as-yet-announced events expected to herald the achievement of what is considered the most noted bowling facility in the U.S.

*“The Reno-Tahoe region is a standout meetings and events destination due to the phenomenal scenery and outdoor activities afforded by both sides of pristine Lake Tahoe. Combine that with the gaming and urban offerings of Reno, itself set in a high-desert valley of the Sierra Nevada Mountains, and there’s something for most every attendee.”*



# INDOOR TRACK

Before, during and after the debut of the RSCC's indoor track, we worked with key sports travel media to highlight the innovative new space. For the first indoor track season, we secured a total of 14 national stories, with a total potential reach of 155M & ad value of \$1.4M.

Coverage highlights included the announcement in *Meeting Spotlight* and *Sports Business Journal*, hosted press visits from *Fansided* and *Sports Travel Magazine* at the grand opening, and a post-season recap feature in *Sports Travel Magazine*.

**Street & Smith's**  
**SEJ** SPORTS BUSINESS JOURNAL

## Reno, Nevada prepares to open \$5 million indoor track facility



Nevada will soon be home to one of the largest indoor track facilities in the Western United States. Reno, also known as The Biggest Little City in the World, is opening a \$5 million track inside of its Reno-Sparks Convention Center complex with the first event around the corner.

It's been a long, two-and-a-half-year process which included shipping the custom-made and portable track from Italy on separate shipping containers through the Panama Canal to California before eventually making its first track to Reno.

Funding came from the Reno-Sparks Convention and Visitors Authority who are looking to convert Reno's position as a small sports market powerhouse and become the premier location for track meets in the Western United States.

"We wanted to identify an opportunity that differentiated us from our regional sports competitors, and this gave us a competitive advantage," RSCVA President and CEO Mike Larragueta told the SEJ. "We will use our track to really drive competition, events, tourism and revenue, while adding economic development to the area."


The facility will have a flexible capacity of between 1,200 and 1,500 people. The facility is also expected to add between 15,000 and 20,000 room nights in its first year. By its fifth year, Larragueta expects that number to jump to 50,000 room nights.

**FANSIDED**

## The \$5 million indoor track redrawing the map for American Track and Field

The NCAA season kicked off on Dec. 5 at the Reno-Sparks Convention Center — on what's been called the fastest indoor track in North America.

By Tim Steffen | Dec 10, 2024



America's newest indoor track is located in the Reno-Sparks Convention Center (RSCC) in Reno, Nevada.

According to Reno Tahoe President and CEO Mike Larragueta, his team viewed the undertaking as something that would put Reno on the map. That map of the Western United States featured one facility certified for elite-level competition — the track in Albuquerque, New Mexico, which hosted the 2024 USATF Indoor Championships. Reno's track, which cost \$5 million, is of the same caliber and will be utilized to host a variety of competitions in the sport. The need for more regional venues is perhaps best underscored by the dozens of NCAA athletes from the Western United States who traveled all the way to Boston for Boston University's home opener on Dec. 7.

**MEETING SPOTLIGHT**

## Reno-Sparks Convention Center Debuts New Indoor Track Facility




The Reno-Sparks Convention and Visitors Authority (RSCVA) has announced the opening of Nevada's first and only indoor track at the Reno-Sparks Convention Center (RSCC) on December 5. This facility will offer athletes a venue for competition and training, establishing Reno-Tahoe as a premier destination for track and field.

The facility offers a Mondo-manufactured track with a 12-degree bank oval and six 42-inch-wide lanes, as well as an eight-lane sprint track for sprints and hurdles. Designed to meet World Athletics certification, the indoor track will be eligible to host a range of competitions, including NCAA, USA Track & Field, AAU and youth meets.

**SportsTravel**  
BY NORTHSTAR

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

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



The Reno-Sparks Convention and Visitors Authority has released the numbers from its inaugural indoor track season at the Reno-Sparks Convention Center, hosting eight events from the collegiate level to youth and masters.

This Reno Tahoe Indoor Track welcomed over 5,000 registered athletes, securing over 12,000 room nights, \$153,000 in total revenue and over \$6 million in economic impact. Nevada's only indoor track is scheduled to host 12 events in 2025, including the Mountain West Conference Championships.

"The success of Reno Tahoe's inaugural indoor track season exceeded all our expectations and we look forward to building on the momentum we created in the opening year," said Mike Larragueta, Reno-Sparks Convention and Visitors Authority president and chief executive officer. "We are confident to establish the destination as a premier sports tourism, we anticipate more opportunities to expand the world of indoor track and continue to bring world-class competition to Reno Tahoe."

Opening December 4, West Tahoe's premier resort spa retreats and hotels are ready to go hand-in-hand with the University of Nevada and four events with the USATF Pacific Association. The season will continue with the Mountain West Conference Championships from February 18-20, 2025, followed by the Mountain Pacific Sports Federation Championships from February 28 through March 2, 2025.

# INDOOR TRACK

## Putting Reno Tahoe on the Fast Track



### New Indoor Track Facility a Boost for Reno-Tahoe Tourism

Venue will be able to bring in events during shoulder season for Nevada destination

Teams and coaches gathered in the stands and alongside the edges of the banked track; chugging energy drinks and chewing on energy bars as athletes from all around the Western United States vaulted, jumped, threw and sprinted over a three-day period.

The scene for the Silver State Invitational is what the Reno-Sparks Convention and Visitors Authority envisions happening time and again in the future, having opened its new indoor track-and-field facility on December 5 with a gala evening.



"We have the opportunity now to bid on national championships, conference championships – the list goes on and on," said **Shelli Fine**, director of sports development. "We're exposing the destination to a whole new set of athletes, so we're really excited about that."

The indoor track is located in one of the halls of the Reno-Sparks Convention Center. A study in 2021 commissioned by the Reno-Sparks Convention and Visitors Authority suggested indoor track competitions could bring up to 24,000 room nights in year one and up to 50,000 room nights by year five.

### Packed Schedule Already Booked

The track will be the home for the University of Nevada indoor program and host multiple collegiate events this season, in addition to the Reno Tahoe Athletics Winter Track & Field Festival from December 14-15 and USATF Pacific Holiday Invitational from December 27-29, one of three USATF Pacific Region events in Reno this season.

*"The scene for the Silver State Invitational is what the Reno-Sparks Convention and Visitors Authority envisions happening time and again in the future, having opened its new indoor track-and-field facility on December 5 with a gala evening. The Mondo-manufactured indoor track is one of four such facilities on the West Coast, joining venues in Albuquerque, Seattle and Spokane. Its ability to be assembled and disassembled in a few days without screws or bolts, along with the chance to immediately bring in events with substantial economic impact, was attractive to the Reno-Sparks CVB."*

# CONSISTENTLY SEEKING RECOGNITION

## AWARDED THE INDUSTRY'S BEST FOR MEETING PROFESSIONALS

- Recognized as a 2025 Smart Stars winner in the Best Sporty CVB/DMO category by Smart Meetings.
- 2x winner of the BizBash Event Experience Awards in 2024 & 2023 for Best City to Host a Meeting for the CVB and Best Convention Center for the Reno-Sparks Convention Center.
- Leadership recognition for Mike Larragueta in the 2024 Smart Meetings Catalyst Awards and Director of Sports Development, Shelli Fine in the 2025 Smart Women Awards.
- 2x finalist for the Skift Idea Awards, with nominations including Visit Reno Tahoe for Destination Marketing Organizations and Reno-Sparks Convention Center for Convention Centers.



PROVEN SUCCESS: IN THREE MONTHS...

# NEW YEAR, NEXT LEVEL RESULTS

Just three months into the new fiscal year, the destination is already making major headlines.

Reno Tahoe won as a top city to visit in the Sunset Travel Awards, reaching a mass west coast audience. Our latest appearances on *Food & Wine* and *InsideHook* each name over 8 local bars, restaurants, and attractions. A recent *Matador Network* visit to Artown resulted in an over 1000+ word feature story on the destination & event.

## Forbes

### 4 Reasons To Visit Reno Right Now

Call it a Las Vegas dupe if you want, but this city does hotels, dining and cultural moments in its own distinct way.



#### The Hotel

Atlantis Casino Resort Spa is a vast property that can hold its own alongside some of the finest hotels on the Vegas Strip. The *Forbes* Travel Guide Recommended address has 800-plus rooms across two towers, most of which were recently renovated with new carpet, *Sealy* mattresses, updated electronics and contemporary artwork. Those same captivating views of the city or the Sierra Nevada mountains off in the distance remain, though.

#### The Attractions

One thing Reno has over Las Vegas is a river — and no, the ginola-filled waterway is: The *Venitian* doesn't count. Truckee is an actual river jutting through downtown Reno that attracts locals and visitors. No matter if you're in the mood for taking an easy walk or setting up for a heart-pounding whitewater rafting adventure, the 120-mile stretch has you covered. Even if you only have a few moments for a photo, the picturesque river is worth a stop.

## Sunset

### These Vibrant Cities Show Why the West Is the Best

These cities thrum with the energy and creativity that make us love the West's urban landscapes.

#### Reno Tahoe, Nevada



This *cool and iconoclastic community* caters to creatives and adventure seekers alike with its dynamic arts scene and status as the entryway to Burning Man. With diverse lodging options from grand resort casino hotels to charming boutique properties, visitors can enjoy easy access to outdoor activities at *Lake Tahoe*, just 30 minutes away, where opportunities for hiking, biking, and skiing at premier resorts like *Mt. Rose* and *Northstar* abound.

## INSIDEHOOK

### A Guide to the Loneliest Road in America



#### Where to start: Reno Tahoe, Nevada

I'm from New Jersey, so I flew into Reno Tahoe and rented a car that I later returned in Las Vegas. Reno Tahoe is nicknamed the "Biggest Little City" and it lives up to its name. White Lake Tahoe delivers pristine alpine beauty and world-class outdoor recreation. Reno pulsates with a creative energy shaped in part by its proximity to Burning Man, the annual desert gathering that turns nearby Black Rock City into a neon-lit utopia of art, self-expression and radical community.

**What to do:** This stop is for adventure junkies and especially for those who like to climb. *Basin Camp* is home to the tallest outdoor rock wall at 164 ft. tall with the best views in the city.

Spend the afternoon exploring *Midtown Reno* and the *Downtown Reno Riverwalk*. The latter, along the Truckee River has larger-than-life murals and sculptures that found a permanent home after originally being on display at *Burning Man Festival*. Travelers will also find apparel boutiques, local coffee shops, cocktail lounges and more.

If you're looking for more art, visit *The Nevada Museum of Art*. (Fun fact it's the only accredited art museum in Nevada.)

## FOOD & WINE

### These 8 Under-The-Radar Destinations Are America's Next Great Food Cities

#### 06 Reno, Nevada




Long overshadowed by its glitzy Nevada neighbor, Reno is now home to ambitious locals transforming its food scene while retaining plenty of hometown charm. Start the day at *Pangolin Cafe* with a pistachio latte paired with a complimentary house-made Turkish delight, or at one of *Therese Baker's* three locations for buttery French pastries. Cocktail enthusiasts love *Death & Taxes* or new sister bar *Curse of Cain*, specializing in rum-based drinks. At *Cosmo's Snack Bar*, wood-fired pizzas pair with mini negronis and soft-serve drizzled with olive oil, and in the dreamy backyard at dive bar *Abby's Highway 40*, the Dumping Queen food truck dishes out savory snacks to pair with craft cocktails and Miller Lites. *Reno's Burger Bar* proves great food doesn't need twister plating, and for classic Basque food, *Leato Basque Corner* has been a local favorite since 1967.



# NEW YEAR, NEXT LEVEL RESULTS

## Starting the Fiscal Year Strong

**MATADOR**  **NETWORK**



**Reno is a city coming into its own**

Most people still think of Reno as a "Mini Vegas," a place filled with aging casinos, dusty desert highways, and convenient airport access for getting to Lake Tahoe. But spend a summer night walking along the Truckee River walk or through its quirky Midtown and you'll see a different Reno. Its motto, "The Biggest Little City in the World," fits. It's a small city remaking itself with color, creativity, and community, not to mention hotels that break from the gaming script. If you're stuck on any old vibes or bad reputations, you might start changing your tune along with the locals. There's no better event to brighten that tune than Artown, an annual month-long festival that takes over the city each July.

**Redefining Reno's cultural landscape**

"Public art is a magnet for community. It changes the cultural landscape—even beyond July," Macmillan says.

Artown curates around 50 events, bringing in international performers and artists. The rest—hundreds of them—are put on by local creatives, nonprofits, and venues. From drum circles to architecture tours, and from dance performances to immersive storytelling, programming spreads across city streets, museums, restaurants, and even hospital pavilions.

And locals genuinely look forward to it. "Dancing in the street is my favorite Artown event," says Danielle Stroup, a Reno local and recent university grad who now works with the Reno Housing Authority. "I look forward to it every single year."

*"Most people still think of Reno as a "Mini Vegas," a place filled with aging casinos, dusty desert highways, and convenient airport access for getting to Lake Tahoe. But spend a summer night walking along the Truckee River walk or through its quirky Midtown and you'll see a different Reno. Its motto, "The Biggest Little City in the World," fits. It's a small city remaking itself with color, creativity, and community, not to mention hotels that break from the gaming script."*

## THIS YEAR: BY THE NUMBERS *(SO FAR)*

**40+**

TOTAL STORIES

**2.5B+**

TOTAL POTENTIAL  
REACH

**\$23M**

AD VALUE EQUIVALENT

*\*As of September 11*

OUR APPROACH

# LOOKING AHEAD

WE ARE SUPREMELY FOCUSED ON RESULTS.

# STORIES WE'LL TELL

## *ALWAYS ON ACTION*

### **SEASONAL STORIES**

Media continue to cover seasonal travel ideas, from ski destinations in winter to summer family vacation spots and destinations with great fall foliage.

### **NEW & NOTEWORTHY**

New & noteworthy experiences are always of priority interest, for example: new hotels, interesting restaurants, flight routes, activities, etc.

### **'WHERE TO GO' COLUMNS**

Monthly and annual 'where to go' columns are the perfect targets to feature destination happenings and the best ways to experience them.

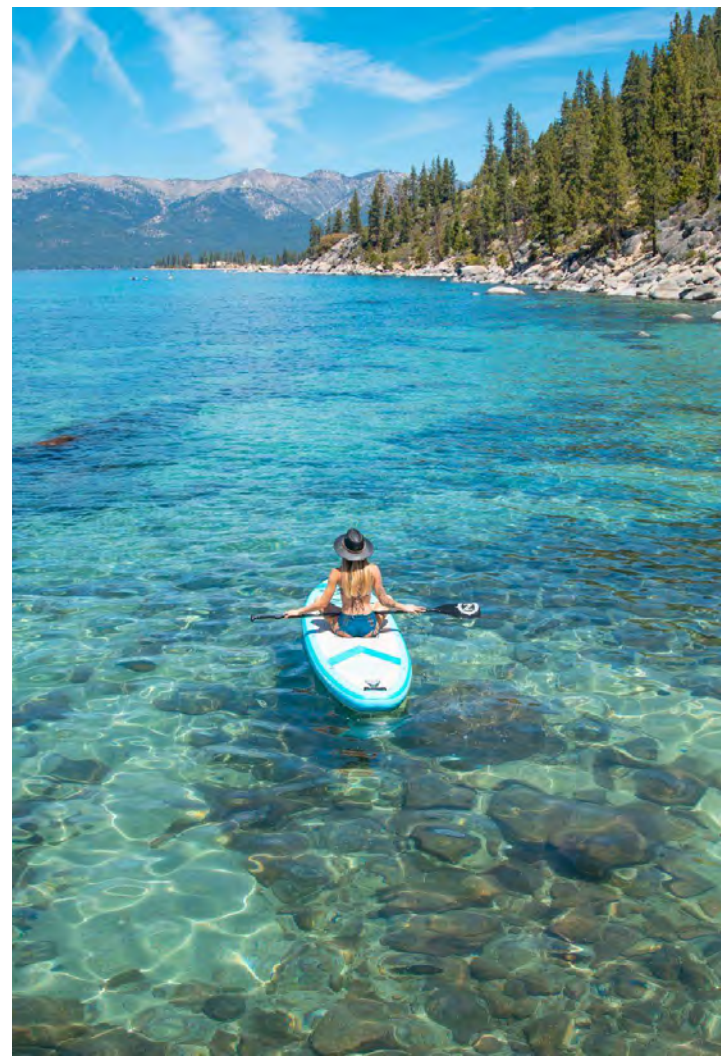
### **DEALS AND CONTESTS**

Whether it's an impressive Black Friday offer or an epic contest giveaway timed to a popular holiday such as Memorial Day Weekend, media are interested in deals that go beyond the common 10% off.

### **CLICKBAIT & TRENDS**

In the absence of hard news, we use trending google analytics, compelling data or a pop-culture moment to build brand awareness and drive SEO.

DECKERROYAL





# STORIES WE'LL TELL

## EXAMPLES OF CONSUMER TARGETED STORIES

### **How to Spend 72 Hours in Reno Tahoe**

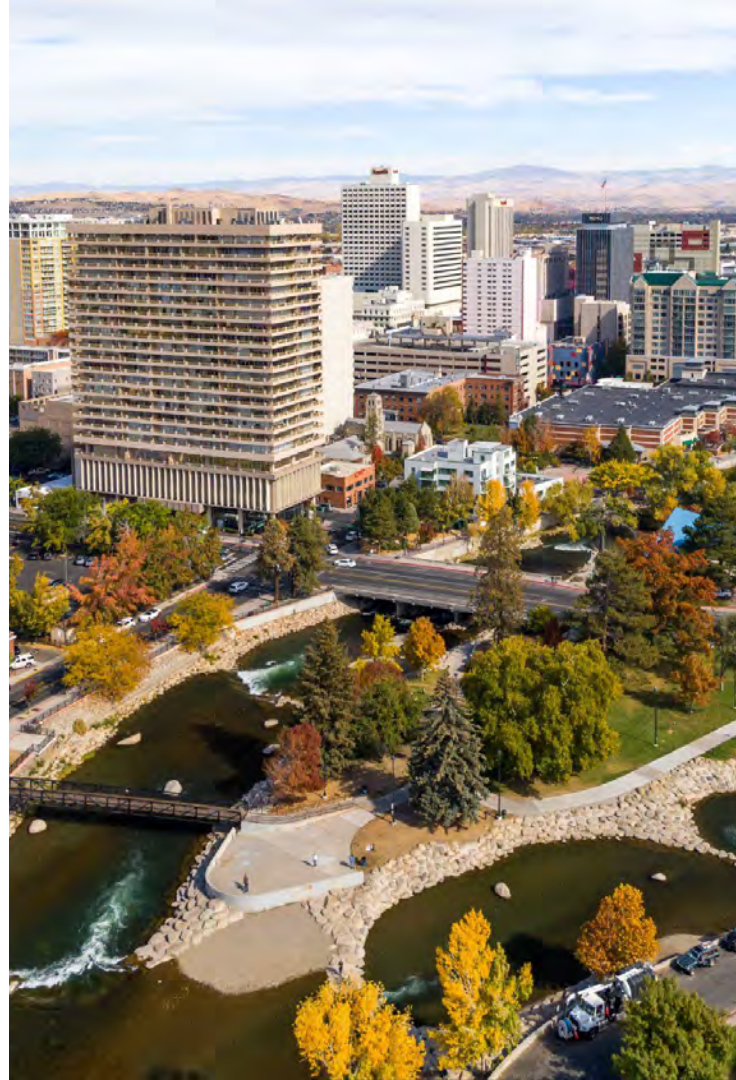
Leveraging the growing micro-vacation trend, we're actively positioning Reno Tahoe as the go-to destination for Western travelers looking for a quick, adventure-packed getaways filled with local flavor and ease. With most visitors arriving by car and over half coming from California, we're targeting key drive markets with tailored pitches that spotlight weekend-ready experiences.

### **This Mountain Playground Is Built for Multi-Gen Memory Making**

With more families prioritizing multigenerational travel in 2025, we're spotlighting Reno Tahoe as an outdoor playground that brings all ages together. From kayaking and skiing to stargazing and waterpark thrills, the region offers space to unplug and connect—set against a backdrop of alpine beauty and easy access. Our pitches highlight how Reno Tahoe blends active adventure, local culture, and family-friendly fun in one dynamic destination.

### **The Culinary Scene That's Redefining Fresh in the Sierra**

As culinary travelers seek deeper connections through food, we're spotlighting Reno Tahoe's hyper-local, sustainable, and hands-on dining experiences. From chef-led cooking classes and market tours to low-waste farm-to-table restaurants, craft breweries, distilleries, and third-wave coffee shops, the region delivers flavor with a strong sense of place. Our pitches meet the growing demand for immersive food & beverage experiences that celebrate local ingredients, culture, and creativity.



# STORIES WE'LL TELL

## EXAMPLE OF A PROPOSED ACTIVATION

### **Interactive Art Experience Showcasing Reno's Creative Spirit**

We're proposing an interactive art experience designed to connect visitors with Reno Tahoe's creative spirit through hands-on participation. *Leave Your Mark* would invite travelers to collaborate with a local Reno artist to paint a large-scale, paint-by-number mural celebrating the region's vibrant arts scene. The mural would be pre-designed and sectioned for easy participation, allowing anyone to contribute regardless of skill level. We can even try and break a record based on availability! The completed mural will be a lasting installation that ties travelers to Reno's evolving artistic story. We'd pitch the creation and inspiration behind the mural while encouraging participation, plan a media visit during the creation for first-hand storytelling, and leverage the completed piece as a lasting showcase of Reno Tahoe's ongoing artistic and collaborative energy.

- How Reno Tahoe Is Turning Visitors Into Artists With a Massive Collaborative Mural
- Paint-by-Number Meets Public Art in Reno Tahoe's Latest Immersive Experience



# STORIES WE'LL TELL

## *WORKING WITH PARTNERS*

### **Driving National Awareness Through Local Collaboration**

The Reno Tahoe National PR team works closely with destination stakeholders including gaming and non-gaming hotels, restaurants, museums, ski resorts, Reno-Tahoe International Airport and local personalities to craft and share the story of Reno Tahoe as a premier travel destination. In partnership with our local PR agency Good Giant, we will continue to identify and elevate unique, newsworthy elements of the region while finding strategic opportunities to insert Reno Tahoe into relevant cultural and media conversations. Throughout the year we'll work with partners to create quarterly destination releases about what's new and upcoming in the destination. We also identify top deals and compelling data and promote special events and packages worth traveling for to ensure Reno Tahoe is continuously in the conversation.

We will collaborate closely with EDawn to align messaging and amplify the region's story as both a thriving economic hub and a dynamic travel destination. Together, we'll continue to highlight key developments—from business expansions and job creation to tourism growth—that demonstrate the powerful connection between economic development and the visitor economy.





# STORIES WE'LL TELL

## CAPTURING THE MEETINGS INDUSTRY

### The Plan Behind Our MICE Success

As Reno Tahoe continues to emerge as a premier MICE destination, our media relations strategy will center on proactive storytelling that positions the region at the forefront of the meetings and events space. D/R will craft and distribute timely press releases and announcements to national MICE and trade outlets, while offering interview opportunities with Mike Larragueta to provide expert insights and elevate leadership visibility. We'll proactively pursue thought leadership opportunities that highlight the destination's evolution, strategic vision, and industry momentum. We'll identify and support submissions to key industry awards from *Smart Meetings*, *Northstar*, *Skift*, *BizBash*, and *PRSA*. We'll host top-tier MICE writers for immersive media visits, offering firsthand access to signature venues like the Reno-Sparks Convention Center and National Bowling Stadium.

- *Why Reno Tahoe Is the Best Kept Secret in the Meetings World*
- *The Vision Behind Reno Tahoe's Meetings Momentum*
- *Where to Host a Next Level Event in Reno Tahoe*



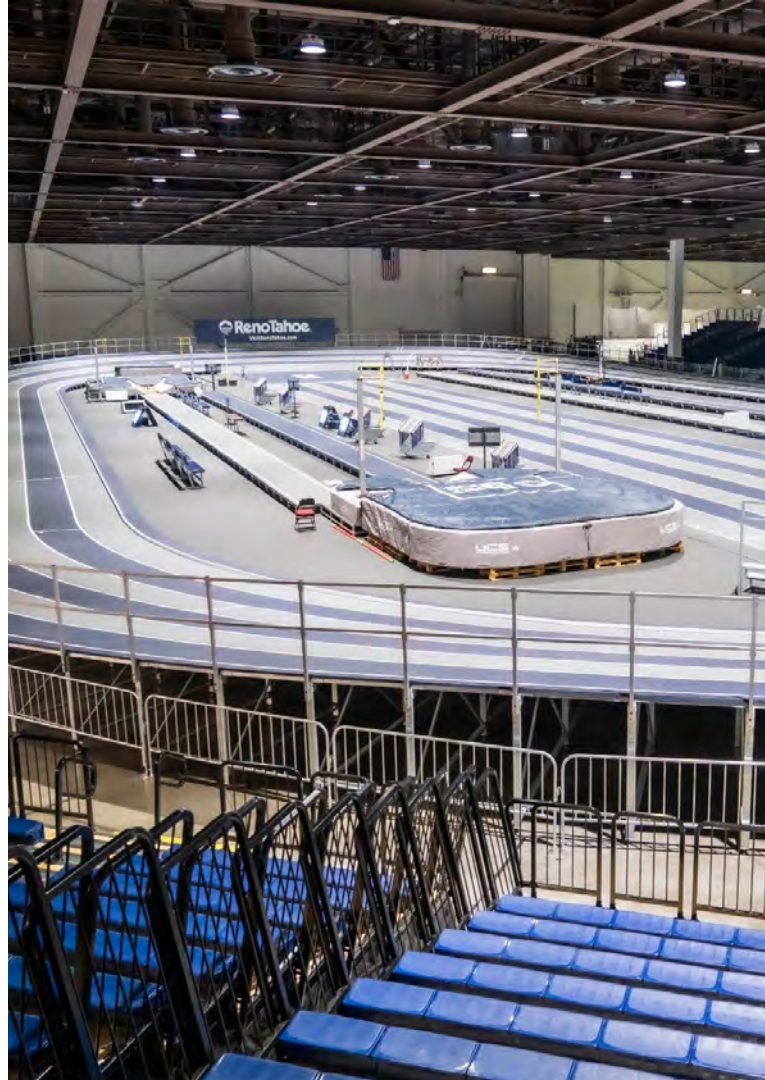
# STORIES WE'LL TELL

## *STAYING ON TRACK*

### **Hitting Our Stride for the Next Indoor Track Season**

Building on a strong inaugural season, we're committed to keeping the Reno Tahoe Indoor Track in the media spotlight as it enters year two. With more high-profile meets on the calendar, including partnerships with the University of Nevada and USATF Pacific Association—we'll highlight major events like the NCAA Mountain West and Mountain Pacific Sports Federation Championships, while elevating standout athlete moments and broader destination impact to showcase Reno as a leader in sports tourism. Through strategic pitching, timely press releases, award submissions and milestone-driven storytelling, we'll continue to generate national attention and position the track as a top-tier venue for indoor track competition.

- Reno Tahoe Indoor Track Races Into Second Season With Expanded Lineup
- Right on Track: Reno Tahoe's Indoor Track Gears Up for Winter Events
- Reno Tahoe's Indoor Track Puts the City on the National Sports Map





# SEEING IS BELIEVING

Investing in press visits has been one of the most successful strategies we've implemented over the years of working with the destination. We've hosted 120 journalists over the last 8 years, creating long lasting brand ambassadors that consistently keep us top of mind for their stories. 53% of our coverage in the 24-25 FY, resulted from a media visit, some recent and some from 5+ years ago. This fiscal year, we'll be hosting 12-15 journalists with 3 visits completed already.



A detailed black and white line drawing of various tropical plants, including palm fronds and broad-leafed plants, framing a central white rectangular box.

We grow brands in travel.

*grow with us*



# DECKERROYAL

Thank you for the opportunity.

646-650-2180

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[www.deckerroyal.com](http://www.deckerroyal.com)

ciao



# GOODGIANT



Visit Reno Tahoe  
September Board of Directors Meeting



## About Good Giant

With five strategically located offices in Reno, Las Vegas, Mobile, Chicago and Tulsa, we're powered by a team of over 120 professions nationwide.

Our client portfolio showcases deep expertise in tourism, hospitality, gaming, entertainment and sports, as well as partnerships with high-profile lifestyle and retail brands.





# Our Role as Visit Reno Tahoe's In-State PR Partner

We serve as an extension of the Visit Reno Tahoe communications team, helping to share the story of the organization's value to the local community.

We began our work with Visit Reno Tahoe in July 2024.



## What We're Contracted to Do

- Plan and execute community-focused PR campaigns
- Maintain and utilize local media lists
- Write and distribute monthly press releases
- Respond to in-state media inquiries
- Provide monthly media impact reports
- Collaborate with Visit Reno Tahoe's marketing and web teams for message consistency





# How We Highlight Visit Reno Tahoe's Value to the Community

We focus on storytelling that reinforces Visit Reno Tahoe's positive impact across Northern Nevada, including:

- Tourism's role in local economic growth
- Job creation and workforce development
- Vibrant community experiences through events and venues
- Visit Reno Tahoe as a desirable and engaged employer
- Regional leadership in tourism and venue management

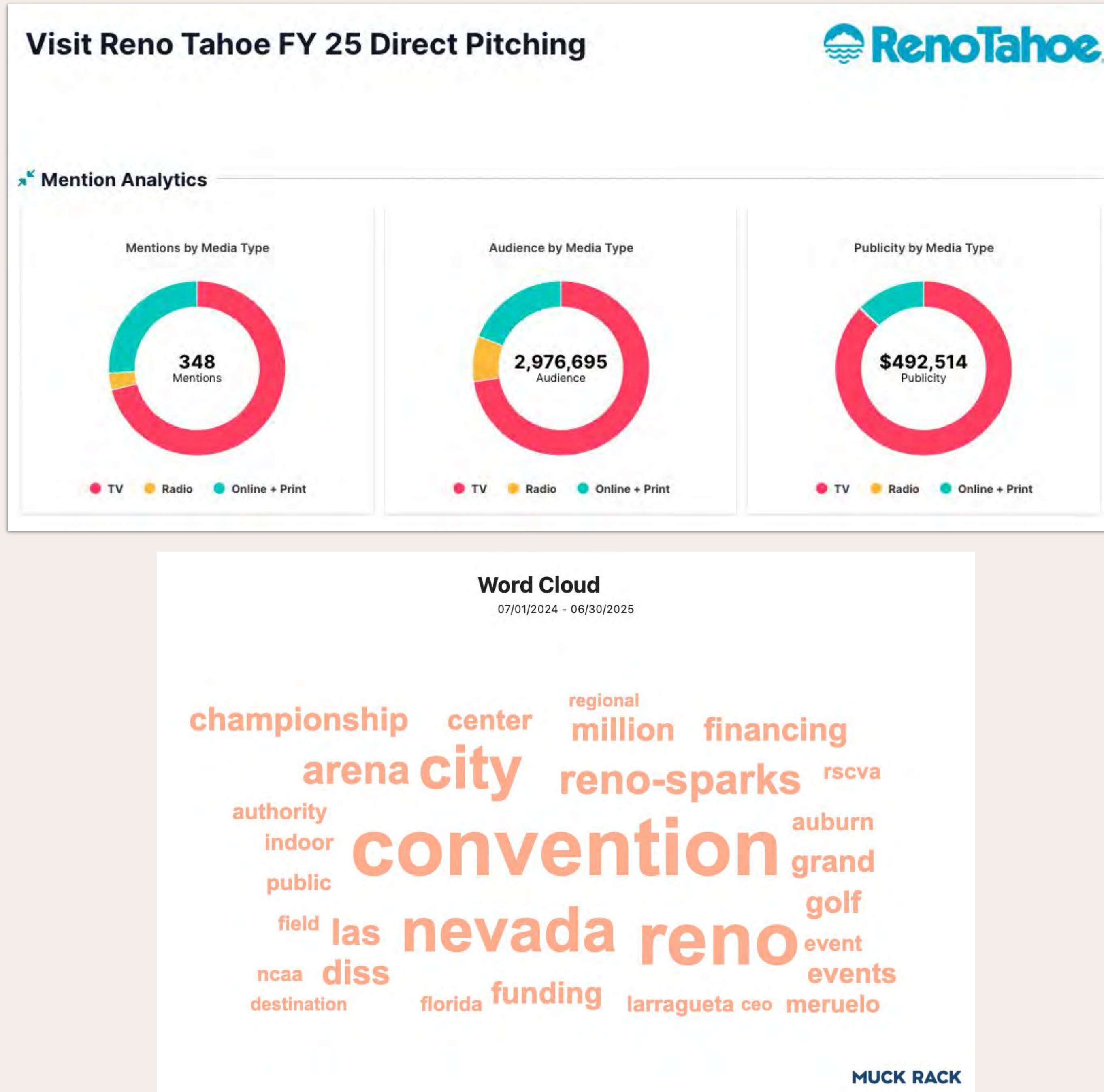




# July 2024–June 2025

## By the Numbers

- Sent **36** press releases and pitches
- Coordinated **15** interviews with Mike Larragueta
- Secured **348** media mentions from our direct pitching which reached an audience of **2.976 million** and earned a publicity value of **\$492,514**





## Results

- Unique stories secured: **85** across media outlets including – KTVN, KRNV, KOLO, FOX 11, Northern Nevada Business Weekly, Reno Gazette-Journal, This is Reno, Nevada Sports Net, Nevada Appeal, and more
- Interviews coordinated: **20+** interviews with leadership, Visit Reno Tahoe team members, event organizers and partners
- Key messages: Each press release focused on different messages to target audiences. These messages included:
  - Tourism's role in local **economic growth**
  - Vibrant community experiences through **events and venues**
  - Visit Reno Tahoe as a **desirable and engaged employer**
  - Regional **leadership in tourism and venue management**





# Mike Larragueta Quotes

"What was really attractive about this opportunity was the ability to drive room nights during a time of year when occupancy and visitation generally struggles," Larragueta said. "In a gaming community, weekends generally take care of themselves from May through October. But when you start getting into those winter months, even the weekends need more people coming to our region."



The Reno-Sparks Convention and Visitors Authority President believes the flight additions will boost the economy significantly. "When you look at the numbers and talk about the time period of the calendar year 2024, over 3.8 million visitors came to northern Nevada and Washoe County in 2024. One-third of those people came from more than 500 miles. So, that means you were either driving a significant distance to get to our northern Nevada or it goes back to the importance of airlift," said Larragueta.



"Of those three tracks, only Albuquerque really uses their track as a tourism draw for competition, room nights and economic impact," Larragueta said. "So that was definitely something that was attractive to us. The second thing is obviously the seasonality of the indoor track. So to be able to bring this investment in this track to Northern Nevada, that's going to drive room nights during a time of year that we need it."



"We really want to make sure that we are being open and communicative and transparent with our stakeholders and working with them because, not only do we want to have them support our efforts to bring concerts to the region, we want them to buy tickets as well and bring people to the region," Larragueta said.



"The addition of an extra week of the USBC Open Championships is a testament to the demand and desirability of the NBS and the destination of Reno Tahoe," said Mike Larragueta, RSCVA CEO.

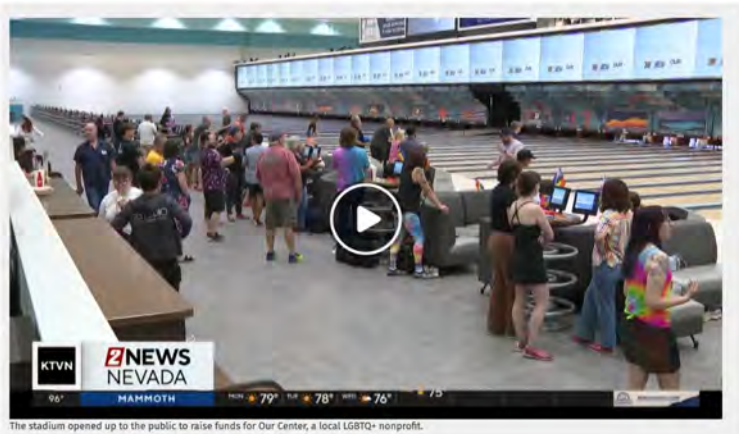




# Media Highlights - Q4

## 2NEWS NEVADA

National Bowling Stadium opens its doors for 'Pride Bowl'



## 2NEWS NEVADA

Legion Sports Fest returns to Reno-Sparks Convention Center



## NSN NEVADA SPORTSNET

One of the West's largest multi-sport fitness expos, Legion Sports Fest, returns to Reno



The Legion Sports Fest returns to northern Nevada, bringing together more than 1,500 athletes over the course of two days highlighting elite competition and fan experiences. The festival features 11 sports including IFBB Pro League and NPC Bodybuilding, all competing for a \$40,000 prize purse. Other sports include Muay Thai, Armored Combat, Point Muay Thai, Strongman, and Strongwoman, Arm Wrestling, Sumo Wrestling and Cornhole.

"It's not just a body building and fitness event," said Mark Anthony, the first-ever Men's Physique Mr. Olympia in a press release. "It's an athletic event, a true sports fest."

## reno gazette journal

Fitness, bodybuilders take the stage at Legion Sports Fest in Reno this weekend



The Legion Sports Fest, featuring fitness models and bodybuilders, returns for its seventh year at the Reno-Sparks Convention Center on Saturday-Sunday, May 31-June 1.

The expo will also have nine different sports competitions, a strongman competition and Muay Thai bouts.

Competitions include NPC and IFBB Pro League Bodybuilding, Muay Thai, point Muay Thai, strongman and strongwoman, arm wrestling ... and, yes, cornhole.

## NORTHERN NEVADA BUSINESS WEEKLY

Legion Sports Fest takes over Reno-Sparks



Legion Sports Festival will run from May 31 through June 1 at the Reno-Sparks Convention Center. The event billed as a 'mega fitness expo' features bodybuilding and much more. Center Podium Productions

Reno-Sparks is known for some of the best special events in the West: Hot August Nights, Great Reno Balloon Race, Best in the West Film Festival, and Street Vibrations. Special events season typically starts with the Reno River Festival at the end of May, but another slightly lesser-known event kicks off this weekend at Reno-Sparks Convention Center – and the lineup is one of the most eclectic mixes of competitions ever assembled under one roof.

Legion Sports Festival makes its eighth overall appearance and fifth showing in Northern Nevada this Saturday, with attendance continuing to grow every year. The event billed as a "mega fitness expo" features bodybuilding and point and full-contact Muay Thai (a form of boxing that incorporates strikes with knees, elbows and kicks), as well as sumo wrestling, strongman, pillow fighting, armored combat (fighting in full plate armor using blunted weapons), cornhole, and arm wrestling.

Chris Minnes, owner of event producer Center Podium Productions, told NNBW the bodybuilding portion of Legion Sports Fest has always been the largest and most prestigious part of the event.

"It brings in the most people and some of the biggest names in the bodybuilding community," Minnes said.

## Nevada Business THE DECISION MAKER'S magazine

World Art Day Shines a Spotlight on Reno Tahoe's Vibrant Arts Scene

RENO, Nev. — In celebration of World Art Day, Reno Tahoe invites visitors and locals alike to explore the region's vibrant and ever-evolving arts scene. From towering sculptures and colorful murals to immersive spring exhibitions and interactive installations, Reno is where creativity comes to life in unexpected ways.



Art in the Wild: Discover Reno's Outdoor Public Art Collection  
Reno's streets and parks double as open-air galleries filled with more than 185 public art pieces, including large-scale sculptures straight from Burning Man. Stroll through downtown to spot the iconic "BELIEVE" sculpture in City Plaza, pose with the 50-foot-tall "Space Whale," or explore the Truckee Riverwalk where murals and installations tell the story of Reno's creative soul. For a full list of must-see public art, visit the Reno Tahoe public art guide [here](#).

akes place at the Reno-Sparks Convention Center o  
May 31st and Sunday, June 1st.

atch the full package below:

## KOLO 8 NEWSNOW abc

Reno Tahoe celebrates successful inaugural indoor track season and announces upcoming season

RENO, Nev. (Good Giant) -- The Reno-Sparks Convention and Visitors Authority (RSCVA) celebrates the end to a successful inaugural indoor track season at the Reno-Sparks Convention Center (RSCC), hosting eight meets from the collegiate level to youth and masters. The Reno Tahoe Indoor Track welcomed over 5,000 registered athletes, securing over 12,000 room nights, \$133,000 in total revenue and over \$6 million in economic impact. Following an impressive first season, Nevada's first and only indoor track is scheduled to host 12 meets in 2026, including the NCAA Mountain West Conference Championships.

"The success of Reno Tahoe's inaugural indoor track season exceeded all our expectations, and we look forward to building on the momentum we've created in the upcoming seasons," said Reno-Sparks Convention and Visitors Authority President and CEO Mike Larragante. "As we continue to establish the destination as a leader in sports tourism, we welcome more opportunities to expand the world of indoor track and continue to bring world-class competition to Reno Tahoe."

Kicking off on Dec. 4, 2025, Reno Tahoe's second indoor track season will feature six meets in partnership with the University of Nevada and four meets with the USATF Pacific Association. The season will culminate with two major championship events: the NCAA Mountain West Conference Championships from Feb. 26-28 2026, welcoming collegiate athletes from universities including New Mexico, San Jose State, UNLV, Nevada, and others; followed by the Mountain Pacific Sports Federation Championships from Feb. 28-March 2, 2026.



Looking Ahead

## FY '26 Objectives

- Build year-round awareness of Reno Tahoe's evolution and promote local pride.
- Enhance Reno Tahoe's reputation as an innovative, world-class destination for meetings, sports and leisure travel.
- Position Visit Reno Tahoe as a collaborative, transparent and strategic leader.
- Promote the success of key events, revitalization projects and transportation improvements.





# Storylines we're pitching this year

**Reno Tahoe, Year-Round** – Fresh story angles that keep the destination top-of-mind locally all year

**What's New & What's Next** – Timely travel, event, and seasonal stories aligned with marketing initiatives

**Urban Core Revitalization** – Placemaking stories on murals, riverfront, and community events

**Destination-Defining Events** – Consistent coverage of special events, food and arts festivals

**Sports & Conventions Tourism** – Spotlight venues, economic impact, and Reno Tahoe as a premier host





# Coverage So Far

## Visit Reno Tahoe FY 26 Direct Pitching



### ✦ Mention Analytics

Mentions by Media Type



● TV ● Online + Print

Audience by Media Type



● TV ● Online + Print

Publicity by Media Type



● TV ● Online + Print



# Media Highlights - Q1

## reno gazette journal

SPORTS

### Reno USBC bowling tourney adds extra week as initial registrations sell out

The United States Bowling Congress Open Championship in Reno sees its highest number of registered teams since 2011. Here's waitlist information.



A photo from the 2023 United States Bowling Congress Open Championships at the National Bowling Stadium in Reno, USBC.

The United States Bowling Congress Open Championships just rolled a strike for its 2026 tournament in Reno, which is adding an extra week after selling out its initial batch of registrations.

The 2026 USBC Open Championships — the 122nd iteration of the event — was originally scheduled to run from March 14 to July 5 at the 78-lane National Bowling Stadium in Reno. After seeing more than 10,400 teams register to date for the event, however, the USBC Open Championships will now be extended to July 12, the organization confirmed.

The event has already surpassed the numbers from the last time the championship was held in Reno in 2023, when it saw 9,565 registrations. This year's event could post the highest team registration for the championship in Reno since 2011, when 12,897 part in the event, according to USBC. Last year's 2025 USBC Open Championships in Baton Rouge attracted 11,684 teams over 1



### Las Vegas tourism faces challenges as Reno-Tahoe sees resilience

Las Vegas (KSNV) — As Las Vegas grapples with a downturn in tourism, Northern Nevada's Reno and Lake Tahoe regions appear more resilient, mainly due to their differences from the southern part of the state.

Jason Simmons, a visitor from Illinois, highlighted a common complaint among tourists: "The resort fees - I didn't know I was on a resort, but I'm paying resort fees," he said.

Despite this, Simmons acknowledged, "It's Vegas. Anywhere you go in the world today, prices are gonna be inflated."

Mike Larragueta, President and CEO of the Reno-Sparks Convention and Visitors Authority, noted that "no one likes resort fees, regardless of where you are in the country."

## 2 NEWS NEVADA

### RSCVA projects more tourists in Reno for the 2026 fiscal year, but less revenue per room



At Wednesday's Reno City Council meeting, the Reno-Sparks Convention and Visitors Authority (RSCVA) presented its findings from a study of Reno tourism over the past fiscal year.

The agency found that gambling and Lake Tahoe are the two main draws to the area, and they project a 3% increase in the number of tourists for fiscal year 2026.

Last period, 3,78468 people visited the Truckee Meadows, and the group expects 3,897,069 for FY26.

RSCVA President and CEO Mike Larragueta says this expected increase is due to Reno's growing reputation.

"We're definitely on the rise and becoming more well known, not only on the west coast, but in the central part of the [United] States and even on the east coast," Larragueta said.

## reno gazette journal

### Wing Fest, Night in the Country: 34 things to do in Reno-Tahoe in late July

#### Reno-Tahoe events, July 21-27

**2025 USA Roller Sports National Championships, through July 28:** The country's top roller sports athletes are in town all month at the Reno-Sparks Convention Center, 4590 S. Virginia Street. Daily admission is \$15, with discounts for multi-day passes. For details, visit [usarollersports.org](http://usarollersports.org).

## 2 NEWS NEVADA

### Gold Ribbon Bowl brings community together for childhood cancer support



The Gold Ribbon Bowl took place on Sunday, August 10, at the National Bowling Stadium in Reno.



## 2 NEWS NEVADA

### Reno-Sparks Convention Center hosting 2025 USA Roller Sports National Championships



Reno-Tahoe welcomes the 2025 USA Roller Sports National Championships, taking place all July at the Reno-Sparks Convention Center.

This event brings more than 2,000 athletes, coaches and spectators to the region, which has an estimated economic impact of \$4.8 million.

"On behalf of the entire destination, we are pleased to welcome USA Roller Sports to Reno-Tahoe. This is a great opportunity for our local community to experience competitive excellence at the Reno-Sparks Convention Center."

-Mike Larragueta, President and CEO - Reno-Tahoe

The multi-discipline event runs from July 2 through July 28 and features top contenders from the U.S. as they compete for national titles and a potential spot on Team USA.

Four different disciplines will be showcased throughout the month, including:

- Speed Skating - July 2-10
- Bunk Hockey - July 9-10
- Artist Skating - July 11-25
- Roller Derby - July 26-28



# Thank you.

Jen Eastwood, Public Relations Director  
jen@goodgiant.com | 775-750-6441

**GOODGIANT**

# EXECUTIVE UPDATES

BOARD OF DIRECTORS  
SEPTEMBER 2025

RenoTahoe

NO LIMITS



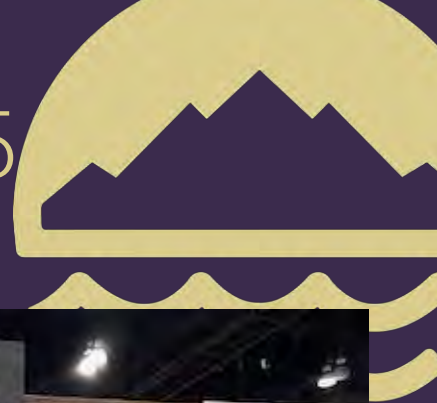
# SPOTLIGHT AWARD





# ASAE ANNUAL MEETING & EXPO 2025

AUGUST 9 - 12



RenoTahoe

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



# CONNECT MIAMI

AUGUST 25 - 27



RenoTahoe

NO LIM ITS



# EMPLOYEE OF THE YEAR DINNER

## SEPTEMBER 5



RenoTahoe

NO LIM ITS

# EMPLOYEE OF THE YEAR DINNER

SEPTEMBER 5



RenoTahoe

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



# STAKEHOLDER MEETING

SEPTEMBER 24



RenoTahoe

NO LIM ITS

# NBS OPEN HOUSE



**YOU'RE INVITED!**



## **NATIONAL BOWLING STADIUM OPEN HOUSE**

**Thursday, September 25 | 4:30–6:30 PM**

Step inside the iconic National Bowling Stadium and explore it scavenger-hunt style! Along the way, you'll discover all the one-of-a-kind spaces perfect for hosting your next holiday party, team-building event, movie night, or special celebration.

Collect stamps as you go for your chance to win tickets to exciting upcoming events!

**Bowling • Food • Drinks • Swag**

Don't miss this unique chance to see the Stadium like never before.

RSVP at the link below by September 19<sup>th</sup>

**RSVP HERE**



WHEN

Thursday, September 25

4:30 PM — 6:30 PM

WHERE

National Bowling Stadium

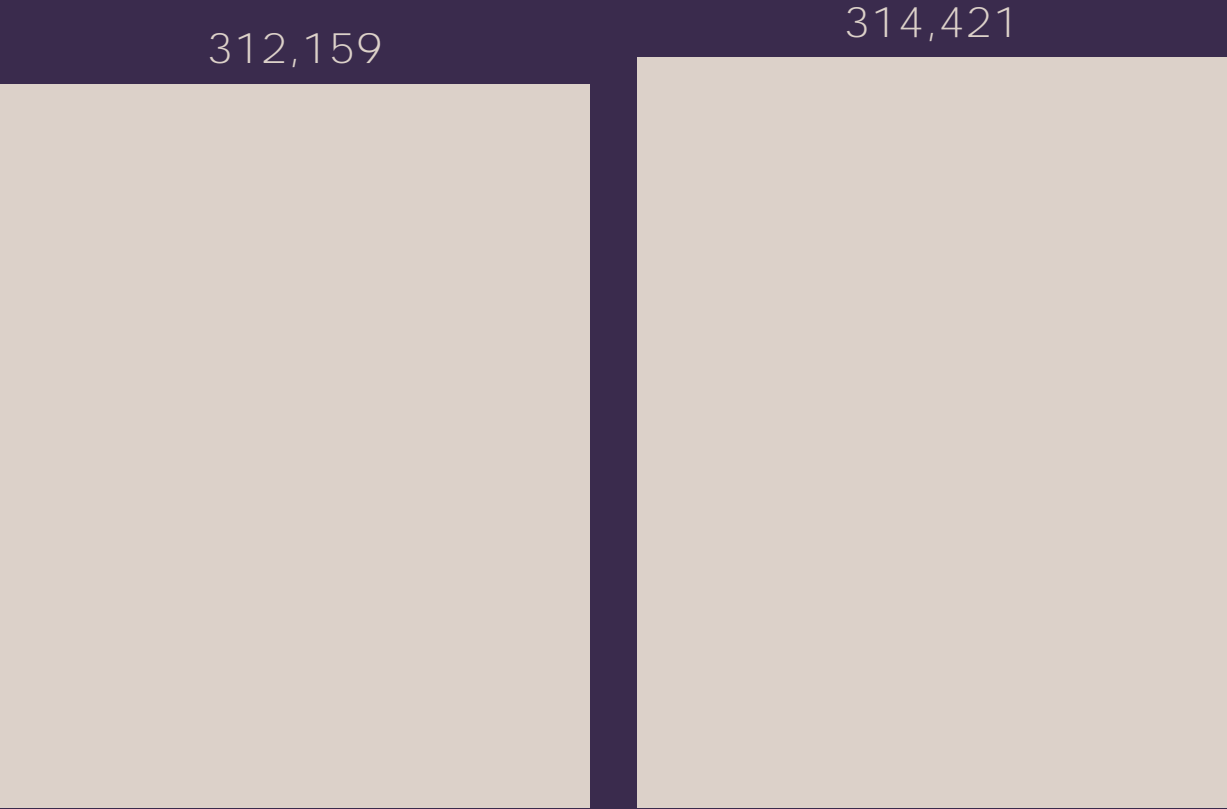
**RenoTahoe**

**NO** **LIM** **ITS**

# CASH ROOM NIGHTS VS LAST YEAR ACTUAL JULY



321,000  
311,000  
301,000  
291,000  
281,000  
271,000  
261,000  
251,000



■ Actual

■ Last Year

▼ 2,263

Decrease



# CASH ROOM NIGHTS VS BUDGET JULY



# ADR JULY VS ADR JULY LAST YEAR ACTUAL



\$170

\$160

\$150

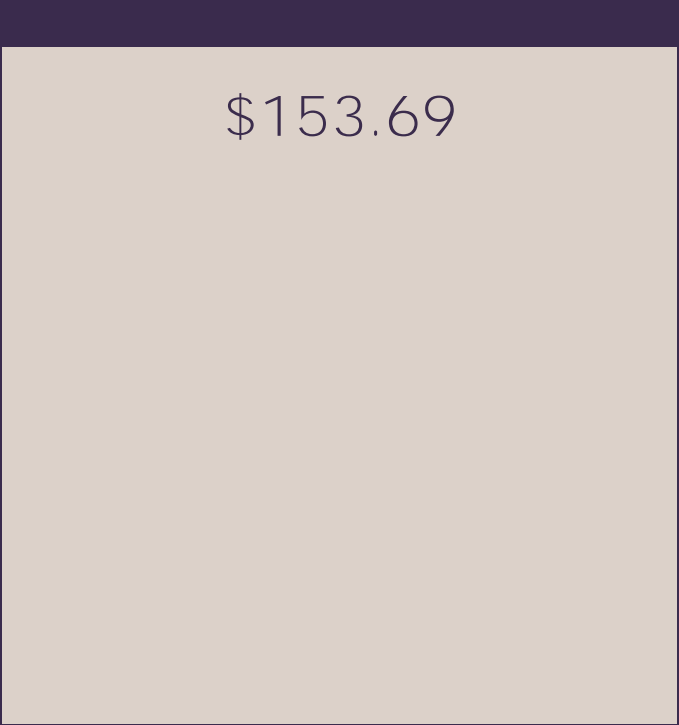
\$140

\$130

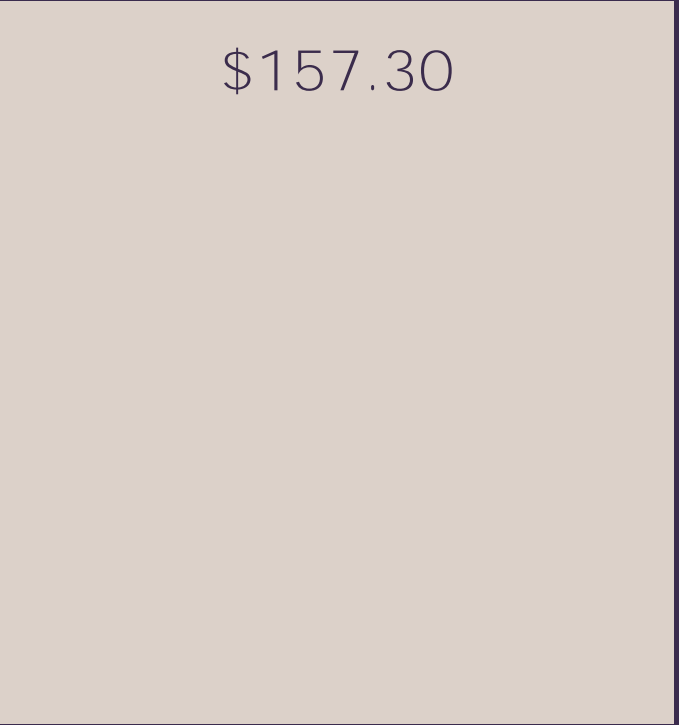
\$120

\$110

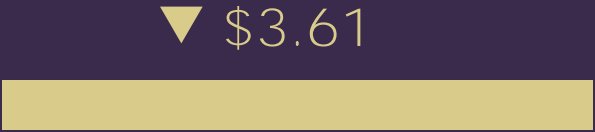
\$100



Actual



Last Year



Decrease

# ADR VS BUDGET JULY



\$160

\$150

\$140

\$130

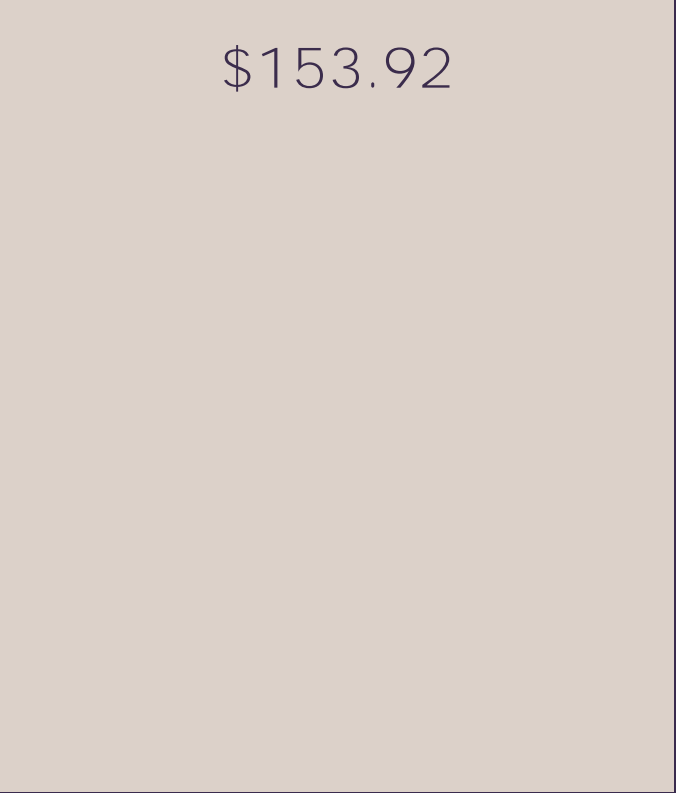
\$120

\$110

\$100



Actual



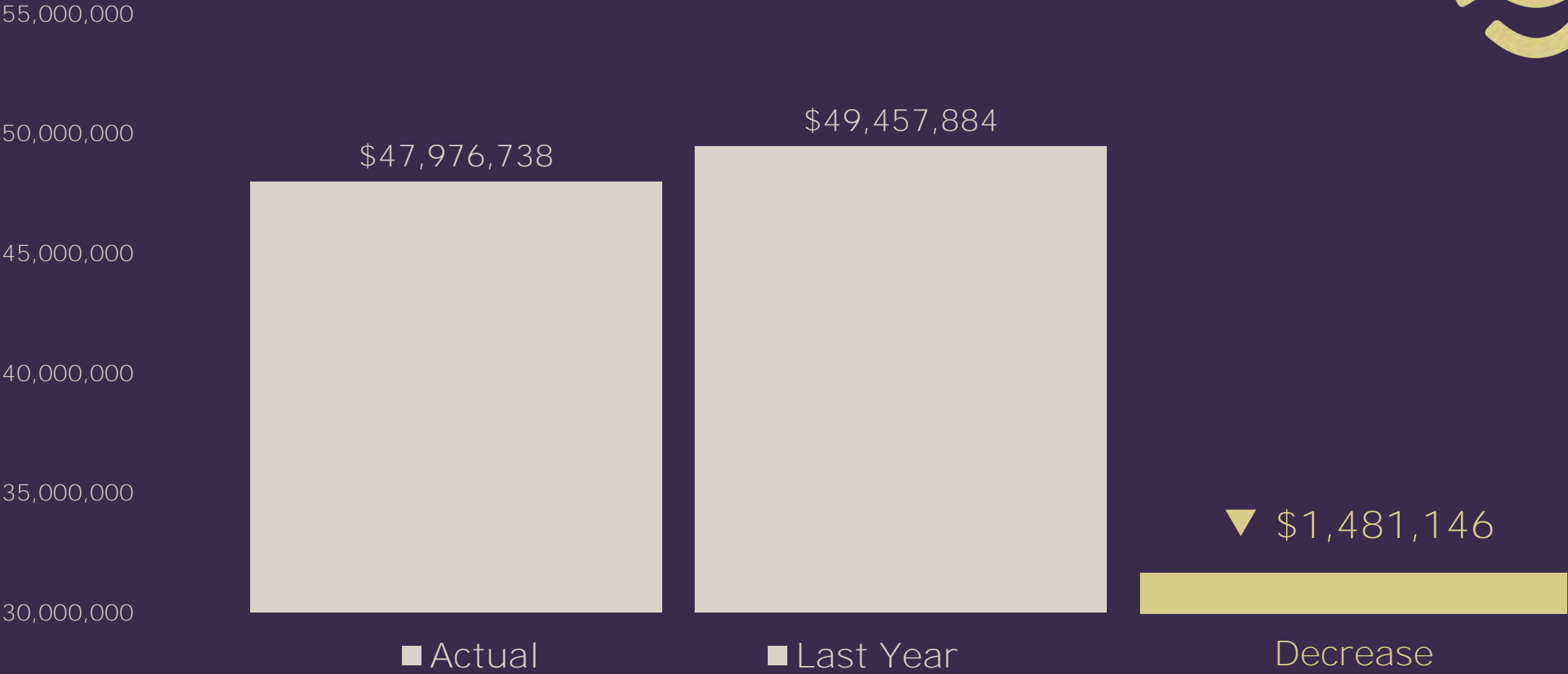
Budget

▼ \$0.23

Decrease

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

# ROOM TAX VS LAST YEAR ACTUAL JULY



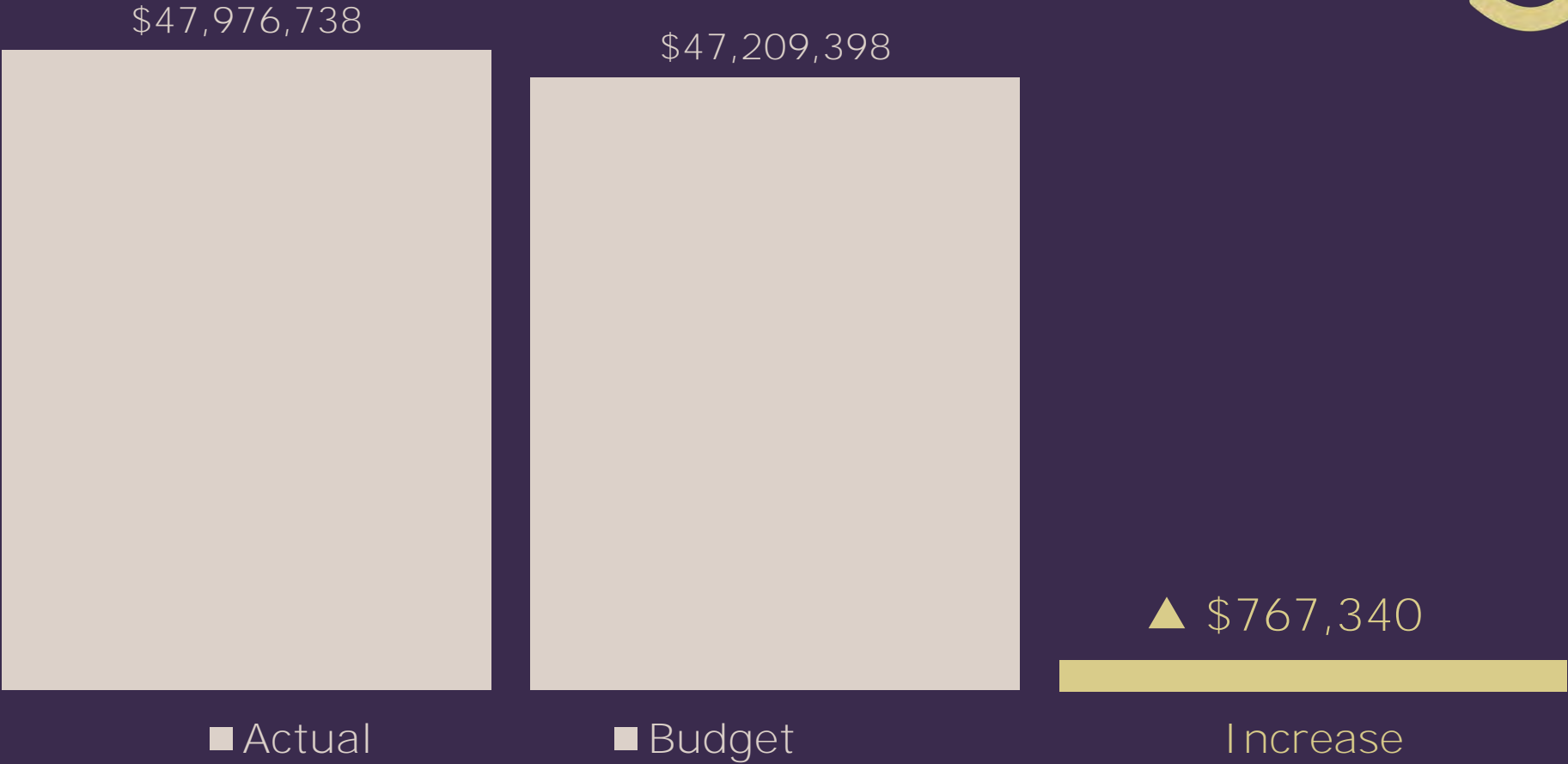


# ROOM TAX VS BUDGET

## JULY



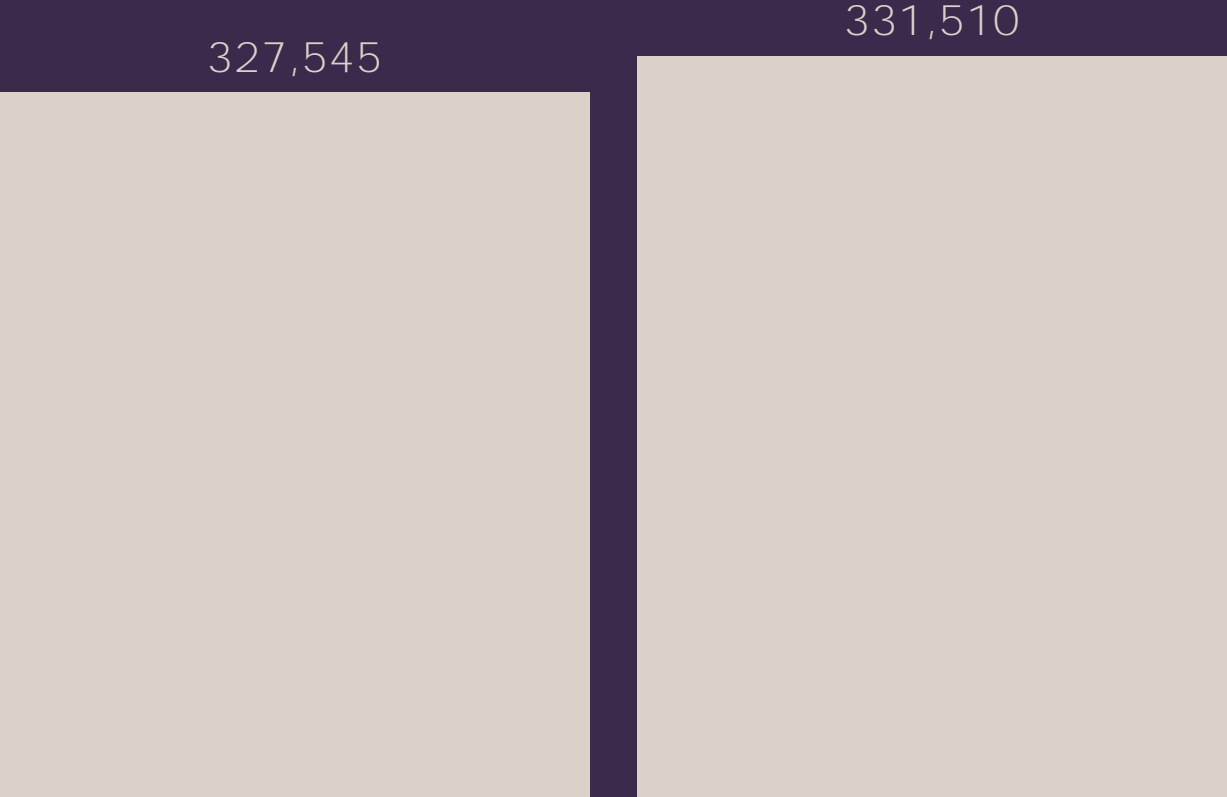
50,000,000  
48,000,000  
46,000,000  
44,000,000  
42,000,000  
40,000,000  
38,000,000  
36,000,000  
34,000,000  
32,000,000  
30,000,000



# CASH ROOM NIGHTS VS LAST YEAR ACTUAL AUGUST



341,000  
331,000  
321,000  
311,000  
301,000  
291,000  
281,000  
271,000  
261,000  
251,000



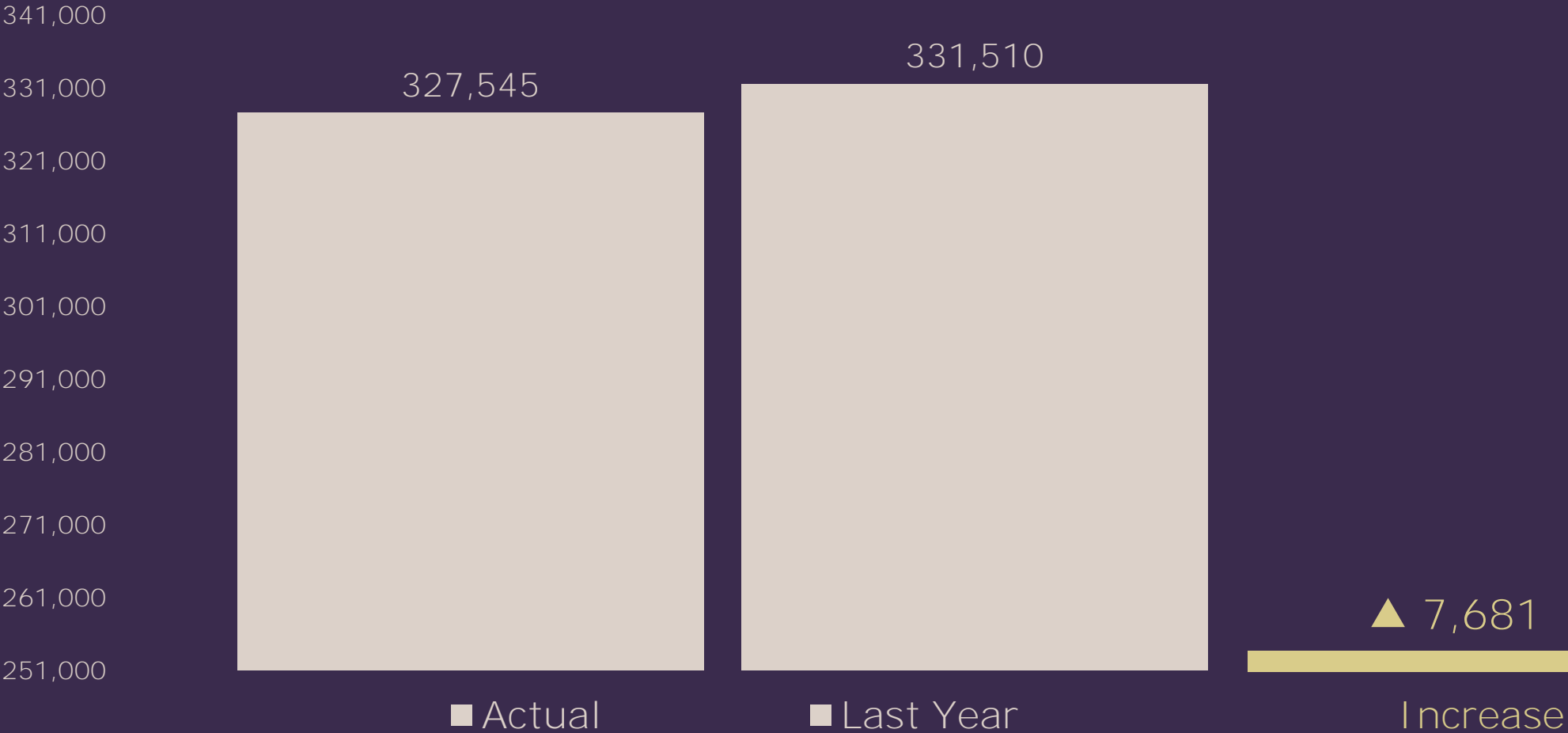
■ Actual

■ Last Year

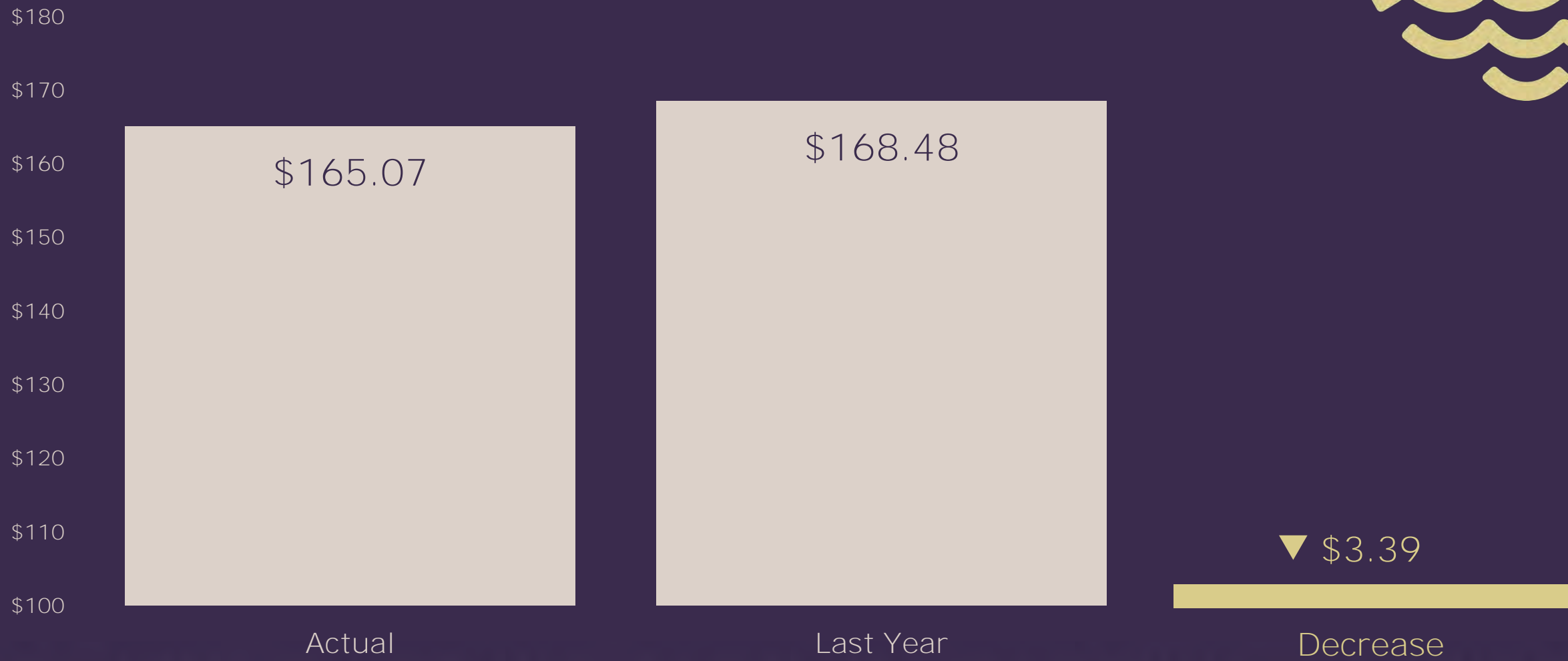
▼ 3,965

Decrease

# CASH ROOM NIGHTS VS BUDGET AUGUST



# ADR AUGUST VS ADR AUGUST LAST YEAR ACTUAL

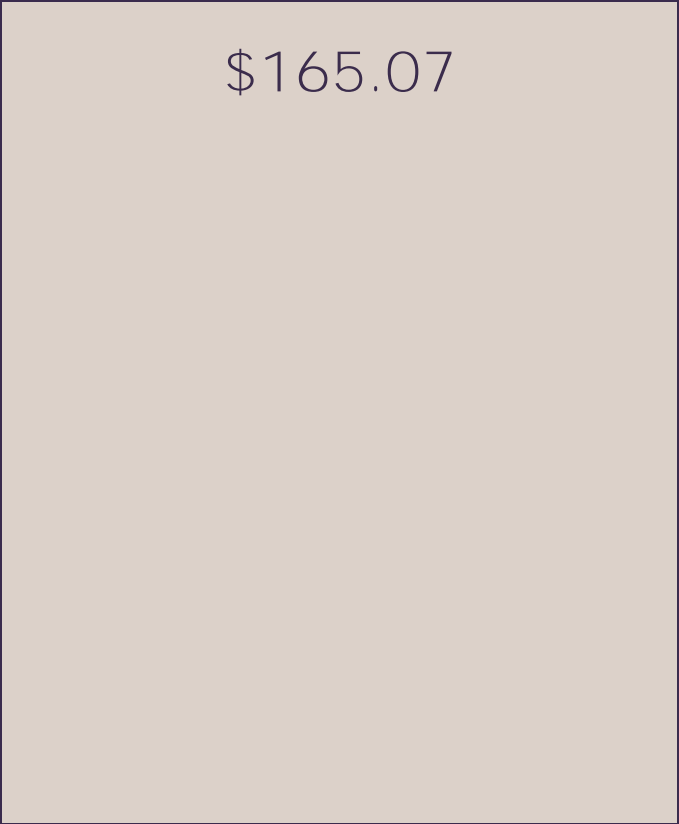




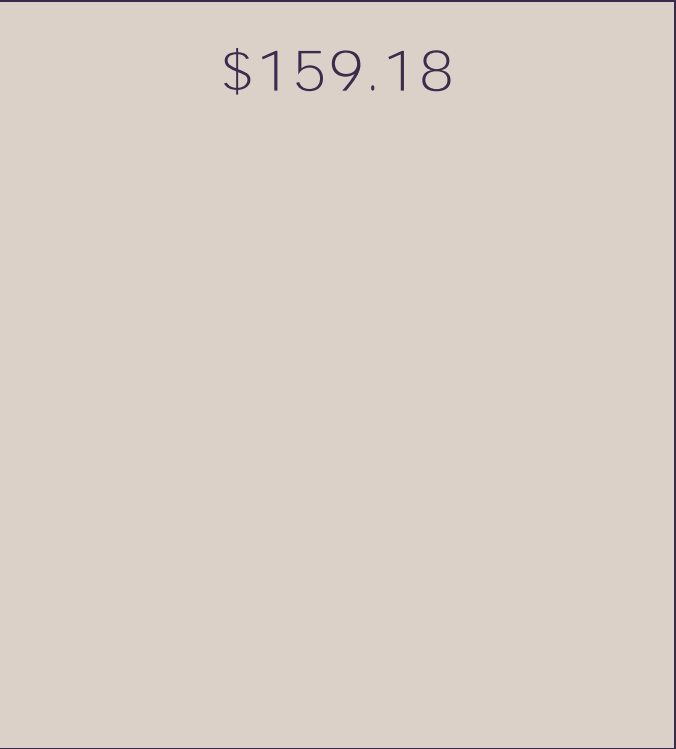
# ADR VS BUDGET AUGUST



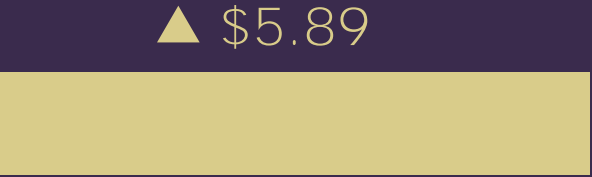
\$170  
\$160  
\$150  
\$140  
\$130  
\$120  
\$110  
\$100



Actual



Budget

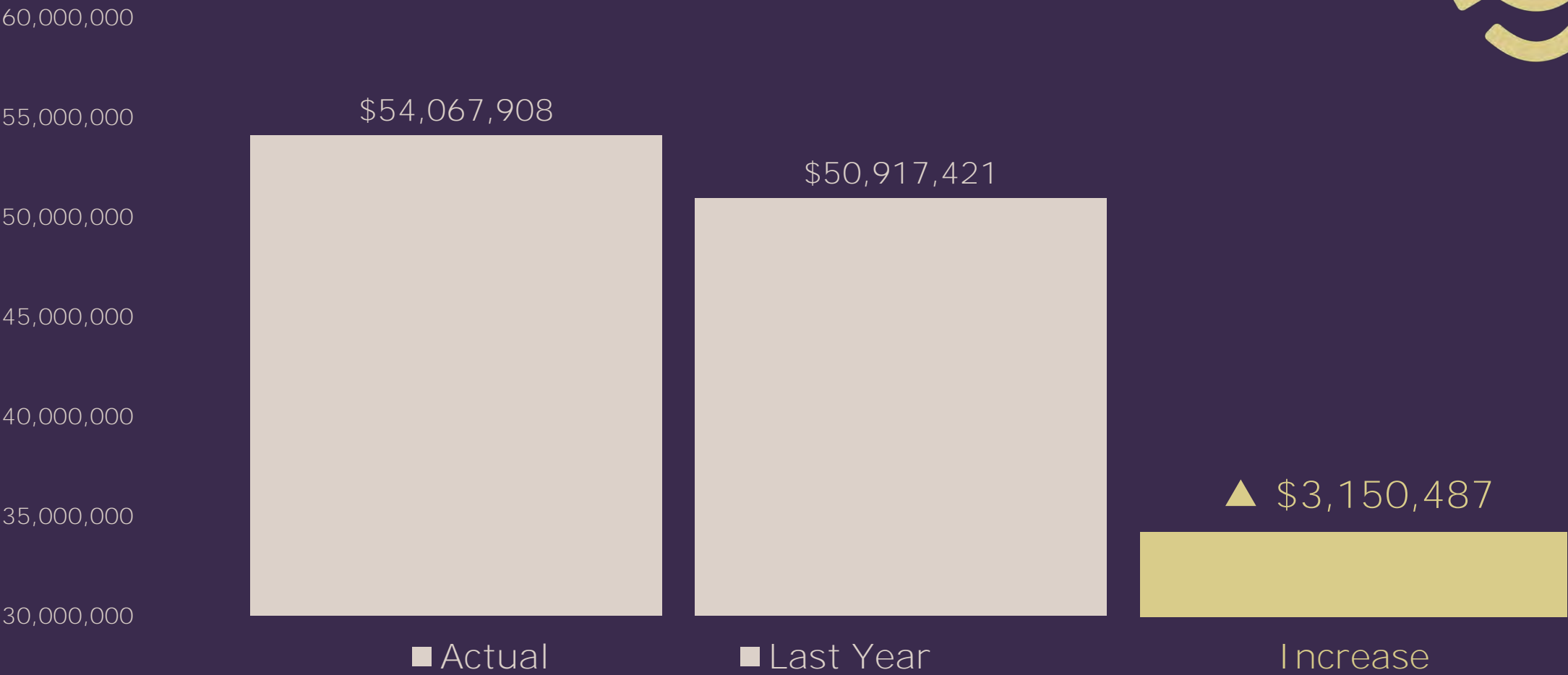


Increase

# ROOM TAX VS LAST YEAR ACTUAL AUGUST



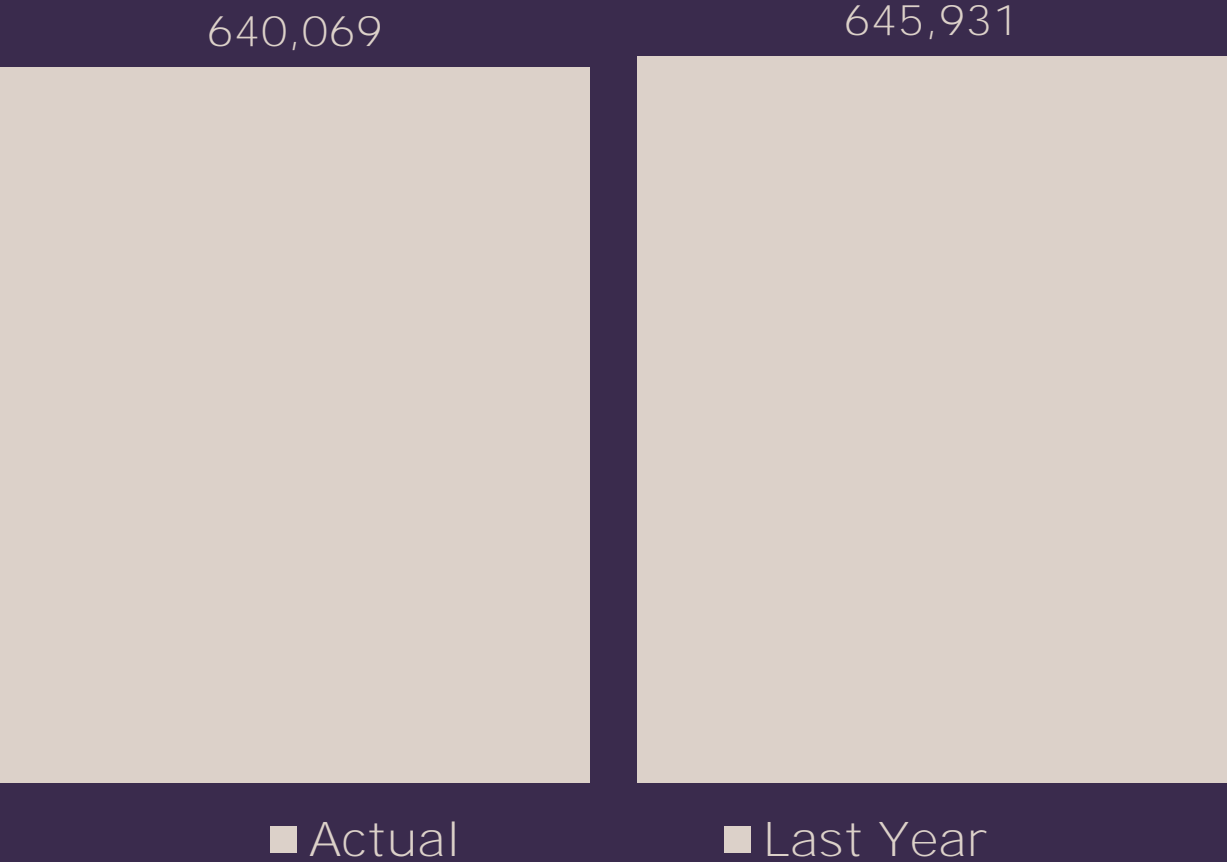
# ROOM TAX VS BUDGET AUGUST



# YTD CASH ROOM NIGHTS VS LAST YEAR ACTUAL



701,000  
651,000  
601,000  
551,000  
501,000  
451,000  
401,000  
351,000  
301,000  
251,000

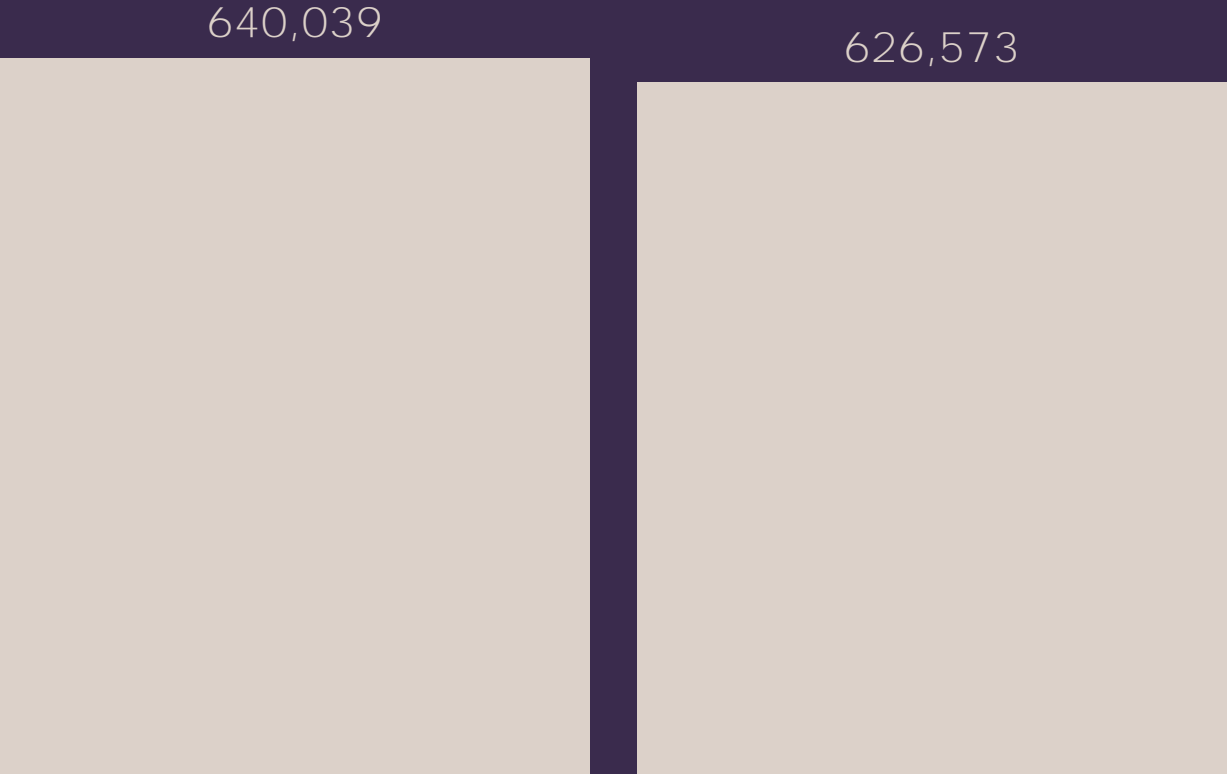




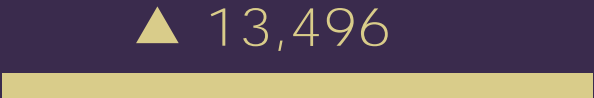
# YTD CASH ROOM NIGHTS VS BUDGET



701,000  
651,000  
601,000  
551,000  
501,000  
451,000  
401,000  
351,000  
301,000  
251,000



■ Actual      ■ Budget

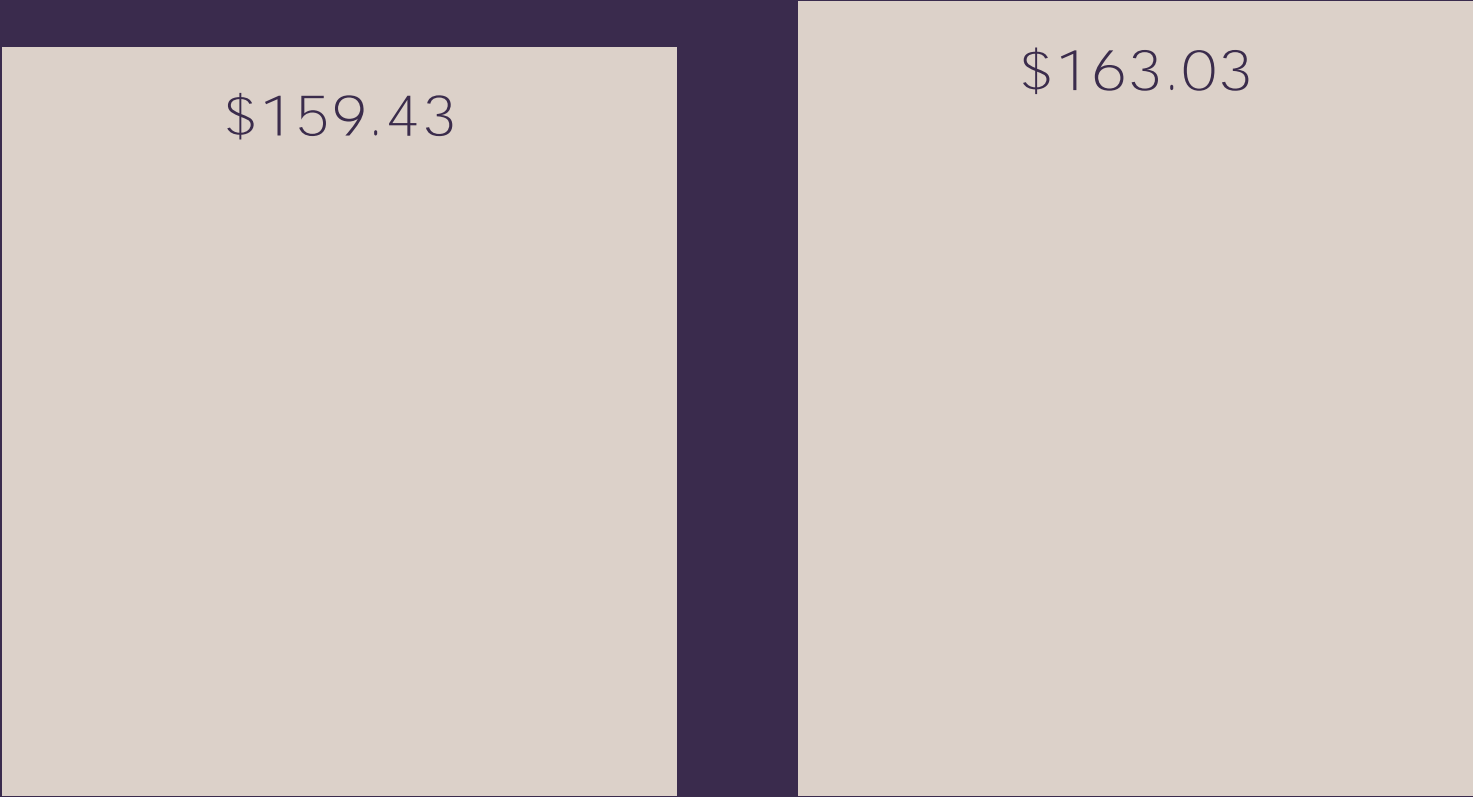


Increase

# YTD ADR VS LAST YEAR ACTUAL



\$170  
\$160  
\$150  
\$140  
\$130  
\$120  
\$110  
\$100



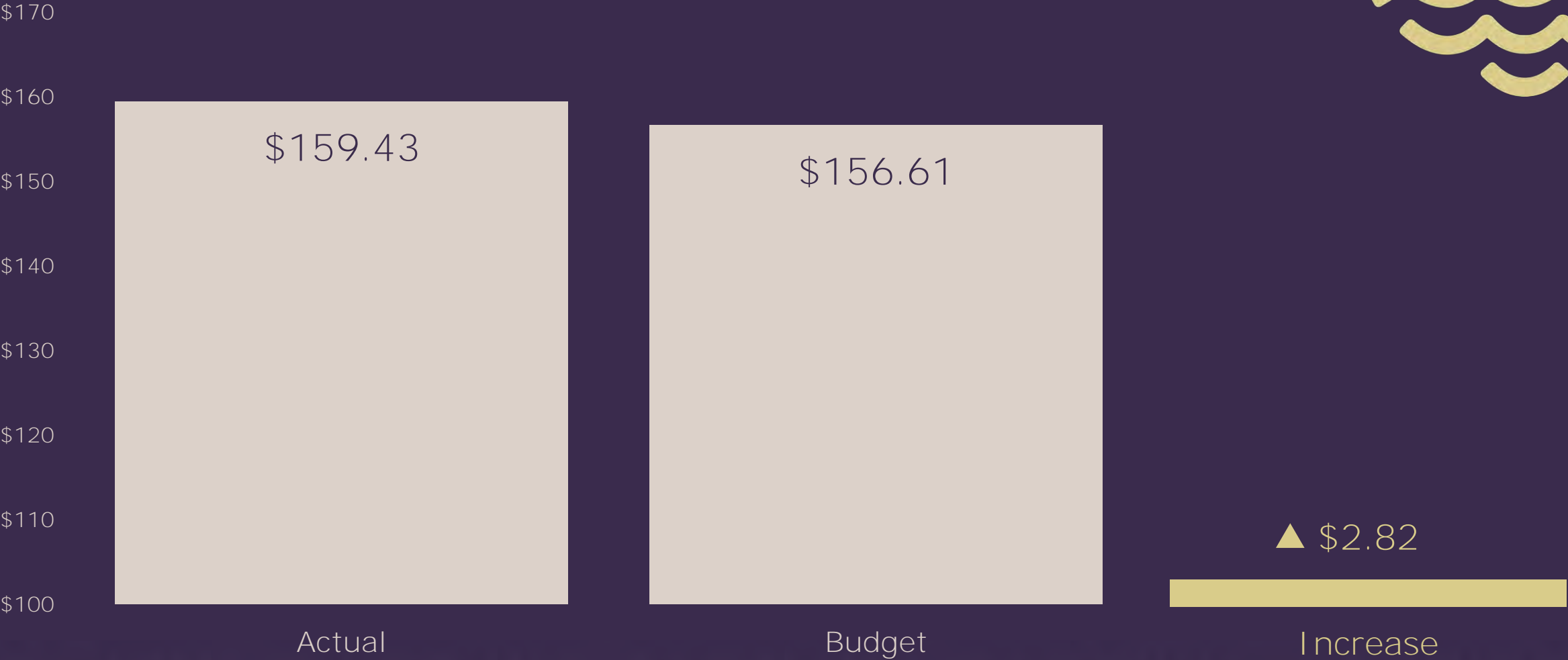
Actual

Last Year

▼ \$3.60

Decrease

# YTD ADR VS BUDGET



# YTD ROOM TAX VS LAST YEAR ACTUAL



120,100,000  
100,100,000  
80,100,000  
60,100,000  
40,100,000  
20,100,000  
100,000

\$102,047,206

\$105,303,852

▼\$3,256,646

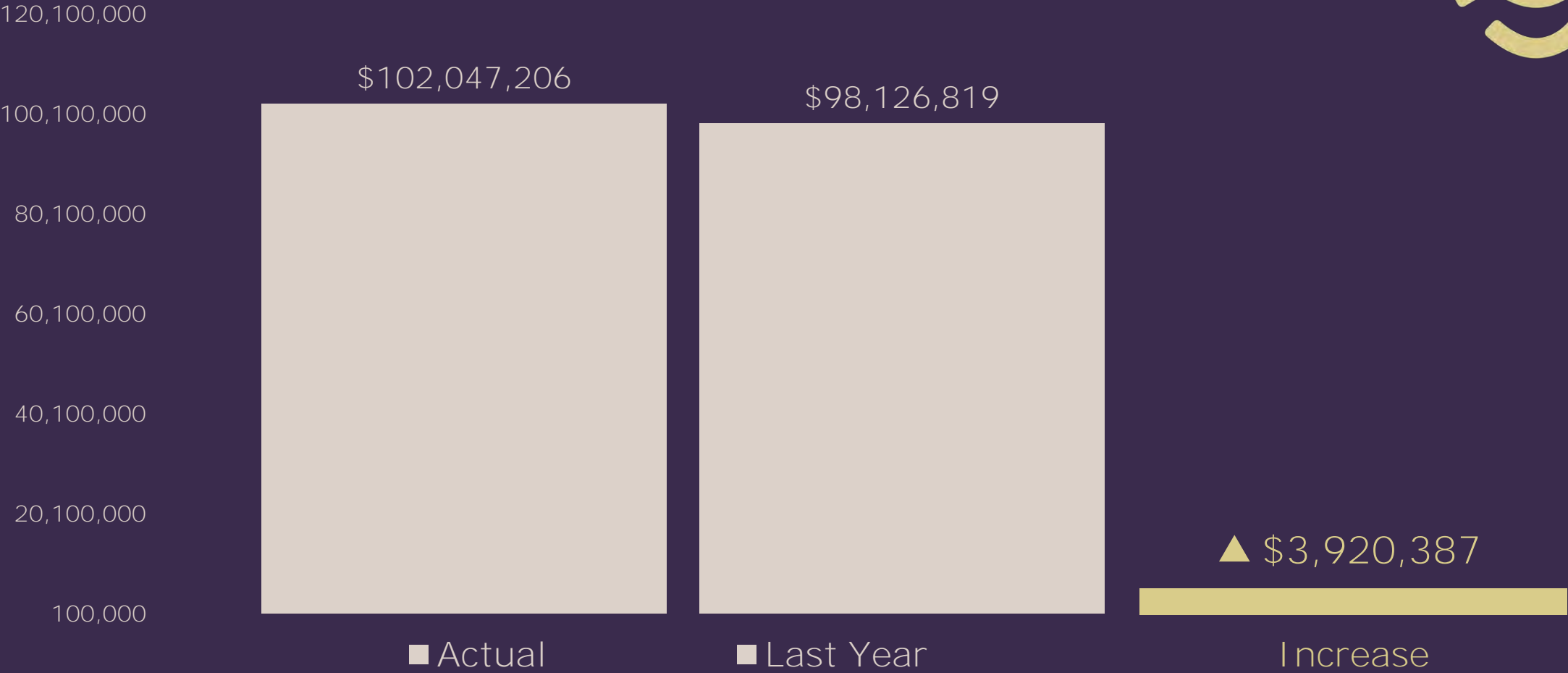
■ Actual

■ Last Year

Decrease



# YTD ROOM TAX VS BUDGET



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

# TOURISM ECONOMICS

RenoTahoe

NO LIMITS



# EXECUTIVE SUMMARY

July '25

## Highlights

This past month, Reno-Sparks hotels supply (-0.2%), and demand (-0.7%), remained relatively the same YOY, however revenue decreased 5.9% to \$48.0M. These changes resulted in YOY changes to Occupancy, ADR, and RevPAR of -1.1%, -2.3%, and -2.6%, respectively.

In July for domestic visitors, the visitor average length of stay was 3.4 days, 86.3% of visitors stayed overnight, and 60.4% were repeat visitors. The top visitor origin states were California (53.7%), Nevada (6.2%), and Texas (3.8%).

This July, Facebook insight page and post impressions were down by 68.3% YOY and 70.0% YOY. Despite those decreases, audience grew 2.5% YOY to 164.2K and post engagement rate grew 4.4% YOY to 6.5%.

U.S. hotel performance softened in July, with occupancy down 1.0% and RevPAR off 1.1% YOY, while ADR was flat. Year-to-date, ADR is up 1.1% and RevPAR 0.4%. Luxury outperformed with rate and demand gains, while Economy and Independents posted the steepest declines.

The BLS revised their May and June job reports down by a combined 258K jobs, slightly raising the unemployment rate to 4.2% after gaining only 73K jobs in July. U.S. 12-month inflation was 2.7%. Consumer prices were up 1% from the start of the year, but 24.7% more than five years ago.



Lodging Revenue  
**\$48.0M**  
-3.0% YOY



Overnight Trip Share  
**85.9%**



RNO Total Passengers  
**484.2K**  
+0.9% YOY



Visitor Spending  
**\$55.6M**  
+2.5% YOY



L&H Jobs  
**41.7K**  
+1.7% YOY



# MONTHLY SCORECARD

Fiscal YTD as of July '25

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	Year-to-Date	Year-End
Room Inventory															
Actual	673,550												673,550	100.1%	8.3%
Budget	672,925	680,893	674,930	680,893	659,290	700,408	684,768	619,584	700,238	665,830	687,651	681,300	8,108,710	Budget: 672,925	Budget: 8,108,710
% of Goal	100.1%												8.3%		
Cash Room Nights															
Actual	312,159												312,159	101.8%	9.9%
Budget	306,709	319,864	287,296	267,906	204,851	221,431	222,129	213,794	241,810	266,703	265,881	319,912	3,138,286	Budget: 306,709	Budget: 3,138,286
% of Goal	101.8%												9.9%		
Comp Room Nights															
Actual	86,125												86,125	93.7%	8.8%
Budget	91,875	91,975	85,363	76,566	66,431	71,149	131,999	65,991	71,598	65,419	75,982	81,802	976,150	Budget: 91,875	Budget: 976,150
% of Goal	93.7%												8.8%		
Taxable Room Revenue															
Actual	\$47,976,737												\$47,976,737	101.6%	10.9%
Budget	\$47,209,398	\$50,917,421	\$40,603,665	\$34,707,512	\$24,766,410	\$29,317,235	\$30,155,594	\$29,001,800	\$31,186,021	\$39,373,092	\$37,189,860	\$47,237,454	\$441,665,462	Budget: \$47,209,398	Budget: \$441,665,462
% of Goal	101.6%												10.9%		
Overall Occupancy															
Avg. CY Val..	71.9%												71.9%	100.3%	113.9%
Budget	71.7%	72.8%	67.8%	63.8%	53.6%	53.5%	64.4%	57.1%	55.4%	62.9%	62.5%	71.6%	63.1%	Budget: 71.7%	Budget: 63.1%
% of Occ G..	100.3%												113.9%		
Average Rate - Cash															
Avg. CY Val..	\$153.69												\$153.69	99.9%	109.2%
Budget	\$153.92	\$159.18	\$141.33	\$129.55	\$120.90	\$132.40	\$135.76	\$135.65	\$128.97	\$147.63	\$139.87	\$147.66	\$140.73	Budget: \$153.92	Budget: \$140.73
% of ADR ..	99.9%												109.2%		
Estimated Visitor Count															
Actual	377,920												377,920	101.0%	9.7%
Budget	374,230	386,614	353,777	330,433	259,245	276,868	335,365	265,285	296,757	315,768	323,771	378,957	3,897,070	Budget: 374,230	Budget: 3,897,070
% of Goal	101.0%												9.7%		
Other Monthly KPIs															
CY Air Pass..	484,244												484,244		
CY Gaming ..	\$102.78M												\$102.78M		

# LODGING PERFORMANCE

July '25

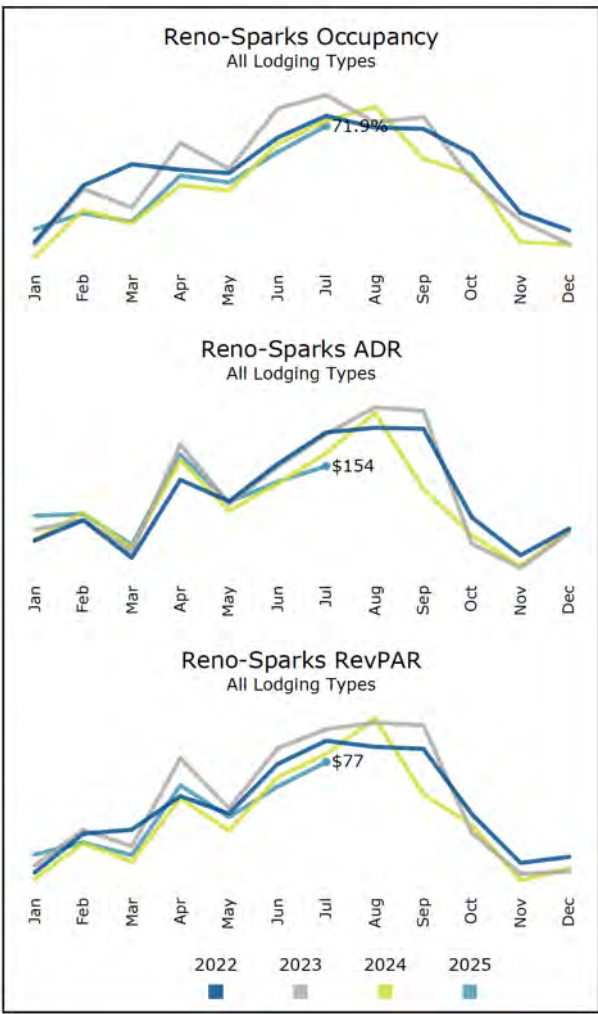
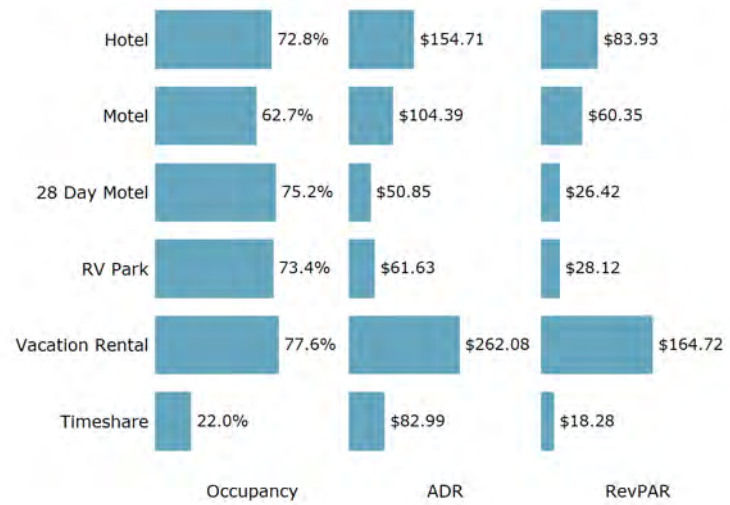
## Lodging Performance: Monthly

Occupancy	Previous Year	ADR	Previous Year	RevPAR	Previous Year	Supply	Previous Year	Cash Rooms	Previous Year	Revenue	Previous Year
71.9%	▼ -1.1%	\$153.69	▼ -2.3%	\$77.05	▼ -2.6%	673,550	▼ -0.2%	312,159	▼ -0.7%	\$48.0M	▼ -3.0%

July Performance, Past 4 Years  
Total: Reno-Sparks

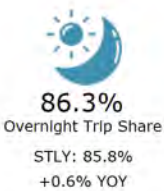


July 2025 Monthly Performance Category Comparison  
Reno-Sparks



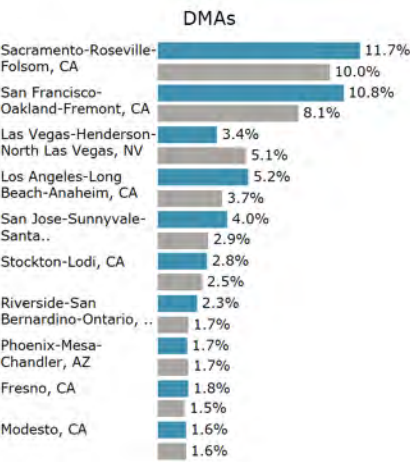
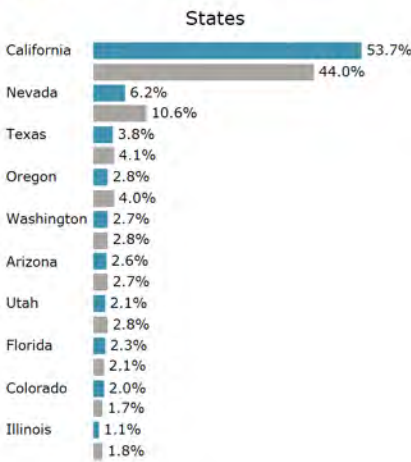
# VISITOR PROFILE

## July 2025 Domestic Visits



### Top Origin Markets

Current Year Last Year



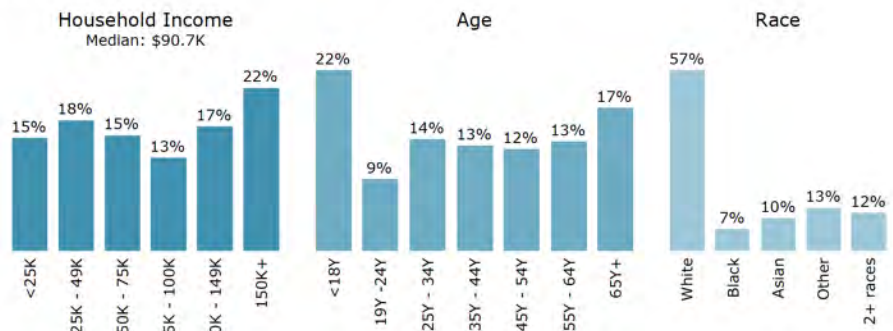
## Domestic Visitor Trends & Characteristics

### Overnight Trip Share by Month



### July 2025 Visitor Origin Demographics

Share of Total

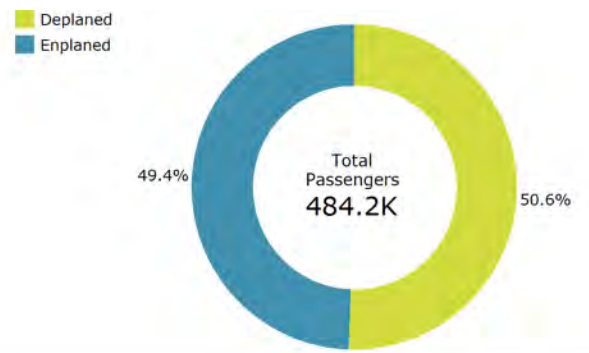
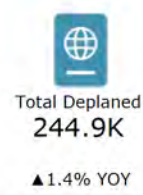


Source: Azira (formerly Near) & U.S. Census Bureau

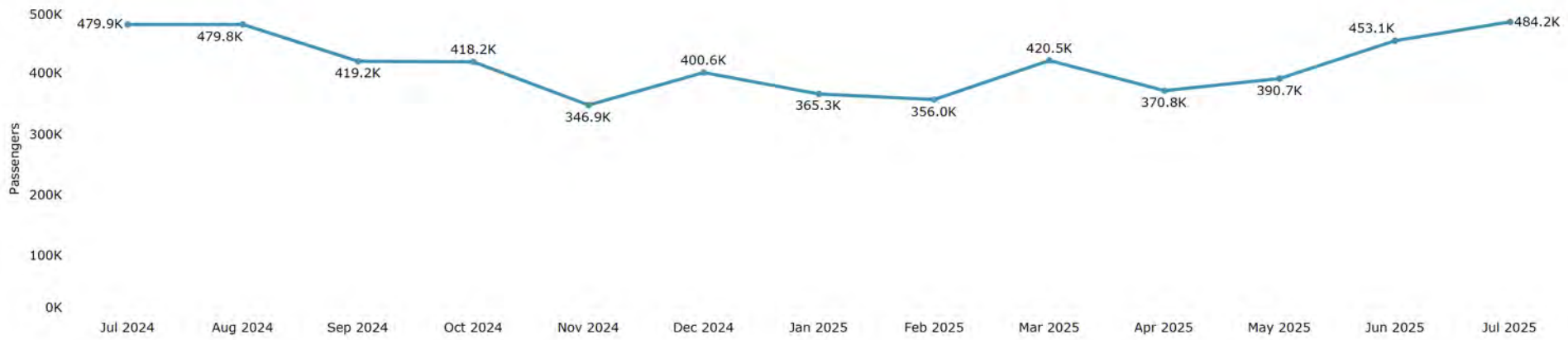


# PASSENGER SUMMARY

Reno-Tahoe International Airport | July '25



12 Month Trend: Total Passengers  
(Ending July 2025)



# VISITOR SPENDING

July '25

## Visitor Credit Card Spending

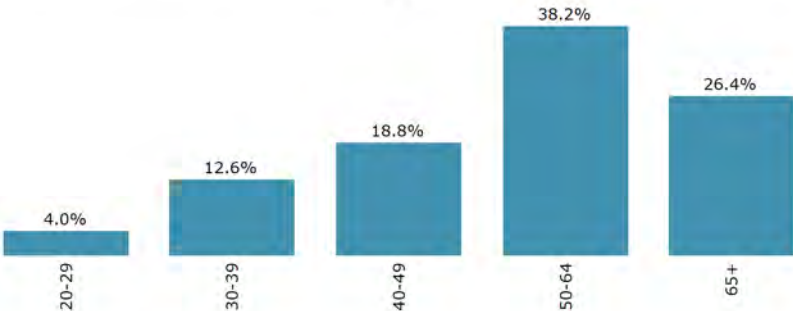
July 2025 Card Spend  
**\$55.6M**  
+2.5% YOY



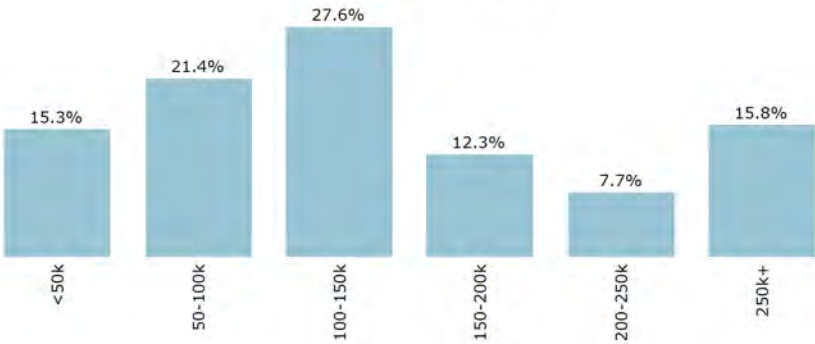
■ Retail: 40.3%  
■ Food & Beverage: 29.3%  
■ Transportation: 22.0%  
■ Other Categories: 8.4%  
In-market spending on lodging excluded

## Visitor Credit Card Spending by Demographic

### Age



### Household Income



# LEISURE & HOSPITALITY WORKFORCE

## Total Leisure & Hospitality Jobs

L&H Jobs  
as of July 2025  
**41.7K**  
+1.7% YOY | +0.2% vs. 2019



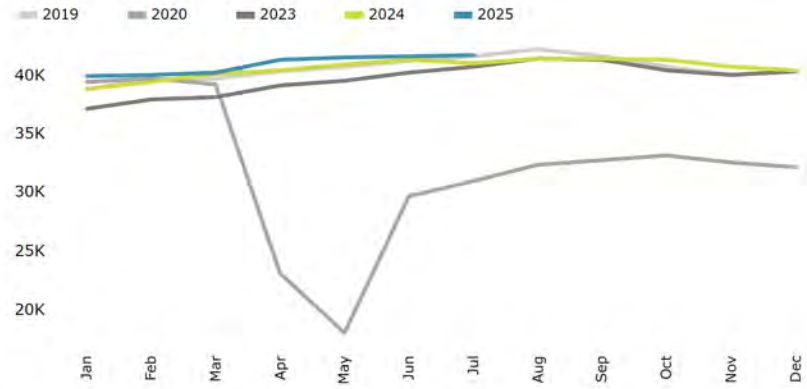
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of June 2025  
**2.0K**  
+7.9% YOY | -8.6% vs. 2019



### Employment Recovery

Leisure & Hospitality Jobs (Thousands)



Source: Bureau of Labor Statistics

### Job Opening Rate

Share of total available jobs that are not filled  
■ Leisure and Hospitality ■ Total Nonfarm



Source: Tourism Economics



# NATIONAL TRAVEL TRENDS KPIs

July '25

## Insights

U.S. hotel performance softened in July, with occupancy down 1.0% and RevPAR off 1.1% YOY, while ADR was flat. Year-to-date, ADR is up 1.1% and RevPAR 0.4%. Luxury outperformed with rate and demand gains, while Economy and Independents posted the steepest declines

The BLS revised their May and June job reports down by a combined 258K jobs, slightly raising the unemployment rate to 4.2% after gaining only 73K jobs in July. U.S. 12-month inflation was 2.7%. Consumer prices were up 1% from the start of the year, but 24.7% more than five years ago.



### Travel Spending (Tourism Economics)

↗ +0.2%

July vs. Previous Year

↗ +0.9%

YTD vs. Previous Year



### Air Passengers (TSA)

↗ +1.1%

July vs. Previous Year

↘ -0.4%

YTD vs. Previous Year



### Overseas Arrivals (NTTO)

↘ -3.1%

July vs. Previous Year

↘ -1.6%

YTD vs. Previous Year



### Hotel Demand (STR)

↘ -0.1%

July vs. Previous Year

↗ +0.1%

YTD vs. Previous Year



### Short-term Rental Demand (AIRDNA)

↗ +2.6%

July vs. Previous Year

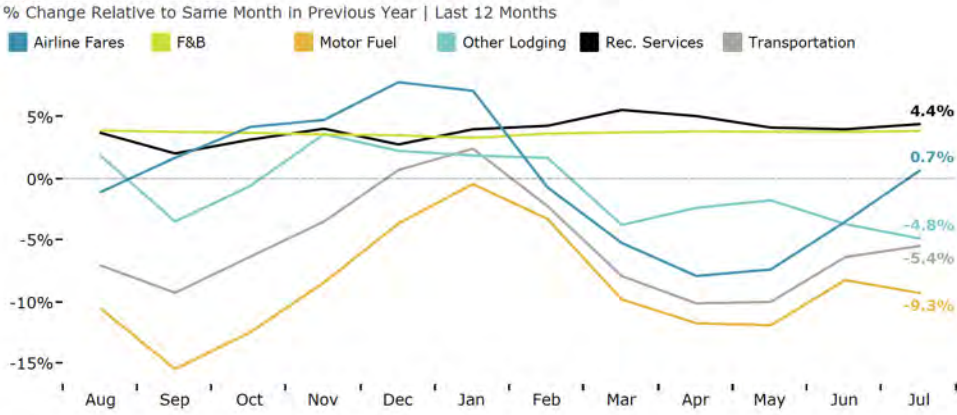
↗ +4.4%

YTD vs. Previous Year

# NATIONAL TRAVEL TRENDS

July '25

## Travel Price Index



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

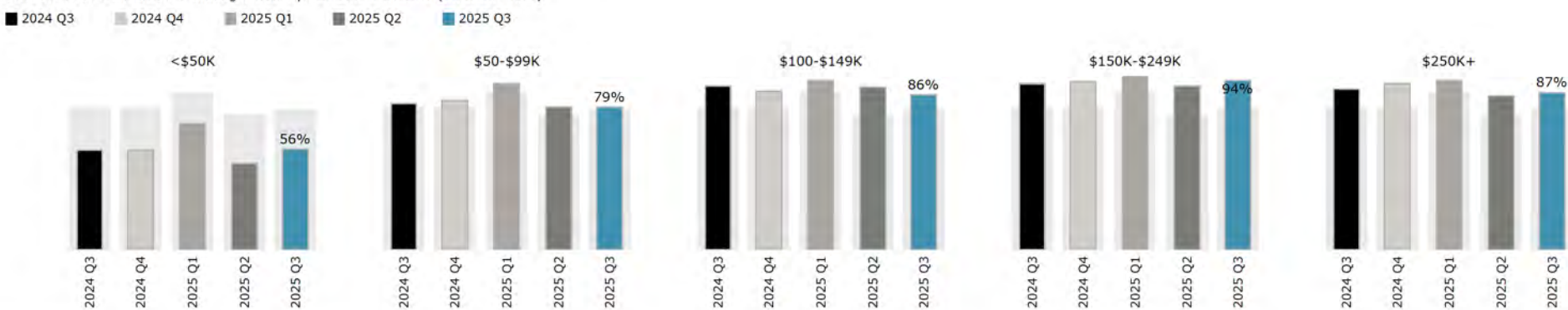
## Travel Spending (% change vs 2019)



Source: Tourism Economics via U.S. Travel Recovery Tracker

## Planning Leisure Travel Within the Next 12 Months

% of American Consumers Planning Travel by Household Income (Calendar Year)



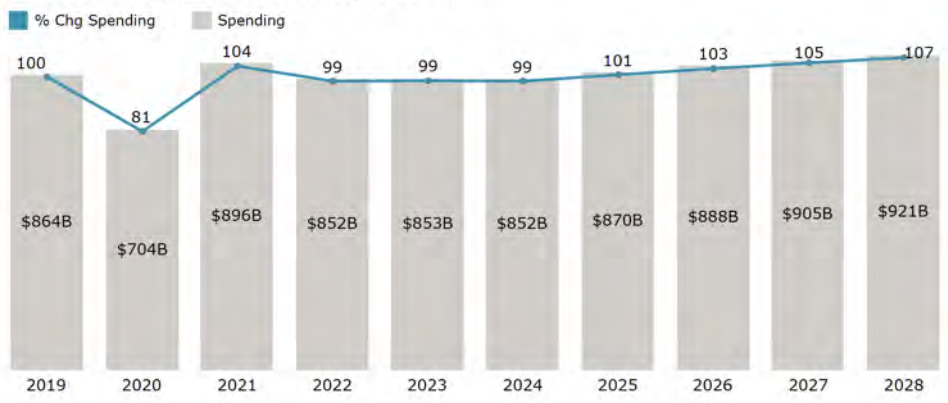
Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers

# DOMESTIC TRAVEL FORECAST

July '25

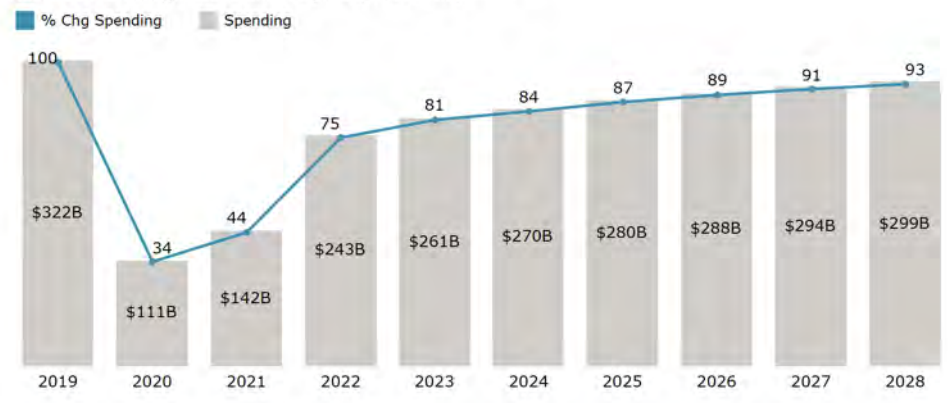
## Real Domestic Leisure Travel Spending

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



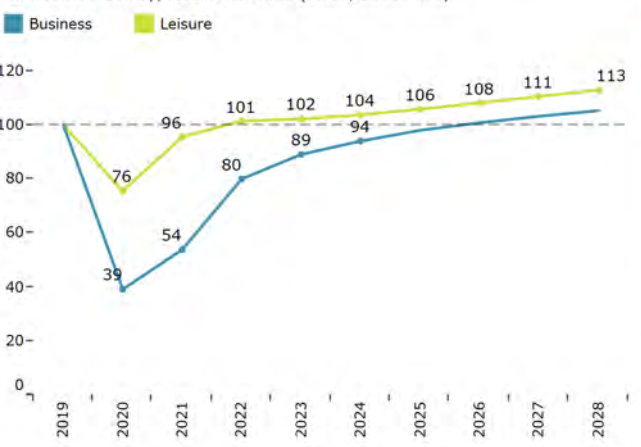
## Real Domestic Business Travel Spending

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



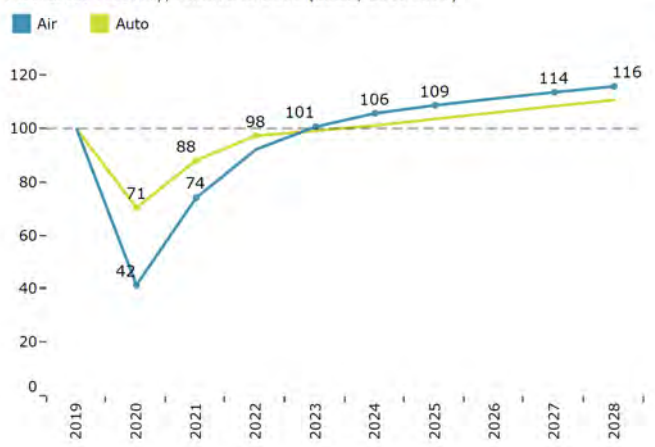
## Leisure vs. Business Travel Volume

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



## Auto vs. Air Travel Volume

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



## Group vs. Transient Travel Spending

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



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

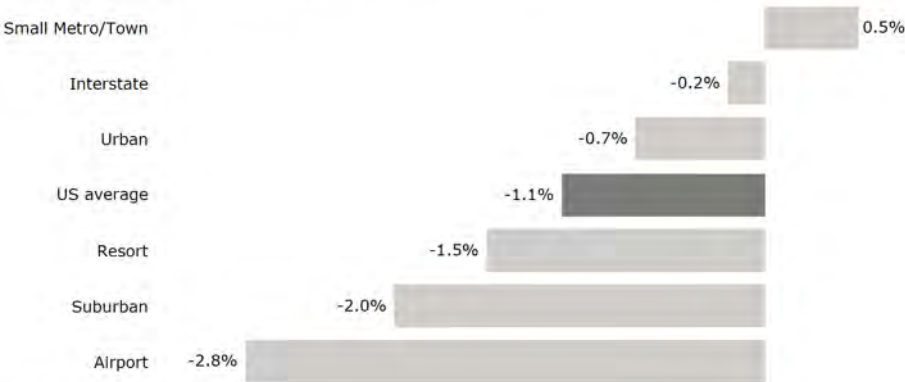


# U.S. HOTEL FORECAST

July '25

## U.S. Actual RevPAR Growth by Location

July 2025, % change relative to 2019



Source: STR

## U.S. Hotel Forecast Summary

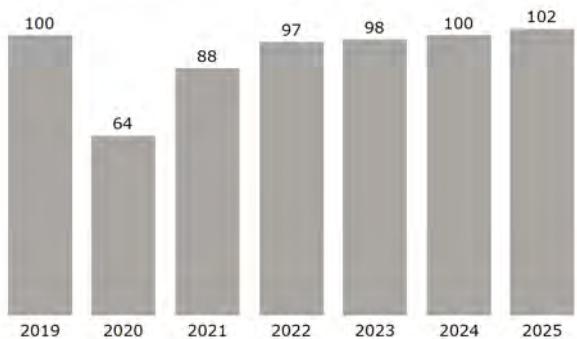
YOY % change, Forecast released August 2025

	2020	2021	2022	2023	2024	2025	2026
Supply	-4.0%	4.9%	1.7%	0.2%	0.5%	0.8%	0.8%
Occupancy	-33.4%	31.0%	8.8%	0.8%	0.1%	-0.9%	-0.2%
Demand	-36.0%	37.4%	10.6%	1.0%	0.5%	-0.1%	0.6%
ADR	-21.6%	20.7%	19.9%	4.4%	1.8%	0.8%	1.0%
RevPAR	-47.8%	58.2%	30.4%	5.2%	1.9%	-0.1%	0.8%
RevPAR relative to 2019	-47.8%	-17.2%	8.0%	13.7%	15.8%	15.6%	16.5%

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

## Occupancy Index

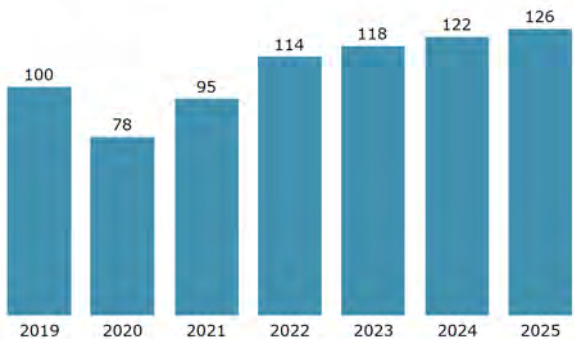
Index (2019 = 100)



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

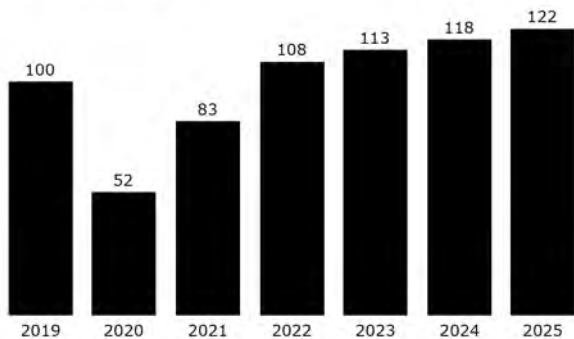
## ADR Index

Index (2019 = 100)



## RevPAR Index

Index (2019 = 100)





THANK YOU

RenoTahoe

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



To: RSCVA Board of Directors

From: Alexis Hill, Chair, Executive & Legislative Committee

Cc: Mike Larragueta, President & CEO

Date: September 22, 2025

Subject: Executive & Legislative Committee Report regarding CEO Evaluation and Recommendations for Merit Raise and Bonus

---

### Background

RSCVA President and CEO Mike Larragueta entered into his Employment Agreement with the RSCVA on April 25, 2024. Pursuant to that Employment Agreement, Mr. Larragueta prepared a self-evaluation memo and presentation, and the RSCVA Executive Staff and the Board of Directors completed an evaluation survey. The self-evaluation and the results of both surveys are attached here.

### Executive & Legislative Committee

On September 19, 2025, the Executive & Legislative Committee held a public meeting, and Mr. Larragueta presented his self-evaluation, and the Committee reviewed his performance, complimenting him on a successful year.

**Pursuant to the Employment Agreement and the RSCVA's CEO Evaluation and Compensation Policy**, the Board may, in its sole discretion, provide a Merit Pay Increase and a Bonus.

### Merit Pay Increase

**A Merit Pay Increase is a percentage adjustment to Mr. Larragueta's salary, currently \$315,000.** The Committee discussed the fact that Directors and above at the RSCVA do not receive a cost-of-living increase, and that during the negotiation process, any reference to a COLA increase was removed from the Employment Agreement. In addition, the Committee inquired as to what percentage merit increases were provided to staff and determined that staff were eligible for up to a 3% merit increase but that those reviewing employees may petition to increase that amount. In addition, it was pointed out that Mr. Larragueta has been in the CEO position since April 2024, and that extra time should be considered. In addition, it was discussed that Mr. Larragueta held both positions as VP of Sales and Interim CEO until he was hired into the CEO position in April 2024. The Committee noted that the community and stakeholders overwhelmingly supported Mr. Larragueta. Further, the Committee noted that the RSCVA is a public agency and that the Board must be cognizant of its fiduciary duty.





After discussion, the Committee agreed to recommend a 5% Merit Pay Increase.

### Bonus

The Committee noted that a Bonus of 10% had previously been awarded based on the achievements of the CEO Goals set for fiscal year 2024-2025. The Employment Agreement provides that Mr. Larragueta may be eligible for a discretionary, non-mandatory cash bonus of up to 5% of his Salary. The Committee discussed the Bonus, noting that in the public sector, bonuses are lower percentages, but also noting that in the private sector, a 15% total bonus is quite low.

Because the Bonus is fully discretionary by the Board, the Committee felt that the entire Board should weigh in on the Bonus amount, but that the Committee would like to inform the Board that they are comfortable with going up to the 5% Bonus.



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

**TO:** RSCVA Board of Directors  
**FROM:** Mike Larragueta, President & CEO  
**DATE:** September 25, 2025  
**SUBJECT:** Compensation Review

When I accepted the terms of my contract in April 2024, there were several unknowns. Was I the right candidate for the role? Could I turn around and fix the challenges I inherited? The compensation package and contractual terms were fair and equitable at that time and agreed upon by all parties.

Seventeen months later, I believe I have proven that I was the right choice. Together, we have addressed the inherited challenges and implemented several programs and initiatives that have been well received and are advancing the mission of the RSCVA. Both my **senior staff review** and the **Board's President & CEO annual review** have been rated as outstanding, further confirming the progress we have made.

For context, I would like to highlight the compensation packages of my predecessors:

- **Former President & CEO (hired November 11, 2016):**  
Base salary of \$250,000 with a 40% bonus opportunity.  
Total compensation package: **\$350,000.**
- **Former President & CEO (hired November 16, 2020):**  
Base salary of \$290,000 with a 30% bonus opportunity.  
Total compensation package: **\$377,000.**
- **Current President & CEO (hired April 25, 2024):**  
Base salary of \$315,000 with a 10% performance-based bonus (board-approved annual goals) and a 5% discretionary bonus based on job performance.  
Total compensation package: **\$362,250.**

In comparison, my compensation package is **3.4% higher** than that of the President & CEO hired in 2016, but **4.2% lower** than that of the President & CEO hired in 2020.

I respectfully request that the Board take into consideration both past President & CEO compensation packages, my documented performance reviews, and the measurable progress achieved over the past seventeen months when determining adjustments to my compensation package moving forward.

Thank you for your continued support and the opportunity to lead this organization.

Mike Larragueta  
President and CEO



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

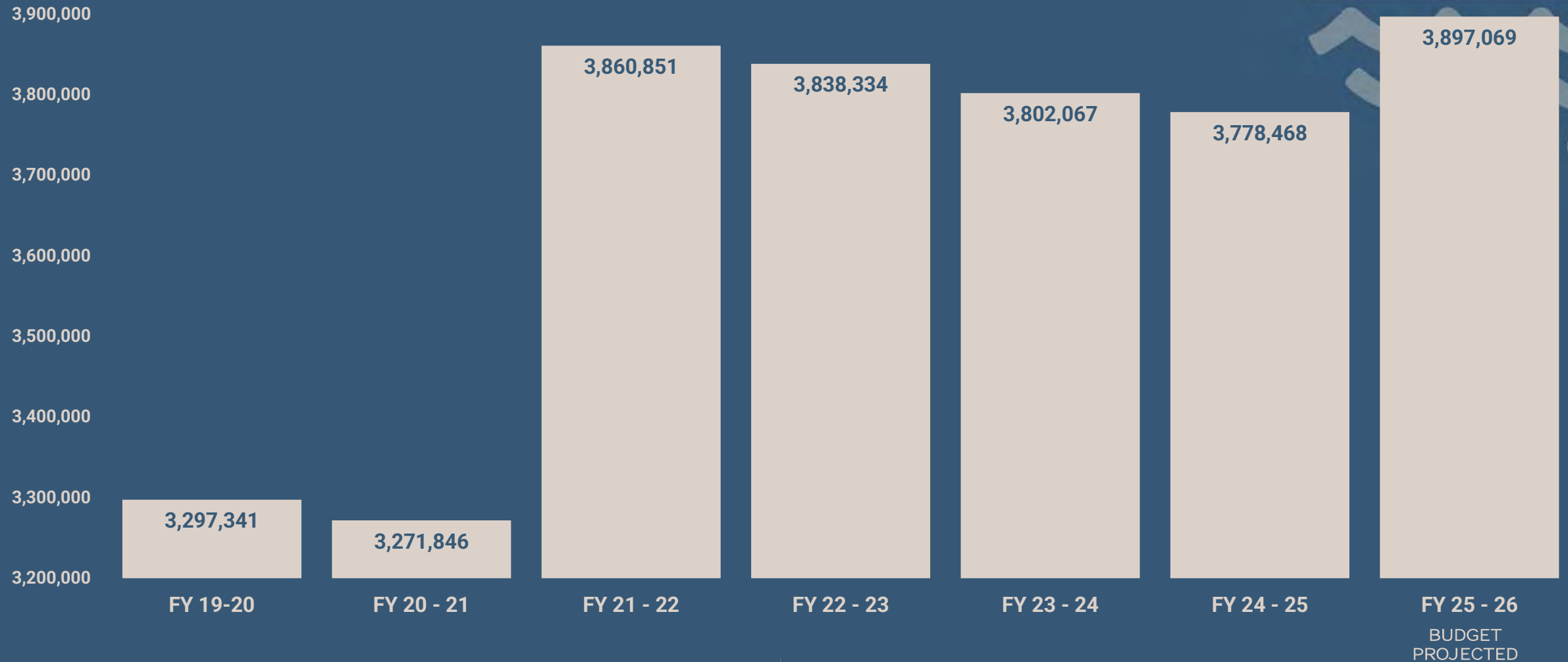
▼ 0.6%  
UNDER

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

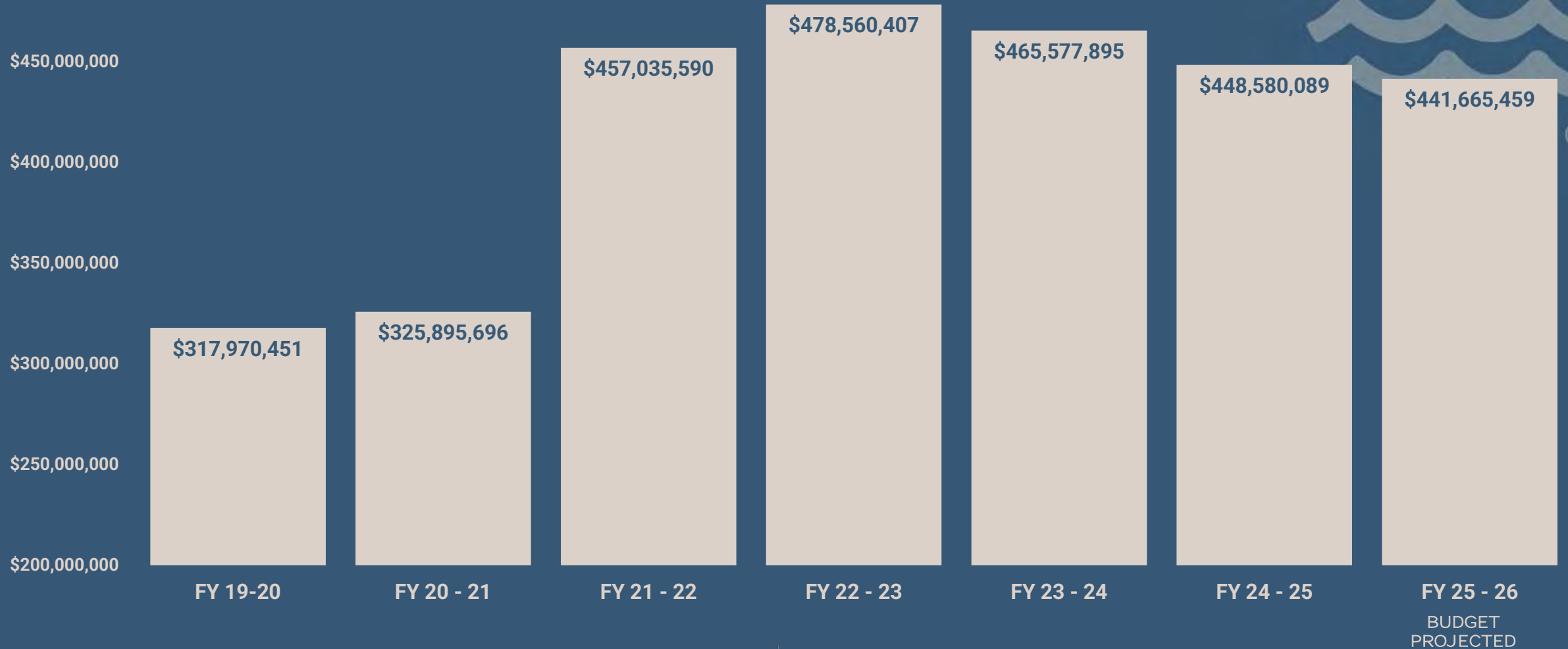




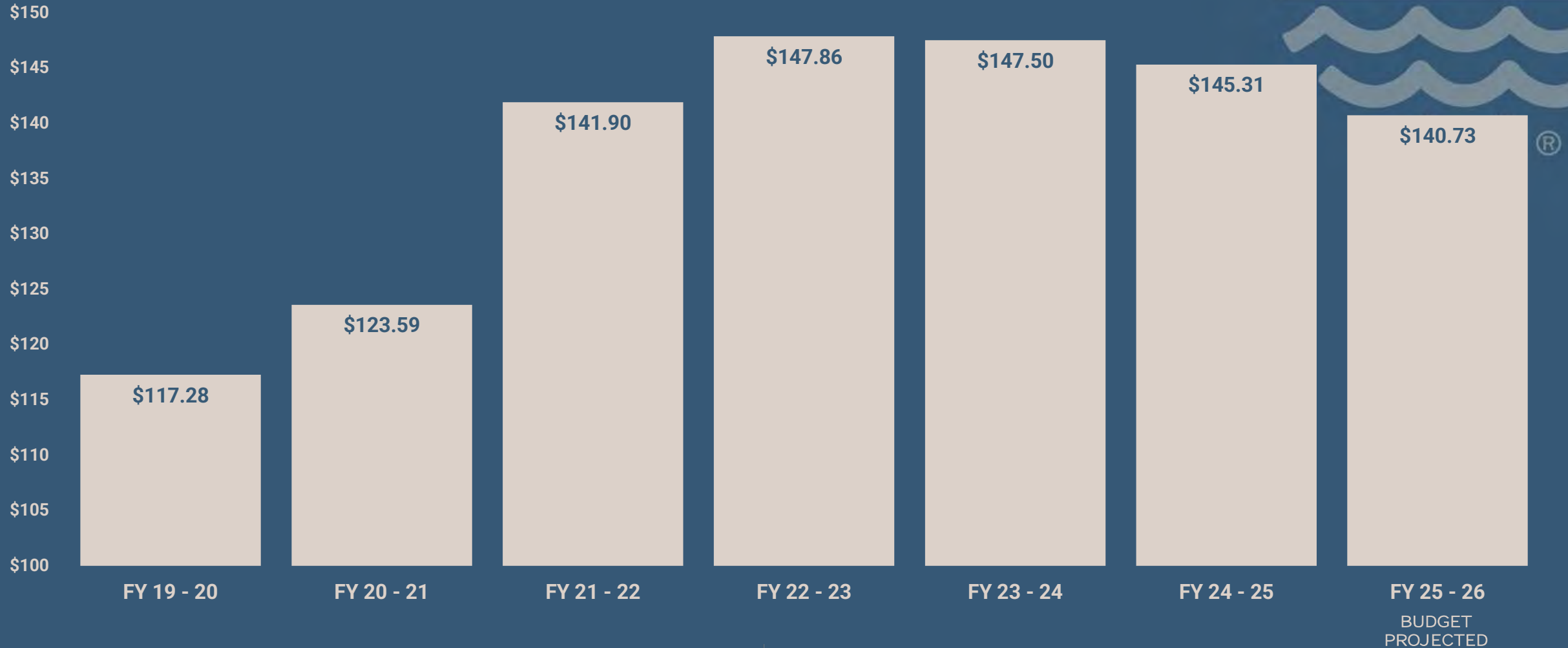
# ESTIMATED VISITORS



# TAXABLE ROOM REVENUE | BUDGET

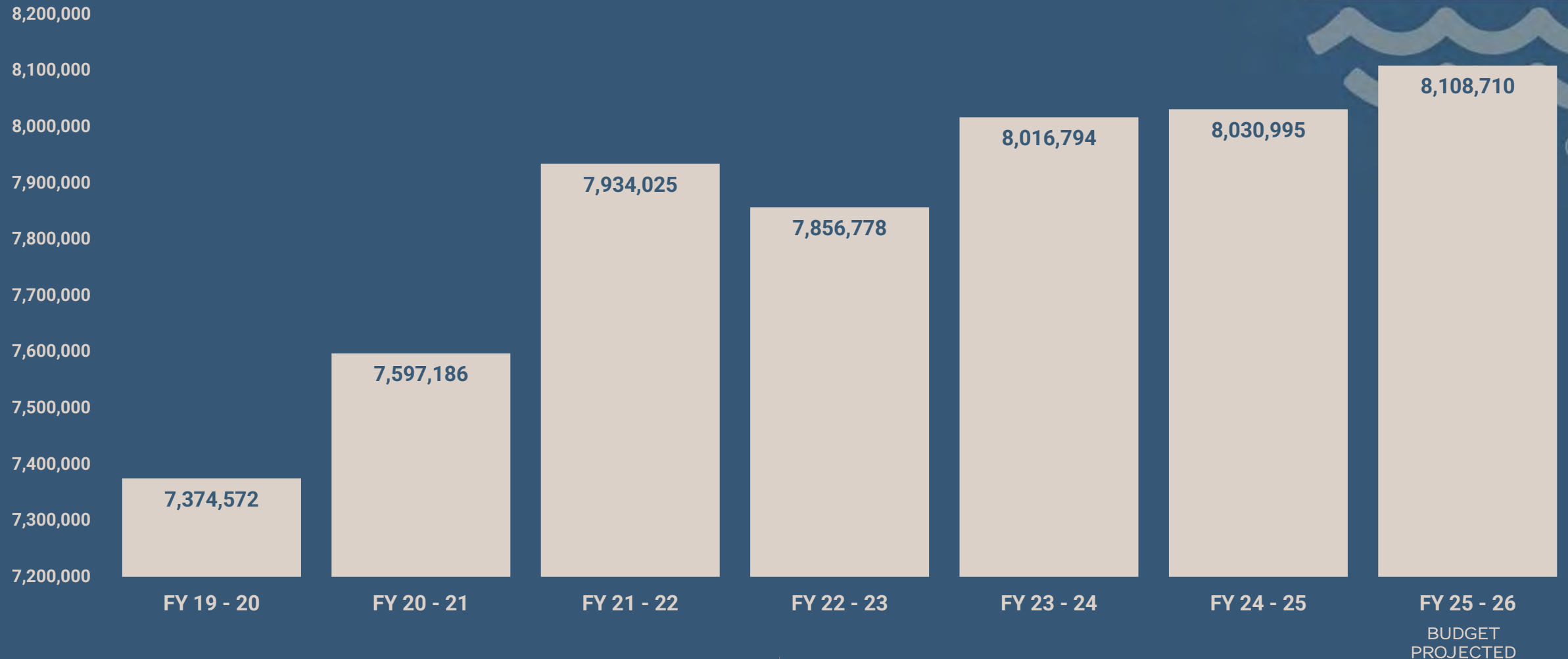


# AVERAGE DAILY RATE (ADR) | BUDGET





# 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

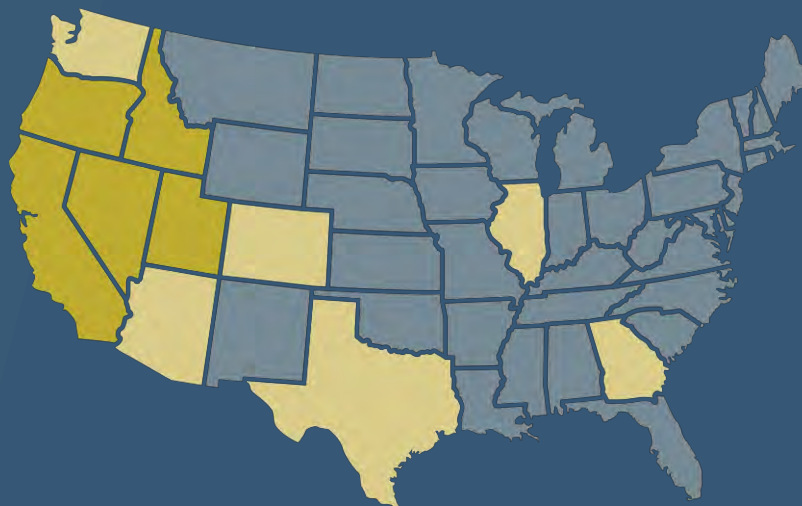
ADS IN-MARKET

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



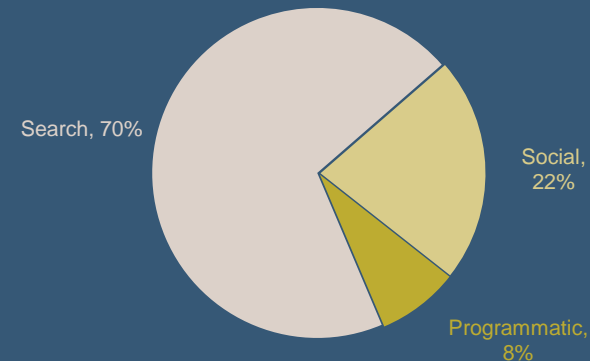
60,547  
WEBSITE VISITS

449

ADS IN-MARKET  
Total ads across all channels

3.59MM

AD INTERACTIONS  
Clicks, Completed Views, Comments, Shares, and Likes



SPEND ALLOCATION

## 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

### 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 NORTHEAST

NEWS - IN-DEPTH - PODCASTS - SPORTS - ESPORTS - RESOURCES - SUBSCRIBE - EVENTS - Q - F - @ -

**TEAMS23**  
CONFERENCE - EXPO - OCTOBER 12-14 - COVINGTON

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 10, 2025 By: Justin Shaw



POLL

### Mega Events

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



- ☐ 2025 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 HSMAI 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

# EMPLOYEES

RenoTahoe

NO LIMITS



# EMPLOYEE SURVEY RESULTS



84%  
HAPPY

---

39.6%  
VERY HAPPY

44.8%  
HAPPY

12.1%  
SATISFIED

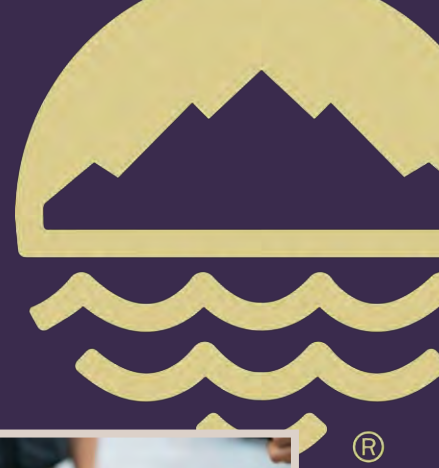
3.5%  
UNHAPPY

- 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

NO LIMITS





# 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



← NO →  
LIMITS

# 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 LIM ITS

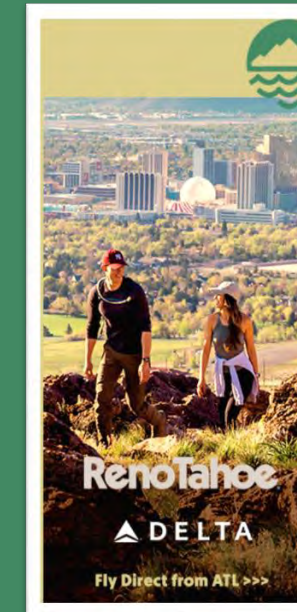
# AIR SERVICE DEVELOPMENT

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







# AIRPORT ENTERTAINMENT



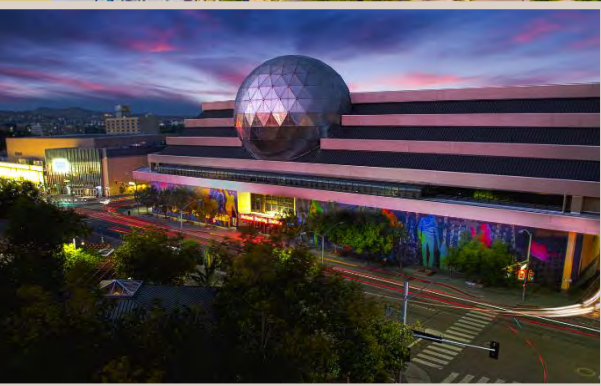
- WELCOMING TRAVELERS WITH 17 SCHEDULED MUSICAL PERFORMANCES
- NEW SIGNAGE TO HEIGHTEN THE ARRIVAL AND DEPARTURE EXPERIENCE



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

LIM  
ITS  
NO

RenoTahoe

NO LIM  
ITS

# 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

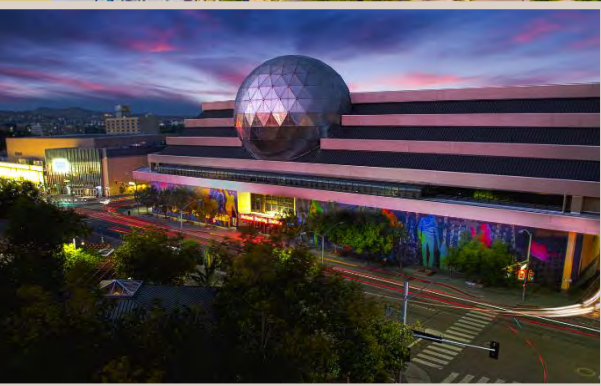


RSLEC



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

LIM  
ITS  
NO

RenoTahoe

NO LIM  
ITS



# 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 <sup>LIM</sup> <sub>ITS</sub>





LIM  
ITS  
NO

# INDOOR TRACK



## 8 COMPLETED TRACK MEETS

12,790  
Room Nights

5,894  
Registered Athletes

\$133,206  
Total RSCC Revenue

\$6,269,263  
Economic Impact

## MEDIA COVERAGE

85 +  
Total Stories

134M+  
Total Reach

\$1.4M  
Ad Value Equivalent

100%  
Target Key Messaging

RenoTahoe

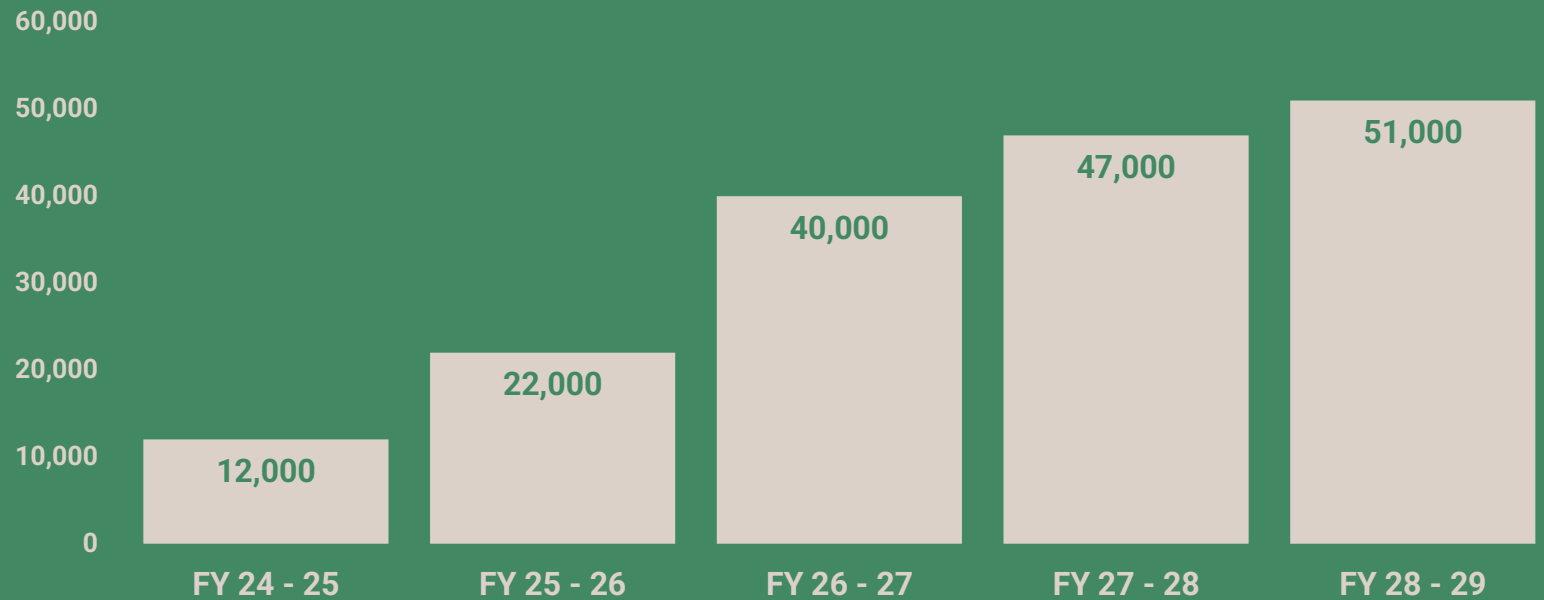
NO LIM ITS





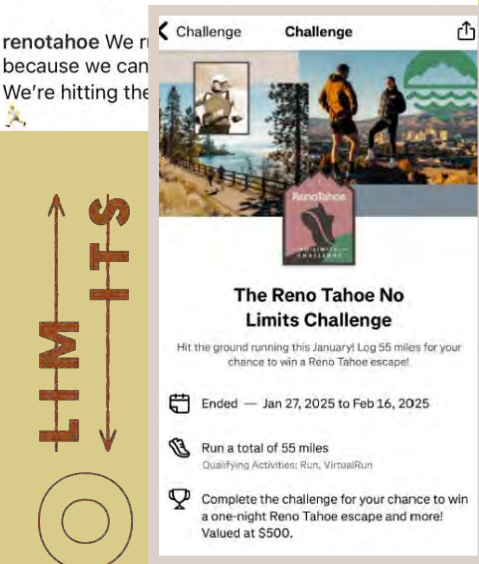
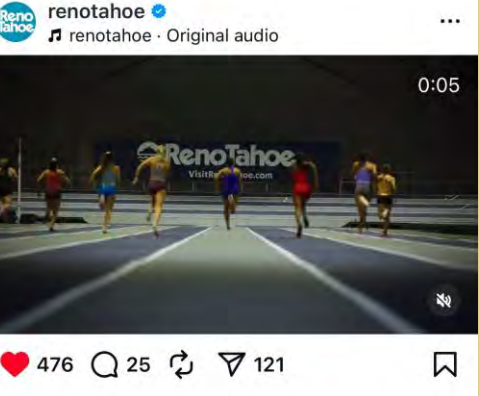
LIMITS  
NO

# INDOOR TRACK IMPACT



RenoTahoe

NO LIMITS



# 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

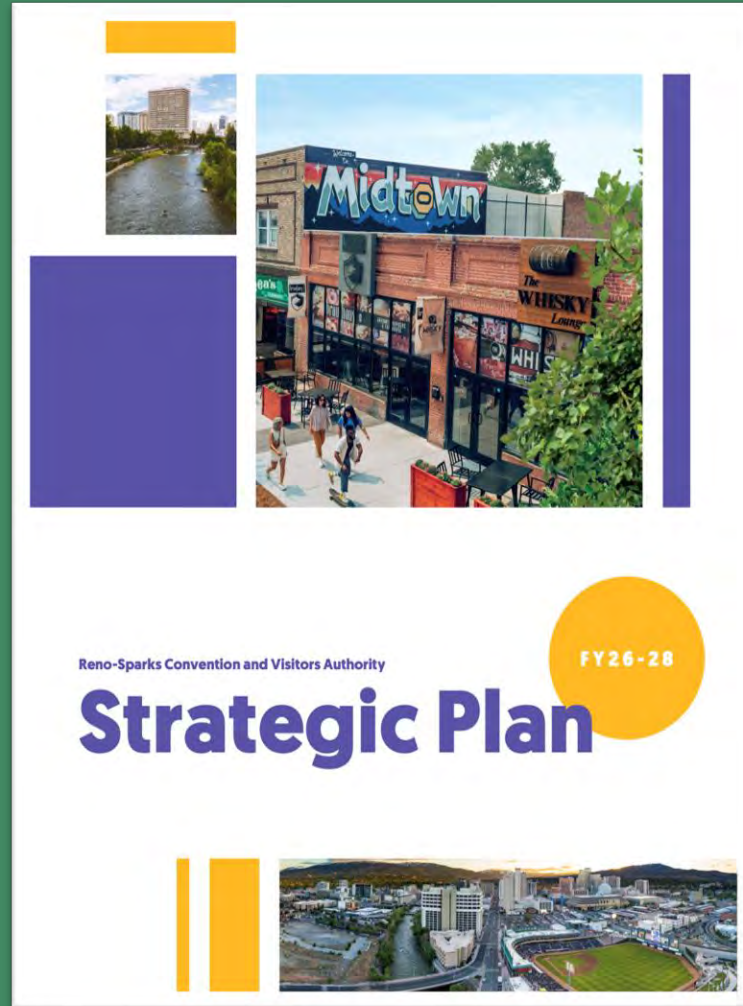
2,451+

@RENO TAHOE  
INSTAGRAM  
FOLLOWER GROWTH

RenoTahoe

NO LIMITS

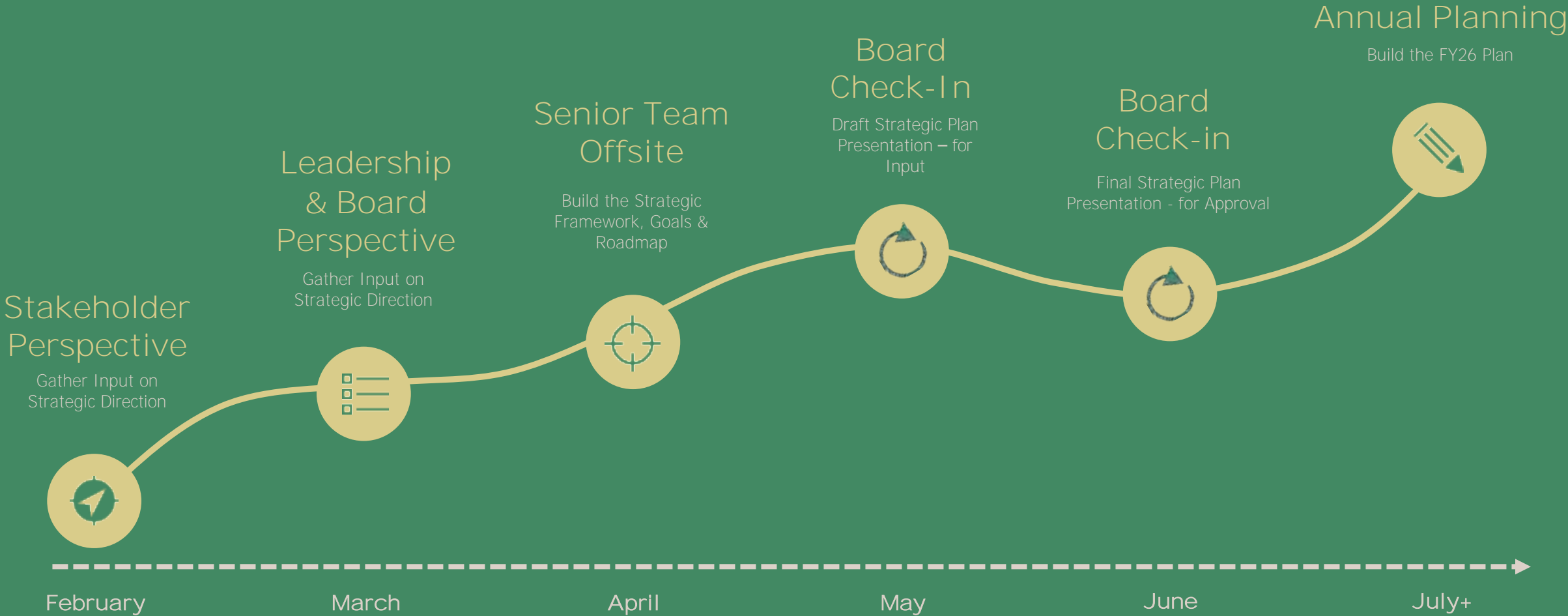
# NEW STRATEGIC AND ANNUAL PLANS



RenoTahoe

NO LIMITS

# 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.



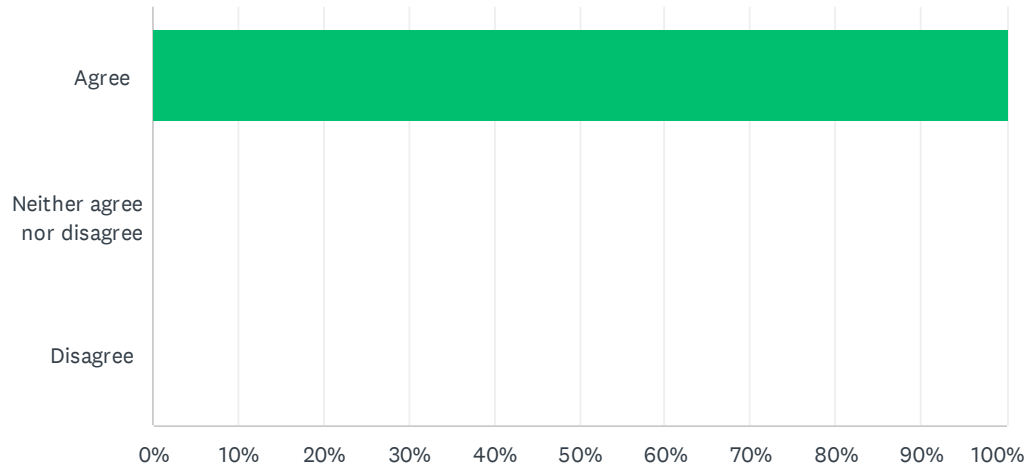
THANK YOU

RenoTahoe

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

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

Answered: 8 Skipped: 0

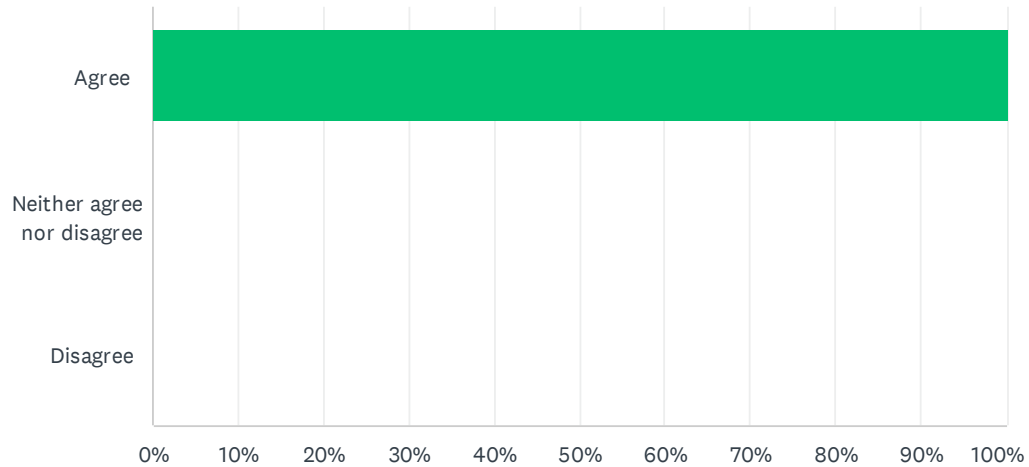


ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8



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

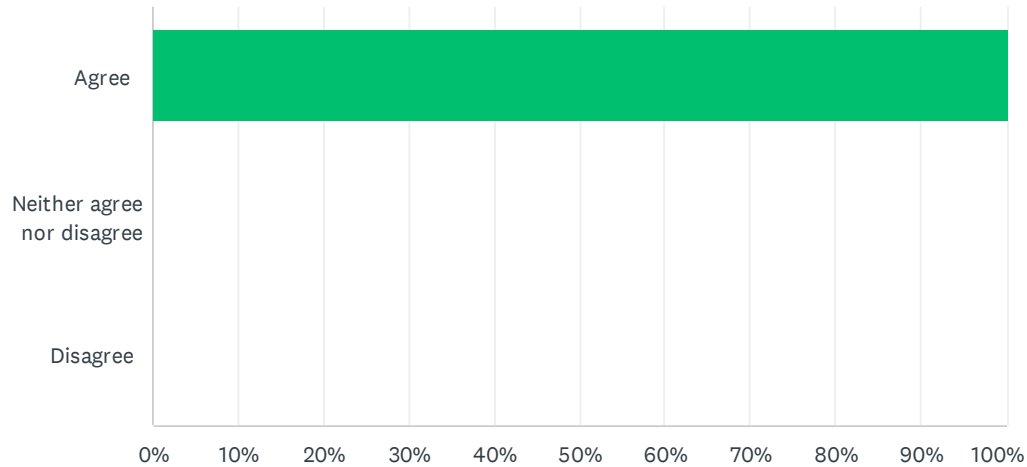
Answered: 8 Skipped: 0



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.

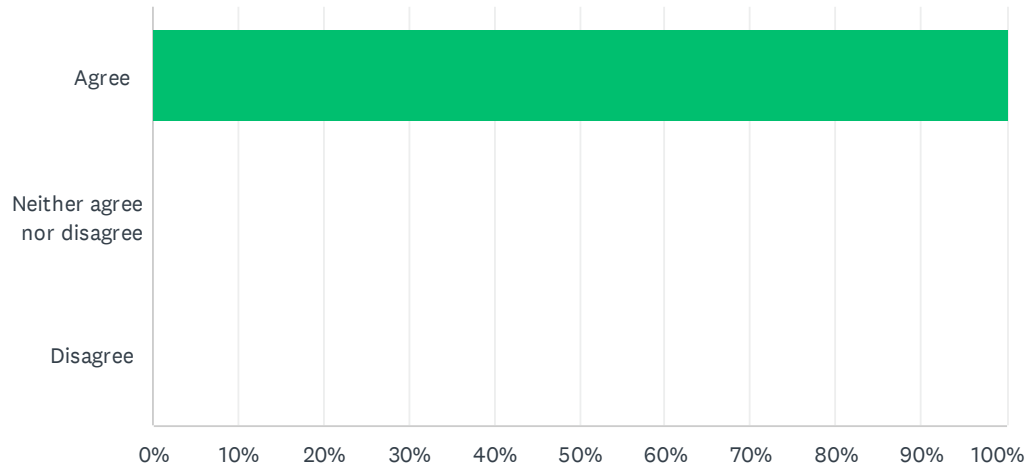
Answered: 8 Skipped: 0



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

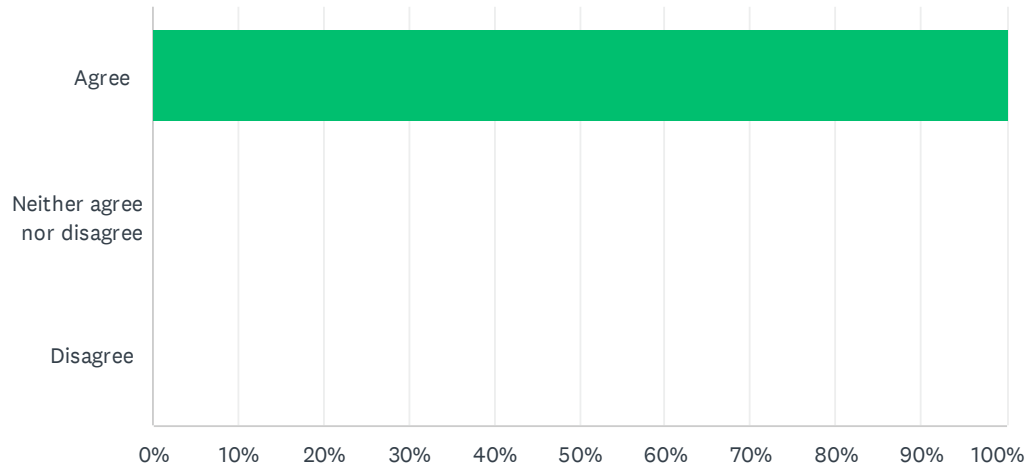


ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8



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

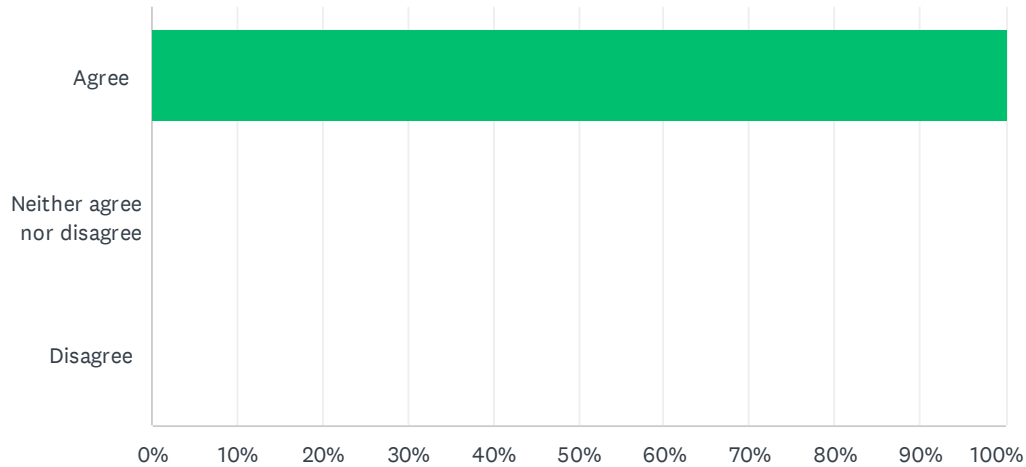
Answered: 8 Skipped: 0



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.

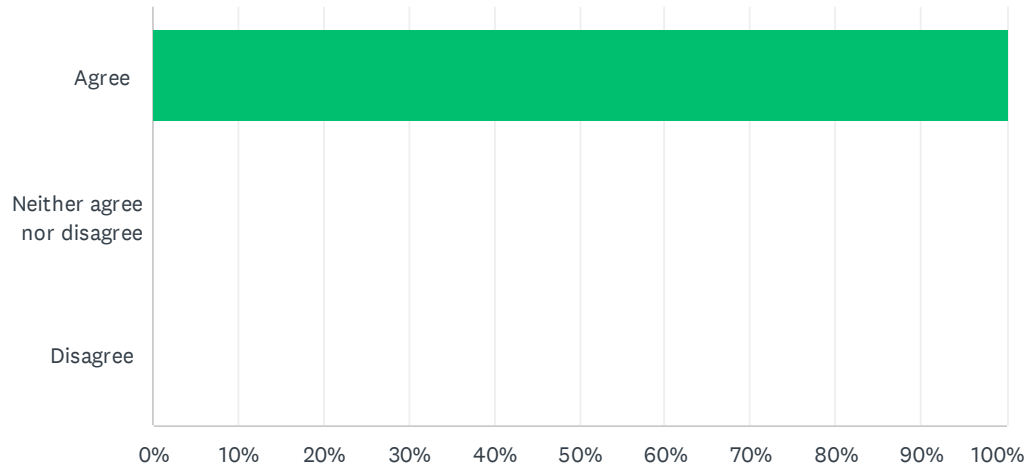
Answered: 8 Skipped: 0



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

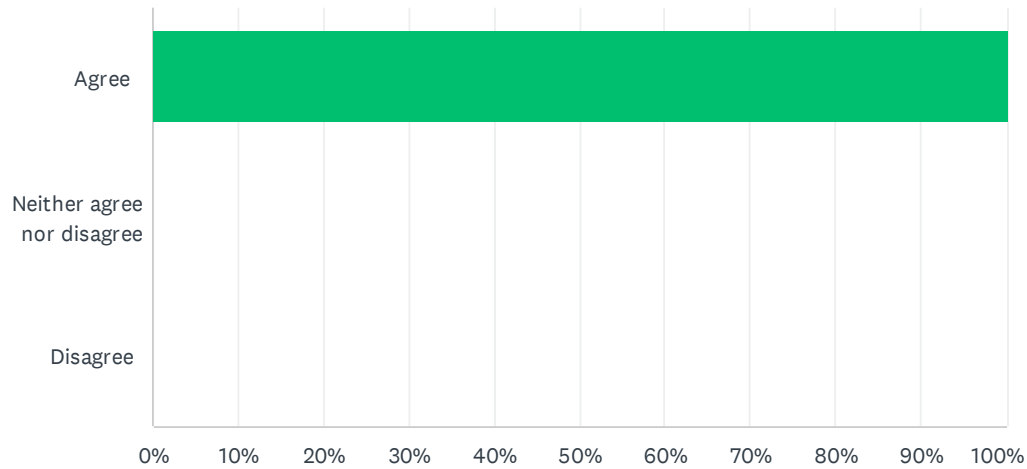


ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8



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

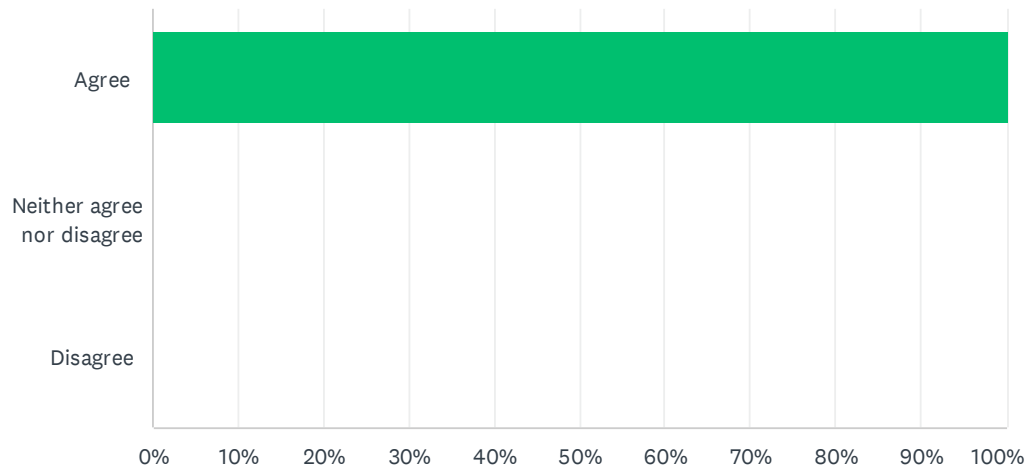
Answered: 8 Skipped: 0



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.

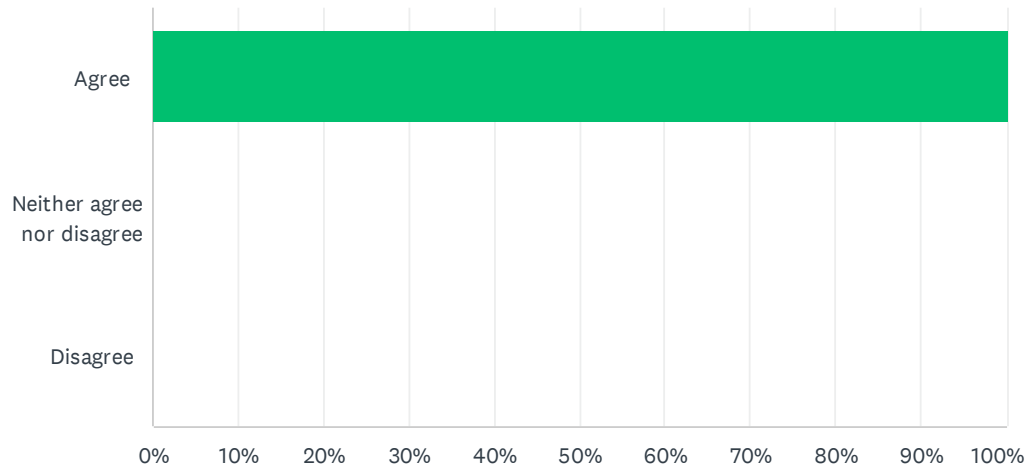
Answered: 8 Skipped: 0



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

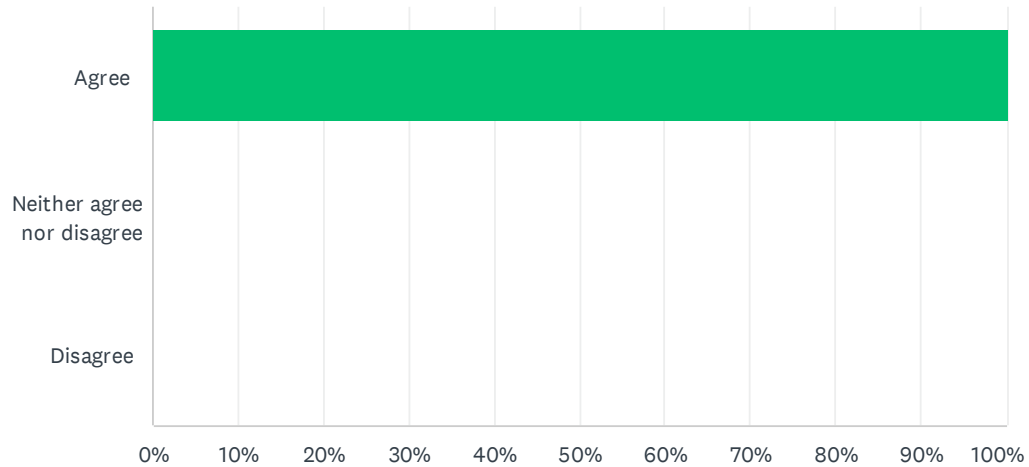


ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8



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

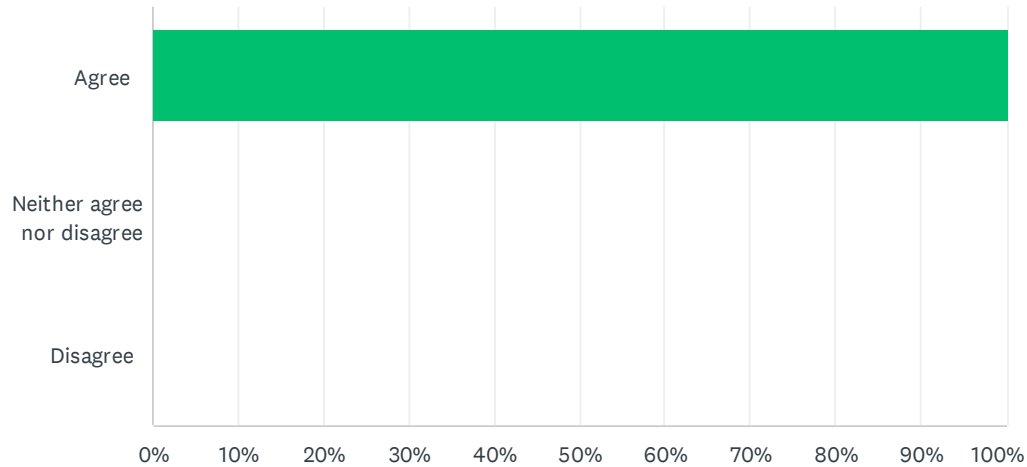
Answered: 8 Skipped: 0



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.

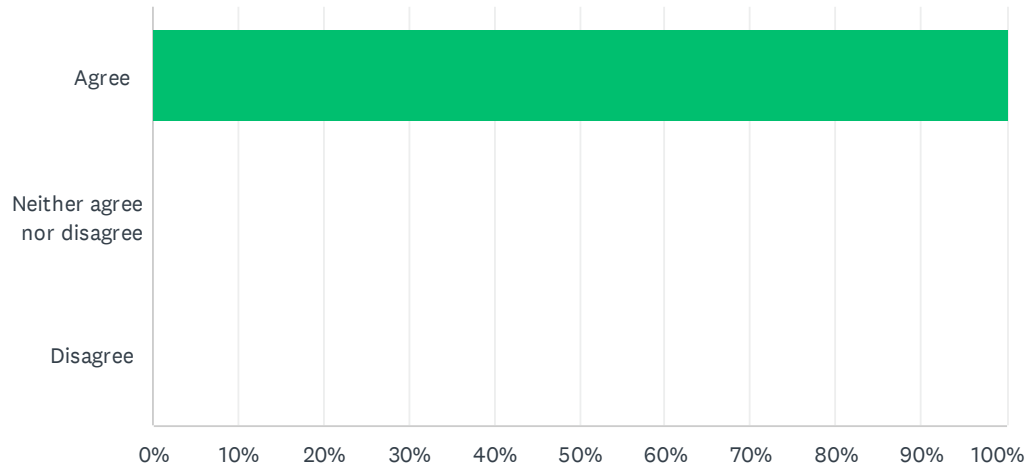
Answered: 8 Skipped: 0



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

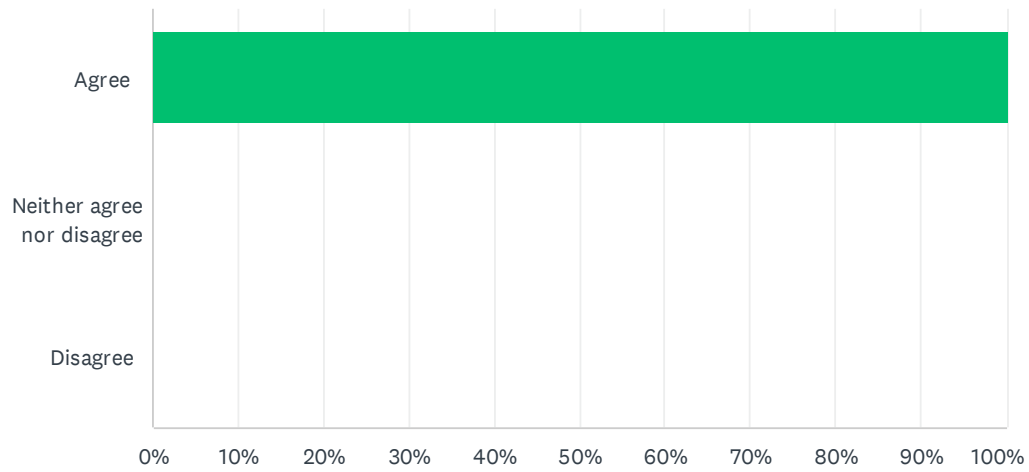


ANSWER CHOICES	RESPONSES	
Agree	100.00%	8
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		8



## Q14 Mike Larragueta is available and accessible to all employees.

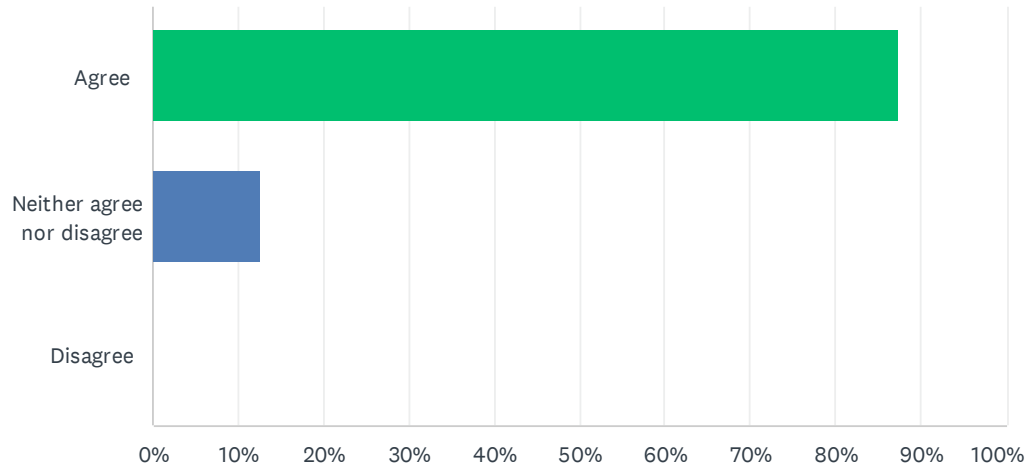
Answered: 8 Skipped: 0



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.

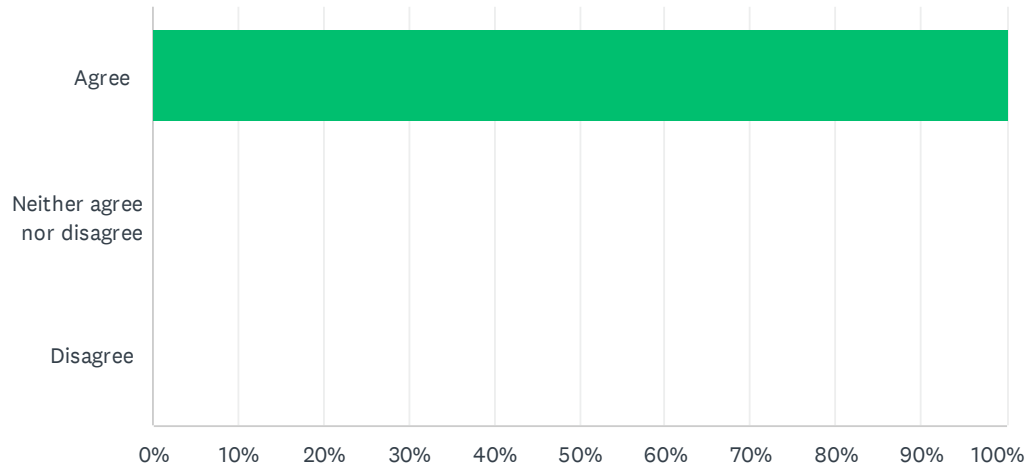
Answered: 8 Skipped: 0



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:

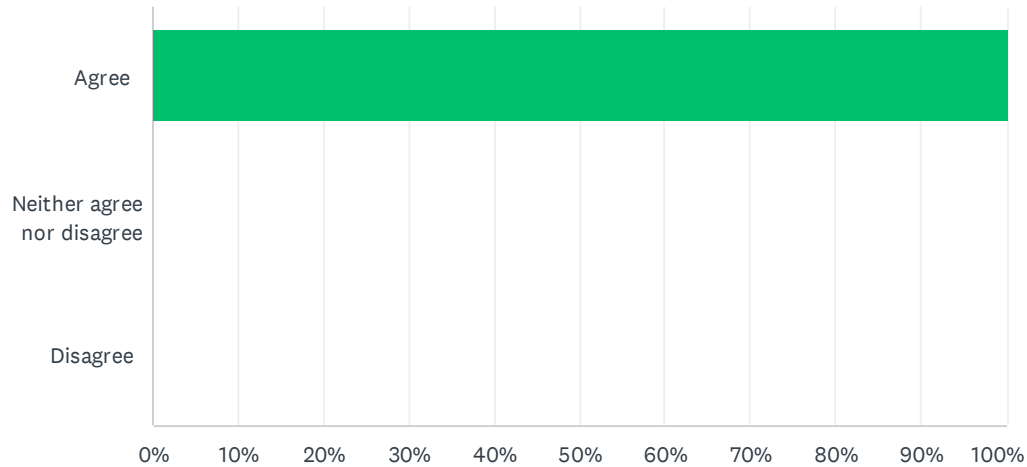
Answered: 4   Skipped: 4

#	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.

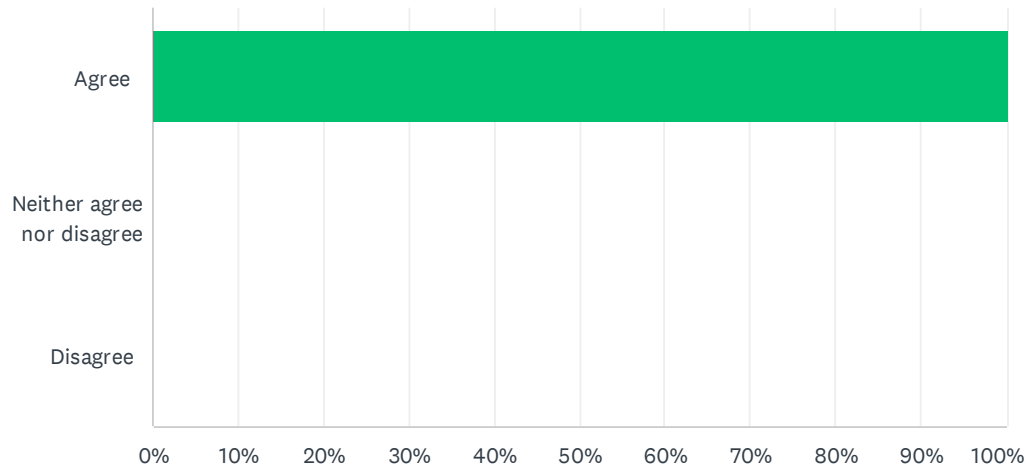
Answered: 9 Skipped: 0



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

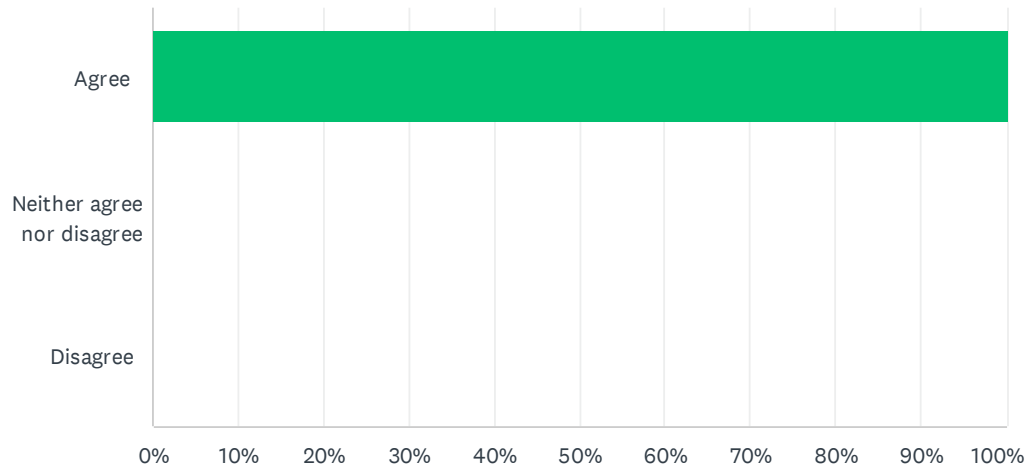
Answered: 9 Skipped: 0



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

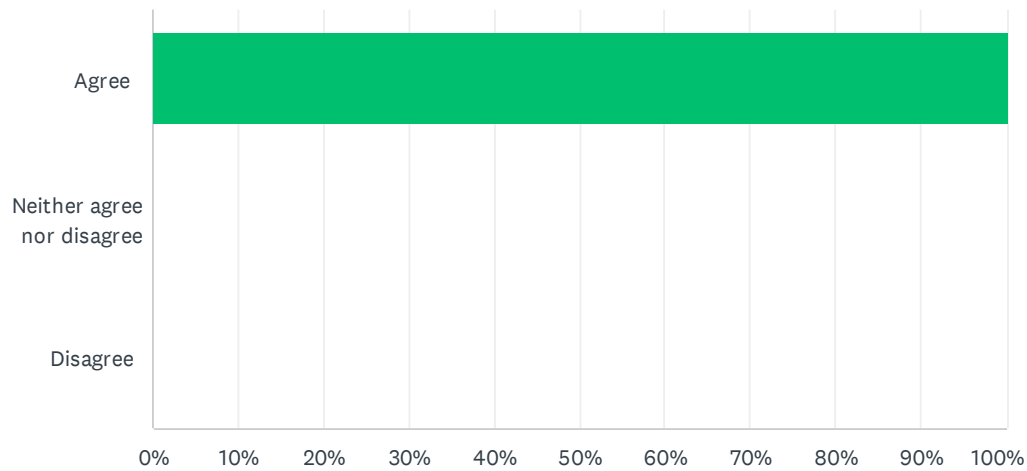


ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9



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.

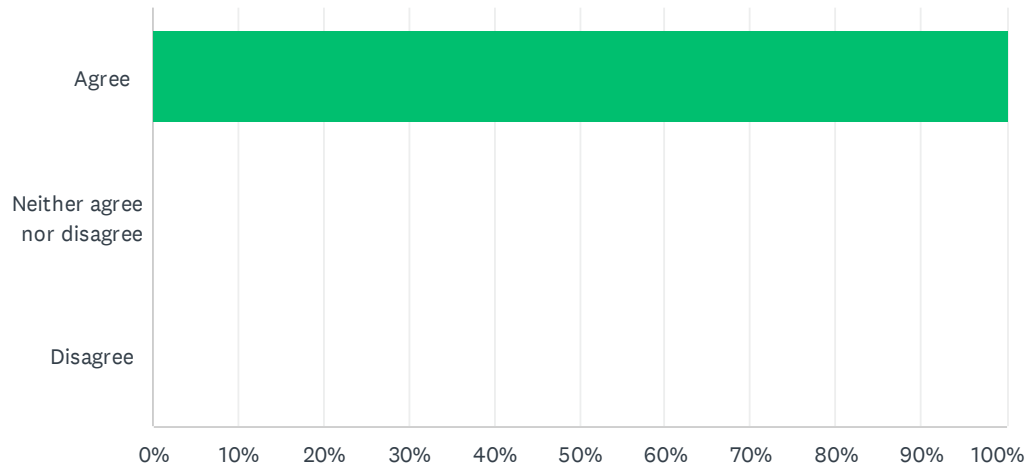
Answered: 9 Skipped: 0



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.

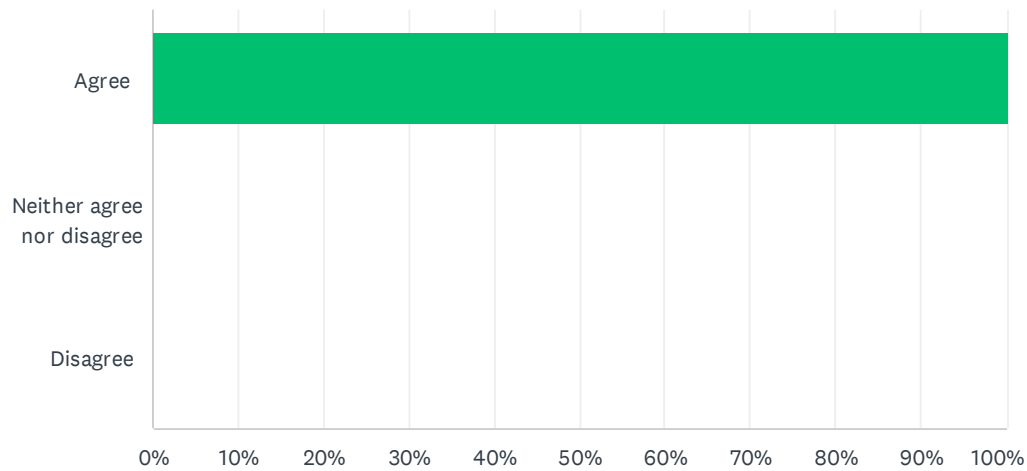
Answered: 9 Skipped: 0



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

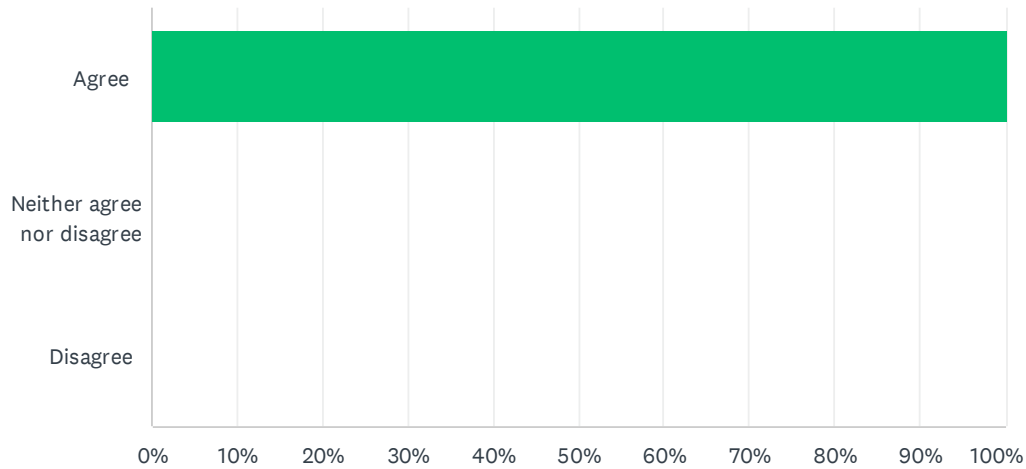


ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9



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

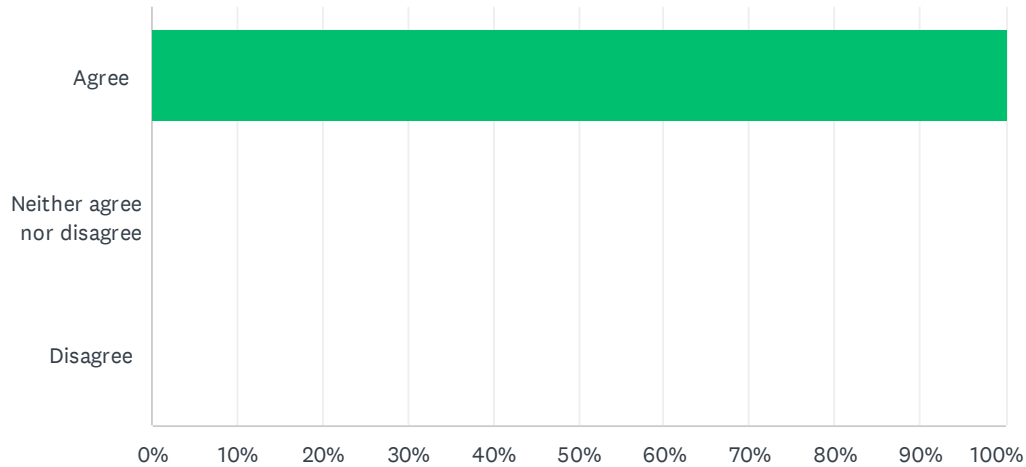
Answered: 9 Skipped: 0



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.

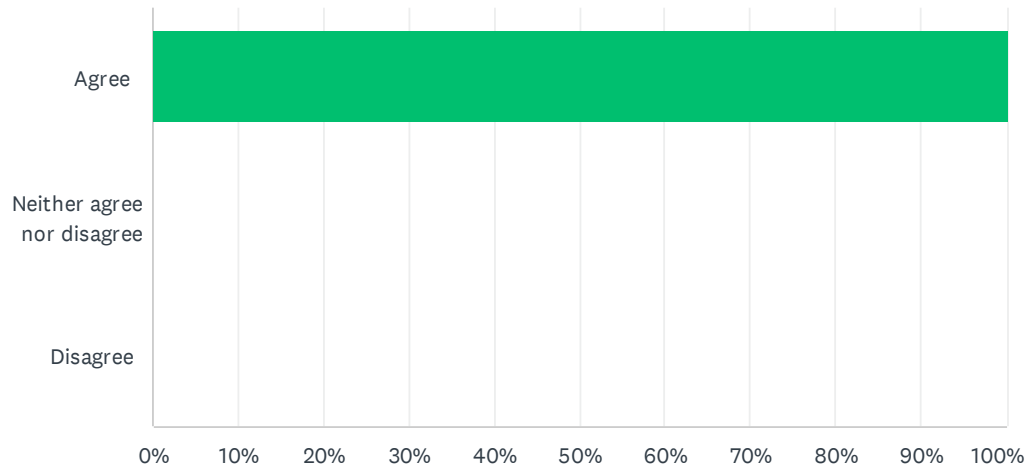
Answered: 9 Skipped: 0



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

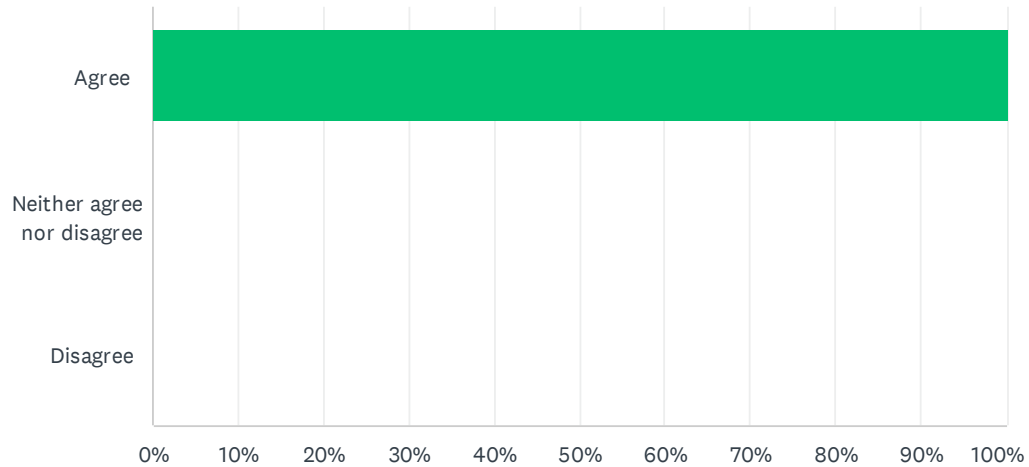


ANSWER CHOICES	RESPONSES	
Agree	100.00%	9
Neither agree nor disagree	0.00%	0
Disagree	0.00%	0
TOTAL		9



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

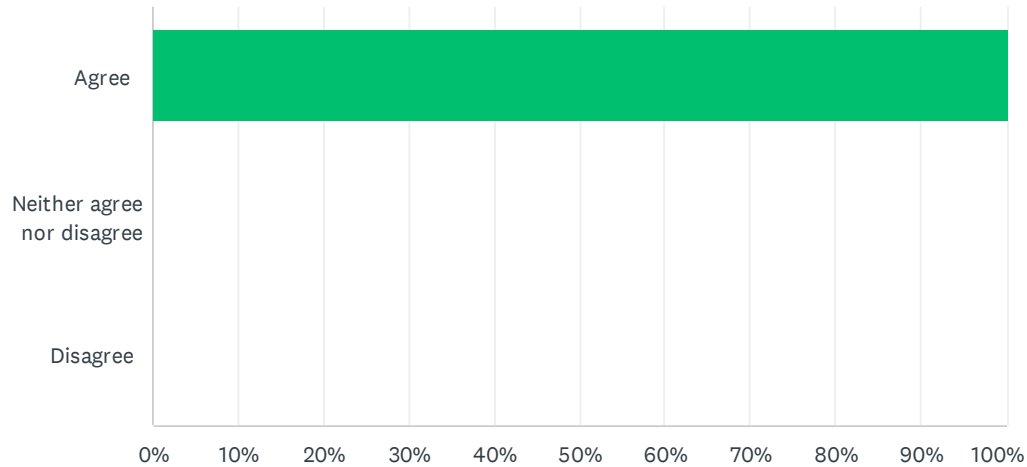
Answered: 9 Skipped: 0



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.

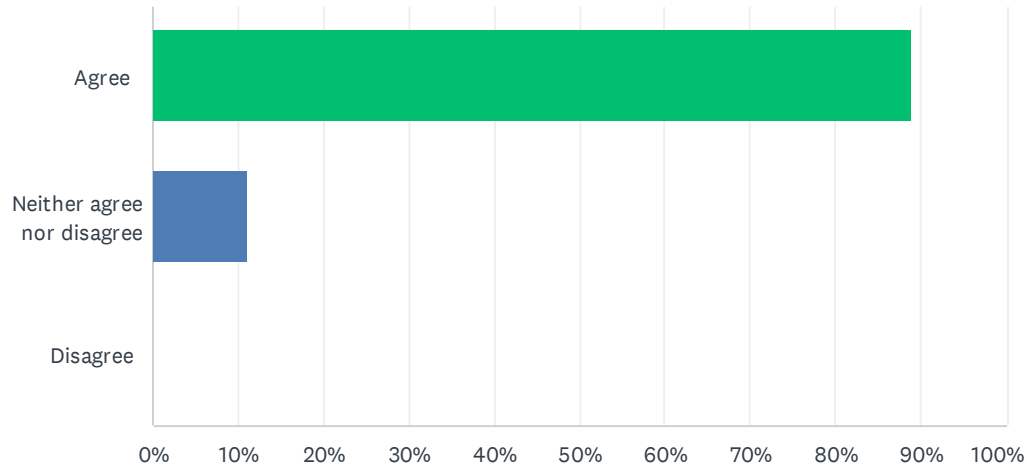
Answered: 9 Skipped: 0



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

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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. Consequently, 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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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 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"> <li>• RSCC Budgeted Revenue: \$2,993,638.</li> <li>• RSLEC Budgeted Revenue: \$1,346,539.</li> <li>• REC Budgeted Revenue: \$1,647,960.</li> <li>• NBS Budgeted Revenue: \$1,394,409.</li> </ul>	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 <b>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	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

**BOARD POLICIES**  
**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**  
**TABLE OF CONTENTS**

<b>Article/Policy #</b>	<b>Title</b>	<b>Page</b>
<b>Article I</b>	<b>Internal Administration of Board of Directors.....</b>	<b>4</b>
Policy 1.01	Number of Members.....	4
Policy 1.02	Term of Office.....	4
Policy 1.03	Officers of the Board; Reorganization of the Board; Election of Officers; Officer Vacancies.....	4
Policy 1.04	Responsibilities of Board Members; Board Committees.....	5
Policy 1.05	Board Travel.....	7
Policy 1.06	Responsibilities of the Chair of the Board.....	8
Policy 1.07	Responsibilities of the Vice Chair of the Board.....	8
Policy 1.08	Responsibilities of the Secretary/Treasurer of the Board.....	9
Policy 1.09	Statutes and Policies Governing Board Action.....	9
Policy 1.10	Types of Meetings.....	10
Policy 1.11	Meetings of the Board.....	11
Policy 1.12	Agenda.....	10
Policy 1.13	Quorum.....	11
Policy 1.14	Parliamentary Procedure.....	12
Policy 1.15	Board and Committee Meeting Minutes; Recordings.....	12
Policy 1.16	Procedures for Contracts and Agreements Presented to Board.....	12
Policy 1.17	Public Expenditures.....	13
Policy 1.18	Requests of Staff.....	13

<b>Article/Policy #</b>	<b>Title</b>	<b>Page</b>
<b>Article II</b>	<b>Powers and Functions of the CEO.....</b>	<b>14</b>
Policy 2.01	Responsibilities of the CEO.....	14
Policy 2.02	Compensation and Evaluation of the CEO.....	14
<b>Article III</b>	<b>Powers and Functions of the General Counsel.....</b>	<b>15</b>
Policy 3.01	Responsibilities of General Counsel.....	15
Policy 3.02	Reporting Relationship of General Counsel.....	16
<b>Article IV</b>	<b>Intellectual Property Management.....</b>	<b>17</b>
Policy 4.01	Ownership.....	17
Policy 4.02	Registration.....	17
Policy 4.03	Transfer.....	17
<b>Article V</b>	<b>Procurement and Disposition of Property.....</b>	<b>18</b>
Policy 5.01	Procurement.....	18
Policy 5.02	Disposition of Property.....	19
<b>Article VI</b>	<b>Code of Conduct &amp; Conflicts of Interests.....</b>	<b>20</b>
Policy 6.01	Code of Conduct & Conflicts of Interests Policy.....	20
Policy 6.02	Notification of Violations.....	24
<b>Article VII</b>	<b>Anti-Discrimination and Anti-Harassment Policies.....</b>	<b>25</b>
Policy 7.01	Anti-Discrimination and Anti-Harassment.....	25
<b>Article VIII</b>	<b>Use of Policies.....</b>	<b>27</b>
Policy 8.01	Use of Policies.....	27
Policy 8.02	Public Use or Reliance Not Intended.....	27
Schedule 1	Approved Committee Charters	
Schedule 2	Additional RSCVA Policies Maintained by the Office of the CEO	
Schedule 3	CEO Job Description	
Schedule 4	HR Policy 100.104, Non-Discrimination and HR Policy 400.400 Harassment	



## **PURPOSE OF BOARD POLICIES**

Board policies are written rules, statements, principles, or directives for making decisions and taking action. Their purpose is to serve as a guide when the Board carries out its governance duties. They are not so specific as to eliminate management discretion within their delegated authorities. Policies also establish a standard and recommended way of acting in challenging situations. Board policies function as a protective mechanism for the organization and individuals when a decision is questioned and, by pointing to an approved policy, is the framework for explaining how a conclusion was reached. An adequate, functioning, and appropriate set of guiding policies is not a substitute for thinking and cannot eliminate mistakes, including simple oversights and poor judgment.

The CEO has the authority to formulate and implement policies, in addition to these Board Policies, to conduct the RSCVA's day-to-day business.

## **PREAMBLE**

The nature and objectives of every organization materially affects its operations and related governing policies. Accordingly, this "Preamble" to the Policies summarizes the RSCVA mission and nature of its operations so that the Policies may be viewed in proper context.

Unlike a local municipality that provides water and sewer services to its citizens that have no alternative provider and virtually no promotion, advertising or public relations costs, RSCVA is a destination marketing organization that also operates four separate and distinct venues: (i) the Reno-Sparks Convention Center; (ii) the Reno-Sparks Livestock Events Center; (iii) the National Bowling Stadium; and (iv) the Reno Events Center (collectively, the "RSCVA Facilities"). The RSCVA competes for visitors with the largest and finest visitor destinations and convention facilities in the United States and around the world. As a marketing organization, it seeks and nurtures relationships that directly affect Washoe County's revenues next month, next year, and for decades to come.

As the destination marketing organization for Washoe County, Nevada, RSCVA's mission is to "attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities." The RSCVA is established by statute (NRS 244A) and is unlike a typical convention and visitor's bureau in that it is not a membership-based organization. Although the RSCVA is a political subdivision of the State of Nevada, the RSCVA Board is unique in that its nine (9) board members include six (6) representatives from the private sector sharing the RSCVA's unique objectives. The RSCVA's Board oversees RSCVA's policies, internal and external audits, budgets, executive compensation, and, through a Chief Executive Officer referred to herein as the CEO, all other activities of the RSCVA. The activities that the CEO oversees directly within budgetary constraints and powers and duties delegated by the Board include, among others, marketing, operation of the RSCVA Facilities, human resources, finance, marketing, and public affairs.

[Adopted                     , 2024] August 29, 2025]

**BOARD POLICIES**  
**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**

**ARTICLE I - INTERNAL ADMINISTRATION OF BOARD OF DIRECTORS**

**Policy 1.01 - Number of Members.**

The Board shall consist of the number of members as provided in Nevada Revised Statutes (NRS) 244A.601.

[NRS 244A.601, Adopted \_\_\_\_\_, 2024August 29, 2025]

**Policy 1.02 - Term of Office.**

The Board Members' terms of office shall be as follows:

1. Elected Members: coterminous with each elected member's term of office;
2. Members appointed per NRS 244A.601 other than elected members: two (2) years.

[NRS 244A.601, Adopted \_\_\_\_\_, 2024August 29, 2025]

**Policy 1.03 - Officers of the Board; Reorganization of the Board; Election of Officers; Officer Vacancies.**

The officers of the Board shall be the Chair, Vice-Chair, Secretary and Treasurer as required pursuant to NRS 244A.605. The officers of the Board shall all be members of the Board. ~~Per NRS 244A.601(2) the Chair of the Board shall be one of the elected public sector Board Members<sup>1</sup>.~~

Per NRS 244A.605(3), in July of each even numbered year, the Board shall undergo a reorganization by electing its officers. Officers elected during Board reorganizations shall hold office for two years or until their successors are elected and qualified. The Chair of the Board may not succeed himself or herself, and shall serve no more than (1) consecutive two (2) year term. ~~The position of Board Chair shall rotate at each biennial election among the elected public sector Board Members in the following order: Reno City Council representative, followed by the representative from the Washoe County Board of County Commissioners, followed by the representative from the City of Sparks, in perpetuity. A Board Chair elected to his or her position due to a vacancy may, upon the vote of the Board, serve an additional two (2) year term as Board~~

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<sup>1</sup>-Note that the requirement that the Chair of the Board be one of the elected officials is a statutory requirement; enacted in 2015 (SB 480). A change to this provision would require legislative action.

~~Chair. In the event that an elected public sector Board Member~~It is the stated policy of the Board of Directors that the Board Chair position shall rotate between the following three groups of Board Members: (i) elected officials appointed to the Board pursuant to NRS 244A.601(1)(a)-(c) (“Elected Officials”); (ii) representatives of the association of gaming establishments appointed to the Board pursuant to NRS 244A.601(1)(d)(4) (“Gaming Representatives”); and (iii) Board members appointed pursuant to NRS 244A.601(1)(d)(1)-(3) (“General Representatives”). The position of Board Chair shall rotate at each biennial election among the Elected Officials, Gaming Representatives, and General Representatives. As of the date of the adoption of this policy, the Board Chair is a member of the Elected Officials and was elected as Board Chair in 2024. It is the desire of the Board that the Board Chair selected at the 2026 Board Chair election be a member of the Gaming Representatives or General Representatives, and the Board Chair selected at the 2028 Board Chair election be a member from the group not selected in 2026. The Board’s stated desire is that after the 2028 election of the Board Chair, the foregoing rotation established in 2024, 2026, and 2028, shall continue in perpetuity. In the event the position of Board Chair becomes vacant mid-term, the Board member elected to fill such vacancy should come from the group that appointed his or her predecessor. In the event that one of the three groups is next in the rotation to serve as Board Chair and declines the position, the position shall go to the ~~jurisdiction~~group next in the rotation, and the rotation set forth above shall be preserved (ie. a member from the declining ~~elected public sector Board Member~~group shall not be entitled to serve as Board Chair at the next held biennial election). For the avoidance of doubt, an ~~elected public sector~~Elected Official Board Member may serve more than one (1) term as Board Chair after serving their initial term should they be a Member of the Board the next time ~~their appointing jurisdiction becomes~~the Elected Officials become eligible to serve as Board Chair.

Any vacancy among the Board officers shall be filled by the Board at its first regularly scheduled meeting following the vacancy or during a special meeting. The officers elected to fill any vacancies shall serve out the unexpired terms of their predecessors.

[NRS 244A.601, 244A.605, Adopted \_\_\_\_\_, 2024 \_\_\_\_\_, 2025]

#### **Policy 1.04 – Responsibilities of Board Members; Board Committees.**

1. **Board Policy Knowledge.** Each Board Member shall obtain and maintain a sound working knowledge of the Board Policies, his or her statutory responsibilities to the Board and the RSCVA, and all ethical requirements as public officers, by attending orientation with the General Counsel and the RSCVA’s Executive Team, and requesting additional training through the CEO, as necessary, and/or consulting with the General Counsel.
2. **RSCVA Mission Oversight Powers and Duties.** The Board serves as the policy-making body for the RSCVA. The powers and duties of the Board are enumerated in statute and include, but are not limited to, the following:

- a. Approval of the establishment, construction, purchase and / or other acquisition, reconstruction, improvement, extension and betterment of the RSCVA's exposition buildings and convention halls and related financing thereof;
  - b. The sale, lease, exchange, transfer, assignment, or other disposal of the RSCVA's real and personal property, and any interest therein acquired;
  - c. The assignment, transfer, or licensure of trademarks, service marks and other intellectual property of the RSCVA; and
  - d. The solicitation and promotion of tourism and gaming generally, including:
    1. The leasing of the RSCVA's facilities for conventions, expositions, trade shows, entertainment, sporting events, cultural activities, or similar uses reasonably calculated to produce revenue for the RSCVA and to enhance the local economy.
    2. Advertising and promoting the entire Reno, Sparks and Lake Tahoe area including facilities under control of the RSCVA and the resources of the entire community or area, including tourist accommodations, transportation, sporting events, cultural activities, entertainment, and gaming. In its discretion, the Board may enter into contracts for advertising, including payment of a reasonable commission, with a private enterprise.
    3. Provide annual grants in cash or in kind to the chambers of commerce of the incorporated cities within the county which represent the residents of those cities, or other nonprofit groups or associations, as deemed necessary to solicit, enhance, and promote tourism.
3. Delegation of Powers and Duties. The Board delegates to the CEO the authority to execute and amend individual agreements and financial transactions, or issue change orders, valued under \$100,000 including the value of subsequent amendments, if any, except that the Board must approve all acquisitions and dispositions of real property and the disposition of intellectual property rights. When exercising such delegated authority (the "CEO's Signature Authority"), the CEO's reasonable intentions must be to further the RSCVA's mission within applicable budget constraints. In addition to the general signature authority referenced herein, the CEO shall have authority up to \$500,000 for expenditures from the Air Service Fund for air service purposes. Any expenditure from the Air



Service Fund shall be presented to the Board at its next regularly scheduled or special meeting.

4. Review of Delegated Powers and Duties. For contractual commitments that have a dollar value that is less than the CEO's Signature Authority, the Board shall inspect quarterly lists of such contractual commitments over \$50,000 for possible questions and comments.
5. Committees of the Board. Board Committees may be created including establishing the number of members and membership by Board action with the Committee Chair and members to be selected by the Board Chair, after first soliciting the other Board Members' interest in serving in the various capacities and considering their relevant expertise, and subject to ratification by the Board. Each established Committee shall have a separate charter approved by the Board that summarizes the Committee's duties and responsibilities. All current Committee charters are attached hereto as Schedule 1. The foregoing Schedule shall be revised from time to time as necessary to reflect the most current Committee charters without the necessity of Board approval or formal amendment of this document. Unless otherwise authorized by a resolution adopted by a majority of the Board, no Committee shall have powers other than advisory to the Board. In an effort to make the best use of time at Board meetings, and to allow for an in-depth analysis of certain issues by Board Members with relevant expertise, it is the stated policy and desire of the Board that matters appropriate for consideration by Board Committees be presented first to the appropriate Committee, with a goal of the Committee formulating a recommendation on such matter for consideration by the full Board at a future Board meeting. The Board Chair, in consultation with the CEO and subject Committee Chair shall determine which matters are appropriate for consideration by a Committee prior to presentation to the full Board.
6. Performance and Compensation Reviews. Annually, and as further set forth in the CEO Employment Agreement (below defined), the Board shall review the performance and compensation of the CEO. The Board shall consider the recommendations of the Executive and Legislative Committee in determining the appropriate compensation and benefits, including bonuses and goals.
7. Hiring and Termination of the CEO. The Board shall have sole authority for all decisions relating to the hiring and termination of the CEO.
8. Retention and Termination of the General Counsel. The Board shall have sole authority for all decisions relating to the retention and termination of the RSCVA's General Counsel (below defined). In making such decisions, the input and recommendation of the CEO will be considered. The Board may solicit and receive such other information as it deems appropriate for this purpose.

9. Approval of the Expense Reports of the CEO. The Board Chair or appropriately skilled Board Member designee (selection by the Chair), shall review and approve the expense reports of the CEO.

[NRS Chapter 244A, Adopted \_\_\_\_\_, 2024August 29, 2025]

#### **Policy 1.05 - Board Travel**

The purpose of Board Member travel is: (i) to help Board Members understand the methods and processes used in RSCVA promotions to better discharge the policy- making responsibilities imposed on them by statute and these policies; and (ii) to conduct the business purposes of the RSCVA by representing the RSCVA and the Washoe County destination. Direct observation is an effective method for accruing such knowledge. Board Members are encouraged (but not required) to attend at least one RSVCA event held in Washoe County annually. Board Members are further encouraged (but not required) to attend one event outside of County during their term in office. A Board Member who travels shall also report on the member's participation at the event attended outside of Washoe County at the next regularly scheduled Board meeting.

Board Members shall adhere to the same travel and expense report policies as RSCVA's management, staff, and non-staff event participants. Such policies define and give examples and parameters of expenses that are reimbursable or not, incorporate the concept that business expenses must be reasonable, ordinary and necessary to RSCVA's mission, specify how to handle exceptions, and the nature and extent of required supporting documentation. Such policies also include the concept that travel is only authorized for a reasonable, typically minimum number, of persons necessary to carry out the business purpose and the route and mode of transportation must be consistent with scheduling needs. Such determinations typically consider the most direct, cost and time efficient route including, but not limited to, airfare and ground transportation availability and costs, alternate airport options, departure and travel times and their impact on work time, expediency, daily expenses, and similar measures of reasonable travel conditions.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

#### **Policy 1.06 - Responsibilities of the Chair of the Board.**

The Chair shall:

1. Preside and manage all meetings of the Board and enforce the parliamentary rules.
2. Have the right to offer resolutions, and to discuss questions.
3. Have the power to make motions and vote on all matters.
4. Call special meetings of the Board whenever there is sufficient business to come before the Board, or upon written request of three (3) members of the Board.

5. Set the agenda for each meeting after consultation with the CEO<sup>2</sup>. The Chair shall have final approval authority of matters to be included on, or excluded from, the agenda.

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6. Sign all papers and documents as required by law or as authorized by action of the Board.

7. The Chair may remove items from an Agenda or reorder the items on an Agenda at any time<sup>3</sup>.

8. Exercise such other powers as may be delegated to him/her by the Board.

[Adopted \_\_\_\_\_, ~~2024~~2025]

#### **Policy 1.07 - Responsibilities of the Vice Chair of the Board.**

The Vice Chair shall, in the absence of the Chair, serve in the capacity and assume the duties of the Chair, taking action as appropriate to fulfill these responsibilities.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]

#### **Policy 1.08 - Responsibilities of the Secretary and Treasurer of the Board.**

1. The Secretary. The Secretary, through RSCVA Board staff, shall cause to be kept a full and accurate record of the proceedings of the Board. The Secretary, through the RSCVA Board staff, shall be responsible to the Board for all matters pertaining to the care of the Board's records and documents.

The Secretary, through RSCVA Board staff, shall ensure that members of the Board are notified of meetings and that special meetings are called in conformance to law.

The Secretary shall call the Board meetings to order in the absence of the Chair and the Vice-Chair, and serve in the capacity of the Chair and assume the duties of the Chair.

The Secretary shall perform any additional duties that the Board delegates or are required under NRS 244A.

2. The Treasurer. The Treasurer, through the RSCVA's CEO and Chief Financial Officer, shall ensure that RSCVA staff maintains permanent records of all monies received by and disbursed for and on behalf of the Board.

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<sup>2</sup> Provision highlighted for full Board discussion. Existing policies state the agenda is determined "by the Chairman and President/CEO." Clarification is being sought regarding which individual has final authority if there is a disagreement between the Chair and President/CEO on items to include on an agenda.

<sup>3</sup> This item is subject to further revision pending Board discussion and to be consistent with the final form of Section 1.06(5).

The Treasurer shall perform such other duties that the Board delegates or are required under NRS 244A.

[NRS 244A. 611, Adopted \_\_\_\_\_, 2024August 29, 2025]

**Policy 1.09 - Statutes and Policies Governing Board Action.**

1. The Board shall be governed by all applicable provisions of the law relating to “local government” and NRS 244A.597 et seq., and by the Board policies adopted herein.

2. Policies:

The Board shall provide authorization and guidelines for the CEO. The implementation of such policies is the responsibility of the CEO. The formulation and adoption of written policies, particularly in regard to the proper authorization of transactions, and performance evaluation of the CEO constitute two methods, among others, by which the Board shall provide direction for the operation of the RSCVA.

The CEO shall make recommendations on Board Policy adoption and revision of existing Policies. The Board Policies shall be collected and compiled in a separate record and maintained by the office of the CEO, a list of which shall be attached hereto and maintained as Schedule 2. The foregoing Schedule shall be revised from time to time as policies are adopted to reflect the most current list of policies without the necessity of Board approval or formal amendment of this document.

3. Indemnification: To the maximum extent permitted by law, the RSCVA shall indemnify the Board and staff against any and all costs incurred in legal actions that may be filed against such individuals based upon their performance of duties on behalf of RSCVA. The RSCVA shall maintain a sufficient amount of errors and omissions, or similar coverage, insurance to protect and indemnify Board Members.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

**Policy 1.10 - Types of Meetings.**

The Board shall hold the following types of meetings:

1. Regular Meetings, which are held on the fourth Thursday of each month at a time to be set by the Board Chair after consultation with the Board, with the exception of the regular November and December meetings which shall be combined into one meeting to be held in the first part of December. Meetings are subject to cancellation or rescheduling at the discretion of the Chair.
2. Recessed Meetings, which may be held at the discretion of the Board.



3. Special Meetings, which may be called by the Chair whenever there is sufficient business to come before the Board (or in the event of a vacancy in the office of the Chair, at the request of the CEO), or upon written request to the Chair by three (3) members of the Board. Special Meetings are not official unless each member has been notified in writing of the time, place and purpose of the meeting by personal delivery of the notice at least three (3) working days before the meeting, or by notice deposited in the United States mail at least three (3) working days before the meeting, and posting notice as required by Nevada Open Meeting Law. Only those items of business contained in the notice of Special Meeting may be discussed and/or acted upon at such meeting.
4. Emergency Meetings, without notice, pursuant to Nevada Open Meeting Law.
5. Committee meetings, on call of Committee Chair on three (3) working days notice to Committee members, and posting notice as required by Nevada Open Meeting Law.
6. Budget meetings as required by the Nevada Revised Statutes.

[Adopted \_\_\_\_\_, 2024 August 29, 2025]

#### **Policy 1.11 - Meetings of the Board.**

All meetings of the Board and Committees are open to the public, with the limited exception of certain meetings, pursuant to the Nevada Revised Statutes, that the Board may close to the public. It is the policy of the Board that members of the public shall have the right to be heard at Board meetings.

[Adopted \_\_\_\_\_, 2024 August 29, 2025]

#### **Policy 1.12 - Agenda.**

Agendas for Board meetings shall be prepared~~set~~ by the ~~CEO in~~ Board Chair after consultation with the ~~Board Chair~~CEO. Agendas for Board Committee meetings shall be prepared~~set~~ by the ~~CEO in consultation with the~~ Chair of each respective Committee<sup>4</sup> after consultation with the CEO.

Each meeting agenda packet shall include supporting materials to provide members time to give prior consideration to items calling for action.

<sup>4</sup>Provision highlighted for full Board discussion to comply with Section 1-06

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Any Board Member may place an item on the agenda. A Board Member who wishes to place an item on a Board or Committee agenda shall contact the office of the CEO or Chair, or may request items be placed on a future agenda at any meeting. It is the duty of the Chair/CEO to determine which items are placed on any given agenda to effectively manage meeting duration and assure that all matters brought before the Board are provided sufficient time for adequate consideration. When requests for agenda items are received, the time sensitive nature of the request will be considered in light of the anticipated future meeting agendas, and the item will be placed on an appropriate future agenda for consideration. A requested agenda item may not always be placed on the next immediate agenda. Nothing contained in this Section shall be construed to require the inclusion of an item on a meeting agenda if the Chair/CEO makes a determination, after consultation with the General Counsel and the Chair/CEO, that the item should not be placed on an agenda because it substantially conflicts with the law or the ability of the RSCVA to carry out its duties and function.

[Adopted \_\_\_\_\_, 2024/2025]

#### **Policy 1.13 - Quorum.**

In all meetings of the Board or Board Committees, a simple majority of the members of the Board or Committee shall constitute a quorum for the transaction of business. Except as otherwise expressly provide pursuant to NRS 244A.601(d) regarding appointment of Board Members, every motion and resolution of the Board or Committee shall be adopted by at least a majority of all the members of the Board or Committee present and constituting a quorum at each meeting.

[Adopted \_\_\_\_\_, 2024 August 29, 2025, NRS 244A.601]

#### **Policy 1.14 - Parliamentary Procedure.**

Board and Committee meetings shall be conducted in compliance with Robert's Rules of Order, latest edition, with the exception that the Board Chair, or in his/her place and stead, the presiding officer, may make a motion.

[Adopted \_\_\_\_\_, 2024 August 29, 2025]

#### **Policy 1.15 - Board and Committee Meeting Minutes; Recordings.**

The minutes of all official meetings of the Board and Committees are to be recorded and filed in the Board Office.

Meeting minutes shall include: the date, time, and place of the meeting; those Board Members who were present and those who were absent; the substance of all matters proposed, discussed, or decided and, at the request of any member, a record of each member's note on any

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matter decided by vote; the substance of remarks made by any members of the general public or the prepared written remarks of any members of the general public if inclusion in the minutes is requested; and any other information which a Board Member requests included or reflected in the minutes.

The Board shall, for each of its meetings, whether public or closed, record the meeting on video or audiotape or another means of sound production. The Board may substitute its recording requirement by utilizing the services of a court reporter to transcribe its meetings. The Board shall retain a copy of the recording or transcription for at least one year following adjournment of the meeting.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

**Policy 1.16 - Procedures for Contracts and Agreements Presented to Board**

All contracts and agreements entered into in the name of RSCVA are required to have the approval (as to legality and form) of RSCVA's General Counsel before being presented to the Board for action. The RSCVA's consultants, advisors, and/or contractors, when acting as agents of the RSCVA, shall obtain approval from the CEO prior to entering into any contracts or agreements. Copies of all Board-approved contracts shall be lodged with the Secretary of the Board for safekeeping through the Board office.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

**Policy 1.17- Public Expenditures.** No expenditures shall be approved by the Board for which provision has not been made in the Budget. This shall not preclude such change or amendment to the Budget as shall be lawful.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

**Policy 1.18 – Requests of Staff.** Board Members will not request any staff project that entails over two hours of projected staff time without seeking the approval of the Board through an item placed on a public meeting agenda. Board requests that are considered on an agenda for this purpose should identify the purpose served by the request.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

**BOARD POLICIES**  
**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**

**ARTICLE II – POWERS AND FUNCTIONS OF THE CEO**

**Policy 2.01 - Responsibilities of the CEO.**

The CEO will formulate and implement policy in order to conduct the RSCVA's day-to-day business within the budgetary and policy constraints set by the Board. The CEO shall also implement and administer all policies, plans and procedures approved by the Board. When necessary and appropriate, the CEO will bring policy recommendations and changes to the Board for approval. In addition to the foregoing, the CEO duties and responsibilities shall be as set forth in the job description attached as an exhibit to the CEO's Employment Agreement (the "Employment Agreement"). The most recent version of the job description attached to the Employment Agreement is attached hereto as Schedule 3. The foregoing Schedule shall be revised from time to time as the job description is revised to reflect the most current job description without the necessity of Board approval or formal amendment of this document.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]

**Policy 2.02 - Compensation and Evaluation of CEO.**

The Board, in cooperation with the Executive and Legislative Committee, shall be responsible for performing the annual evaluation of the CEO, and shall be responsible for determining the compensation and benefits of the CEO, including, without limitation, the CEO bonus and goals, all as more fully set forth in the Employment Agreement.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]



**BOARD POLICIES**  
**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**

**ARTICLE III- POWERS AND FUNCTIONS OF THE GENERAL**

**Policy 3.01 - Responsibilities of General Counsel.**

RSCVA shall employ outside legal counsel on a retainer basis (the “General Counsel”). Subject to any requirements set forth elsewhere in these Policies, under applicable law, or General Counsel’s agreement of engagement, RSCVA’s General Counsel shall:

1. Act as the attorney the organization, and advise the Board, the CEO and other members of RSCVA staff regarding legal questions arising in the conduct of RSCVA’s operations.
2. Make recommendations for Board policies, resolutions and other documents or procedures that are required for the Board and the RSCVA to comply with statutory and legal obligations.
3. Attend all regular, recessed and special meetings of the Board and Board Committees, whenever possible.
4. Assist the Board Chair, Committee Chairs, and the CEO in the preparation of agendas for meetings of the Board and Board Committees and the giving of notice required by the Nevada Open Meeting Law.
5. Review and approve as to form and legality all agreements, contracts, leases, bonds, insurance policies, instruments and other documents as requested by RSVCA executive staff.
6. Manage all litigation and other legal proceedings involving the RSCVA and provide quarterly update reports to the Board Chair.
7. Instruct Board Members regarding the Board Policies, statutory responsibilities, and open meeting law obligations, through an orientation with new members and the RSCVA’s executive team, and thereafter as requested by Board Members.
8. Assist RSCVA staff with compliance with the Nevada Public Records Act, the RSCVA’s records retention policies, and the records retention and archiving requirements of the State of Nevada’s Library, Archives, and Public Records Division.
9. Perform such other duties as the Board may from time to time assign to RSCVA’s General Counsel.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]

**Policy 3.02 - Reporting Relationship of General Counsel**

The following provisions shall govern the reporting relationship of the RSCVA's General Counsel:

1. As legal counsel to the Board, the RSCVA's General Counsel shall report to the Board Chair. Legal counsel shall not represent the CEO or RSCVA staff in their individual capacities, or in matters adverse to the Board. On the day-to-day affairs of the organization, General Counsel shall work with the CEO on strategic and business matters within the CEO's authority, consistent with requirements of law, these Policies and the current and future ethical standards of conduct adopted by the Supreme Court of Nevada applicable to lawyers licensed to practice law in Nevada
2. In order to perform their obligations to RSCVA, Board Members shall have complete and open access to RSCVA's General Counsel for legal advice regarding policies, statutory duties, and ethical obligations.
3. On a quarterly basis, unless the RSCVA General Counsel shall determine more frequent reporting is appropriate or if required by these Board Policies to take place sooner, RSCVA's General Counsel shall report to the Board Chair regarding any material legal matters relating to RSCVA. These matters shall include, but are not limited to: (a) the status of any material legal proceedings to which RSCVA is a party or in which RSCVA is otherwise involved; (b) any significant issues or concerns relative to compliance with applicable legal requirements, including potential or ongoing material violations of law by, and breaches of fiduciary duty to RSCVA or violations of these Policies by, RSCVA or any of its Board Members, officers and/or employees; and (c) any matters of a legal nature which could result in a material risk of loss or liability to RSCVA.
4. If the RSCVA's General Counsel becomes aware of (a) any material violation of law, breach of fiduciary duty or violation of these Policies or (b) any other legal matter that may present an imminent substantial risk to RSCVA's interests, then RSCVA's General Counsel shall report such violation, breach or other matter to the Board Chair, or another member of the Board's Executive Team when General Counsel deems appropriate, as soon as is reasonably practicable.
5. To assure independence and candor, reporting by RSCVA's General Counsel under Items 1, 2, 3, and 4 above shall be protected from any retaliation or interference in duties.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]

**BOARD POLICIES**  
**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**

**ARTICLE IV – INTELLECTUAL PROPERTY MANAGEMENT**

**Policy 4.01 - Ownership.**

RSCVA always shall be identified as the owner of trademarks or service marks that the RSCVA chooses to register, and RSCVA shall retain ownership of such marks.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]

**Policy 4.02 - Registration.**

RSCVA's General Counsel, with input from the CEO shall make the determination regarding whether particular trademarks and service marks should be registered with any state or the federal Patent and Trademark Office.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]

**Policy 4.03 - Transfer.**

Prior Board approval shall be required with respect to any permanent assignment, transfer, or license of trademarks, service marks and other intellectual property owned by RSCVA. Prior Board approval shall not be required if the license of such trademarks, service marks or other intellectual property is limited to integrated promotions and the CEO and General Counsel approve such license.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]

## **BOARD POLICIES**

### **RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**

#### **ARTICLE V-PROCUREMENT AND DISPOSITION OF PROPERTY**

##### **Policy 5.01- Procurement.**

1. Real Property. Prior Board approval is required for any purchase or other acquisition of real property.
2. Goods, Services, and Public Works. Prior Board approval is required for any procurement of goods, services, (other than service provisions from regulated utility providers), or public works, for any contract or agreement, including amendments, over the CEO's Signature Authority.
3. Emergency Contracts. The CEO is authorized to approve the procurement of emergency contracts, in accordance with NRS 332.112. The CEO or RSCVA's General Counsel shall be required to notify the Board at the first Board meeting following the procurement of any such emergency contract.
4. Contingencies. The President/CEO is authorized to approve uses of Board-approved contingency amounts by change order, or otherwise.
5. Amendments. The President/CEO is authorized to make amendments to Board-approved contracts and agreements up to the CEO's Signature Authority. Any amendment that causes a contract or agreement to exceed the CEO's Signature Authority requires prior Board approval.
6. Authorization Basis. All contracts or agreements, combined with all related amendments, shall be aggregated by vendor to determine authorization levels.
7. Reporting of CEO-Approved Contracts, Change Orders, and Amendments. The CEO shall report to the Board quarterly all contracts, change orders, and amendments approved over \$50,000 under the CEO's Signature Authority.
8. Statutory Compliance. All RSCVA procurement shall at all times comply with all applicable laws and regulations including, but not limited to, NRS Chapter 332.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025, NRS Chapter 332]



**Policy 5.02 – Disposition of Property.**

1. Real Property. Prior Board approval shall be required for any disposition of real property. Notwithstanding the foregoing no prior Board approval shall be deemed necessary for the lease or license of RSCVA property in the RSCVA's normal course of business.
2. Personal Property. Prior Board approval shall be required for any disposition of personal property having an actual or estimated fair market value that is over the CEO's Signature Authority.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]

**BOARD POLICIES**  
**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**

**ARTICLE VI- CODE OF CONDUCT AND CONFLICTS OF INTEREST POLICY**

**Policy 6.01 - Code of Conduct & Conflicts of Interests Policy.**

1. Purpose.

The public that RSCVA serves is entitled to fair, ethical and accountable government. To this end, the Board has adopted this Code of Conduct & Conflicts of Interests Policy in effort to ensure that the RSCVAs Board Members, officers and employees comply with both the letter and spirit of the Nevada Code of Ethical Standards. On or before the date on which a Board Member swears or affirms his or her Oath of Office, the Board Member shall execute and file an acknowledgment, with the Commission on Ethics, of his or her statutory ethical standards, in form as required pursuant to NRS Chapter 281A.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

2. Act in the Public Interest.

Recognizing that stewardship of the public interest must be their primary concern, RSCVA's Board Members, officers and employees shall work for the common good of the public that RSCVA serves and not for any private or personal interest, and they shall endeavor to ensure fair and equitable treatment of all persons, claims and transactions coming before the Board.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

3. Compliance with Laws, Rules and Regulations.

In the performance of their duties, Board Members, officers and employees shall comply with the Laws of the United States and the State of Nevada and all applicable rules, regulations, ordinances, codes and policies. If a Board Member, officer or employee has any question about the applicability or meaning of any such law, rule, regulation, ordinance, code or policy, he or she should consult with RSCVA's General Counsel or outside legal counsel retained by RSCVA, as appropriate.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

4. Non-Disclosure of Confidential Information.

Except as required by Law, no Board Member, officer or employee shall disclose any confidential information relating directly or indirectly to RSCVA or use any such confidential information for any purpose other than in connection with RSCVA business. This prohibition on disclosure of confidential information shall survive the termination of any Board Member's,

officer's or employee's service. For purposes of this Policy 8.01, "confidential information" means information that is not subject to disclosure under the Nevada Public Records Law.

[Adopted                     , ~~2024~~August 29, 2025]

#### 5. Conflicts of Interest.

The RSCVA's Board Members, officers and employees shall be governed by the Nevada Code of Ethical Standards found in NRS Chapter 281A in regard to conflicts of interests. At the commencement of every term, each Board Member is provided with the required Nevada Acknowledgement of Ethical Standards for Public Officers and the statutes referenced by such form, as required by the Nevada Commission on Ethics. By executing the required form, Board Members acknowledge that they have read and understand the statutory ethical standards and that they are responsible to inform themselves of any changes to the statutory ethical standards. Any questions should be referred to the RSCVA's General Counsel.

The ethical statutory ethical standards provide, in part, Board Members, officers, and employees shall not:

- (a) Seek or receive any gift, service, favor, employment, engagement, economic opportunity, for themselves, or for any individual to whom they have a commitment in a private capacity, which may improperly influence a reasonable person in their position to depart from the faithful and impartial discharge of their duties.
- (b) Use their position to secure or grant unwarranted privileges, preferences, exemptions, or advantages for themselves, any individual to whom they have a commitment in a private capacity, or any business entity in which they have a significant pecuniary interest
- (c) Participate in the negotiation or execution of contracts between the RSCVA and (i) any business entity in which they have a significant pecuniary interest; or (ii) any individual to whom they have a commitment in a private capacity.
- (d) Accept any salary, expense allowance, or other unlawful compensation, commission or personal profit from a private source, for themselves or any individual to whom they have a commitment in a private capacity.
- (e) Use governmental time, property, equipment, or other facility to benefit a significant personal or pecuniary interest of themselves or any individual to whom they have a commitment in a private capacity unless the limited use of the governmental time, property, equipment, or other facility is de minimis in nature and does not interfere with the performance of their duties.

In the event of a conflict between the foregoing and the statutory ethical standards, the statutory ethical standards shall apply.

[NRS Chapter 281A, Adopted \_\_\_\_\_, 2024 August 29, 2025]

6. Disclosures and Recusals.

The Board's obligations in regard to disclosures and recusals are governed by NRS 281A.420 which provides, in part, that at the time the Board considers a matter, Board Members shall disclose information regarding the following: the acceptance of gifts or loans from any parties to the matter; significant pecuniary interests in the matter; commitments in a private capacity to the interests of others involved in the matter; or representation or counseling provided to a private person for compensation before another agency in the matter ("Conflicts").

Board Members shall recuse from voting, and shall not advocate the passage or failure of any matter in which the independence of judgment of a reasonable person in their situation would be materially affected by any Conflicts. Pursuant to NRS 281A.420, it is presumed that the independence of judgment of a reasonable person is not materially affected if the benefit accruing to the Board Member or person at issue is not greater than that accruing to any other member of any general business, profession, occupation, or group that is affected by the matter.

It is the stated public policy of the Nevada Legislature that a public officer should perform the duties for which the public officer was elected or appointed and to vote or otherwise act upon a matter. Therefore, Board Members shall only abstain from voting if to do otherwise would be a violation of NRS 281A.420. Board Members with questions about their ethical responsibilities, including disclosure or recusal requirements, shall consult with the General Counsel and, if necessary, request an advisory opinion from the Nevada Commission on Ethics.

In the event of a conflict between this Section and the provisions of NRS 281A.420, the terms and provisions of NRS 281A.420 shall control.

[NRS 281A.420, Adopted \_\_\_\_\_, 2024 August 29, 2025]

7. Financial Disclosure Statements.

Board Members who are required, pursuant to Nevada Law to do so, shall file statements of financial disclosure with the Nevada Secretary of State.

[Adopted \_\_\_\_\_, 2024 August 29, 2025]

8. Accuracy of RSCVA Records.

With respect to any records that he or she creates in connection with the performance of his or her duties on behalf of RSCVA, each Board Member, officer and employee shall endeavor to ensure that such records, including travel and expense reports, are created in a truthful and accurate manner, reflecting the true nature of any transactions that they record. The making of false or misleading entries in any record is strictly prohibited. No Board Member, officer or employee shall make any payment or establish any account on RSCVA's behalf with the understanding that any part of such payment or account is to be used for a purpose other than as described by the

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supporting records. No Board Member, officer or employee shall use any fictitious entities, sales, purchases, services, loans or other financial arrangements for any purpose relating to RSCVA.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

9. Retention of RSCVA Records.

The RSCVA shall retain records in compliance with all applicable laws, rules and regulations. All records that may be responsive to a subpoena or relevant to pending or imminent litigation or governmental investigation or audit shall be retained until RSCVA's General Counsel or outside legal counsel retained by RSCVA, as appropriate, instructs otherwise. All Board Member correspondence involving RSCVA business are subject to disclosure pursuant to a public records request unless otherwise exempt from disclosure under the Nevada Public Records Law, including, but not limited to, texts and emails on private phones/accounts. RSCVA Board Members shall be provided an RSCVA email address upon request for use regarding RSCVA related business.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

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10. Interference with or Retaliation for Disclosure of Improper Governmental Action.

No Board Member, officer or employee shall directly or indirectly use or attempt to use his or her official authority or influence to intimidate, threaten, coerce, command, influence or attempt to intimidate, threaten, coerce, command or influence another Board Member, officer or employee in an effort to interfere with or prevent the disclosure of information concerning improper governmental action. For these purposes, use of "official authority or influence" includes taking, directing others to take, recommending, processing or approving any personnel action such as an appointment, promotion, transfer, assignment, reassignment, reinstatement, restoration, reemployment, evaluation or other disciplinary action.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

11. Disciplinary Action for Violations.

Any Board who violates the Nevada Code of Ethical Standards shall be subject to disciplinary action, including, without limitation, reprimand or dismissal, in addition to any applicable criminal, civil and administrative penalties.

[Adopted \_\_\_\_\_, 2024August 29, 2025]

**Policy 6.02 - Notification of Violations.**

Any Board Member, officer or employee who becomes aware of any violation or suspected violation of the Nevada Code of Ethical Standards shall report such alleged violation to the Nevada Commission on Ethics.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]

## **BOARD POLICIES**

### **RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**

#### **ARTICLE VII-ANTI-DISCRIMINATION AND ANTI-HARASSMENT POLICIES**

##### **Policy 7.01 Anti-Discrimination and Anti-Harassment**

In accordance with state and federal laws, the RSCVA shall not discriminate against any employee or applicant for employment because of race (including traits associated with race, including without limitation, natural hairstyles, afros, bantu knots, curls, braids, locks and twists), religious creed, color, age, sex, sexual orientation, gender identity and expression, national origin, religion, marital status, medical condition, disability, military service, pregnancy, childbirth and related medical conditions, or any other classification protected by federal, state, and local laws and ordinances.

Policies related to RSCVA's anti-discrimination and anti-harassment policies shall be set forth in RSCVA's employment policies. The most recent version of the anti-discrimination (HR Policy 100.104) and anti-harassment (HR Policy 400.400) policies are attached hereto as Schedule 4. The foregoing Schedule shall be revised from time to time as the employment policies are revised to reflect the most current employment policies without the necessity of Board approval or formal amendment of this document.

If a Board Member believes that there has been a violation of RSCVA's anti-discrimination or anti-harassment policies or if they receive a complaint of a violation, the Board Member must report the complaint or believed violation as set forth in Board Policies 7.02, 7.03, and 7.04.

[Adopted August 29, 2025]

##### **Policy 7.02 Complaint Against President/CEO: Reporting and Investigation Procedures**

1. **Suspected Violation or Receipt of Complaint.** Upon receiving a complaint against the President/CEO or if a Board Member believes there has been a violation of RSCVA policies by the President/CEO, Board Members will respond based upon their role as set forth below:

a. **Board Member.** Board Members must immediately notify the Board Chair and/or the Chair of the Executive & Legislative Committee ("E&L Chair"), and Legal Counsel of the complaint or suspected violation of policies. If the Chair also holds the role of E&L Chair, then Board Members may also report any suspected violation or complaint to the Vice Chair.

b. **Chair of E & L Committee.** The E&L Chair must immediately notify the Board Chair and Legal Counsel of the complaint or suspected violation of policies.

c. **Vice Chair.** The Vice Chair must immediately notify the Board Chair and Legal Counsel of the complaint or suspected violation of policies.

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2. **Review of Complaint.** Upon receipt of a complaint or suspected violation of RSCVA policies by the President/CEO, the Board Chair shall consult with the E&L Chair (or, if the Board Chair also holds the role of E&L Chair, the Board Chair shall consult with the Vice Chair), and, with the assistance of Legal Counsel as necessary, shall determine:

- a. The necessity and scope of an investigation—~~(including whether or not a complaint is frivolous and thus no investigation is necessary);~~
- b. Who will investigate the complaint or suspected violation of RSCVA policies;
- c. Whether the President/CEO shall continue actively working while the complaint is investigated or whether the President/CEO shall be placed on administrative leave pending the investigation.

3. **Notification of Board.** Upon receipt of a complaint, Legal Counsel shall notify the Board of the complaint, the necessity and scope of an investigation, and whether or not the President/CEO will be on administrative leave pending the investigation. In the event of a ~~frivolous~~ complaint where it has been decided no investigation is necessary, Legal Counsel shall notify the Board of the existence of the ~~frivolous~~ complaint and that no investigation will be conducted, but details about the complaint are not required to be communicated. Board Members may always contact Legal Counsel for more information about any complaint.

4. **Investigation.** When an investigation into a complaint against the President/CEO occurs, the Board Chair, in consultation with Legal Counsel as necessary, shall hire the investigator to conduct the investigation and shall direct Legal Counsel to coordinate the investigation with the investigator. Legal Counsel shall provide periodic updates to the Board of Directors. The investigator shall investigate the allegations of the complaint and shall make a determination by a preponderance of the evidence whether or not an RSCVA policy was violated. At the conclusion of the Investigation, the investigator shall provide a written report to the Board of Directors.

5. **Results of Investigation and Action To Be Taken.** Upon receipt of the investigator's report, if there is a finding of a policy violation, the Board of Directors shall determine the appropriate action to be taken (up to and including termination) based upon the findings of the investigator's report.

[Adopted \_\_\_\_\_, 2025]

#### **Policy 7.03 Complaint against Board Member: Reporting and Investigation Procedures**

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1. **Suspected Violation or Receipt of Complaint.** Upon receiving a complaint or a suspected violation against another Board Member, a Board Member will immediately notify the Board Chair and Legal Counsel of the complaint or suspected violation of policies.



2. **Review of Complaint.** Upon receipt of a complaint or suspected violation of RSCVA policies by the President/CEO, the Board Chair, with the assistance of Legal Counsel as necessary, shall determine:

- a. The appropriate forum to hear the complaint;
- b. If the Chair determines that the complaint must be forwarded to another entity, the Chair shall do so;
- c. If the Chair determines that the RSCVA is the appropriate forum to hear the complaint, the necessity and scope of an investigation.
- c. Who will investigate the complaint or suspected violation of RSCVA policies
- d. Whether or not the Board Member will attend meetings with staff and/or whether or not the Board Member will attend Board meetings in person or via remote access.

3. **Notification of Board.** Upon receipt of a complaint, Legal Counsel shall notify the Board of the complaint, and, if the matter is being investigated by the RSCVA, the necessity and scope of an investigation. Board Members may always contact Legal Counsel for more information about any complaint.

4. **Investigation.** When an investigation into a complaint against a Board Member is necessary, the Board Chair, in consultation with Legal Counsel as necessary, shall hire the investigator to conduct the investigation and shall direct Legal Counsel to coordinate the investigation with the investigator. Legal counsel shall provide periodic updates to the Board of Directors. At the conclusion of the Investigation, the investigation shall provide a written report to the Board of Directors.

5. **Results of Investigation and Action To Be Taken.** Upon receipt of the investigator's report, if there is a finding of a policy violation, the Board of Directors shall determine the appropriate action to be taken based upon the findings of the investigator's report.

[Adopted August 29, 2025]

#### **Policy 7.04 Complaint against RSCVA Employee: Reporting and Investigation Procedures**

1. **Suspected Violation or Receipt of Complaint.** If a Board Member suspects that an employee has violated RSCVA policies or they receive a complaint that an employee has violated RSCVA policies, the Board Member shall immediately notify the RSCVA President/CEO and Legal Counsel of their suspicion or of the complaint they have received. The RSCVA President/CEO shall investigate or direct the investigation of such complaints as set forth in RSCVA policies.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]



**BOARD POLICIES**  
**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**  
**ARTICLE VIII- USE OF POLICIES**

**Policy 8.01 Use of Policies.**

No action taken by the RSCVA Board or a Board Member which is not in compliance with these policies but which is otherwise lawful shall invalidate such Board or Board Member action or be deemed a violation of oath of office, misfeasance, or malfeasance. No authority other than the RSCVA Board may enforce these policies or rely on these policies. Failure by the RSCVA to follow any of these rules shall be considered an RSCVA decision to waive such policy. No notice of such waiver need be given.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]

**Policy 8.02 Public Use or Reliance Not Intended.**

Because these policies are designed to assist the RSCVA Board and not to provide substantive rules affecting members of the public, it is expressly stated that these rules do not constitute official controls, “appearance of fairness rules”, public hearing rules, or other substantive rules binding upon or to be used by or relied upon by members of the public. These rules do not amend statutory or other regulatory requirements.

[Adopted \_\_\_\_\_, ~~2024~~August 29, 2025]

Schedule 1  
Approved Committee Charters  
[see attached]



**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**  
**EXECUTIVE AND LEGISLATIVE COMMITTEE CHARTER**

I. **Preamble**

The Reno-Sparks Convention and Visitors Authority (“RSCVA”) Executive and Legislative Committee (the “Committee”) is a special committee of the Board of Directors. As set forth below, the Committee shall have the authority to consider and make recommendations to the Board of Directors on matters concerning: (i) President/CEO terms of employment and compensation; (ii) changes to the RSCVA policies and procedures, including but not limited to RSCVA Board Policies and Human Resources Policies, as well as such other policies as the Committee may from time to time undertake and consider; (iii) the RSCVA’s legislative platform and initiatives, as well as consideration of any legislative proposals that may impact or be of interest to the RSCVA; and (v) such other duties as the Board of Directors may from time to time delegate. All Committee action shall be advisory only, and must be adopted by the full Board of Directors at a duly noticed meeting of the RSCVA Board of Directors.

II. **Organization**

- a. **Charter**. This charter shall be reviewed and assessed from time to time by the Committee and any proposed changes shall be submitted to the Board of Directors for approval.
- b. **Members**. The Committee shall consist of four (4) members, appointed as set forth in the Board Policies and Procedures.
- c. **Meetings**. All meetings of the Committee shall be open public meetings noticed and conducted in accordance with Nevada Open Meeting Law (with the exception of any meetings that the Committee may close to the public as provided by the Nevada Open Meeting Law). The Committee shall meet as needed whenever there is sufficient and appropriate business to come before the Committee. Meetings of the Committee may be called by the Chair of the Committee, Chair of the Board of Directors, or as directed by the Board of Directors.
- d. **Agenda, Minutes and Reports**. The Chair of the Committee, in consultation with the Chair of the Board of Directors and CEO, shall be responsible for establishing the agenda of the meetings of the Committee. An agenda, together with materials relating to the subject matter of the meeting, shall be sent to Committee members prior to each meeting. Minutes and a record of all meetings shall be created and kept in accordance with Nevada Open Meeting Law. The Committee Chair shall make a report to the Board of Directors of all Committee action following each Committee meeting, and shall seek approval of the Committee’s recommendations.

III. **Responsibilities**. The following shall be the principal responsibilities of the Committee:

- a. President/CEO Employment. The Committee shall be responsible for primary administration of the terms of the President/CEO's employment by the RSCVA. This shall include, but not be limited to: (i) creation and amendment, as necessary, of the President/CEO's employment agreement with the RSCVA; (ii) revisions to the President/CEO's job duties and annual goals (iii) annual evaluation of the President/CEO's performance and achievement of established goals; and (iv) evaluation and recommendations for adjustments to the President/CEO's compensation and annual bonus.
- b. Policy Review. The Committee shall from time to time review the various policies of the RSCVA and consider any recommendations to the same. The Committee shall likewise consider and develop any new proposed policies for recommendation to the full Board of Directors.
- c. Legislative Issues. The Committee shall coordinate with the RSCVA's outside government affairs specialist to monitor, evaluate, and make recommendations regarding Legislative proposals that may impact the RSCVA, as well as to identify any potential legislative initiatives the RSCVA may desire to undertake during a Legislative session.
- d. Other Duties. The Committee shall also carry out such other duties as may be delegated to it by the Board of Directors from time to time.

| [Adopted \_\_\_\_\_, ~~2024~~ August 29, 2025]

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**  
**FINANCE AND FACILITIES COMMITTEE CHARTER**

I. **Preamble**

The Reno-Sparks Convention and Visitors Authority (“RSCVA”) Finance and Facilities Committee (the “Committee”) is a special committee of the Board of Directors. As set forth below, the Committee shall have the authority to consider and make recommendations to the Board of Directors on matters concerning: (i) the RSCVA budget, and any proposed augmentations/revisions; (ii) any significant financial expenditures of the RSCVA as referred by the RSCVA Board Chair, RSCVA Board of Directors, or the President/CEO, (iii) RSCVA facilities as referred by the RSCVA Board Chair, RSCVA Board of Directors, or the President/CEO; (iv) appeals of transient lodging tax matters and consider revocations of the transient lodging tax licenses; and (v) such other duties as the Board of Directors may from time to time delegate. All Committee action shall be advisory only, and must be adopted by the full Board of Directors at a duly noticed meeting of the RSCVA Board of Directors.

II. **Organization**

- a. **Charter.** This charter shall be reviewed and assessed from time to time by the Committee and any proposed changes shall be submitted to the Board of Directors for approval.
- b. **Members.** The Committee shall consist of four (4) members, appointed as set forth in the Board Policies and Procedures.
- c. **Meetings.** All meetings of the Committee shall be open public meetings noticed and conducted in accordance with Nevada Open Meeting Law (with the exception of any meetings that the Committee may close to the public as provided by the Nevada Open Meeting Law). The Committee shall meet as needed whenever there is sufficient and appropriate business to come before the Committee. Meetings of the Committee may be called by the Chair of the Committee, Chair of the Board of Directors, or as directed by the Board of Directors.
- d. **Agenda, Minutes and Reports.** The Chair of the Committee, in consultation with the Chair of the Board of Directors and CEO, shall be responsible for establishing the agenda of the meetings of the Committee. An agenda, together with materials relating to the subject matter of the meeting, shall be sent to Committee members prior to each meeting. Minutes and a record of all meetings shall be created and kept in accordance with Nevada Open Meeting Law. The Committee Chair shall make a report to the Board of Directors of all Committee action following each Committee meeting, and shall seek approval of the Committee’s recommendations.

III. **Responsibilities.** The following shall be the principal responsibilities of the Committee:

- a. Budget. The Committee shall meet annually prior the presentation of the RSCVA's proposed budget to the full Board of Directors to review and discuss the proposed budget and make any recommendations in regard thereto. The Committee shall likewise meet and review any budget augmentations or revisions and make any recommendations in regard thereto prior to presentation to the RSCVA Board of Directors.
- b. Financial Expenditures. The Committee shall from time to time review and discuss any significant out of the ordinary expenditures of the RSCVA referred to it by the RSCVA Board Chair or RSCVA Board of Directors, and make recommendations to the RSCVA Board of Directors in regard thereto.
- c. Facilities. The Committee shall from time to time review and discuss any matters involving the RSCVA facilities referred to it by the RSCVA Board Chair or RSCVA Board of Directors, and make recommendations to the RSCVA Board of Directors in regard thereto.
- d. Transient Lodging Taxes. The Committee shall fulfill all duties assigned to it pursuant to the RSCVA Transient Lodging Tax and Surcharge Regulations, included, but not limited to, hearing all transient lodging tax appeals and considering the revocation of transient lodging tax licenses.
- e. Other Duties. The Committee shall also carry out such other duties as may be delegated to it by the Board of Directors from time to time.

| [Adopted \_\_\_\_\_, ~~2024~~ August 29, 2025]



**RENO SPARKS CONVENTION AND VISITORS AUTHORITY**  
**SPECIAL EVENTS COMMITTEE CHARTER<sup>5</sup>**

**I. Preamble**

~~The Reno Sparks Convention and Visitors Authority (“RSCVA”) Special Events Committee (the “Committee”) is a special committee of the Board of Directors. As set forth below, the Committee shall have the authority to consider and make recommendations to the Board of Directors on matters concerning: (i) identifying and funding new or unique special events utilizing the RSCVA’s special events opportunity fund outside of the RSCVA’s existing annual special events marketing fund; and (ii) such other duties as the Board of Directors may from time to time delegate. All Committee action shall be advisory only, and must be adopted by the full Board of Directors at a duly noticed meeting of the RSCVA Board of Directors.~~

**II. Organization**

- ~~a. **Charter.** This charter shall be reviewed and assessed from time to time by the Committee and any proposed changes shall be submitted to the Board of Directors for approval.~~
- ~~b. **Members.** The Committee shall consist of no more than seven (7) members, consisting of no less than four (4) Board members and not more than three (3) potential additional members consisting of: (i) one (1) member representing the University of Nevada—Reno; (ii) one (1) member representing the local arts community; and (iii) one (1) member representing the local sports or general business community. The members shall be appointed as set forth in the Board Policies and Procedures.~~
- ~~c. **Meetings.** All meetings of the Committee shall be open public meetings noticed and conducted in accordance with Nevada Open Meeting Law (with the exception of any meetings that the Committee may close to the public as provided by the Nevada Open Meeting Law). The Committee shall meet as needed whenever there is sufficient and appropriate business to come before the Committee. Meetings of the Committee may be called by the Chair of the Committee, Chair of the Board of Directors, or as directed by the Board of Directors.~~
- ~~d. **Agenda, Minutes and Reports.** The Chair of the Committee, in consultation with the Chair of the Board of Directors and CEO, shall be responsible for establishing the agenda of the meetings of the Committee. An agenda, together with materials relating to the subject matter of the meeting, shall be sent to Committee members prior to each meeting. Minutes and a record of all meetings shall be created and kept in accordance with Nevada Open Meeting Law. The Committee Chair shall make a report to the Board of Directors of all Committee action following each Committee meeting, and shall seek approval of the Committee’s recommendations.~~

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<sup>5</sup>Item flagged for full Board discussion to determine whether this Committee is still necessary.

III. ~~**Responsibilities.**~~ The following shall be the principal responsibilities of the Committee:

- a. ~~**Special Events Funding.**~~ The Committee shall meet as necessary to identify and make funding recommendations for new or developing special events from the RSCVA's special events opportunity fund which exceed the President/CEO's signature authority set forth herein. Such fund is outside of and in addition to the RSCVA's annual special events marketing fund.
- b. ~~**Other Duties.**~~ The Committee shall also carry out such other duties as may be delegated to it by the Board of Directors from time to time.

{Adopted \_\_\_\_\_, 2024}

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Schedule 2

Additional RSCVA Policies Maintained by the Office of the CEO

1. RSCVA Travel Policy and Procedures (as amended)
2. RSCVA Investment Policy
3. Legislative Policy Platform
4. CEO Evaluation and Compensation Policy
5. Unsolicited Funding Request Policy

~~{List any and all additional policies that the Board should be aware of. The intention is that the additional policies listed here that are within the purview of the Board would be provided to new Board Members as part of orientation.}~~

Schedule 3  
CEO Job Description  
[see attached]



Position Title: President/CEO

Reports To: RSCVA Board of Directors

Department: Administration

FLSA Status: Exempt

Employment Status: Full Time

## ABOUT

Reno Tahoe is a friendly, four-season resort destination – in a spectacular natural setting. Offering world-class attractions, recreational activities, and events, the region has an outstanding quality of life, to include a vibrant and diverse business community with national and international recognition as a premier, year-round Western destination for leisure and group/convention visitors.

## POSITION SUMMARY

The President/CEO of the Reno-Sparks Convention and Visitors Authority (RSCVA) is responsible for developing and implementing the strategic plan which includes sales, marketing, and branding programs to promote Reno-Tahoe as a leisure and convention destination. The President/CEO will provide direct management of the senior executive team and reports to the RSCVA Board of Directors. The President/CEO will manage the day-to-day business of the RSCVA within the budgetary and policy constraints set by the RSCVA Board and in compliance with government regulations for public entities. The President/CEO represents the RSCVA in its relationships with local citizens, clients, government agencies, professional, and other similar groups.

## JOB DUTIES AND RESPONSIBILITIES

- Works closely with the RSCVA Board to develop the vision and the strategic direction for the organization. Designs and executes initiatives to move the organization toward its vision while keeping the vision and the plan current.
- Builds and maintains strong collaborative relationships with the RSCVA's highly engaged and influential Board to ensure effective and cooperative organizational oversight. Attends all required meetings associated with the leadership of the organization and regularly reports the RSCVA's activities to the board.
- Partners with the RSCVA Board to ensure a highly functioning organization defined by a clear direction. Operates through effective financial and operational planning, a positive and professional culture of excellence, with a talented and motivated staff, and effective process systems.
- Oversees and manages the business and affairs of the RSCVA subject to the budget and policies approved by the Board. Reviews, coordinates, and submits to the Board all annual marketing plans, business plans, and operating budgets as required.
- Maintains accountability for the operational and fiscal integrity of the organization including budgets, financial revenue, expenses, expenditures, contractual commitments, and personnel policies.

- Provides oversight of the operations for the four convention and event facilities under the RSCVA including capital improvement, sales and marketing, safety, and technological innovations to improve the utilization of the center and event venues.
- Develops strong relationships with convention, gaming, hotel, and general hospitality communities as well as local and state government.
- Serves as a passionate spokesperson and industry advocate for tourism supporting the diverse assets of the region including arts and culture, outdoor recreation, and entertainment.
- Collaborates effectively with regional leaders to influence outcomes to advance the region. Adapts to changing political conditions and leadership. Provides advocacy support through subject-matter expertise for legislative resources that require attention.
- Provides oversight and leadership to the senior executive team of highly respected, dedicated, and skilled professionals. Sets a clear vision for a metrics-driven, goal-based team where expectations are supported by an internal culture of partnership, innovation, and customer service.
- Fosters a positive, professional culture of inclusiveness with a strong sense of purpose, collaboration, and accountability necessary to attract, retain, and develop top talent.
- Exhibits strong executive presence as reflected by behavior, appearance, demeanor, and humility as a highly visible leader for the organization and the Reno Tahoe region.
- Develops and supervises the implementation of an annual operating and marketing plan to promote and brand Reno Tahoe as a world-class, leisure and convention destination to local, state, regional, national, and international audiences.
- Regularly analyzes performance and results of all functional areas relative to the established goals and objectives.
- Builds a positive image of the RSCVA in relevant media as the organization's recognized spokesperson. Serves as final approval for official publications, news articles, and media coverage of the RSCVA.
- Provides long-range planning for destination resources, infrastructure, and strategic direction. Identifies major global trends influencing and affecting the local tourism community.
- Interprets research provided by outside resources on visitor profile and visitor attitudes and the effectiveness of the organization's strategic plan; makes changes to the plan as is appropriate to achieve RSCVA goals.
- Understands and abides by all departmental policies and procedures as well as the Codes of Ethics and Standards of Conduct. Complies with federal, state, local laws that govern business practices. Complies with all Department of the State of Nevada standards that apply to the position.
- Performs other duties as assigned or required.

#### PHYSICAL DEMANDS / WORKING CONDITIONS

- Frequently sits, walks, twists, uses hands to finger, handle, or feel objects, talks and hears.
- Occasionally stands, bends (at neck and waist), and reaches above & below shoulder level as needed.
- Simple grasping as well as repetitive use of hands and fine hand manipulation are needed to accomplish essential functions.

- Specific vision abilities required include close, distance, color, peripheral vision, depth perception, and the ability to adjust focus.
- May be exposed to various temperatures inside and outside of the facilities, airborne particles, and fumes.
- 
- Noise level in the office is usually quiet, but during board meetings, airports, conferences or other locations where work may be done may be moderately loud to loud.
- Ability to travel frequently, including possible international travel.

#### JOB QUALIFICATIONS

- The ideal candidate will be an experienced, dynamic, and successful leader with a minimum of ten (10) years of multifunctional, results-driven, team-focused executive-level leadership experience with a regional, national, or global organization of similar scale and complexity, particularly those related to the travel, tourism, or hospitality industry, or related public-sector field.
- Bachelor's degree preferred. MBA, graduate degree, or industry designation such as CDME is desired.
- Proven track record of successfully managing and nurturing complex partnerships to achieve mutually beneficial goals and outcomes, and collaboration with leadership in community response to crisis.
- Demonstrates expertise in the field of conventions, trade shows, and events as well as extensive knowledge of the leisure travel visitor.
- Management experience with full P&L responsibility.
- An ability to build a destination marketing strategy to align with local economic sectors, particularly with high-growth, technology clusters with an appreciation for the role economic development plays within the community.
- Politically savvy with prior work experience with a government entity. Working knowledge and understanding of Nevada Open Meeting Laws preferred.
- Familiar with public administration, including budgeting, purchasing, expense allocation, and contracting.
- Exceptional gravitas, confidence, and communications skills to serve as the organization's principal external spokesperson.
- Operates with the highest level of integrity, intellectual agility, creativity, and vision.
- Relocation or current residency in region required.

Schedule 4

HR Policy 100.104, Non-Discrimination

HR Policy 400.400 Harassment

[see attached]



#### HR Policy 100.104, Non-Discrimination

**SCOPE:**

Organization wide.

**PURPOSE:**

In accordance with state and federal laws, the RSCVA shall not discriminate against any employee or applicant for employment because of race (including traits associated with race, including without limitation, natural hairstyles, afros, bantu knots, curls, braids, locks and twists), religious creed, color, age, sex, sexual orientation, gender identity and expression, national origin, religion, marital status, medical condition, disability, military service, pregnancy, childbirth and related medical conditions, or any other classification protected by federal, state, and local laws and ordinances.

**POLICY:**

The RSCVA and its employees shall refrain from engaging in any discriminatory practices in the recruitment, hiring, and/or managing of its personnel.

The policy of non-discrimination shall apply in all situations involving employees and employment applicants, including:

- ☐ The recruitment methods of Human Resources;
- ☐ Selection of job applicants to be considered for hire;
- ☐ Selection of employees to be included in training and intercepts;
- ☐ Changes in employees' status, including promotions, demotions, and transfers;
- ☐ Layoff or discharges;
- ☐ Rate of pay, benefits, or other forms of compensation; and
- ☐ Handling of reported concerns.

This non-discrimination policy shall be available and open to the inspection of employees and applicants for employment upon request

The Administration supports this policy and expects all managers, supervisors and other employees of the RSCVA to give them continuing support to its implementation. The RSCVA is

responsible for the implementation of this policy and for monitoring and reporting on the implementation.

Any violation of this policy will not be tolerated and will result in appropriate disciplinary action, up to and including termination. If an employee believes someone has violated this policy, the employee should bring the matter to the attention of Human Resources or his or her supervisor or director/manager.

## HR Policy 400.400 Harassment

### **SCOPE:**

Organization wide.

### **PURPOSE:**

The purpose of this policy is to confirm that the RSCVA prohibits any form of harassment and to set forth its Anti-Harassment policy.

### **POLICY:**

The RSCVA is committed to providing a workplace free from any form of harassment or intimidation. This policy sets expectations of behaviors aligned with the RSCVA's values and support of positive working relationships and a professional work environment. This policy also defines various forms of harassment and unacceptable behavior and outlines the parties responsible for reporting, investigating, and responding to any reports of harassment.

This policy applies to all RSCVA Board Members, employees, and anyone doing business with the RSCVA. This includes applicants, customers, contingent workers, suppliers, and vendors. The RSCVA strictly prohibits and does not tolerate any act or conduct that creates the potential for unlawful harassment of any kind.

### **Prohibited Conduct**

It is the RSCVA's policy that everyone should work in an environment free from unlawful harassment. Approval of, participation in, or acceptance of conduct that creates even the potential for unlawful harassment will be considered a violation of this policy. This policy prohibits conduct that violates the letter or spirit of anti-harassment laws or conduct not aligned with the RSCVA's values, policies, or behavioral expectations. This includes conduct in any work-related setting, whether on RSCVA premises, during working time, or while participating in activities outside the workplace, such as business-related social events and travel.

Conduct prohibited by this policy includes, but is not limited to, unwelcome conduct, whether verbal, physical, or visual, that is based upon race (including traits associated with race, including without limitation, natural hairstyles, afros, bantu knots, curls, braids, locks and twists), religion (including religious dress and religious grooming), ethnicity, color, ancestry, creed, age, genetic information, disability (mental and physical, including HIV and AIDS), medical condition (cancer/genetic characteristics & information), national origin (including language use restrictions), sex, gender (including gender identity and gender expression), sexual orientation, marital status, familial status, parental status, domestic partner status, citizenship status, pregnancy (including perceived pregnancy, childbirth, breastfeeding or related medical conditions), military caregiver status, military status, veteran status, or any other status protected by federal, state, and/or local laws. The RSCVA will not tolerate harassing conduct that affects

tangible job benefits, interferes with work performance, or creates a hostile, intimidating, or offensive work environment.

Prohibited harassment may take different forms:

### **Sexual Harassment**

Sexual harassment is defined as unwelcome sexual advances, requests for sexual favors, and conduct of a sexual nature when:

1. Submission to, or tolerance of, such behavior is made a condition of employment; or
2. Submission to, tolerance of, or rejection of such behavior is used as the basis for a decision; or
3. Such behavior interferes with an employee's ability to perform his or her work, or creates an intimidating and hostile work environment.

Sexual harassment may be a single incident or a series of harassing acts. Inappropriate conduct that is sexually harassing in nature can involve individuals of the same or opposite sex, a supervisor and subordinate, co-workers, an employee, or a non-employee such as a customer, contractor, vendor, or supplier.

Sexual harassment may result from a range of subtle to not-so-subtle conduct, depending on the circumstances. It can result from verbal, visual, or physical conduct. Examples of sexual harassment and similar inappropriate conduct prohibited by this policy include, but are not limited to:

1. Unwelcome sexual advances, demands, pressures, or requests for sexual acts or favors.
2. Making or threatening reprisals, whether explicitly or implicitly, after a negative response to sexual advances.
3. Repeated, unwanted sexual flirtations, advances, or propositions.
4. Unwelcome physical contact such as patting, grabbing, pinching, or brushing against another's body.
5. Offensive visual conduct, including leering, making sexual gestures, or the display of sexually suggestive objects, pictures, cartoons, or posters.
6. Offensively suggestive or sexually explicit communications in any form, including but not limited to letters, notes, invitations, email, text messages, blogs, instant messaging, or voicemail.
7. Sexually-oriented verbal teasing or jokes, inquiries into one's sexual experiences, or discussions of one's sexual activities.
8. Graphic or degrading comments about an individual's appearance or sexual activity.



9. Sexually explicit or offensive images in emails or other forms of electronic messaging.

The legal definition of sexual harassment is broad and, in addition to the above examples, other sexually oriented conduct, whether it is intended or not, that is unwelcome and has the effect of creating a workplace environment that is hostile, offensive, intimidating, or humiliating may also constitute sexual harassment and is a violation of this policy.

### **Other Forms of Harassment**

The following is a non-exhaustive list of additional behaviors based on a person's race (including traits associated with race, including without limitation, natural hairstyles, afros, bantu knots, curls, braids, locks and twists), religion (including religious dress and religious grooming), ethnicity, color, ancestry, creed, age, genetic information, disability (mental and physical, including HIV and AIDS), medical condition (cancer/genetic characteristics & information), national origin (including language use restrictions), sex, gender (including gender identity and gender expression), sexual orientation, marital status, familial status, parental status, domestic partner status, citizenship status, pregnancy (including perceived pregnancy, childbirth, breastfeeding or related medical conditions), military caregiver status, military status, veteran status, or any other status protected by federal, state, and/or local laws that will be considered harassment and are prohibited by this policy:

1. Derogatory comments, epithets, slurs, or jokes.
2. Posting or sharing derogatory materials such as posters, cartoons, drawings, or gestures.
3. Aggressive or unwelcome physical conduct such as assault, blocking normal movement, restraint, touching, or other physical interference.
4. Bullying behavior, including but not limited to threats, intimidation, coercion, ridicule, insults, or belittling.
5. Spreading false, vicious, or malicious rumors.
6. Other behavior that creates a workplace where an employee reasonably feels threatened, humiliated, or intimidated.
7. The gratuitous sabotage or undermining of a person's work performance.

### **Reporting & Investigation Procedures**

Employees must report any violations of this policy that they experience or witness. If an employee believes in good faith that they have been subjected to, witnessed, or otherwise learned of harassment (or any other conduct prohibited by this policy) by anyone, including Board Members, the President/CEO, supervisors, co-workers, suppliers, vendors, contingent workers, or customers, they must immediately report the incident.

Reports may be made to the employee's direct supervisor, any other member of management, the Human Resources Department, or the workplace EthicsPoint at 866-805-2877 or

[rscva.ethicspoint.com](http://rscva.ethicspoint.com). You are not required to report to your supervisor, manager, or any other person engaging in the unwelcome behavior if that supervisor, manager, or other person is the subject of the report. If the report is regarding the conduct of the CEO, that report may be made to any Board Member or to the workplace EthicsPoint at 866-805-2877 or [rscva.ethicspoint.com](http://rscva.ethicspoint.com).

Supervisors or managers who receive reports or observe harassing conduct must immediately report it to the Human Resources Department, or if the complaint is about staff of the Human Resources Department, to the CEO.

When the RSCVA receives a complaint of harassment (or other conduct prohibited by this policy), we will promptly and thoroughly investigate the allegation in a fair and expeditious manner. The investigation will be conducted in such a way as to maintain confidentiality to the extent practicable under the circumstances without impeding the investigation process. The investigation will include a private interview with the person filing the complaint and with witnesses. We will also interview the person alleged to have committed harassment. Employees are expected to cooperate and participate in workplace investigations. When the investigation has been completed, we will, to the extent appropriate, inform the person filing the complaint and the person alleged to have committed the conduct of the results of that investigation. If it is determined that inappropriate conduct has occurred, we will act promptly to eliminate the offending conduct. Anyone, regardless of position or title, who the RSCVA determines has engaged in conduct that violates this policy will be subject to discipline, up to and including termination.

### **Non-Retaliation**

The RSCVA strictly prohibits retaliation in any way against anyone who has lodged a harassment complaint, has expressed a concern about harassment, including sexual harassment, or has cooperated in a harassment investigation. Therefore, the initiation of a complaint, in good faith, shall not under any circumstances be grounds for discipline. It is a violation of RSCVA policy for an individual to be disciplined or otherwise disadvantaged because of good faith resort to the procedures in this policy for reporting sexual or other unlawful harassment. Persons engaging in any form of retaliation will be subject to disciplinary action, up to and including termination. Any employee who knowingly makes a false report of harassment or discrimination will be subject to disciplinary action up to and including termination.