

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
MEETING OF THE BOARD OF DIRECTORS  
Thursday, December 11, 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 WEBSITES:

RSCVA Website: [www.rscva.com/public-meetings](http://www.rscva.com/public-meetings)

Online at <http://notice.nv.gov/>

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This meeting is being live streamed 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 December 11, 2025, Regular Meeting of the Board of Directors**

For Possible Action

**C2. Approval of the Minutes of the October 23, 2025, Regular Meeting of the Board of Directors**

For Possible Action

**C3. Discussion and Potential Authorization for the Financial Consultant to Retrieve and Claim all Unclaimed Property in the Name of the Reno-Sparks Convention and Visitors Authority (RSCVA)**

The Board of Directors is being asked to take possible action to authorize Robert Chisel, in his capacity as the RSCVA Financial consultant, to file on behalf of the RSCVA such claims as may be necessary or appropriate with the State of Nevada Treasurer to claim any unclaimed property being held in the name of the RSCVA.

For Possible Action

**D. PRESENTATIONS**

**D1. Presentation: Miles Partnership**

Miles Partnership team members, Debbie Johnson - Senior Vice President, Ben Walton - Account Director, Ben Powers - Creative Director, will provide an update and overview on the major initiatives and strategy since onboarding as the RSCVA's Agency of Record in July, focusing on Leisure Media, M&C/S Media and NO LIMITS Branding.

Information Only

**D2. Presentation: Reno Pro Soccer**

Wendy Damonte with Reno Pro Soccer will provide a presentation on the United Soccer League ecosystem, soccer on the global stage, soccer in the Reno market, and introduce the local team bringing professional soccer to Reno.

Informational Only

**D3. Reno-Sparks Convention and Visitors Authority Department Updates**

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

Informational Only

**E. BOARD MATTERS**

**E1. Review, discussion, and possible approval of the Annual Comprehensive Financial Report (ACFR) for the fiscal year ended June 30, 2025, including the Report of Independent Auditors.**

The RSCVA Board of Directors is being asked to review, discuss, and take possible action to approve the RSCVA Annual Comprehensive Financial Report for the fiscal year ended June 30, 2025, including the report of Independent Auditors.

For Possible Action

**E2. Review, Discuss, and Possible Action to Approve Staff's Recommendation to Award**

**Request for Proposal 2026-SALES01 for Attendee Transportation Services for the 2026 VFW 127th National Convention in amount not to exceed \$320,000. The amount to include the proposal amount is \$299,328, plus a contingency of \$20,672.**

The RSCVA Board of Directors is being asked to review, discuss and take possible action to approve staff's recommendation to award Request for Proposal 2026-SALES01 for attendee transportation services for the 2026 VFW 127<sup>th</sup> National Convention to Transportation Management Services, Inc. in an amount not to exceed \$320,000, which such amount includes a contingency in the amount of \$20,672.

For Possible Action

**E3. Review, Discuss, and Possible Action to Amend the Downtown Events Center Operating Agreement between the RSCVA and City of Reno.**

The RSCVA Board of Directors is being asked to review, discuss and take possible action to approve that certain Third Amendment to Downtown Events Center Operating Agreement between the City of Reno and the RSCVA to remove the City of Reno's obligation to pay an annual General Services Allocation to the RSCVA.

For Possible Action

**E4. RSCVA Board Appointment of the Nevada Resort Association (NRA) Board of Director's seat pursuant to NRS 244A.601(1)(d)(4)**

The RSCVA Board of Directors is being asked to consider and possibly approve the appointment of a representative to the RSCVA Board nominated by the Nevada Resort Association. The NRA has nominated John Farahi and Jeannie Magdefrau for the appointment. If approved, the appointment will become effective January 1, 2026 and will be for a term of two years.

For Possible Action

**E5. Approval of the 2026 Board Meeting Schedule**

The RSCVA Board of Directors is being asked to review, discuss, and possibly take action to approve the 2026 Board Meeting Schedule.

For Possible Action

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

RSCVA Board Members may share announcements, reports, updates, and requests for information and future agenda items. 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  
Board of Directors Meeting held Thursday, October 23, 2025, at 10:00 a.m.  
4065 S. Virginia Street, Board Room  
Reno, Nevada**

The Reno-Sparks Convention & Visitors Authority Board of Directors met at 10:00 a.m. on Thursday, October 23, 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**

George Combs 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  
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, Chief Marketing Officer  
John McGinnes, Vice President of Sales  
Chad Peters, Executive Director of Facilities  
Art Jimenez, Executive Director of Tourism Sales  
Lori Tange, Executive Director of Human Resources  
Rhonda Leach, Director of Equestrian and Sports Sales  
Robert Chisel, Financial Consultant

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

Benjamin Kennedy, Argentum Law  
Molly Rezac, Ogletree Deakins

#### **Board Clerk:**

Myrra Estrellado, Administrative Office Manager & Board Clerk



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

Chair Schieve opened the floor to public comment; one letter was submitted for public comment from Richard Jay regarding item E1. There was no other public comment.

Public comment was closed.

## **C. CONSENT AGENDA:**

- C1. Approval of the Agenda of the October 23, 2025, Regular Meeting of the Board of Directors**
- C2. Approval of the Minutes of the September 25, 2025, Regular Meeting of the Board of Directors**
- C3. Approval of the 2026 Renewal of Anthem Blue Cross Blue Shield of Nevada, and MetLife for Dental, Vision, Life, and Short-Term and Long-Term Disability, with a Total Decrease of 19.04% in Premium Costs**

On a motion made by Board Member Ascuaga, seconded by Board Member Hill, it was resolved to approve Items C1, C2, and C3 on the consent agenda, as presented. The motion was **APPROVED** by a vote of 9-0-0. Motion carried.

## **D. PRESENTATIONS**

**Item D2 was moved to the beginning of the presentations.**

### **D2. Reno-Sparks Livestock Events Center Legacy Project**

The President of NWHCA, Perry Di Loreto, Reno Rodeo, and J.J. Goicoechea, Director of the State of Nevada Department of Agriculture provided an update on the vision, progress, and plans for the Nevada Western Heritage Center Alliance and the Reno Rodeo facility. The Reno Rodeo Legacy Committee was formed in 2015, and in 2019, secured \$2 million in funding (including a matching grant from the state Department of Agriculture) for future planning of the facility. In 2020, a 30% design concept was completed, and the Nevada Western Heritage Center Alliance was established to further community involvement beyond just the rodeo. The property has a long history, originally entrusted to the Board of Agriculture in 1864. It has been subject to legislative guidelines established in 1887 to ensure its use for the promotion and protection of agriculture.

In 2023, the Nevada Department of Conservation and Natural Resources awarded a \$6 million grant for critical infrastructure improvements (sewer, water, storm drainage), which are underway and expected to be completed by September next year. Assembly Bill 333 was passed, returning the property to the purview of the state Department of Agriculture and officially designating it as the Nevada State Fairgrounds.

The state fair will be re-established at this location, with the first event planned for June 10–14, featuring 4H activities and the Nevada Junior Livestock Show Board's annual sale.

Planned improvements included a 30% increase in seating, new hospitality offerings, permanent restrooms, and enhanced ADA compliance. There was a focus on public safety and deferred maintenance, with an estimated \$15 million in additional upgrades needed.

The project requires broad community support and cooperation among local governments, organizations, and advisory boards. All improvements must align with the original trust and be reviewed by the Nevada Junior Livestock Show Board. The Department of Agriculture is committed to transparency, partnership, and ongoing communication with stakeholders.

**Board Member Carano** asked what changes occur in funding management now that the state is the official owner of the property, specifically regarding the Fair and Recreation Board, and whether funds would now go through the state's general fund.

**Mr. Perry Di Loreto** explained that an account has been established for the property, and funds will be funneled through this account, which can earn interest and will not revert to the state general fund. The account is a revolving fund, and the bill's language allows for revenue streams from any source and partnerships with any entity. The Department of Agriculture is considering leveraging Ag District 10, seeking CIP dollars for improvements, and securing private grants.

**Board Member Ableser** raised concerns about the complexities of serving as both the management group and potentially being involved in capital funding efforts, and asked how firewalls would be drawn between these roles.

**Mr. Perry Di Loreto** responded that these conversations are ongoing, and the parties are working through the complexities.

**Chair Schieve** expressed gratitude for the presentations and emphasized the importance of the Reno Rodeo and livestock event center for Northern Nevada's culture and economy. Chair Schieve suggested that similar facilities could drive business to the region, referencing South Point in Southern Nevada.

**Board Member Bybee** thanked everyone for their work and expressed excitement about the property's future potential, including its use for rodeo, livestock, 4H, and broader community benefits. They emphasized the importance of initial safety and grandstand improvements and looked forward to future collaborations.

**Board Member Ascuaga** appreciated the timeline and partnership among various organizations, noted the facility's role as a "room night generator" for hospitality and tourism, and stressed the value of authenticity in marketing the area and the impact of events like the rodeo on visitors.

**Board Member Hill** spoke on behalf of the county, expressing support for the partnership with the state and private partners, and highlighted the need for ADA investments, sharing a personal story about accessibility issues at the facility.

**Board Member Carano left the meeting at 10:40am, he returned at 10:43am.**

**Board Member Young left the meeting at 10:47am, she returned at 10:58am.**

**D1. Presentation: KPS3**

The presentation by Danielle Longley, Brittany Silva, and Julia Jones from KPS3 highlighted their role as the website agency for over two years, during which they led a complete redesign and ongoing management of the site. The website was recognized with the “Best Website in the West” award from the American Advertising Federation for its innovative, user-friendly, and digital-first design. The site features advanced personalization, including an AI-powered chatbot and a gamified quiz that customizes user experiences.

Technically, the website achieved zero downtime last year and benefited from a headless tech stack, allowing rapid updates and stability. The team published 40 new content pieces, optimized over 120 pages, and introduced “local perspective” articles to boost search and AI visibility. The quiz was redesigned based on user data, resulting in increased engagement and completions.

Looking ahead, KPS3 plans to deepen personalization, collaborate more closely with partners, and remain at the forefront of technology, including exploring custom GPTs for branded AI experiences. The agency emphasized balancing technical innovation, AI efficiency, and authentic human content to maintain user trust and engagement.

**Chair Schieve** inquired about which platform or provider was responsible for developing and managing the quiz feature on the website. It was noted that the quiz was developed in-house by KPS3.

**Chair Schieve** asked whether users could retake the quiz and receive different outcomes, or whether they are limited to their initial result. KPS3 replied that users can retake the quiz as many times as they wish. A retake button is available, especially on tablets and phones, to facilitate this.

**Chair Schieve** asked if it is possible to measure whether individuals who complete the quiz subsequently engage in marketing activities or visit the area, and whether DataFi provides such tracking capabilities. KPS3 noted that this full connection is not yet available. Currently, the team can identify which Persona a user is and track their interactions with the website, but connecting quiz completions to marketing outcomes is a future goal.

**Board Member Long** wanted to know whether more quizzes are completed on mobile devices or desktop computers. KPS3 shared that approximately 80% of quiz completions occur on mobile devices.

**Board Member Long** asked how the team ensures that website content remains current and accurate, given frequent changes in businesses, activities, and conditions. KPS3 explained that the team balances new content creation with ongoing optimization of existing content. SEO gaps are addressed first by updating or reverting old pieces, and the local team plays a key role in keeping event and vendor information up to date. Sanity CMS's AI features are being explored to streamline updates.

It was suggested that quiz results be reviewed quarterly to provide insights into guest feedback. There was also interest in whether any visitor sites nationwide are using custom GPTs for branded AI experiences. KPS3 shared that custom GPTs are not yet widespread across visitor sites. Still, it is developing such solutions for other partners and views this as the next evolution of trusted, branded AI experiences. Guide Geek currently powers the AI chatbot, but custom solutions are being explored.

### **D3. Reno-Sparks Convention and Visitors Authority Update on Capital Projects**

The capital budget included quarterly updates by facility, covering completed, pending, and upcoming projects. At the convention center, bleachers have been purchased and installed, the track is being set up, and digital displays and electronic key systems are underway. For the Livestock Event Center, new tables, chairs, utility vehicles, and a turf tractor have been acquired, with some projects still pending due to scheduling. The turf tractor was purchased at a significantly reduced price thanks to diligent shopping.

At the Bowling Stadium, carpet installation and stadium club upgrades are in progress, with completion expected in Q2 or early Q3. The Reno Events Center is receiving new pipe and drape, bleacher curtains, and lighting/sound equipment, with these projects coming in under budget. The AV IT team is upgrading core switches and technology across all venues, with ongoing wiring and communication improvements. Overall, about 28% of projects are complete and 30–35% are in progress, keeping the team ahead of schedule.

**Chair Schieve left the meeting at 11:17am, she returned at 11:25am.  
Board Member Long left the meeting at 11:22am, he returned at 11:25am.**

### **D4. Reno-Sparks Convention and Visitors Authority Department Updates**

Celeste Rodriguez was announced as the Employee of the Month for August. Celeste began as a marketing intern in January 2019, was promoted to Public Relations Coordinator in June 2019, and then to Digital Communication Specialist in August 2020. Celeste is recognized for leadership, participation in PR trips, being named a Destinations International 30 under 30, and serving on the Alumni Council and committees.

Three senior staff members received promotions:

- Lori Tange is now Executive Director of Human Resources, recognized for strategic insight and commitment to workplace culture.
- Chad Peters is now Executive Director of Venue Operations, noted for operational excellence and collaborative leadership.
- Christina Erny was promoted to Chief Marketing Officer, credited for creativity and strategic vision in marketing initiatives.

The Reno Events Center has several contracted events:

- Phil Wickham (October 24, 2025)
- Nitro Circus (December 10, 2025)
- Disney on Ice (February 5, 2026)
- Raymond Lam (February 6, 2026)
- PBR (February 20, 2026)

- Jeff Dunham (March 20, 2026)

Eight additional bids are pending contracts and offers, with updates expected next month. Renee McGinnis and Valerie Segarra were commended for their work booking the downtown Event Center. A new Director of Entertainment will join on October 27 and be introduced at the November Board meeting.

Six key metrics were reported for September (not fully audited yet):

- Tourism and arts team performance: up 7.3% year-over-year.
- Group sales: down significantly by 42.3%, but previous months compensated.
- Visitor count: down 4.3% month-over-month.
- Overall room tax: down 3%.
- ADR (Average Daily Rate): up 0.5%.
- Occupancy: down 2.8%.

The finance and accounting team was commended for budget management.

In Q1, 15 events were executed, and Jennifer Aginor participated in the PCMA Capital Chapter event in D.C. The IMEX event exceeded expectations, with 172 guests (the target was 130). The sales team members received industry recognition: Shelley Fine received the Visionary award at the Smart Woman Summit, and Jennifer Abdenor was recognized by the Association of Meeting Professionals for board chair service (second time).

The International Bowling Federation event, organized by Rhonda Leach, brought 37 teams from 37 countries, resulting in over 1,700 room nights and a successful closing banquet with more than 500 attendees. Major group bookings in the first quarter included the National Association of School Resource Officers (NASRO) for 2026 and 2032, each expected to generate over 9,000 room nights, and the International Code Council for September 2027 with nearly 4,200 room nights.

The VFW Annual Convention was secured for both 2026 and 2029, marking a rare repeat booking for the region and demonstrating the sales team's strong performance. Room nights for the first quarter exceeded goals by 21%, reaching 96,000, with all selling directors surpassing their targets. September saw 70,263 room nights, up by 1,000 from 2023 and 4,800 from last September, with notable growth in the receptive operator and travel agent sectors, especially in corporate travel. Year-to-date, 210,000 room nights were recorded, up 7,000 from last year, and the team is ahead of the quarterly and annual goals.

Activities included hosting operators at a celebrity golf event, supporting the Guadalajara flight partnership, and conducting sales missions in Mexico, which contributed to a 9% increase in Mexico business over two years and a 12% rise in travel from Mexico to the U.S. through July. The Guadalajara flight remains strong, with a shift toward more leisure travelers, benefiting local hotels and maintaining steady passenger numbers.

## **E. BOARD MATTERS**

**E1. Review, Discussion and Possible Action to (1) Approve a Seventh Amendment to the Agreement Dated June 13, 2012, By and Between the Reno-Sparks Convention and Visitors Authority (RSCVA), the City of Reno, Nevada (Reno), and the United States Bowling Congress (USBC) and (2) Authorize the RSCVA President & CEO to Execute the Seventh Amendment.**

The Board approved a seventh amendment to the agreement between the Reno Parks Convention and Visitors of the city of Reno and the United States Bowling Congress, authorizing the RSCVA President and CEO to execute the amendment. The amendment extends Reno Tahoe's agreement with USBC, adding three championships: two Open Championships (2035 and 2038) and one Women's Championship (2036), plus at least one USBC convention and ten short-duration events between 2028 and 2038.

The economic impact of these bowling events was deemed significant, with the 2024 USBC Women's Championship generating over \$26 million and the upcoming Open Championship forecast to bring over \$87 million. As part of the extension, Reno agreed to remove liquidated damage clauses starting in 2029, increase the site fee from \$30 to \$36 per bowler, and pay USBC a 15% commission on all concession sales during championships.

The Board expressed gratitude to key negotiators and partners, highlighting the importance of bowling events to the local economy and businesses. The agreement now goes to the city of Reno for review and, hopefully, approval, with recognition of its positive impact on local businesses and the community.

On a motion made by Board Member Ascuaga, seconded by Board Member Hill, it was resolved to approve a Seventh Amendment to the Agreement dated June 13, 2012, by and between the Reno-Sparks Convention and Visitors Authority (RSCVA), the City of Reno, Nevada (Reno), and the United States Bowling Congress (USBC) and to authorize the RSCVA President & CEO to execute the Seventh Amendment. The motion was **APPROVED** by a vote of 9-0-0. Motion carried.

**E2. Review, Discussion, and Possible Action to Recommend Approval of Funding for the Lake Tahoe Stewardship Council – Year 3 Council Membership Request in an Amount Not to Exceed \$20,000.00**

**Mr. Benjamin Kennedy** explained the proposal to allocate \$20,000 to the Stewardship Council. This allocation is an annual recurring practice. The senior staff unanimously approved moving the proposal forward to the Finance Committee, which also unanimously agreed to present it to the Board.

**Board Member Long** suggested that a new nominee should be selected. Mr. Benjamin Kennedy noted that Ms. Christina Erny would serve as the interim representative, with plans to appoint a permanent member in the future.

On a motion made by Board Member Long, seconded by Board Member Hill, it was resolved to approve the funding for the Lake Tahoe Stewardship Council – Year 3 Council Membership request in an amount not to exceed \$20,000.00. The motion was **APPROVED** by a vote of 9-0-0. Motion carried.



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

**Board Member Young** announced that about 200 federal employees in Reno are affected by a government shutdown and will miss their paychecks starting next week. Despite this, attendance remains steady, and support is provided through breakfast and lunch, as well as donations from the Food Bank of Northern Nevada and Children's Cabinet. Board members were encouraged to thank these employees for their continued service.

Bids for the new concourses, Gen A and B, are closing in mid-November, with construction for Concourse A slated for February. Gate B2 is closed for utility work. A ribbon-cutting ceremony was held for the new ground transportation center, marking the start of another major project.

There was a call for greater collaboration among KPS3, RCBA, and the airport, especially in light of upcoming opportunities such as the Winter Olympics in February. Ideas included showcasing Tahoe athletes and creating dynamic presentations or activations to welcome visitors.

Efforts are underway to make bowlers and other event guests feel special upon arrival. Past activations, such as airport music, have been successful at creating a welcoming atmosphere. The airport is seen as the "front door" to the city, and its presentation is essential for visitors' perceptions.

Suggestions were made to dress up the airport during the rodeo and other significant events to highlight local culture and attract visitors. Recognizing and promoting these events at the airport can encourage repeat visits and showcase the region's vibrant event calendar.

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

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

## **H. ADJOURNMENT**

Chair Schieve adjourned the meeting at 12:00 p.m.

The meeting may be viewed at the following:

09/25/2025 RSCVA BOD Mtg <https://www.youtube.com/watch?v=KR5KZee1sU8>



To: RSCVA Board of Directors

From: Robert Chisel

CC: Mike Larragueta, President/CEO

Date: December 11, 2025

Subject: Discussion and potential authorization for the Finance to retrieve and claim all unclaimed property in the name of the Reno-Sparks Convention and Visitors Authority (RSCVA)

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### **Executive Summary**

Staff are requesting authorization for the Director of Finance, Robert Chisel, to retrieve and claim all unclaimed property in the name of the Reno-Sparks Convention & Visitors Authority (RSCVA) and the Authority's properties.

### **Background**

The State of Nevada has a law and programs on assets that are unclaimed. The State of Nevada is the custodian of unclaimed property as specified in Nevada Revised Statutes 120A. When the "holder" of the property unsuccessfully attempts to locate the original owner, the assets must be escheated to the Nevada State Treasurer's Office, in accordance with NRS 120A. The Treasurer's Office is charged with safeguarding the value of these assets in perpetuity.

Staff of the Authority has identified unclaimed property with the State of Nevada and in order to request and retrieve the claim requires approval of the Board to authorize the Director of Finance to retrieve and claim unclaimed property in the name of the Reno-Sparks Convention & Visitors Authority, RSCVA, Reno Tahoe USA, and the Authority's properties. These properties to include the:

National Bowling Stadium	300 N Center St, Reno, NV 89501
Reno Events Center	400 N Center St, Reno, NV 89501

### **Fiscal Impact**

Staff will retrieve an estimated \$10,861.52 in unclaimed assets for the RSCVA.





### **Recommendation**

Staff recommends the approval of the Authorization for the Accounting Supervisor, Arcie Duigan, to retrieve and claim all unclaimed property in the name of the Reno-Sparks Convention and Visitors Authority, RSCVA, Reno Tahoe USA, and each of the properties, National Bowling Stadium, and Reno Events Center, that operates with the tax identification number 88-6001492, and deposit monies in the General Fund of the RSCVA.

# Miles Partnership Update



**Debbie Johnson**

*Senior Vice President*



**Ben Walton**

*Account Director*



**Ben Powers**

*Creative Director*

# Miles Updates

- Leisure Campaign
- M&C&S Campaign
- NO LIMITS // Brand Update

RenoTahoe.

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# FY25–26 Leisure Media | Overview



**Develop a 12-month domestic media plan** with flighting based on seasonal travel demand and visitation goals



Maintain an **always-on foundation across Google, Paid Social, and Programmatic tactics** to capture active travel intenders and drive site engagement



Activate **custom partnerships** to authentically highlight Reno Tahoe and extend “No Limits” messaging to high-value leisure audiences

# FY25-26 Leisure Media | Targeting



## OVERALL APPROACH

- 1. Prioritize Travel Intenders**
  - a. Layer on personas: Ambitious Adventurer, Cultured Creative, and Dynamic Parents
- 2. Layer on Geographic Targeting**
  - a. Heavy-up in priority feeder markets (e.g., West Coast, Denver, Dallas, Atlanta)
  - b. Extend reach into expansion markets where relevant
- 3. Layer on Behavioral & Contextual Attributes**
  - a. Target based on outdoor recreation, casino & gaming, event-seeking, road trips, and trend-driven families.
- 4. Layer on Audience-Specific Messaging**

## OVERLAYS

### BEHAVIORAL

- Outdoor Recreation Enthusiasts
- Casino & Gaming Enthusiasts
- Travel Planners
- Event Seekers
- Trend-Driven Families
- Road Trip Travelers
- Creative Explorers

# FY25-26 Leisure Media | Markets



## Fly Markets

Las Vegas  
Los Angeles  
Phoenix  
Denver  
Oakland  
Seattle  
San Diego  
Salt Lake City  
Dallas-Fort Worth  
Portland  
Boise  
Atlanta  
Chicago

**Seasonal Markets** = New York City

## Drive Markets

Sacramento  
San Jose  
Riverside - San Bernardino- Ontario  
San Francisco-Oakland

RenoTahoe

NO LIM  
ITS

# FY25-26 Leisure Media | Partners



ad  
genuity



ESPN

Google



hulu

Meta



Outside



SiriusXM



TRAVEL+  
LEISURE

TRAVELZOO®

VISTAR MEDIA

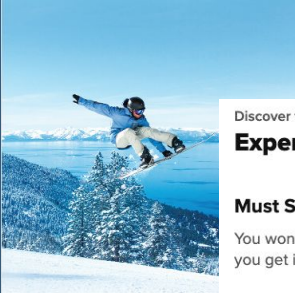
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LIMITS



# Custom Partner Executions





## Reno Tahoe

Special Offer

**\$25 off Reno Tahoe hotels**

[Claim offer](#)

[Search Hotels](#)

[Search Flights](#)


Discover the Land of No Limits

### Experience Reno Tahoe

**Must See in Reno Tahoe**

You won't want to miss these as soon as you get into town.


**Winter Memories**



**Family Experiences**

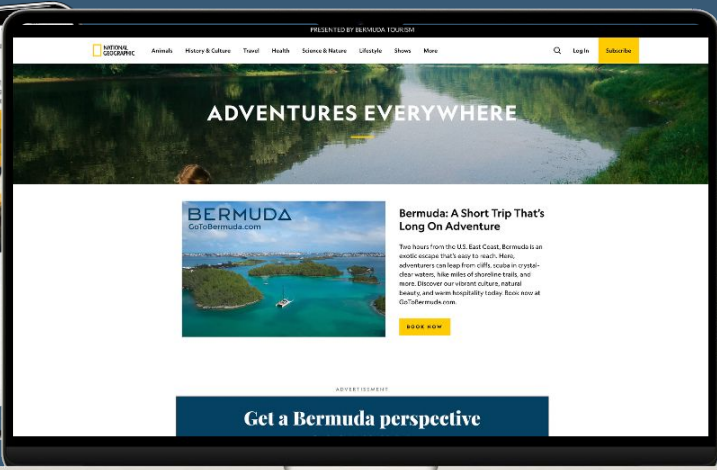

Enjoy the winter on an adventure with your loved ones!

**Nightlife**




**Reno Arch**

No trip to Reno without a neon sign at the iconic Reno Arch.



**ADVENTURES EVERYWHERE**



### BERMUDA

[GoToBermuda.com](#)

**Bermuda: A Short Trip That's Long On Adventure**

Two hours from the U.S. East Coast, Bermuda is an exotic escape that's easy to reach. Here, adventurers can leap from cliffs, scuba in crystal-clear waters, hike miles of pristine trails, and more. Discover our vibrant culture, natural beauty, and warm hospitality today. Book now at [GoToBermuda.com](#).

[BOOK NOW](#)

**Get a Bermuda perspective**

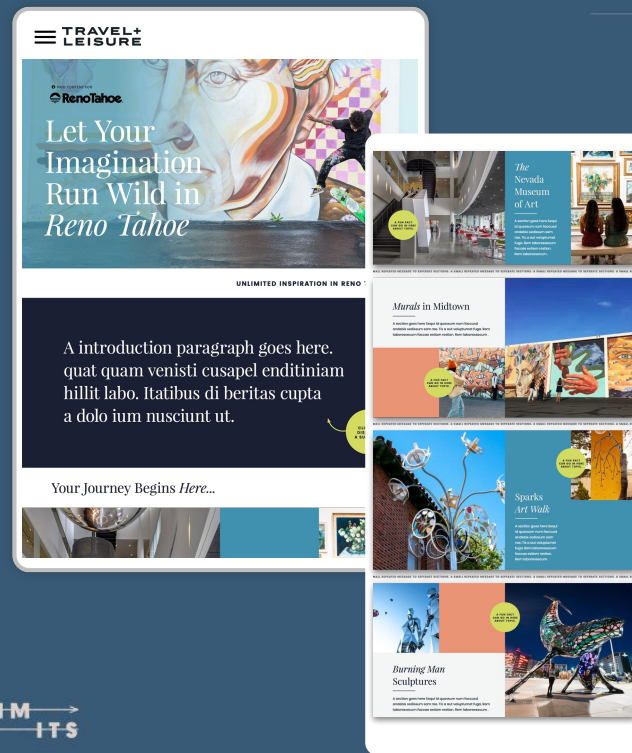
RenoTahoe.

NO LIMITS



# Custom Partner Executions

TRAVEL+  
LEISURE



RenoTahoe.

NO LIMITS

# Custom Partner Executions



**SiriusXM**



Click to play



**RenoTahoe.**

NO LIMITS

# FY25-26 M&C / S Media | Overview



## Meeting Planner Characteristics

- 1-250 peak room nights
- Primarily Western U.S. events
- ~6 events per year
- Booking 6 months to 2 years in advance

## Decision Drivers

- Hotel quality, rates, service levels
- Geographic accessibility
- Meeting facilities & cost efficiency

## Sports Planner Characteristics

- 1-500 peak room nights
- Primarily Western U.S. events (Track & Field only)
- located throughout the U.S. with no central "hubs"
- ~6.7 events per year
- Booking 1-2 years in advance

## Decision Drivers

- Venue quality & geographic location
- Cost efficiency
- Strong DEI & sustainability practices

# FY25-26 M&C / S Media | Targeting



## OVERALL APPROACH

1. **Prioritize B2B Decision Makers**
  - a. Focus on **C-Suite executives**, **meeting planners**, and **sports event professionals**.
2. **Layer on Geographic Targeting**
  - a. Heavy-up in **priority feeder markets** (e.g., Atlanta, Austin, Boston, DC, etc.)
  - b. Extend reach into expansion markets where relevant
3. **Layer on Behavioral & Contextual Attributes**
  - a. Target based on **venue sourcing behaviors**, **business travel affinities**, **DEI and sustainability values**.
4. **Layer on Audience-Specific Messaging**

## OVERLAYS

- **C-Suite Executives:** Perceptions, destination growth, leisure + business appeal.
- **Meeting Planners:** Incentives, facilities, service levels, unique venues, downtown/destination lifestyle.
- **Sports Planners:** Venue quality, cost, DEI & sustainability, recreation opportunities, past event credibility.

# M&C / Sports Media | Markets



## Meeting Planners Markets

Atlanta  
Austin  
Baltimore  
Boston  
Miami  
Richmond  
Salt Lake City  
Washington DC  
Chicago  
Dallas & San Antonio  
Orlando  
Northern California  
Northern Nevada  
Oregon  
Idaho  
Washington

## Sports Planners Markets

National

RenoTahoe

NO LIMITS

# FY25-26 M&C / S Media | Partners



ad+  
genuity

meetings  
PEOPLE + PLACES TODAY

  
**Sports ETA**  
SPORTS EVENTS & TOURISM ASSOCIATION

Smart meetings  
essential for the event evolution

***SportsTravel***<sup>®</sup>

**sports**  
DESTINATION MANAGEMENT

***BowlersJournal***  
INTERNATIONAL

RenoTahoe.

NO LIM ITS

# Leisure Media: Nov. Performance



## Media Investment

▼ 20%

Oct. 2025	Nov. 2025
\$202,489	\$162,505

Investment down 20% due to reduced CTV weight.

## Impressions

▲ 4%

Oct. 2025	Nov. 2025
13,334,415	13,823,305

## Clicks

▲ 47%

Oct. 2025	Nov. 2025
70,800	104,305

## Engagement Rate

▼ 36%

Oct. 2025	Nov. 2025
29.64%	18.90%

Declined is aligned with the reduced CTV mix, as that brings in that upper funnel engagement

## SEM CTR

▲ 12%

Oct. 2025	Nov. 2025
12.51%	14.05%

## SMM CTR

▲ 28%

Oct. 2025	Nov. 2025
1.15%	1.47%

# M&C/S Media: Nov. Performance



## Media Investment

▲ 30%

Oct. 2025	Nov. 2025
\$8,497	\$11,076

Investment only includes digital partnerships, not print.

## Impressions

▼ 2%

Oct. 2025	Nov. 2025
351,724	342,014

## SMM CTR

▼ 9%

Oct. 2025	Nov. 2025
2.55%	2.32%

## Clicks

▼ 2%

Oct. 2025	Nov. 2025
5,155	5,239



# Measuring Success

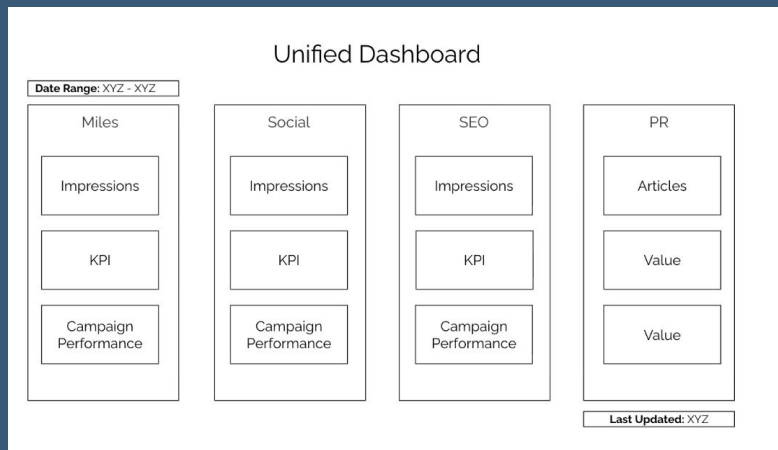


## Unified Dashboard

Miles is working with each agency to capture the primary KPIs for their respective focus area on behalf of RSCVA, which we will work in collaboration with Tourism Economics who will create individual dashboards for each within Symphony.

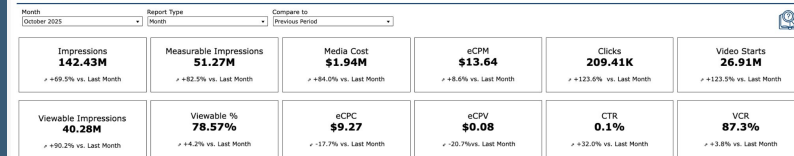
Destination | Paid | Owned | Website | PR

While the individual agency dashboards will contain broader KPIs essential to their respective programs, a centralized 'summary' view will be designed that includes the 1-3 primary KPIs that RSCVA will share routinely with internal stakeholders.

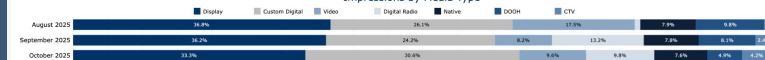


## Paid Media Overview

October 2025, Month



## Impressions by Media Type



## Partners & Placements

Site Name	IP	Impressions	Clicks	CTR	CPM	CPC	Conversions	Media Cost	VCR	Video Starts
Base DSP		42,835,854	65,699	0.1%	\$13.43	\$9.48	90,167	\$75,303	77.8%	10,319,860
Sojern		22,352,994	42,054	0.2%	\$8.54	\$3.48	77,122	146,161	74.4%	3,918,699
Amazon Advertising		11,628,625	3,467	0.0%	\$18.01	\$60.42	34,312	209,463	99.3%	5,588,327
Amazon.com (Amazon Media Group)		10,505,139	442	0.0%	\$9.00	\$215.10	908	95,076		0
advertising.apple.com		9,762,202	11,991	0.1%	\$4.73	\$3.85	19,784	46,163		0
Yahoo Search (Yahoo! Properties) - WFTimes.com		7,647,836	18,657	0.2%	\$15.15	\$3.77	795,687	\$27,436		0
Campaign	IP	Impressions	Clicks	CTR	CPM	CPC	Conversions	Media Cost	VCR	Video Starts
		47,787,464	90,184	0.2%	\$13.88	\$8.41	119,342	758,634	98.4%	1,797,158
		32,437,090	65,806	0.2%	\$9.44	\$4.65	97,733	266,265	77.4%	5,217,083
		19,808,587	3,899	0.0%	\$11.57	\$58.77	33,704	229,126	99.4%	3,203,032
		10,867,575	11,679	0.1%	\$7.65	\$6.60	29,156	77,629	71.7%	2,803,642
		6,860,944	4,574	0.1%	\$8.91	\$13.36	5,124	61,128	80.1%	1,328,494
		4,471,707	75,187	0.4%	\$12.66	\$7.01	76,768	\$75,768	47.5%	447,607

Source: Miles Partnership

Powered by SYMPHONY | TOURISM ECONOMICS

RenoTahoe.

NO LIMITS



# NO LIMITS // Brand Update

RenoTahoe.

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



## Brand Strategy: **NO LIMITS**

Following a productive brand workshop in October, the Miles team rolled in RSCVA collaboration and feedback to strengthen the initially proposed brand pillars and creative campaign. The following section is a brief overview of the thinking that led us to the current creative, including snapshots of research data, potentiality, and brand platform research.

# Future Partners Findings: **NO LIMITS is Working**

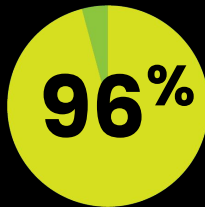
OUR CONSUMER IS  
ALREADY ON BOARD

**64%**

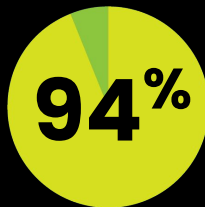
of target demo agrees  
that Reno Tahoe has a  
**"spirit of independence"**

VIEWERS APPROVE OF THE APPROACH

Viewers  
of Current  
"No Limits"  
Campaign



Liked RSCVA  
Ads



"Would Visit"  
after seeing  
RSCVA ads

WE SPEAK TO OUR  
CONSUMERS' AMBITION

**81%**

of RSCVA visitors travel  
to "live life to its fullest".  
NO LIMITS speaks directly  
to this demo who "seeks  
thrills and enjoys  
taking risks"



# Make the Brand Work Harder

## NO LIMITS Potential



### THE MESSAGING GAP:

Vegas touts "What Happens Here, Only Happens Here" and it's stuck in everyone's heads.

Park City touts "Ski City" with a tree-hugging, cult-like ethos.

Pushing the "No Limits" brand more prominently will bring differentiation and recall.

### THE OPPORTUNITY:

While research shows our brand is currently perceived as "less distinctive," that provides us clear direction and thus a powerful launchpad. We aren't just another friendly mountain town—we have an edge. "No Limits" cuts a distinct path for the brand.

### THE SOLUTION:

"No Limits" isn't just a tagline; it's a promise. It captures the raw freedom of the Sierras and the ambitious, 24/7 energy of our city. It telegraphs unapologetic exhilaration—something we can deliver (and with stakeholder help, deliver it better and better).

**Where others offer a mix of city and nature, Reno Tahoe delivers a fusion.  
"No Limits" is the rallying cry that defines our irreplaceable identity.**

# Emotional Appeal

## THE WHY

### ● BOUNDLESS POTENTIAL

This fuels Unbounded Ambition and is the ultimate promise of the brand—a feeling of freedom and possibility that the audience experiences in Reno-Tahoe.

### ● INTENTIONALLY UNEXPECTED

The Great Contrast is echoed in the delight and surprise that comes from the collision of worlds—from mountain top to downtown—all in one day. The destination is designed to challenge expectations and reward curiosity.

### ● LIVE THE MOMENT

Visitors feed off our Unpretentious Energy, and inhabit a mindset where they let their guard down, embrace the unexpected, and be a participant in life as opposed to a spectator.

# Emotional Promise

## THE HOW



### ● ENCOURAGE FREEDOM

The call to action for the audience, inviting their Unbounded Ambition. It gives them permission to explore the unconventional and the offbeat, promising that the brand will satisfy their hunger for new experiences.

### ● REWARD CURIOSITY

Our promise that fulfills the call to action. It emphasizes that our experience is always fresh, moving, and rewarding for those who seek it out. This is inherent in the Great Contrast of Reno Tahoe.

### ● WELCOME THE UNEXPECTED

This is the brand's voice and tone in action. It's a direct, bold, and open invitation that reinforces Unpretentious Energy, telling the audience they are welcome to bring their ambition and their swagger, no judgment, just an opportunity.

BRAND PROMISE

Your ambition thrives in **Reno Tahoe,**  
the land of **NO LIMITS.**







BRAND PROMISE

# Your ambition thrives in **Reno Tahoe**, the land of **NO LIMITS**.

## **UNBOUNDED AMBITION**

When there are  
No Limits for your ambition,  
your ultimate self will thrive.

## **THE GREAT CONTRAST**

It's a vibrant city. It's an  
epic landscape. It's your  
canvas to bring together  
the extremes with  
No Limits.

## **UNPRETENTIOUS ENERGY**

It's not our ambition. It's  
yours. And you're welcome  
to bring as much of it as  
you want, there are  
No Limits.



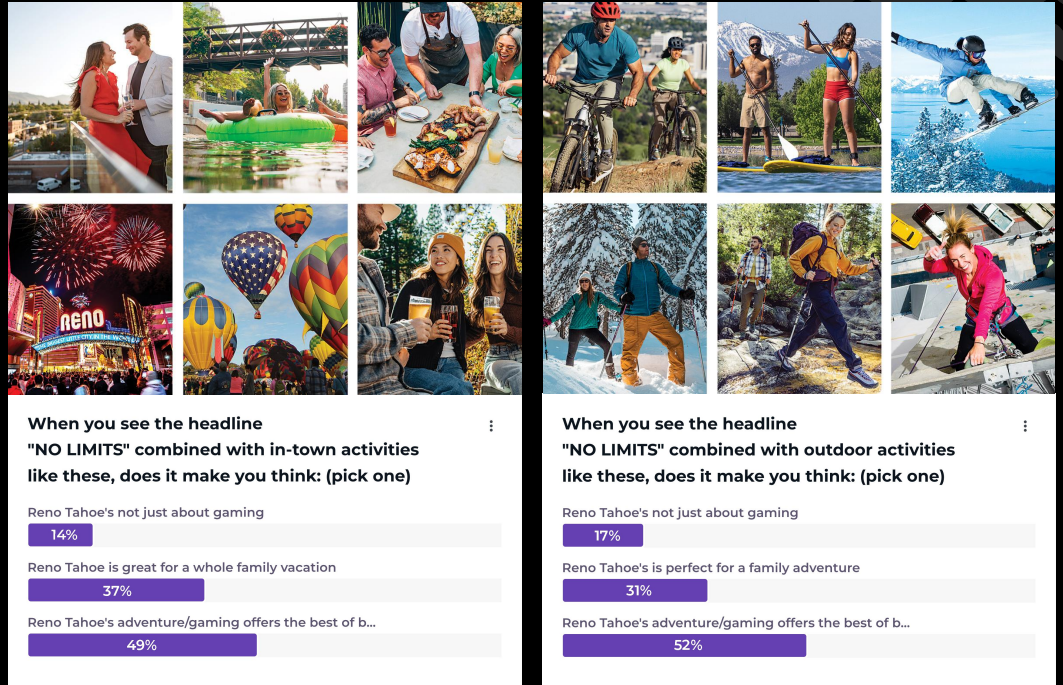
# Setting the Tone for **Our Brand Voice**



- **Confident, Not Arrogant:** We have a swagger born from our unique offerings, but we want to share it not brag about it
- **Passionate, Not Overzealous:** Our communications feel active and full of life, mirroring the experiences we offer, but are grounded in approachability
- **Offbeat, Not Stand-offish:** We celebrate our individuality and go against the mainstream, but never to the extent that it feels cliquish
- **Challenging, Not Critical:** We challenge our audience directly, daring them to do more, see more, and be more, but also accepting them as they are
- **Welcoming, Not Pretentious:** Our boldness wins people over, and always feels like you're in on the adventure rather than waiting for your turn at the wheel

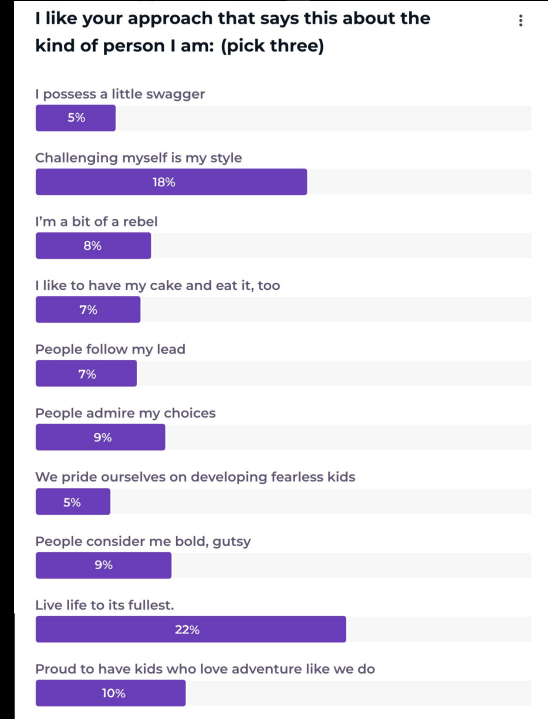
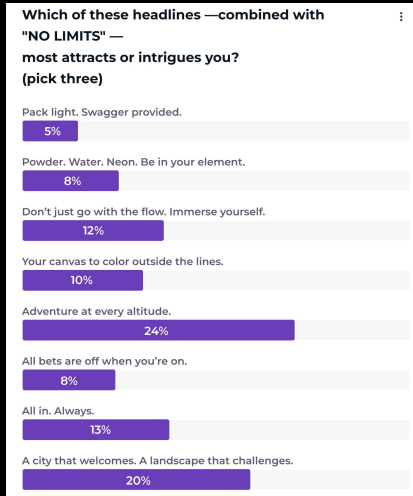
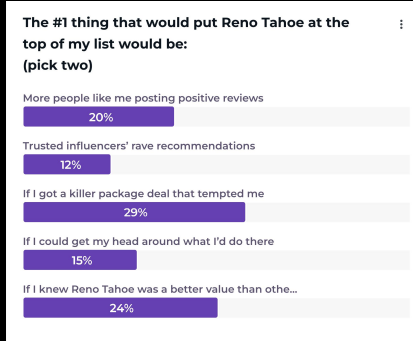
# Survey Data from OnePulse

Miles ran a timed OnePulse survey to take the temperature of our brand strategy and platform. The survey ran Reno Tahoe specific imagery alongside qualitative questions that gauged perception from target demographics (e.g. outdoors enthusiasts). The results showed that our direction is sound, and also that certain KPIs, like family travel, benefit from this approach.



# Survey Data from OnePulse

Other questions asked participants to self-identify, and also point out factors that would influence their decisions to travel to Reno Tahoe. Again, brand archetypes are on target, as participants identified most with challenging self and living life to its fullest. Unsurprisingly, package deals were most enticing for encouraging travel, but Reno Tahoe's value proposition is an area that still needs attention. Some headlines were more popular with the caveat that they were viewed without accompanying visual creative to sway opinion.



# Survey Data from OnePulse

Despite any perception gaps, however, the final question of the survey was shocking in its near unanimity. The takeaway is clear: NO LIMITS resonates and wins over fence-sitters by appealing to Unbound Ambition, highlighting the Great Contrast, and embodying Unpretentious Energy.

Has participation in this survey and seeing what Reno Tahoe has to offer increased your desire to visit?

YES : )

97.03%

NO : (

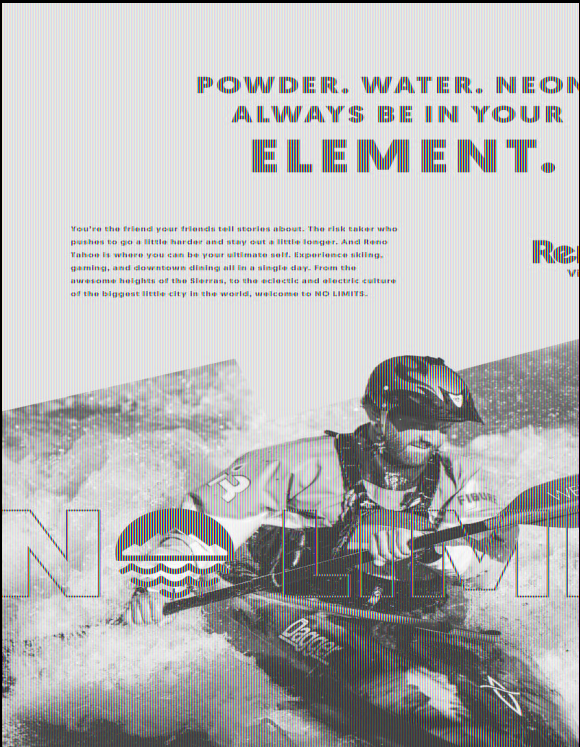




## NO LIMITS Leisure **Spring 2026**

The following represents a creative collaboration between Miles and RSCVA to give voice and visage to the brand evolution of NO LIMITS. While not exhaustive, it provides a broad seasonal and demographic snapshot of how the evolved brand will live in the wild.

SINGLE PAGE PRINT

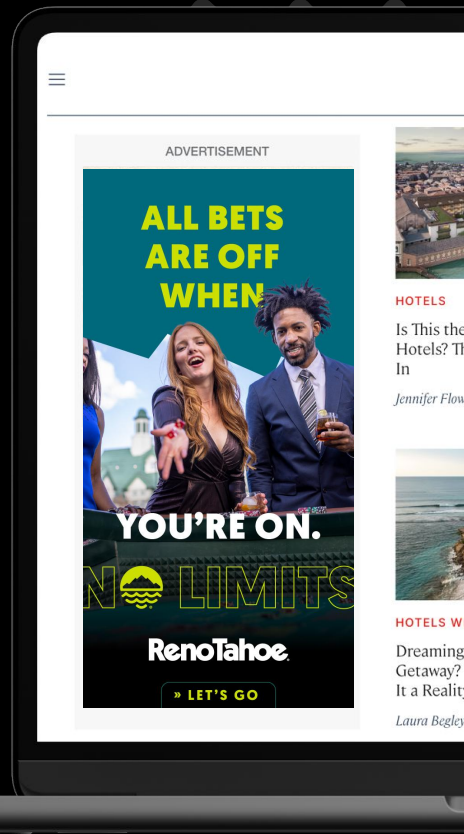
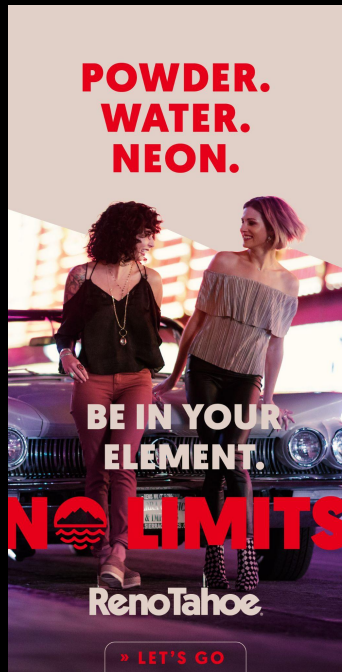


HALF PAGE PRINT



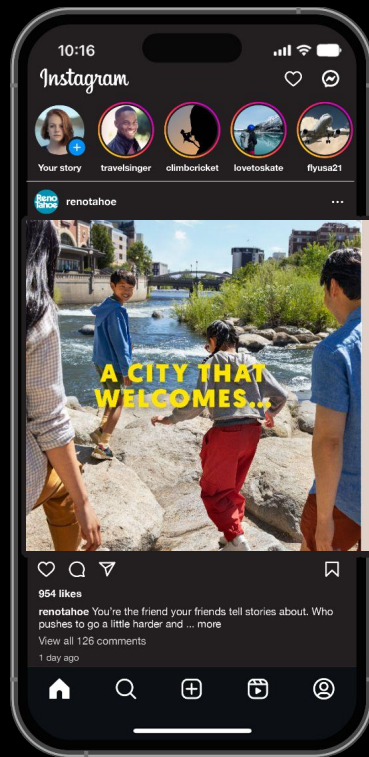
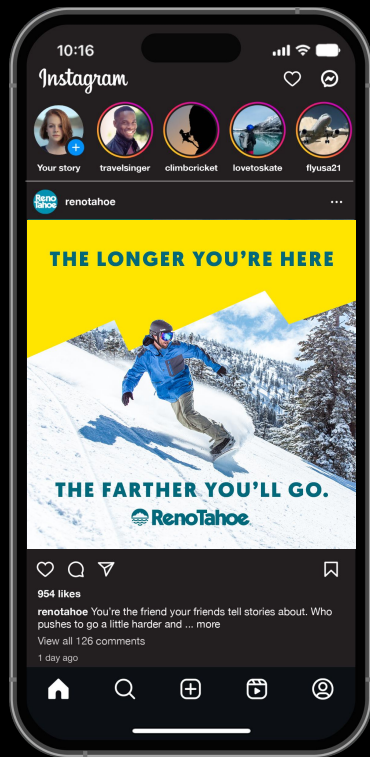


DIGITAL BANNER ASSORTMENT





SOCIAL MEDIA POST, AND CAROUSEL






## NO LIMITS M&C/S **Spring 2026**


C-suite, meetings, and sports planners are such a large part of RSCVA's ongoing success that it was imperative to address their needs as part of this brand evolution. The proposed look is a close sibling of the leisure campaign, borrowing color and type, while ensuring that photography and representation speak clearly to the intended audiences. We are also focusing on M&C/S sales team as real world manifestations of the brand, providing them with swag to complement their swagger.

FULL PAGE PRINT


# PREMIER INDOOR FACILITIES. PLEASED TO MEET YOU.

Meet Reno Tahoe, where a thought-provoking conference can become a thrilling expedition, just by walking outdoors. From the awesome heights of the Sierras, to the eclectic and electric culture of the biggest little city in the world, welcome your attendees to no limits.





## NO LIMITS



Visit [RenoTahoe.com](http://RenoTahoe.com)

HALF PAGE PRINT

# LET'S TAKE THIS MEETING OUTSIDE.

Meetings in Reno Tahoe offer world-class appointments alongside unpredictable adventures. An executive's conference can become an outdoor expedition, just by walking outdoors. From the awesome heights of the Sierras, to the eclectic and electric culture of the biggest little city in the world, welcome your attendees to no limits.



## NO LIMITS



Visit [RenoTahoe.com](http://RenoTahoe.com)

### Blending profitability with sustainability in chemicals

For the chemical industry, future competitiveness will hinge on the ability to reduce emissions, close material loops and meet rising demand for sustainable products. Customers, investors and regulators are all pushing for lower-impact solutions.

"Sustainability and profitability are no longer at odds," explains Charlie. "In fact, they are increasingly interdependent." Companies that lead on sustainability are positioning themselves for long-term value creation.

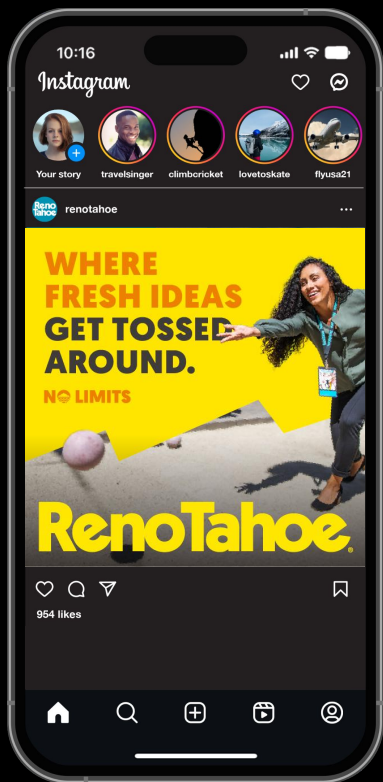
Investing in technologies that reduce emissions and increase resource efficiency, while also developing new

### Financial mechanisms and policy trends shaping the sector

Achieving net zero at scale requires rethinking how capital is mobilised. Blended finance, sustainability-linked loans and transition finance are unlocking large-scale investment in net zero projects.

Policy is also moving quickly, especially in key markets like the European Union. Carbon pricing, emissions reporting and recycled content mandates are already influencing investment decisions. Regulations such as Extended Producer Responsibility (EPR) are pushing companies to take greater ownership of their products' end-of-life.

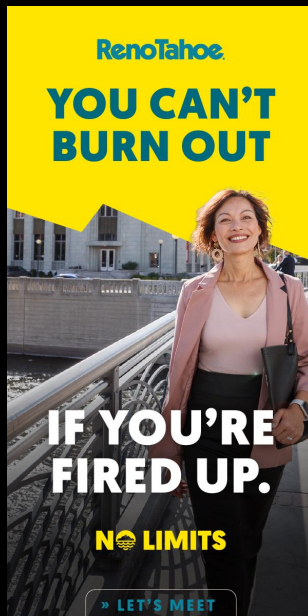
MEETINGS SOCIAL



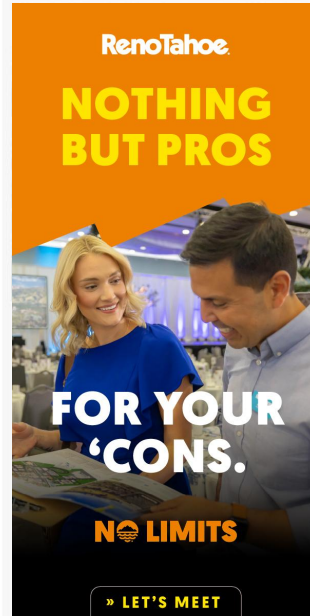
SPORTS PLANNERS



C-SUITE



EVENT PLANNERS



HOTELS

Is This the Future of Luxury Hotels? This Hotel CEO Weighs In

Jennifer Flowers



HOTELS WE LOVE

Dreaming of a Private Island Getaway? Here's How to Make It a Reality

Laura Begley Bloom



# Thank You

**miles**  
PARTNERSHIP

# Reno Pro Soccer

*November 2025*





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# SOCCER AND THE USL



# CONTINUED GROWTH OF SOCCER IN US

Independent studies and reporting all point to the same trend: soccer's rise from a niche pastime to a mainstream force. Among younger fans especially, the sport now rivals — and in some cases surpasses — the traditional pillars of American sports fandom. With the youngest fan base of any major sport, the future of soccer in the U.S. is poised for continued growth, deeper cultural relevance, and expanding commercial potential.

**Forbes**

"Soccer will soon be America's Third-favorite spectator sport"

"Soccer Fandom Is Booming In America According To New Report"

**YouGov®**

Fan interest in soccer (across all soccer properties) has now surpassed interest levels in the NHL and NBA

Soccer fans are the youngest across all major sports with more than half categorized as Gen Z or Millennial

**GALLUP**

Among 18-29 year-olds, soccer finished as third (behind football and basketball) favorite sport to watch

# SOCCER'S ONCE-IN-A-LIFETIME RUNWAY IN THE US

*Soccer will once again be featured on the world's stage — driving unprecedented exposure and engagement across the United States. Momentum will build with the 2026 FIFA World Cup on U.S. soil, continue through the 2028 Los Angeles Olympics featuring both men's and women's soccer, and culminate with the projected hosting of the 2031 FIFA Women's World Cup — offering years of global attention and domestic growth.*



UNITED2026



2027



2028  
IN THE UNITED STATES



2030



2031  
IN THE UNITED STATES\*

# USL CONTINUING TO STRATEGICALLY EXPAND

United Soccer League (USL) is the largest pro soccer operator in the United States - overseeing USL Championship, USL League One and Women's Super League, as well as multiple amateur/youth properties

- USL has grown faster than any other U.S. men's professional league in the past decade
- Attendance up 25%+ since 2019; multiple clubs setting all-time records
- Expansion into strategically chosen markets underserved by other major leagues, with opportunity for strong local and community buy in



32 CLUBS BY 2028



22 CLUBS BY 2028



9 CLUBS BY 2026





# USL TO PIONEER PROMOTION + RELEGATION IN US

USL is set to become the first US league system to implement promotion and relegation, embracing the traditional European model that enables clubs, like Wrexham, to rise through the ranks based on merit.



[ESPN: Will USL's move to pro-rel change U.S. soccer, threaten MLS?](#)



[NY Times: After historic USL vote, promotion, relegation in USA to become reality](#)

**USL Launching Division I Men's League:** A planned, sanctioned Division I league will sit above the current USL Championship, forming a vertically-integrated professional pyramid.

**Promotion-Relegation Framework Approved by USL Board of Governors:** Internally approved and publicly committed to implementing promotion and relegation across its divisions, creating a merit-based ecosystem for clubs and fans.

**First-Mover Advantage in American Promotion-Relegation:** The USL's initiative offers early investors a rare chance to align with the first scalable promotion-relegation model in the U.S., which could reshape domestic soccer economics and fandom.

# EXPERIENCED OWNERS + INVESTORS CHOOSING USL

USL has attracted some of the most sophisticated ownership groups and investors in American sports, media, and real estate, bringing new levels of capital, expertise, and credibility to the league.

## **Institutional Capital & Development Expertise**

Owners with backgrounds in private equity, real estate, hospitality, media, and professional sports bring proven ability to finance stadium-anchored mixed-use districts and facilitate long-term franchise growth with diverse revenue streams.

## **Credibility & Visibility**

Recent entrants include NBA, MLB, and European football investors — lending global credibility, cross-league know-how, and opportunities for collaboration.

## **Community & Market Activation**

Groups have unlocked stadium financing, driven record season-ticket sales, and delivered authentic community engagement platforms.

## **Sustainable Growth Platform**

The caliber of ownership supports long-term asset appreciation, strong governance, and stability across the league.

# BUILDING SOMETHING SPECIAL FOR RENO





# RENO: MARKET PRIMED FOR CONTINUED GROWTH

*With strong economic and population growth and a business-friendly environment, Reno is poised to remain one of the best-performing metro markets in the Mountain region.*



Nevada 5th fastest-growing state

Reno-Sparks MSA population:  
~575,000 (2024)

Washoe County population up  
~9.1% since 2018

Reno-Sparks MSA GDP: \$43B (2023)

Nevada Ranked #7 State Business  
Tax Climate Index

# CENTRAL LOCATION FOR UNIQUE DEVELOPMENT

*27.95 acres of prime real estate along I-580*



# CENTRAL LOCATION FOR UNIQUE DEVELOPMENT

*27.952 acres of prime real estate along I580*





# STADIUM DETAILS

*"The nicest stadium in the USL ecosystem" Justin Papadakis, Deputy CEO USL*

Designed by renowned stadium architect TVS with a focus on premium amenities

- 6,248 seats (with expansion plans to 8,000)
- 12 suites
- 4 party suites
- 42 loge boxes
- Enclosed hospitality area and party deck
- Corporate meeting spaces



# STADIUM RENDERINGS





# PUBLIC LAUNCH OF RENO PRO SOCCER

*On October 16, USL awarded USL Championship franchise to Reno Pro Soccer*

- Press event and subsequent coverage resulted in the 4th largest launch day in USL history for website traffic and newsletter sign-ups
- Fan reaction included 500 paid deposits - all realized without paid promotion



# THE GATHERING SPACE FOR RENO!

## *ANCILLARY DEVELOPMENT INSPIRATION*



A walkable “village” with hotels, restaurants, bars, shopping, and gathering spaces that’s safe for fans and families



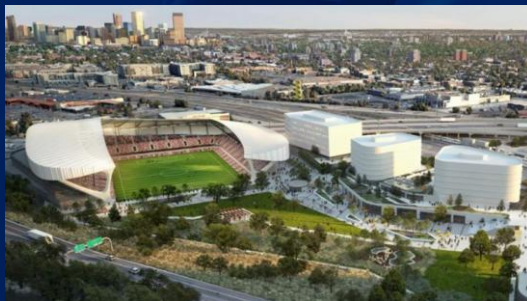
# INDUSTRY TREND: STADIUM MIXED-USE DEVELOPMENT

Stadium-centered, mixed-use development is among the most transformative trends in sports and real estate. A well-designed, stadium-anchored district can serve as a year-round economic engine—driving foot traffic, attracting private investment, strengthening community connection, and enhancing the value of surrounding properties.

**By controlling the adjacent development in the heart of Reno, Reno Pro Soccer can capture this value directly, creating a powerful  $1+1=3$  opportunity for investors through integrated team, venue, and real estate synergies.**



**Truist Park and The Battery**  
Atlanta (MLB)



**Denver Summit FC Stadium**  
Denver (NWSL)



**Tidewater Stadium**  
Pawtucket (USL)

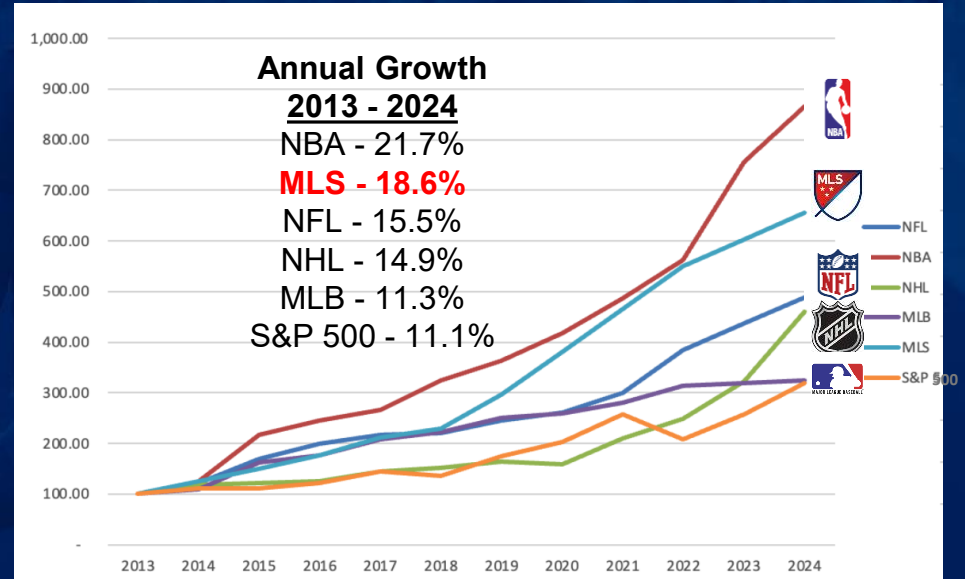
# SPORTS HAS BECOME A DESIRED ASSET CLASS ...

Professional sports have evolved into a structured, lucrative industry with strong fundamentals comparable to traditional businesses.

MLS, as a proxy for soccer, has delivered the 2nd-highest CAGR in U.S. pro sports over the last decade (behind only the NBA).

Returns have outpaced traditional asset classes, with low leverage and low correlation to broader market cycles.

Influx of private equity and institutional investors has accelerated demand and asset appreciation.



# RENO PRO SOCCER

## *Ownership and Executive Team*



### **Todd Davis - Principal Owner**

Todd is a seasoned entrepreneur with a successful track record. He sold his last company and relocated to Incline Village with his family. As the lead developer of this project, Todd is personally investing \$50 million. He brings a lifelong passion for soccer, inspired by his father's professional playing career.



### **Wendy Damonte - CEO and Co-Founder**

Wendy is an award-winning journalist and respected community leader. She's raised millions through philanthropy and is a trusted voice in Reno. Her family has contributed to the city's growth and vitality for more than a century.

# RENO PRO SOCCER

## *Ownership and Executive Team*



### **Bob Enzenberger - Deputy CEO and Co-Founder**

Bob brings 35+ years of litigation and mediation experience to the team. During his career, *Martindale-Hubbell* awarded Bob the highest possible rating in both legal ability and ethical standards. He also received two "Lawyer of the Year" awards by *Best Lawyers*.



### **John Doyle - President Soccer Operations**

John Doyle is a U.S. Soccer pioneer appearing for his country in both the 1988 Olympics and the 1990 World Cup. He had a storied professional playing career and spent 20 years as part of the San Jose Earthquakes as a player, broadcaster, coach, and General Manager.



# COUNTDOWN TO A HISTORIC KICK-OFF

October 2025

Public announcement

November 2025

Initial stadium design complete

February 2026  
approval

Conditional Use Permit

Spring 2026

Stadium Groundbreaking

May 2026  
revealed

Club name and brand

October 2026  
formation

Players signed and team

February 2027  
training camp

Inaugural preseason

Spring 2027  
1st match

Stadium ribbon cutting +



# THANK YOU

Wendy Damonte  
775-843-7575  
wendy@renoprosoccer.com

*Additional detailed financial materials are available to qualified parties upon request,  
subject to execution of a mutual NDA.*



@RenoProSoccer



@RenoProSoccer



@RenoProSoccer

<https://www.renoprosocket.com/>





To: RSCVA Board of Directors

From: Robert Chisel, Finance Consultant

Date: December 11, 2025

Subject: **Approval of the Annual Comprehensive Financial Report for the fiscal year ended June 30, 2025, including the Report of Independent Auditors.**

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**Background:**

The Annual Comprehensive Financial Report (ACFR) for the fiscal year ended June 30, 2025, has been completed, and the Report of Independent Auditors therein has been issued by the RSCVA's external audit firm, Baker Tilly US LLP.

An annual audit of every Nevada local government's financial statements is required by law, and the results of the annual audit must be submitted to the Board.

**Summary:**

We are pleased to report that RSCVA's FY 2024 Annual Financial Report has received an unmodified audit opinion from the RSCVA's external audit firm, Baker Tilly US LLP. An unmodified opinion from our external audit firm provides the highest level of assurance that the RSCVA's financial statements are materially correct and fairly presented.

We are also pleased to report that the RSCVA received no material weaknesses, significant deficiencies, or other findings as a result of the audit.

**Recommendation**

Staff recommends that the Board of Directors approve the Annual Financial Report for the fiscal year ended June 30, 2024.



To: RSCVA Board of Directors

From: John McGinnes, Vice President of Sales

Cc: Mike Larragueta, President & CEO

Date: December 05, 2025

Subject: Review, Discuss, and Possible Action to Approve Staff's Recommendation to Award Request for Proposal 2026-SALES01 for Attendee Transportation Services for the 2026 VFW 127th National Convention in amount not to exceed \$320,000. The amount to include the proposal amount is \$299,328, plus a 10% contingency of \$20,672.

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#### Executive Summary

The purpose of this agenda item is to review staff's recommendations to award Request for Proposal 2026-SALES01, Attendee Transportation Services for the 2026 VFW 127th National Convention. This professional service will be included in the Sales budget for fiscal year 2026-2027 with a budgeted amount of up to three hundred twenty thousand dollars (\$320,000.00).

#### Background

A Request for Proposal for attendee transportation services for the 2026 VFW 127th National Convention was released to the public on October 15, 2025. Included in the RFP was the requirement for the proposers to submit a base bid. The base bid included providing transportation to and from the contracted hotels to the Reno-Sparks Convention Center during the convention dates of July 24<sup>th</sup> through July 29<sup>th</sup>, 2026.

A mandatory pre-proposal meeting for this RFP was held in the RSCVA Boardroom on November 03, 2025, at 3:10 PM.

Staff evaluated the proposals and concluded that all the necessary requirements set forth in RFP 2026-SALES01 was met by one of the bidders. Protecting the integrity of the bidding process proposals were to be received in sealed envelopes, where all bids would be unsealed on November 03, 2025, at 3:10 PM. Two of the bidders were deemed unresponsive.



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

Contractor	Total Base Bid
Transportation Management Solutions (TMS)	\$299,328.00

#### Recommendation

Based on staff's evaluation of the qualifying proposals received, staff recommends the RFP 2026-SALES01 to Transportation Management Solutions (TMS) in the amount of two hundred ninety-nine thousand three hundred twenty-eight dollars (\$299,328.00). Transportation Management Solutions (TMS) met all the necessary requirements set forth in the RFP.

Staff is also recommending a 10% contingency in the amount of twenty thousand six hundred seventy-two dollars (\$20,672.00). This will make the total amount of the contract not to exceed three hundred twenty thousand dollars. (\$320,000.00)

#### Proposed Motion

I move to award the contract for attendee transportation services for the 2026 VFW 127th National Convention under Request for Proposal 2026-SALES01 to Transportation Management Solutions (TMS) under the terms presented and as set forth in Request for Proposal 2026-SALES01 and I direct staff to negotiate and execute the final agreement.

### **THIRD AMENDMENT TO DOWNTOWN EVENTS CENTER OPERATING AGREEMENT**

THIS THIRD AMENDMENT TO THE DOWNTOWN EVENTS CENTER OPERATING AGREEMENT (the “Third Amendment”), is made as of the \_\_\_\_\_ day of \_\_\_\_\_, 2025, by and between the CITY OF RENO, NEVADA, a municipal corporation (the “City”), and the RENO-SPARKS CONVENTION AND VISITORS AUTHORITY, a political subdivision of the County of Washoe, Nevada, organized and operated pursuant to NRS Chapter 244A (the “RSCVA”).

#### **RECITALS**

A. WHEREAS, the RSCVA and the City entered into the Downtown Events Center Operating Agreement (the “Original Operating Agreement”), effective as May 1, 2002, whereby the City engaged the RSCVA to operate, supervise, manage and maintain the Facility pursuant to the terms and conditions of the Original Operating Agreement.

B. WHEREAS, the RSCVA and the City of Reno executed the First Amendment to the Downtown Events Center Operating Agreement (the “First Amendment”), effective August 1, 2005.

C. WHEREAS, the RSCVA and the City of Reno executed a second Amendment to the Original Operating Agreement (the “Second Amendment”, and collectively with the Original Operating Agreement and First Amendment, the “Operating Agreement”), approved by Council on April 8, 2009. Capitalized terms utilized herein and not otherwise defined shall have the meaning ascribed to such terms in the Operating Agreement.

D. WHEREAS, Section 7 of the Original Operating Agreement provides that for each year in which the Facility does not generate Net Income, the City shall pay a General Services Allocation (“GSA”) to the RSCVA to offset certain costs associated with the operation of the Facility.

E. WHEREAS, RSCVA and the City of Reno have agreed to remove the obligation of the City to pay the GSA, and are executing this Third Amendment for such purpose.

NOW THEREFORE, for and in consideration of the mutual covenants herein contained and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the City and the RSCVA do covenant and agree as follows:

1. Recitals. The City and the RSCVA acknowledge that the Recitals set forth above are true, accurate and correct, and are incorporated herein by this reference.

2. Amendment. Section 7 of the Original Operating Agreement titled “General Service Allocation” is hereby deleted in its entirety. For the avoidance of doubt, and the City shall have no obligation to tender the GSA to the RSCVA for fiscal year 2025/2026, or during any ensuing fiscal year thereafter for the duration of the Agreement.

3. Effect of Amendment. This Third Amendment shall control over any contrary provision in the Operating Agreement and shall be effective on the date of its execution and delivery set forth below. Except as amended by the First Amendment, Second Amendment, and this Third Amendment, the Original Operating Agreement is ratified, confirmed and approved by the City and the RSCVA.

IN WITNESS WHEREOF, the City and the RSCVA have entered into this Third Amendment as of the date set forth below.

Date: \_\_\_\_\_

ATTEST:

By: \_\_\_\_\_  
City Clerk

APPROVED AS TO FORM

By: \_\_\_\_\_  
City Attorney

CITY OF RENO

By: \_\_\_\_\_  
Mayor

RENO SPARKS CONVENTION AND VISITORS AUTHORITY

By: \_\_\_\_\_  
Chief Executive Officer





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

December 2, 2025

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

Dear Mr. Larragueta:

In response to Ms. Estrellado's email request regarding the completion of Stephen Ascuaga's second two-year term as a member of the RSCVA Board of Directors expiring on December 31, 2025, the Nevada Resort Association nominates John Farahi of Monarch Casino for appointment for a two-year term beginning on January 1, 2026, and ending on December 31, 2027.

Per RSCVA's request to nominate more than one individual, we are also nominating Jeannie Magdefrau, General Manager of Monarch Casino Resort.

You may reach Mr. Farahi by email at [jfarahi@atlantiscasino.com](mailto:jfarahi@atlantiscasino.com) or by contacting him at (775) 824-4401.

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

Sincerely,

Virginia Valentine  
President & CEO  
Nevada Resort Association

cc: John Farahi



## **RSCVA Board of Directors Regular Scheduled Meetings 2026**

LOCATION: 4065 S. Virginia Street, RSCVA Board Room  
Reno, Nevada 89502

TIME: 10:00 a.m. to 12:00 p.m.

### **2026**

January	Thursday, 1/22/2026
February	Thursday, 2/26/2026
March	Thursday, 3/26/2026
April	Thursday, 4/23/2026
May	Thursday, 5/28/2026
June	Thursday, 6/25/2026
July	<b>NO MEETING</b>
August	Thursday, 8/27/2026
September	Thursday, 9/24/2026
October	Thursday, 10/22/2026
Nov/Dec	Thursday, 12/10/2026

## **RSCVA Finance & Facilities Committee**

This committee meets once a quarter or at the discretion of the RSCVA staff.

The committee's purpose is to review and provide recommendations regarding the RSCVA's annual budget, monthly financials, and significant RSCVA funds expenditures. This committee also monitors the RSCVA four managed facilities, including the physical condition of the facilities and each's financial performance.

## **RSCVA Executive & Legislative Committee**

This committee meets at the discretion of the RSCVA staff.

The committee's purpose is to review personnel issues that typically involve review and recommendations regarding the CEO's contract, goals, and bonus incentives. This committee also monitors Legislative Sessions for the intended purpose of developing an RSCVA legislative platform and providing advice on legislative issues impacting the RSCVA.