

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
MEETING OF THE BOARD OF DIRECTORS
Thursday, February 26, 2026, 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. John Farahi
Mr. Greg Long
Mr. John East

Commissioner Clara Andriola
Ms. Cortney Young
Mr. Glenn Carano
Mr. Eddie Ableser

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

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

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

Items on the agenda are for possible action by the 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.

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 February 26, 2026, Regular Meeting of the Board of Directors

For Possible Action

C2. Approval of the Minutes of the January 22, 2026, Regular Meeting of the Board of Directors

For Possible Action

D. PRESENTATIONS

D1. 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. Request Board approval for a clarification to *HR Policy 600.605* "Retirement from RSCVA" to ensure alignment with the retirement payout provisions for unused sick time as outlined in *HR Policy 500.509*: "Paid Time Off and Accruals".

The Human Resources Department is requesting the Board to review, consider, and approve clarification to the current language in ***HR Policy 600.605 Retirement from RSCVA***, which does not accurately reflect the intended and previously approved payout of unused accrued sick time at retirement as stated in ***HR Policy 500.509***, resulting in confusion between the two policies. A review of HR policies identified a discrepancy between ***HR Policy 500.509: Paid Time Off and Accruals*** which contains the accurate and intended payout formula, while ***HR Policy 600.605 Retirement from RSCVA*** does not make the distinction that the payout is applicable only to employees who were hired prior to 2012. The proposed clarification updates ***HR Policy 600.605*** to match the approved provisions in ***HR Policy 500.509***, ensuring consistency, compliance, and clarity for employees and HR administration.

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
Meeting held Thursday, January 22, 2026, at 11:00 am
4065 S. Virginia Street, Board Room
Reno, Nevada**

The Reno-Sparks Convention & Visitors Authority Board of Directors met at 11:00 a.m. on Thursday, January 22, 2026. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

A1. Call to Order

Vice Chair Young called the meeting to order at 11:09 a.m.

A2. Pledge of Allegiance

Board Member Andriola led the pledge.

A3. Roll Call

The Clerk of the Board took roll call.

Board Members Present:

Eddie Ableser, RSCVA Board Member **[Zoom]**
Commissioner Clara Andriola, Board Member
Councilwoman Charlene Bybee, Board Member
Glenn Carano, RSCVA Board Member
John East, RSCVA Board Member
John Farahi, RSCVA Board Member
Greg Long, RSCVA Board Member
Cortney Young, RSCVA Vice Chair

Board Members Absent:

Mayor Hillary Schieve, RSCVA Chair

RSCVA Executive Staff Present:

Mike Larragueta, President & CEO
Christina Erny, Chief Marketing Officer
John McGinnes, Vice President of Sales
Art Jimenez, Executive Director of Tourism Sales
Renee McGinnes, Executive Director of Venue Sales and Events
Chad Peters, Executive Director of Facilities
Lori Tange, Executive 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

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

C. CONSENT AGENDA:

C1. Approval of the Agenda of the January 22, 2026, Regular Meeting of the Board of Directors

On a motion made by Board Member Bybee, seconded by Board Member East, it was resolved to approve items the agenda of the January 22, 2026, as presented. The motion was APPROVED by a vote of 8-1-0. Motion carried.

C2. Approval of the Minutes of the December 11, 2025, Regular Meeting of the Board of Directors

On a motion made by Board Member Bybee, seconded by Board Member East, it was resolved to approve the minutes of the December 11, 2025, regular meeting of the Board of Directors, as presented. The motion was **APPROVED** by a vote of 7-2-0. Motion carried.

Board Member Farahi stated that he was not present for the Board of the Directors meeting on December 11, 2025, and therefore voted to abstain the approval of the minutes.

D. PRESENTATIONS

D1. Reno-Sparks Convention and Visitors Authority Department Updates

Mike Larragueta gave a presentation on the updates at the RSCVA. Any member of the Board is welcome to attend any of the shows or events listed in the meeting package from February and the end of the fiscal year, and the list will be updated every quarter. The 2025 year-in-review report the Board received was 152 pages. The report is a synopsis of the entire year and will be prepared annually. The Board is welcome to approach the management team if they have any questions about the report.

Overall revenue from hotel nights in December FY 25/26 was slightly lower when compared to December FY 24/25. In general, the results from the December FY 25/26 slightly outperformed the proposed budget.

Board Member Farahi requested adding the performance of conference room occupancy to the report in the future.

Board Member Bybee expressed her appreciation that the team was able to create a budget proposal that was accurate and realistic.

Mike Larragueta announced that the spotlight award was given, as an exception, to a member of the management team this month. It was awarded to Executive Director of Tourism Art Jimenez, who was attending his final Board meeting.

Art Jimenez then reported on the American Bus Association Marketplace held from January 10, 2026 to January 13, 2026. He added that 2026 was the ABA's 100th anniversary. He highlighted activities, events and exhibitions at the marketplace. They also arranged breakfast and lunch sessions, serving food and beverages by Aramark to a total of about 16,000 people.

Vice Chair Young and **Board Member Bybee** both thanked Art Jimenez for his work at the RSCVA. They commented that he will be missed and wished him well as he starts his retirement. They also commended the ABA event and expressed appreciation for all the work done to put it together.

E. BOARD MATTERS

E1. RSCVA Board Appointment of Incline Village Crystal Bay Visitor Bureau (IVCBVB) Board of Directors Seat Pursuant to NRS 244A.601(1)(d)(3)

There were two candidates for the seat on the Board of Directors: Board Member Long and Annie Chapman. Board Member Long presently occupies the seat. His two-year term is up, and he is eligible for appointment to another term. The appointment is for another two-year term commencing on February 1, 2026.

On a motion made by Board Member Farahi and seconded by Board Member Bybee, it was resolved to appoint Board Member Long for the Incline Village Crystal Bay Visitor Bureau board of directors seat. The motion was **APPROVED** by a vote of 8-1-0. Motion carried.

E2. Election of the RSCVA Secretary/Treasurer

Benjamin Kennedy explained that it is a statutory requirement to elect a Secretary/Treasurer from among current Board Members. There is a new appointment in July of every "even" year. This means a new member will be elected in July 2026. The election held today will be for a short appointment. The member elected is not required to be on the Finance Committee.

On a motion made by Board Member Carano, seconded by Board Member Bybee, it was resolved to nominate Board Member John East to serve as Secretary/Treasurer. The motion was **APPROVED** by a vote of 8-1-0. Motion carried.

E3. Review, Discussion, and Possible Approval of a Sponsorship of the Disabled American Veterans Conventions in 2029, 2031, and 2033 in an Amount not to Exceed \$150,000, to be Allocated from the 2025/2026 Fiscal Year Budget

Mike Larragueta summarized the background of the recommended amount for the sponsorship of the Disabled American Veterans (DAV) conventions and explained that the proposed allocated amount was tiered to room nights. This means that if the actual number of room nights picked up are less than predicted in the year of the convention, the sponsorship amount will also be adjusted to a lower amount, accordingly.

John McGinnes elaborated that the original proposal was for one year but once staff realized the proposal was favorable, the negotiation ended with a proposal for three years.

John East asked for elaboration about why the proposal was being brought to the Board in 2026 when the conventions will be held in 2029, 2031 and 2033.

Benjamin Kennedy elaborated that the DAV was not comfortable with knowing that future RSCVA Boards could deny the funding in the year of the convention, so the proposal to the Board is to sign the agreement in 2026 in order to allocate the funds for future Boards to use for this event.

On a motion made by Board Member Carano and seconded by Board Member Long, it was resolved to approve the sponsorship of the Disabled American Veterans conventions in 2029, 2031, and 2033 in an amount not to exceed \$150,000, to be allocated from the 2025/2026 fiscal year budget. The motion was **APPROVED** by a vote of 7-2-0. Motion carried.

E4. Review, Discussion, and Possible Action to Approve Staff Recommendation to Contract with Future Partners for Destination Research in an Amount not to Exceed \$117,500

Christina Erny provided background on RSCVA's cooperation with Future Partners. The team recommends continuing with the brand health and visitor profile studies. However, they recommended pausing the resident sentiment study conducted for the past few years in 2026, because they have seen a consistent rise in resident sentiment.

Board Member Farahi inquired whether bids from other companies have been considered and how social media and AI impact the questions posed by the studies.

Christina Erny explained that Future Partners is known as a leading company for destination research. She also explained that in the five years they have worked with Future Partners, and also presently with Miles Partnership, they have aimed to adjust to the changing climate of social media and AI. Every year, they sit down and create questions and studies for that current year in order to remain relevant to how social media and AI impact the choices visitors make. She agreed to send the questions used in the studies for 2026 to Board Member Farahi.

Board Member Bybee confirmed with Christina Erny that they are spending \$34,000 less by pausing the resident sentiment study in 2026.

On a motion made by Board Member Long, seconded by Board Member Carano, it was resolved to approve the contract with Future Partners for destination research in an amount not to exceed \$117,500. The motion was **APPROVED** by a vote of 8-1-0. Motion carried.

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Vice Chair Young apologized for being late to the Board meeting. She came from a conference for the Sheep Show, which she explained is an incredible event and very important for the community. She thanked previous Board members Commissioner Alexis Hill and Stephen Ascuaga for their service at the RSCVA, and welcomed Commissioner Andriola and Board Member Farahi.

At the airport, CEO of Reno Tahoe Airport Authority Daren Griffin tendered his resignation and the Board of Trustees will be engaging in a national search for a new CEO. In the meantime, Chris Jensen has been named interim CEO.

Board Member Farahi requested, and Vice Chair Young agreed, that Vice Chair Young would work with Madam Chair on putting together a timetable of budgeted events to help him get up to speed with current projects and events.

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

H. ADJOURNMENT

Vice Chair Young adjourned the meeting at 12:02 p.m.

The meeting may be viewed at the following:

01/22/2026 RSCVA BOD Mtg <https://www.youtube.com/watch?v=F07zNctu01I>

EXECUTIVE UPDATES

BOARD OF DIRECTORS
FEBRUARY 2026

RenoTahoe.

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



SPOTLIGHT AWARD

JANUARY



JANUARY 2026 ACTUAL VS JANUARY 2025 ACTUAL

OVERALL ROOM TAX REVENUE

▲ 14.2%

OVER

\$35,441,674

2026

\$31,041,768

2025

OVERALL ADR

▼ 0.6%

UNDER

\$138.99

2026

\$139.87

2025

OVERALL OCCUPANCY

▲ 8.5%

OVER

61.5%

2026

56.7%

2025

TOURISM SALES ROOM NIGHTS

▲ 18.6%

OVER

55,832

2026

47,066

2025

GROUP SALES ROOM NIGHTS

▼ 49.4%

UNDER

23,868

2026

47,174

2025

VISITOR COUNT

▲ 12.3%

OVER

307,686

2026

274,049

2025

CASH ROOMS

▲ 14.9%

OVER

254,995

2026

221,931

2025

COMP ROOMS

▼ 0.2%

UNDER

65,881

2026

66,038

2025

EXEMPT ROOMS

▲ 5.6%

OVER

89,624

2026

84,851

2025

JUL - JAN 2026 ACTUAL VS JUL - JAN 2025 ACTUAL

OVERALL ROOM TAX REVENUE

▲ 0.9%

OVER

\$275,450,261
2026

\$272,950,917
2025

OVERALL ADR

▼ 1.6%

UNDER

\$143.92
2026

\$146.28
2025

OVERALL OCCUPANCY

▲ 1.9%

OVER

64.9%
2026

63.7%
2025

TOURISM SALES ROOM NIGHTS

▲ 4.4%

OVER

427,234
2026

409,077
2025

GROUP SALES ROOM NIGHTS

▼ 0.9%

UNDER

196,664
2026

198,476
2025

VISITOR COUNT

▲ 1.8%

OVER

2,329,429
2026

2,289,264
2025

CASH ROOMS

▲ 2.6%

OVER

1,913,920
2026

1,865,993
2025

COMP ROOMS

▼ 1.2%

UNDER

531,746
2026

538,362
2025

EXEMPT ROOMS

▲ 1.2%

OVER

608,697
2026

601,341
2025

JANUARY 2026 ACTUAL VS JANUARY BUDGET

OVERALL ROOM TAX REVENUE

▲ **17.5%**

OVER

\$35,441,674

RESULTS

\$30,155,594

BUDGET

OVERALL ADR

▲ **2.4%**

OVER

\$138.99

RESULTS

\$135.76

BUDGET

OVERALL OCCUPANCY

▲ **12.2%**

OVER

61.5%

RESULTS

54.8%

BUDGET

TOURISM SALES ROOM NIGHTS

▲ **18.2%**

OVER

55,832

RESULTS

47,226

BUDGET

GROUP SALES ROOM NIGHTS

▼ **9.4%**

UNDER

23,868

RESULTS

26,339

BUDGET

VISITOR COUNT

▲ **12.2%**

OVER

307,686

RESULTS

274,300

BUDGET

CASH ROOMS

▲ **14.8%**

OVER

254,995

RESULTS

222,129

BUDGET

COMP ROOMS

▼ **0.7%**

UNDER

65,881

RESULTS

66,368

BUDGET

EXEMPT ROOMS

▲ **3.3%**

OVER

89,624

RESULTS

86,768

BUDGET

JULY - JANUARY 25/26 ACTUAL VS BUDGET

OVERALL ROOM TAX REVENUE

▲ **6.9%**

OVER

\$275,450,261

RESULTS

\$257,677,235

BUDGET

OVERALL ADR

▲ **2.2%**

OVER

\$143.92

RESULTS

\$140.79

BUDGET

OVERALL OCCUPANCY

▲ **3.8%**

OVER

64.9%

RESULTS

62.5%

BUDGET

TOURISM SALES ROOM NIGHTS

▲ **8.9%**

OVER

427,234

RESULTS

392,168

BUDGET

GROUP SALES ROOM NIGHTS

▲ **12.1%**

OVER

196,664

RESULTS

175,428

BUDGET

VISITOR COUNT

▲ **3.5%**

OVER

2,329,429

RESULTS

2,250,870

BUDGET

CASH ROOMS

▲ **4.6%**

OVER

1,913,920

RESULTS

1,830,187

BUDGET

COMP ROOMS

▼ **3.2%**

UNDER

531,746

RESULTS

549,461

BUDGET

EXEMPT ROOMS

▲ **2.6%**

OVER

608,697

RESULTS

593,417

BUDGET

INDOOR TRACK

CONFERENCE CHAMPIONSHIPS



MOUNTAIN WEST CHAMPIONSHIP

FEBRUARY 26 – 28, 2026

12 SCHOOLS



MPSF CONFERENCE CHAMPIONSHIPS

MARCH 1 – 2, 2026

14 SCHOOLS

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

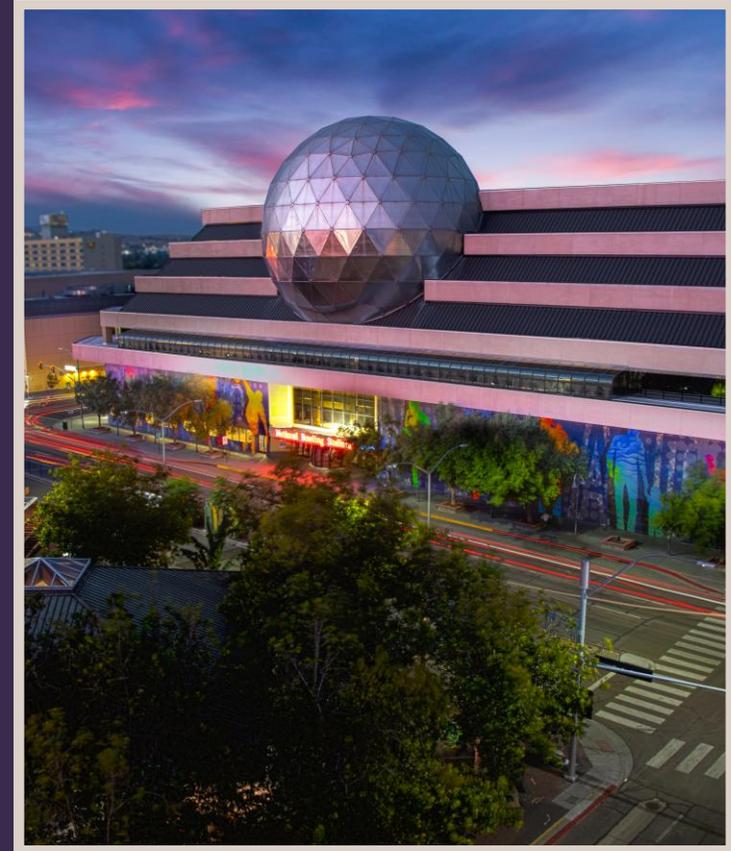
2026 USBC OPEN

OPENING CEREMONY

NATIONAL BOWLING STADIUM

MONDAY, MARCH 14, 2026

6:00 PM



—NO—LIMITS—→ NO—LIMITS—→ NO—LIMITS—→ NO—LIMITS—→ NO—LIMITS—→

2026 USBC OPEN

PROJECTED NUMBERS

MARCH 14 - JULY 18

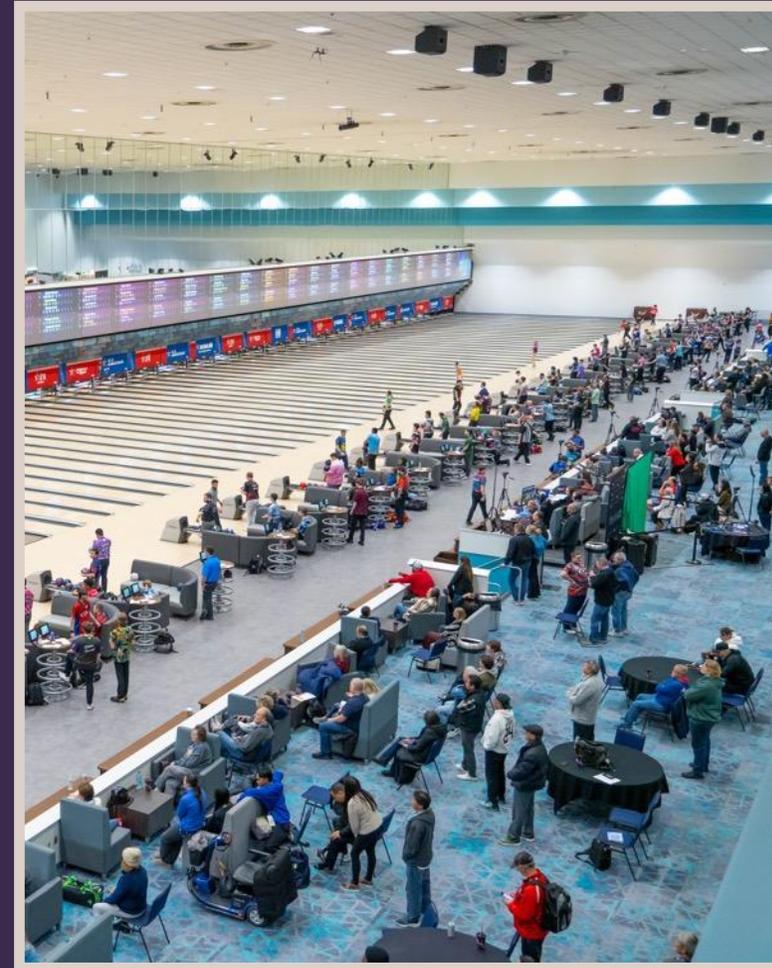
55,395 BOWLERS

138,991 ROOM NIGHTS

11,079 TEAMS

ECONOMIC IMPACT

\$84,603,273



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

BUSINESS DEVELOPMENT

RenoTahoe





MARCUS JOHNSON

Director of Business Development

LEADS & DEFINITES



	GOAL	ACHIEVED	ROOM NIGHTS
FY 24 - 25	80	98	135,122
FY 25 - 26	88	59	90,693

	DEFINITE BOOKINGS	ROOM NIGHTS
FY 24 - 25	21	33,554
FY 25 - 26	16	21,044

SALES ACTIVITIES IN FY 2024/2025



TOTAL ACTIVITIES	12,548
APPOINTMENTS	23
CALLS	10,896
CLIENT ENTERTAINMENT	4
GIFT CARDS	104
NOTES	213
RANDOM ACTS OF KINDNESS	1,301
SITE VISITS	7

LEAD SOURCES

EDAWN

NEVADA (UNR)

3RD PARTY PARTNERSHIPS



EDAWN & LOCAL LEGENDS



76 COMPANIES IDENTIFIED

FY 25 - 26

1,309 ROOM NIGHTS

230 ADDITIONAL COMPANIES IDENTIFIED

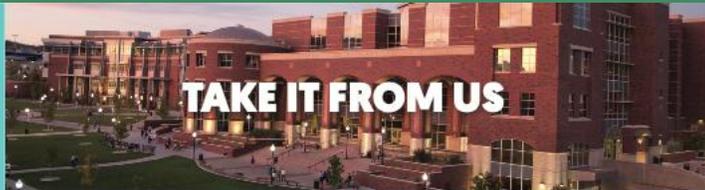


BRING IT HOME

RenoTahoe

NO ^{LIM} _{ITS}

60 COMPANIES IDENTIFIED



My experience with utilizing this great partnership was nothing less than stellar. From lobbying to get National Science Teacher Association's (NTSA) conference in Reno to bringing the smaller Association for Science Teacher Education (ASTE) conference here, Reno-Sparks Convention & Visitors Authority (RSCVA) stepped up to handle all of the logistics - setting up meetings, site tours, providing a professional booth display and pre-event marketing materials. Having someone on the ground with us with destination marketing and sales experience has made the process effortless for the Academic Organizer - the icing on the cake is that my department received financial benefit based on number of room nights booked in conjunction with my conference.

David Crowther, Ph.D.
Professor of Science Education, Executive Director
of the Raggio Research Center for STEM Education



University of Nevada, Reno

Reno-Sparks Convention & Visitors Authority (RSCVA) presented academic organizers at University of Nevada, Reno with an opportunity to utilize their strengths and staff to handle the preparation for bringing association meetings to Reno. One of the associations I work with, University Space Research Association, was looking to move their workshop from Colorado to Reno, so I called RSCVA who connected with the group and did the legwork of finding the perfect facility, in this case, a non-casino host, and handling all of the details for moving the workshop. The next thing I knew, the RSCVA called me and said they had a check for my department. It was that easy.

Wendy Calvin, Ph.D.
Professor and Chair, Geological Services



Contact Aubrey Flores 775.784.4805
aubreyf@unr.edu for additional information.



As the Chair of 2YC3 (Two-Year College Chemistry Consortium) I really wanted to bring their next Conference to TMCC, but had no experience with how to make that happen. The TMCC marketing department informed me of the Production Credit Partnership with the Reno-Sparks Convention and Visitors Authority (RSCVA) and I reached out to see how the program worked. It was pure chemistry from the start and I was amazed at the expertise and total encouragement from RSCVA! They provided all of the supporting documentation for the 2YC3 bid and connected us to hotel partners. Ultimately, TMCC was chosen to host the Conference! I was extremely proud to work with the RSCVA and appreciative of their support. To top it all off, we received a check from RSCVA that was deposited to the Physical Sciences Department account which was a product of the room nights that were realized for the Conference. I highly recommend this program to other academic leaders who may have connections to organizations that could potentially bring/ host a conference right here, but don't know where to start. And a little financial benefit for your department is always welcome!

Olga Katkova
Chemistry Professor, Lead faculty for CHEM 121



Contact 775.673.7087 or marketing@tmcc.edu
for additional information.

WANT TO MAKE A GREAT EVENT EVEN GREATER? BRING IT HOME.

Bringing your organization's next great event home is easier than you think. When you do, you benefit your company, your city, and—last but not least—yourself. That's because your recommendation can earn you exclusive event experiences to major Reno Tahoe venues when your organization books here.

It Starts With You

Get in touch with a decision maker and recommend Reno Tahoe. This could be an email, a phone call, or a good word in a meeting with anyone from your national headquarters or corporate offices. If your organization holds retreats, conventions, trade shows, conferences, or meetings, we're a perfect fit.

Then We Come In

Consider us your home team. When your organization shows interest, you'll connect them with the Reno Tahoe Convention Sales staff. We have all the information to get them interested. Once we're connected, sit back and relax while we handle the rest.



SCAN ME

EARN EXTRA CREDIT FOR YOUR EVENT

Collaborating with Reno Tahoe Means Big Rewards for Your Department.

1. Lighten the Load for the Academic Organizer

Reno-Sparks Convention & Visitors Authority (RSCVA) can provide University of Nevada, Reno faculty and staff access to a professional sales staff member to support the bidding process, help present Reno Tahoe to the Site Selection Committee, Board of Directors or decision maker, assist in site inspections, and provide brochures and other marketing assets.

2. We Will Take the Lead

RSCVA provides a manager to walk the organizer through the needs of a meeting or convention.

3. Your Department Can Benefit Financially

Based on criteria, departments, clubs and university organizations receive a financial rebate based on numbers of hotel room nights realized.

4. Top Notch Team to Help Deliver the Message

YOUR CONNECTIONS REWARD OUR DESTINATION

Collaborating with Reno Tahoe Means Big Rewards for Your Department.

1. Lighten the Load for the Academic Organizer

Reno-Sparks Convention & Visitors Authority (RSCVA) can provide Truckee Meadows Community College faculty and staff access to a professional sales staff member to support the bidding process, help present Reno Tahoe to the Site Selection Committee, Board of Directors or decision maker, assist in site inspections, and provide brochures and other marketing assets.

2. We Will Take the Lead

RSCVA provides a manager to walk the organizer through the needs of a meeting or convention.

3. Your Department Can Benefit Financially

Based on criteria, departments, clubs and college organizations receive a financial rebate based on numbers of hotel room nights realized.

4. Top Notch Team to Help Deliver the Message

RenoTahoe

NO LIMITS





WESTERN ASSOC OF COLLEGE & UNIVERSITY BUSINESS OFFICERS (WACUBO)

MAY 2029

1,942 ROOM NIGHTS



3RD PARTY STRATEGIC PARTNERSHIPS

RenoTahoe

NO ^{LIM} →
← ITS

PARTNERSHIPS & ASSOCIATES



HELMSBRISCOE	1,200
MARITZ	300
CONFERENCE DIRECT	200
HPN GLOBAL	200
AMEX GBT	200
PRESTIGE TRAVEL	125
LAMONTCO	75
TOTAL	2,300

PARTNERSHIPS & ASSOCIATES



10 ACCOUNTS EACH

2,300 ASSOCIATES

23,000 OPPORTUNITIES

WEBINARS & ENGAGEMENT



A screenshot of a webinar slide. The slide has a white background with a teal and yellow vertical bar on the left. It features a landscape image of Reno, Nevada, with mountains and a city skyline. The text on the slide reads: "VISIT RENO TAHOE WEBINAR EXPERIENCE", "PRESTIGE | GLOBAL MEETING SOURCE", and "NOV. 5, 2025". A small Reno Tahoe logo is at the bottom center. The slide is displayed in a media player window with a video progress bar at the bottom.

A screenshot of a Zoom meeting. The main window shows a woman with long brown hair in a green top. To her right is a man in a suit and headset with a Reno Tahoe logo in the background. A vertical column of small circular icons on the right side shows other participants. The Zoom control bar at the bottom shows a timer of 31:11 / 31:41.

A screenshot of a webinar slide showing an aerial view of an airport terminal with various infrastructure projects highlighted in blue. The projects include: "GROUND TRANSPORTATION CENTER" (Status: 2028), "PARKING EXPANSION", "ROAD IMPROVEMENTS COMPLETED", "TICKETING EXPANSION COMPLETED", "POLICE & AIRPORT AUTHORITY HEADQUARTERS" (Status: 2027), "NEW CONCOURSE B", "NEW CONCOURSE A", "SOUTH RON RELOCATION", and "CENTRAL UTILITY PLANT". The slide title is "\$1+ Billion MoreRNO Infrastructure Program". A Reno Tahoe logo is at the bottom left. The slide is displayed in a media player window.

A screenshot of a Zoom meeting. The main window shows a man wearing a dinosaur mask and a woman in a white jacket. A name tag for "Garrett Hintze" is overlaid on the bottom right. The Zoom control bar at the bottom shows a timer of 31:11 / 31:41.

WEBINARS

FYTD 25 - 26

7 CONDUCTED

255 ATTENDEES

6 LEADS FOR 8,006 RNT'S





RenoTahoe

NO LIMITS

M&C VIDEO PREP





Placeholder for new M&C video.



**NATURAL
SELECTION**

**NST x Visit Reno Tahoe
2026 Partnership Supporting Information
and Future Partnership Vision**

The Vision.

Natural Selection aspires to partner with Visit Reno Tahoe to establish a multi-year runway of exploratory content and events, that bring Reno Tahoe and its multi-sport culture and community to our global audience of adventure seekers.

This approach is intended to leverage the rich storytelling from Phase 1 of the partnership to highlight and validate the potential, laying the groundwork for an annual event that makes the Reno area the focal point for athletes, creators and fans from around the world.

NST®

Who We Are.

Natural Selection Tour is a global, multi-sport competition and content platform spanning Snow, Ski, Surf, and Bike. Our athlete-driven events and episodic storytelling unfold in the world's most picturesque locations - where Mother Nature and sport intersect. Through these stories, NST authentically connects partners with a hard-to-reach global adventure sports audience and redefines what's possible in competition and content creation.

NST™ SKI

ALASKA

NST™ SKI

ALASKA



NST™ SNOW

BRITISH COLUMBIA

NST™ SNOW

BRITISH CO

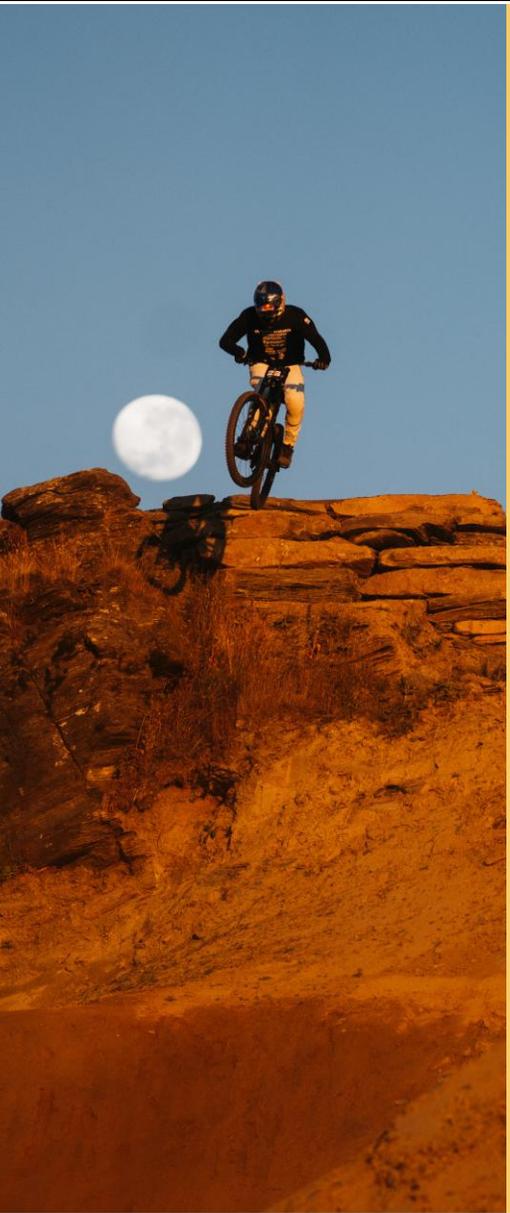


NST™ BIKE

NEW ZEALAND

NST™ BIKE

NEW ZEALAND



NST™ SURF

MICRONESIA

NST™ SURF

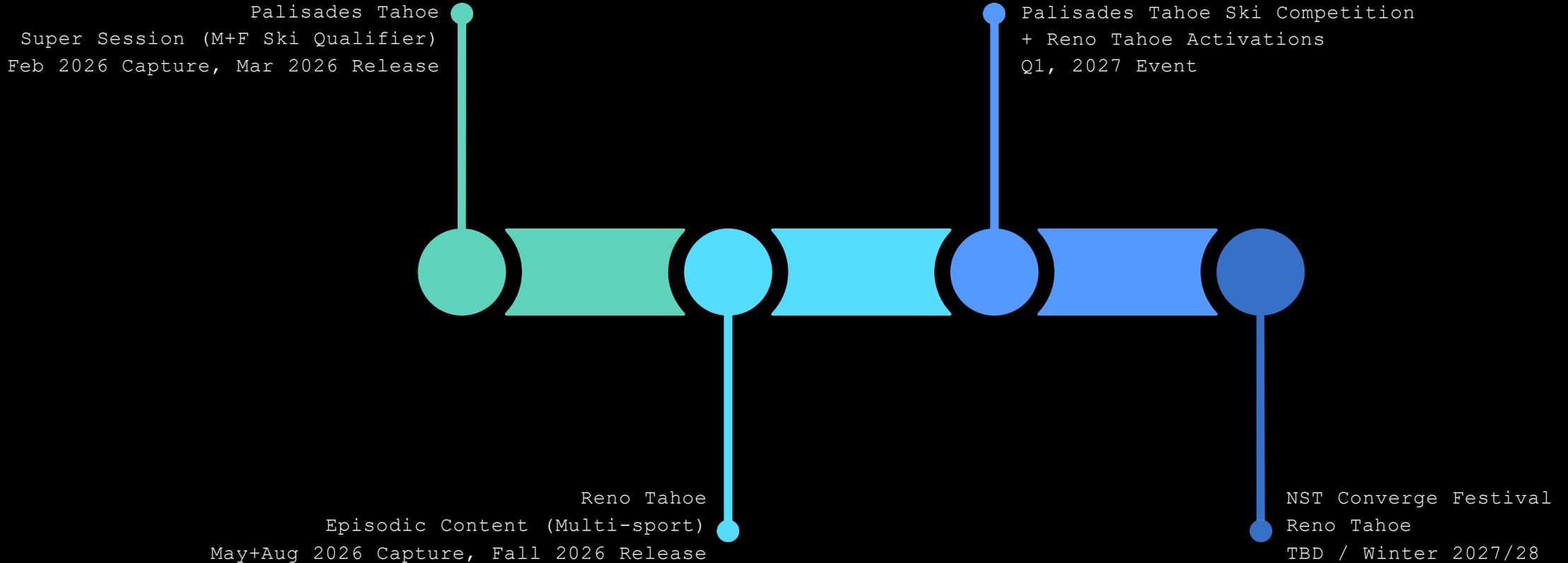
MICRONESIA



NST®

2025 PORTFOLIO OF EVENTS

The following timeline outlines NST's goals for the Reno Tahoe region, with the Palisades Ski competition and NST Converge festival becoming sustainable, annual events.



Who We Reach

82%

BETWEEN AGE
19-49

72%

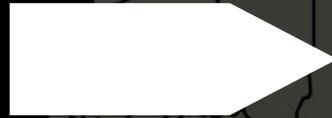
HOMEOWNERS

\$100K+

AVERAGE
INCOME

76%

COLLEGE
GRADUATES



What They Do

72%

3+ ADVENTURE
TRIPS PER
YEAR

57%

PARTICIPATE IN
MULTIPLE NST
SPORTS

61%

PURCHASE NEW GEAR AT
LEAST EVERY OTHER
YEAR

A photograph of a bison in a rugged, mountainous landscape. The scene is captured during the "golden hour" of sunset or sunrise, with warm, low-angle light creating long shadows and highlighting the textures of the rocks and sparse vegetation. The bison is positioned in the middle ground, facing right. The sky transitions from a deep blue on the left to a bright, hazy orange on the right.

2025 Analytics

2025 Broadcast metrics.

SURF: RED BULL TV, RED BULL YOUTUBE & NST YOUTUBE, OUTSIDE TV
BIKE: RED BULL TV, RED BULL YOUTUBE, OUTSIDE TV, PINK BIKE
SNOW: RED BULL TV, RED BULL YOUTUBE, OUTSIDE TV
SKI: RED BULL TV, RED BULL YOUTUBE, OUTSIDE TV

 **7,105,200**

TOTAL BROADCAST VIEWS (TO-DATE)

 **\$68,275,000**

TOTAL BROADCAST MEDIA VALUE FOR PARTNERS



2025 NST Ski Competition.

“Natural Selection’s first foray into skiing delivered in every way. From the puckering terrain to the laid-back camaraderie at base camp, it struck a rare balance between high-stakes progression and pure fun. Craig Murray and Manon Loschi not only took home the wins—they set the tone for what this event can be: creative, soulful, and seriously stylish. If this is the future of ski comps, we’re all in.”

THE SKIER

While watching NST, I had moments where I couldn't fully believe what I was seeing. The labor involved was evident—those drone shots?!—and the athlete selection...the pure skiing fan service at NST brought me back to my roots when the release of new edits was cause for celebration and anticipation.”

“Thoughtful love letters to our shared sport”

POWDER
THE SKIER'S MAGAZINE

534

ARTICLES

\$188M

AD VALUE

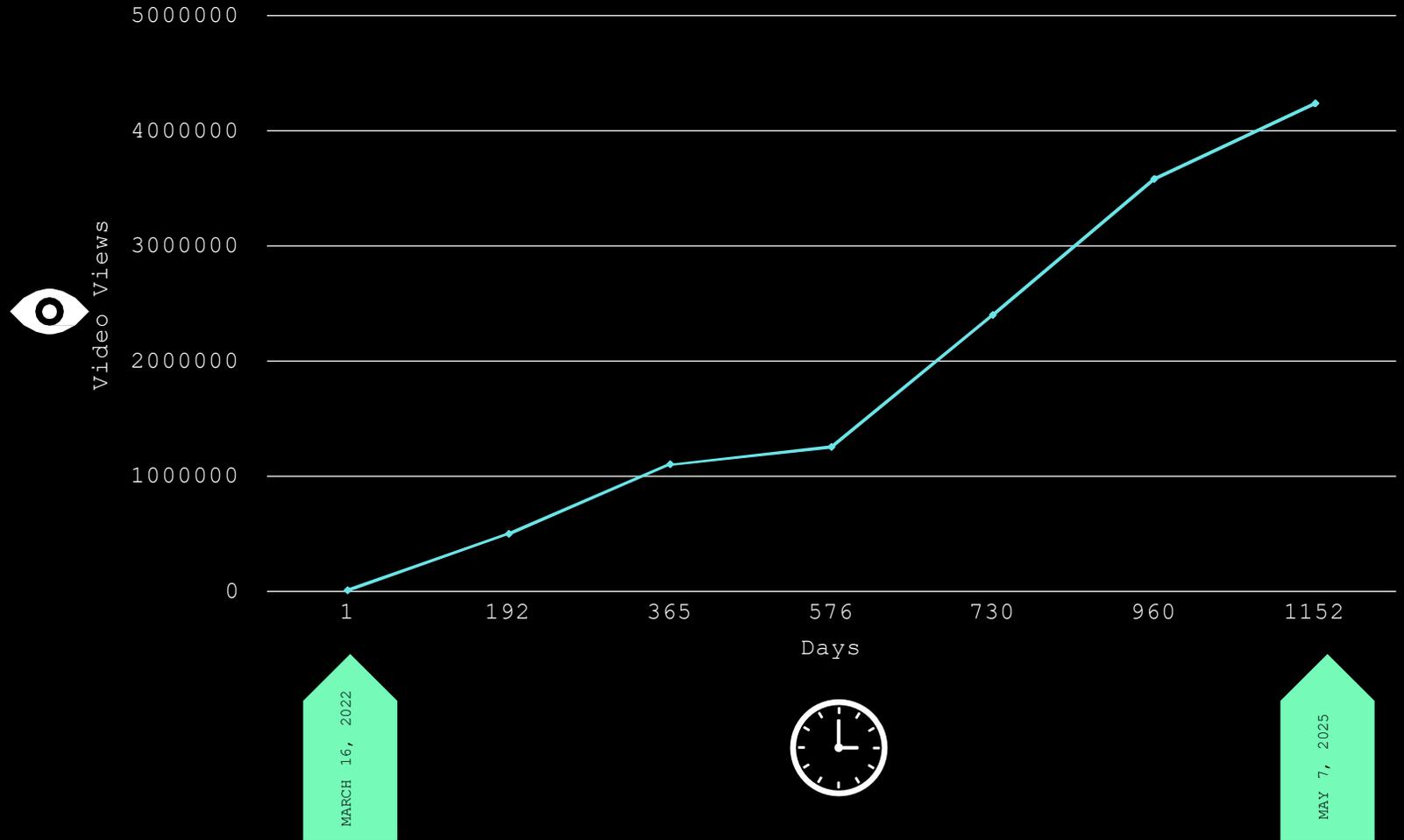
20.4B

MEDIA REACH

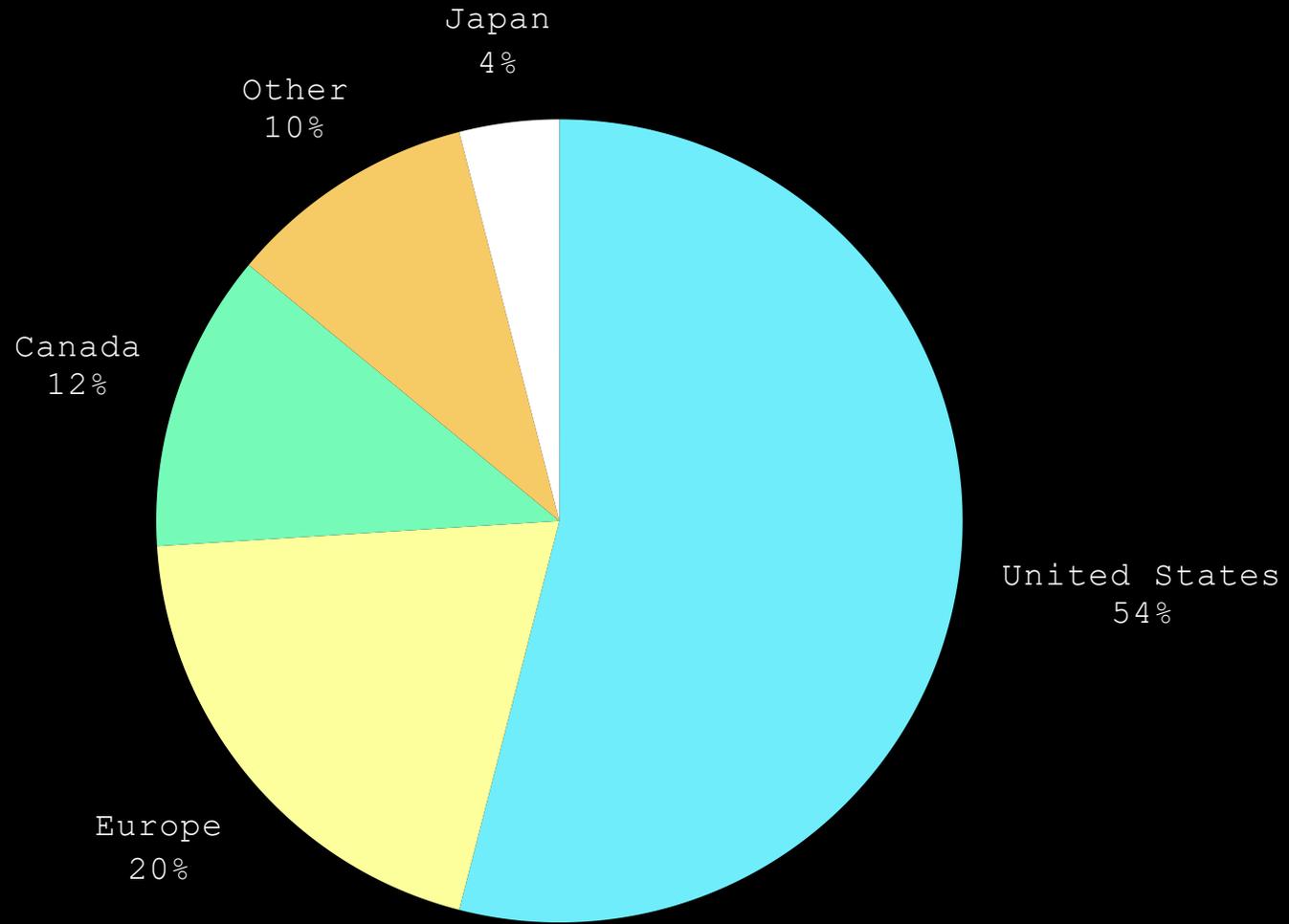
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2021 Natural Selection Tordrillos

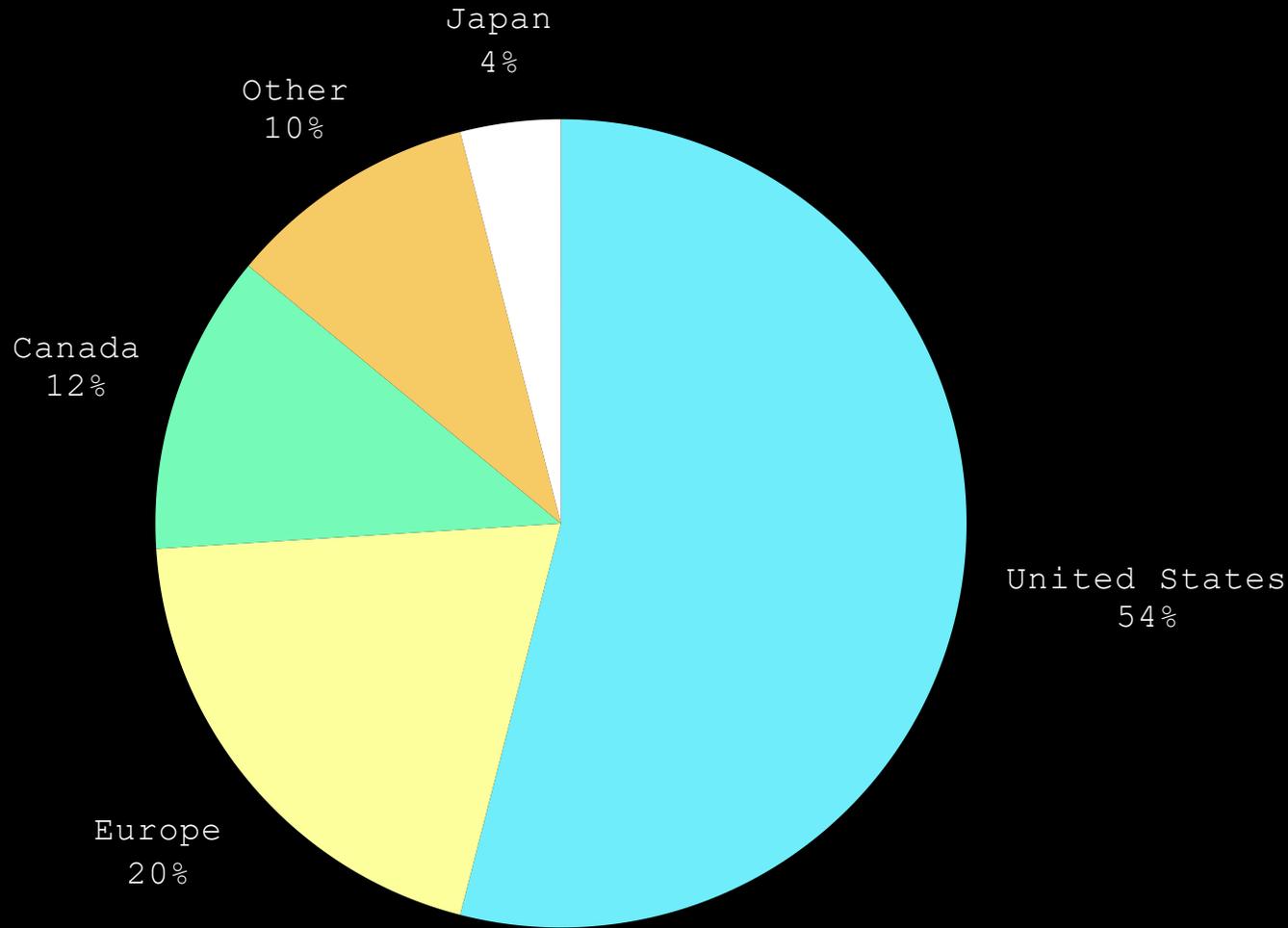
DATA FROM RED BULL YOUTUBE



Global reach and relevance.



Global reach and relevance.



TOP US STATES

(% of US Viewership)

1. California: 15%
2. Colorado: 9%
3. Washington: 8%
4. Utah: 7%
5. Oregon: 6%
6. New York: 6%
7. Texas: 6%
8. Massachusetts: 2%
9. Wyoming: 2%
10. Montana: 2%

GLOBAL MEDIA HIGHLIGHTS

- ESPN
- SportsCenter
- Forbes
- Outside
- Stab, Surfer, Surfing
- Whitelines, Snowboarder, Slush, Snowboard, King Snow
- Powder, SBC SKIER, Freeskier
- Pink Bike, Bike Magazine
- Yahoo!
- Eurosport

GLOBAL VNR:

- Top outlets included SSC, HOY TV, Forta, beIN Sports, News.com.au, MIR TV (Russia), TK-L Media, Wydarzenia 24, SSC, Forta, beIN Sports Qatar, ON TV, Pro TV, ETB, SuperSport (South Africa), Al Jazeera Balkans (Balkans), TRT (Turkey), Beijing TV (China), Athlon Sports, A to Z Sports, The Sporting News, Fox News, GSP, Huff Post, Washington Post, and People.

1076

TOTAL ARTICLES

\$276M

TOTAL AD VALUE

SOCIAL MEDIA METRICS

1112

ANNUAL POSTS

11.7%

AVERAGE ENGAGEMENT RATE

34.4M

TOTAL VIDEO VIEWS

19.1M

IMPRESSIONS

14.3M

TOTAL REACH

335K

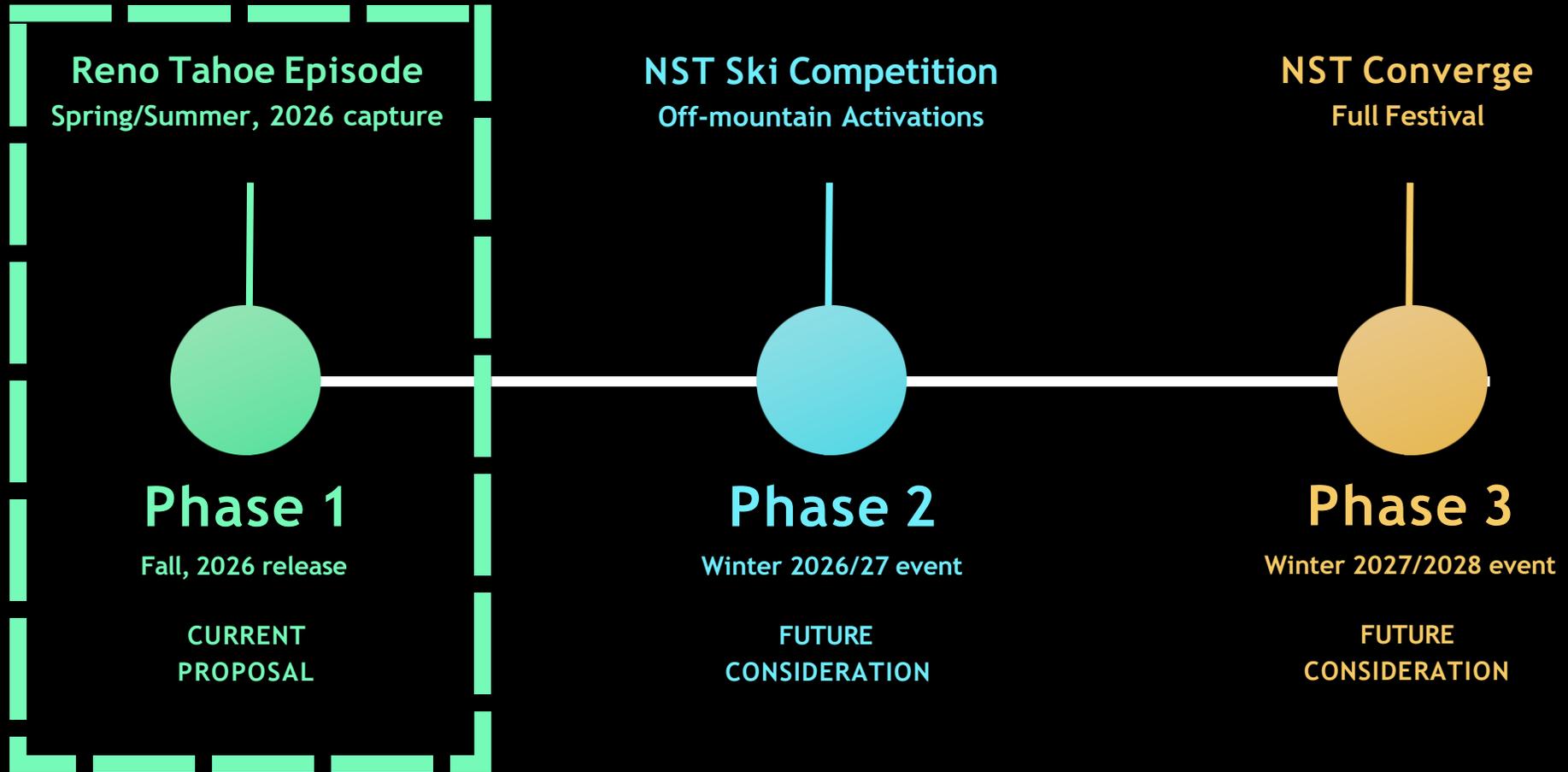
FOLLOWERS

TOTAL METRICS: @naturalselection | @naturalselectionsurf | @naturalselectionbike | @naturaalselectionsnow | @naturalselectionski



Opportunities Overview

For Visit Reno Tahoe, this timeline builds on the episodic storytelling contemplated in Phase 1, leading to larger scale events and activations in Phases 2 and 3.



Phase 1: Episodic Content.

Our new episodic series explores the places that shape our athletes long before they ever drop into NST. Across mountains, oceans, and tight-knit communities, the series traces how iconic terrain and local culture forged the riders and skiers competing on the world's most demanding proving grounds - and how those same places are now training the next generation.

Equal parts action-sports showcase and immersive travelogue, each episode of this series explores a destination's natural beauty, distinct terrain, and vibrant culture through the NST lens. From snow-laden chutes to untamed surf breaks and world-class bike trails, it celebrates the environments that inspire athletes and invite audiences to dream about their own next adventure.

- 22-25 minute episode
- Fall, 2026 release (likely on Outside and/or Red Bull). Opportunistically pitching larger scale distribution partners for greater exposure.
 - NST is guaranteeing 1 million+ views for this content.



Reno Tahoe Episode.

The Reno Tahoe episode will establish the region as a world-class multi-sport playground, lending credibility and validation for what will come next. Through the lens of NST and Reno + global athletes, this episode will highlight what makes the Reno region unique, while showcasing the potential for the multisport lifestyle and destination adventures:

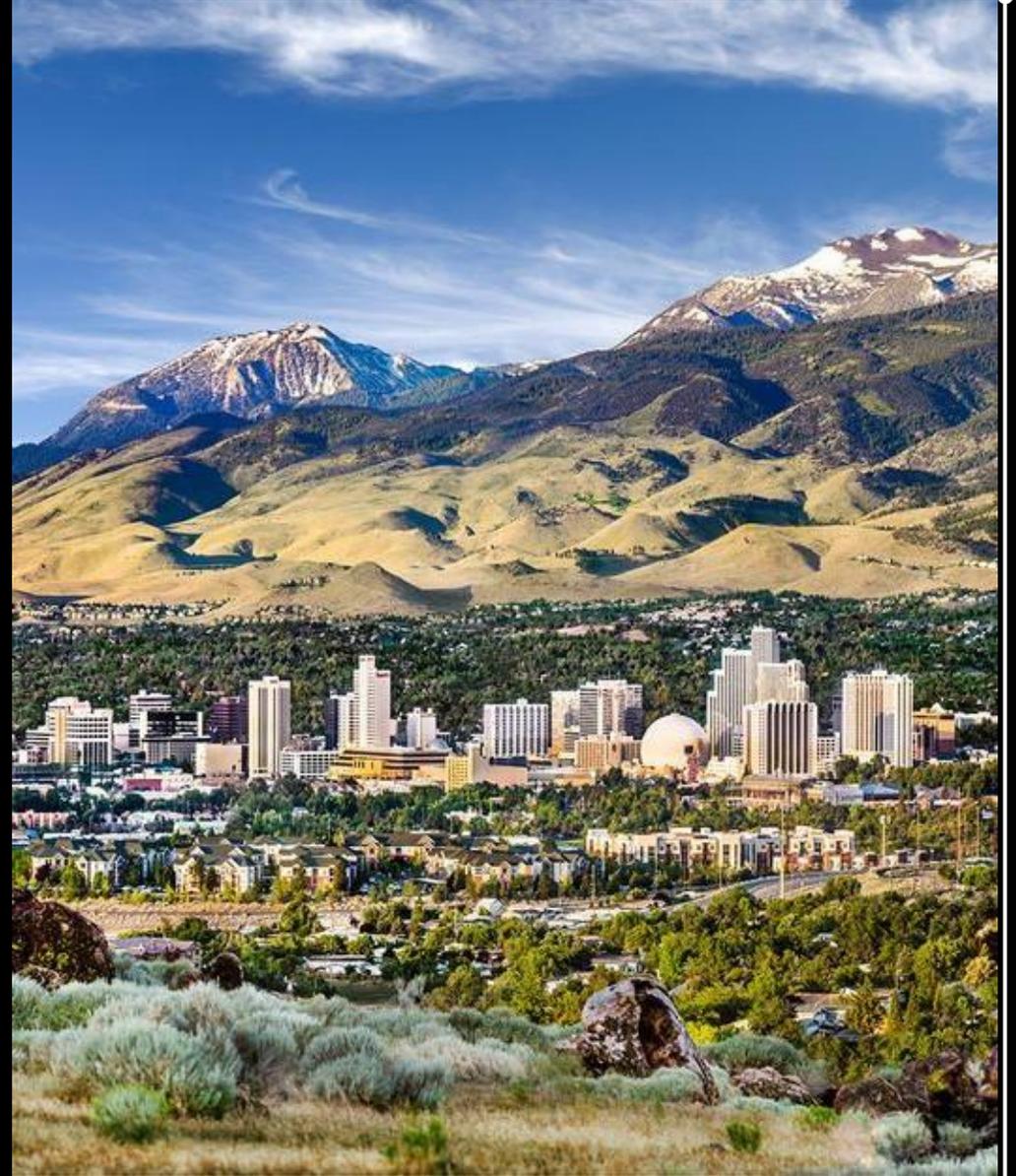
- Mountain biking
- River surfing
- Wake surfing / lake
- access Fly fishing
- Art and culture, and more...
- Potential athletes include Cam Zink, Carson Storch, Michelle Parker, Chelsea Kimball, Austin Keen, Hannah Epsteyn, Indy Boyer, Travis Rice and more.

This episode will tell the Reno Tahoe adventure story while creating a bridge to the events and competitions that are explored in the subsequent phases of the longer term partnership vision. With NST seeking to establish a hub for our ski vertical at Palisades Tahoe, this approach creates a path towards something bigger for the region.



Key Deliverables and Timing.

- NST will plan, produce and distribute a 22-25 minute Reno Tahoe focused multi-sport episode.
- Global marketing and PR campaign across NST, partner and athlete channels.
- @RenoTahoe tagged in social posts (350K followers)
- Short form content provided to Visit Reno Tahoe for web, email, social and in-person marketing initiatives.
 - Social clips, stock footage, etc.
- Editorial about trip and location profile on NST platform with photo gallery and logo inclusion + hyperlink to [VisitRenoTahoe.com](https://www.visitrenotahoe.com).
- Dedicated email to NST audience about episode release (50K plus subscribers).
- Reno Tahoe logo inclusion in additional NST content.
 - Palisades Tahoe episode + ski qualifying event.
- Minimum one paid social post leading to episode release.



Key Deliverables and Timing (cont).

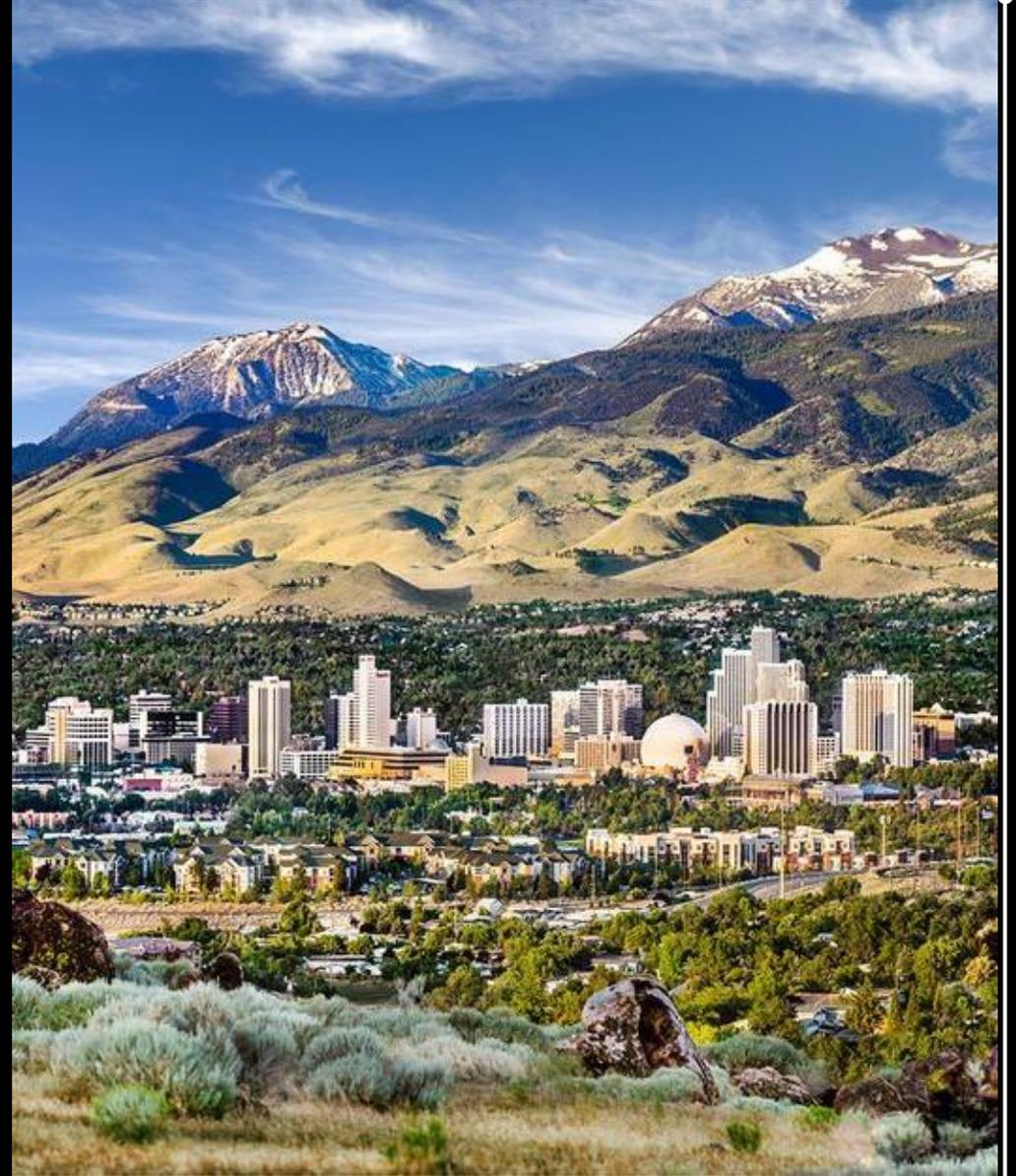
- Host charity bowling event in King Pin Club on mutually agreed date during episode filming
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NST is targeting two potential capture windows:

- May, 2026 for mountain biking, river surfing

etc.

August, 2026 to better include summer activities including lake sports (Incline Village), etc.



Phase 1 Investment: \$200,000

The above funds have already been approved to be paid out of Reno Tahoe's existing media budget as a marketing expense. Additional funds are not being requested from the board.

Future Phases - NST Events.



NST Events - Reno Tahoe.

Phase One sets the tone. Phase Two builds the future.

Building on the episodic storytelling of Phase One, Phase Two focuses on establishing an annual event and creative hub aligned with one of Natural Selection's core competitions. For Reno Tahoe, this evolution opens the door to a future multi-sport festival that brings athletes, brands, and creators together, connected to the establishment of Palisades Tahoe as a long-term home for Natural Selection's ski competition.

Phase 2: NST Ski Competition Activations.

In Winter 2026/27, NST intends to bring the global renown of its ski competition to Palisades Tahoe. Featuring 12+ of the world's most elite skiers and backed by a powerful distribution network and media ecosystem, this event will capture international attention while driving regional tourism, economic impact and brand equity.

Reno Tahoe will be elevated as a co-host of this competition. While the action will take place on the slopes of Palisades Tahoe, Reno Tahoe will be integrated into pre- and post-weather window activations that bring the athletes, media and fans to the city, including:

- Opening and closing celebrations
- Athlete meet-and-greet and VIP experiences
- Film screenings and panel discussions
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Phase 3: NST Converge - Reno Tahoe

In 2027/28, Natural Selection Tour will continue to expand its relationship with Visit Reno Tahoe by launching a multi-dimensional festival, blending adventure sports, live music, and hands-on content experiences into one unforgettable cultural moment.



NST Experience



Content Sessions

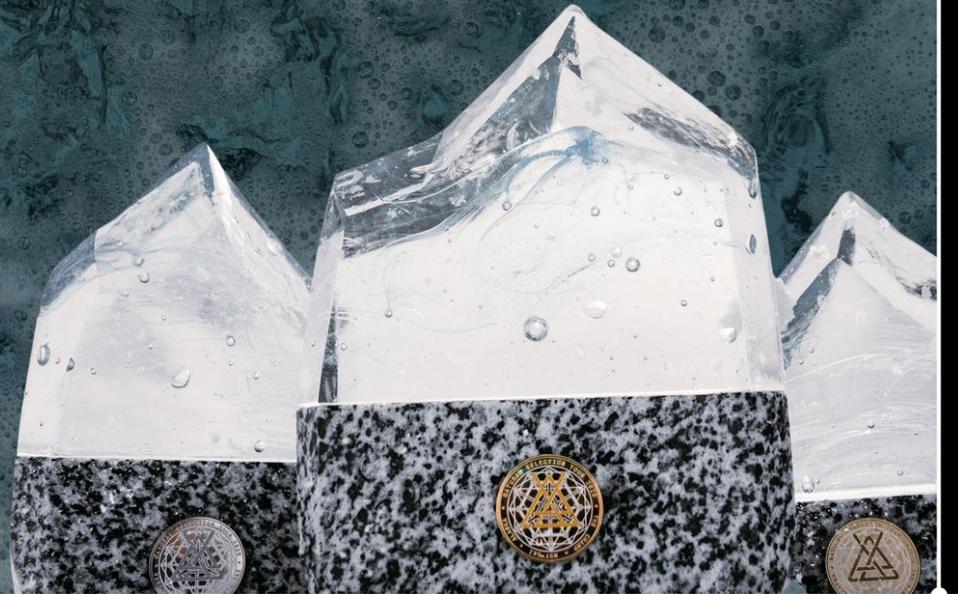


Live Music



NST Action

THANK YOU





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**NST x Visit Reno Tahoe
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The Vision.

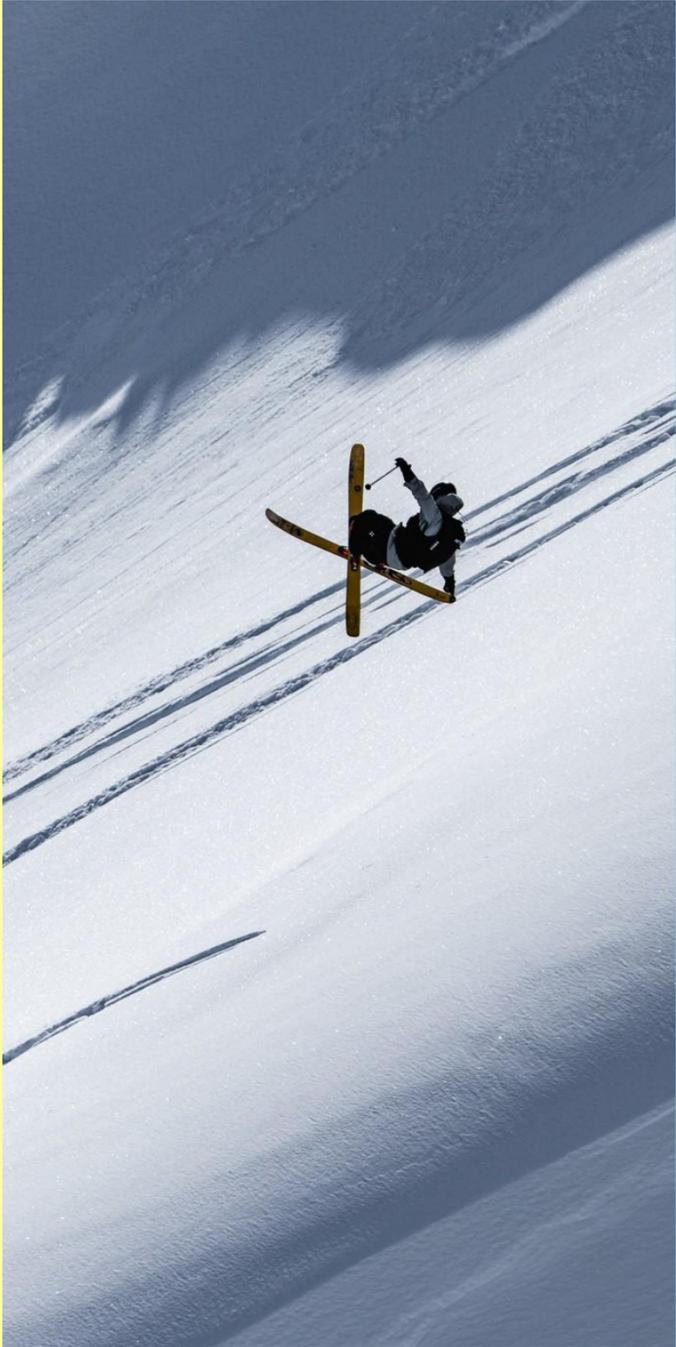
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ALASKA

NST™ SKI

ALASKA

2025 PORTFOLIO OF EVENTS



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BRITISH COLUMBIA

NST™ SNOW

BRITISH CO



NST™ BIKE

NEW ZEALAND

NST™ BIKE

NEW ZEALAND



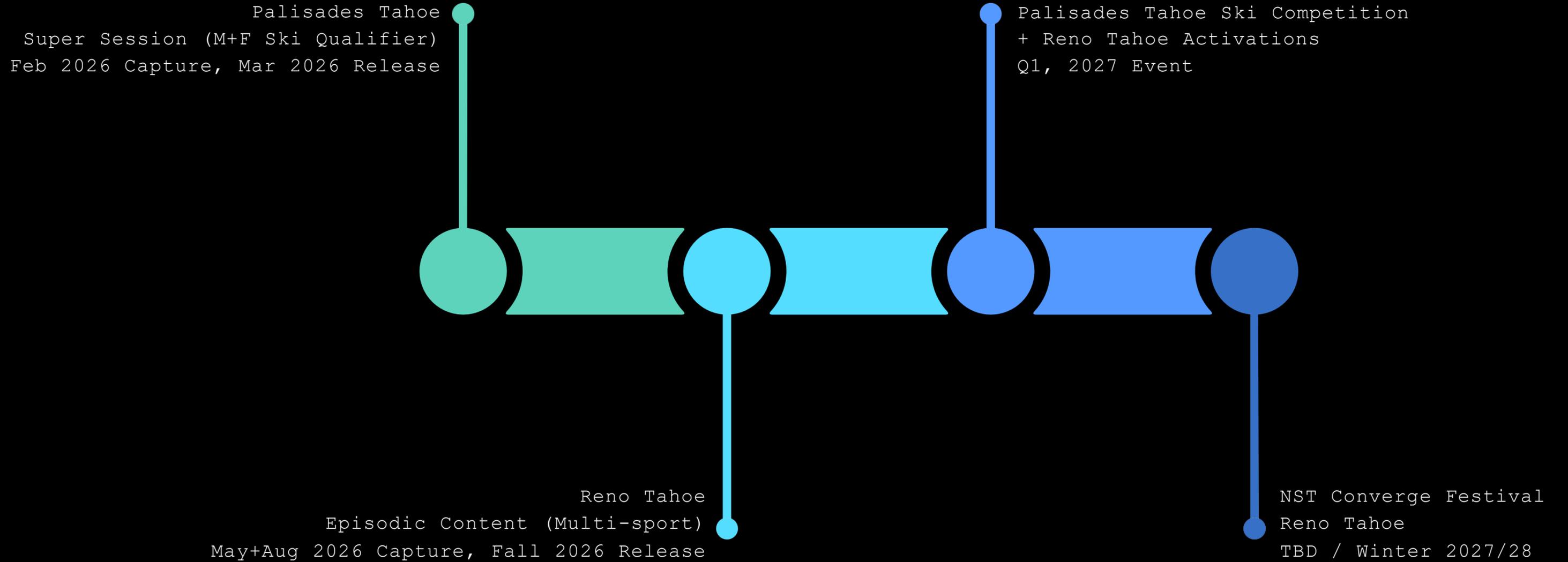
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MICRONESIA

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THE SKIERS MAGAZINE

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POWDER
THE SKIERS MAGAZINE

534

ARTICLES

\$188M

AD VALUE

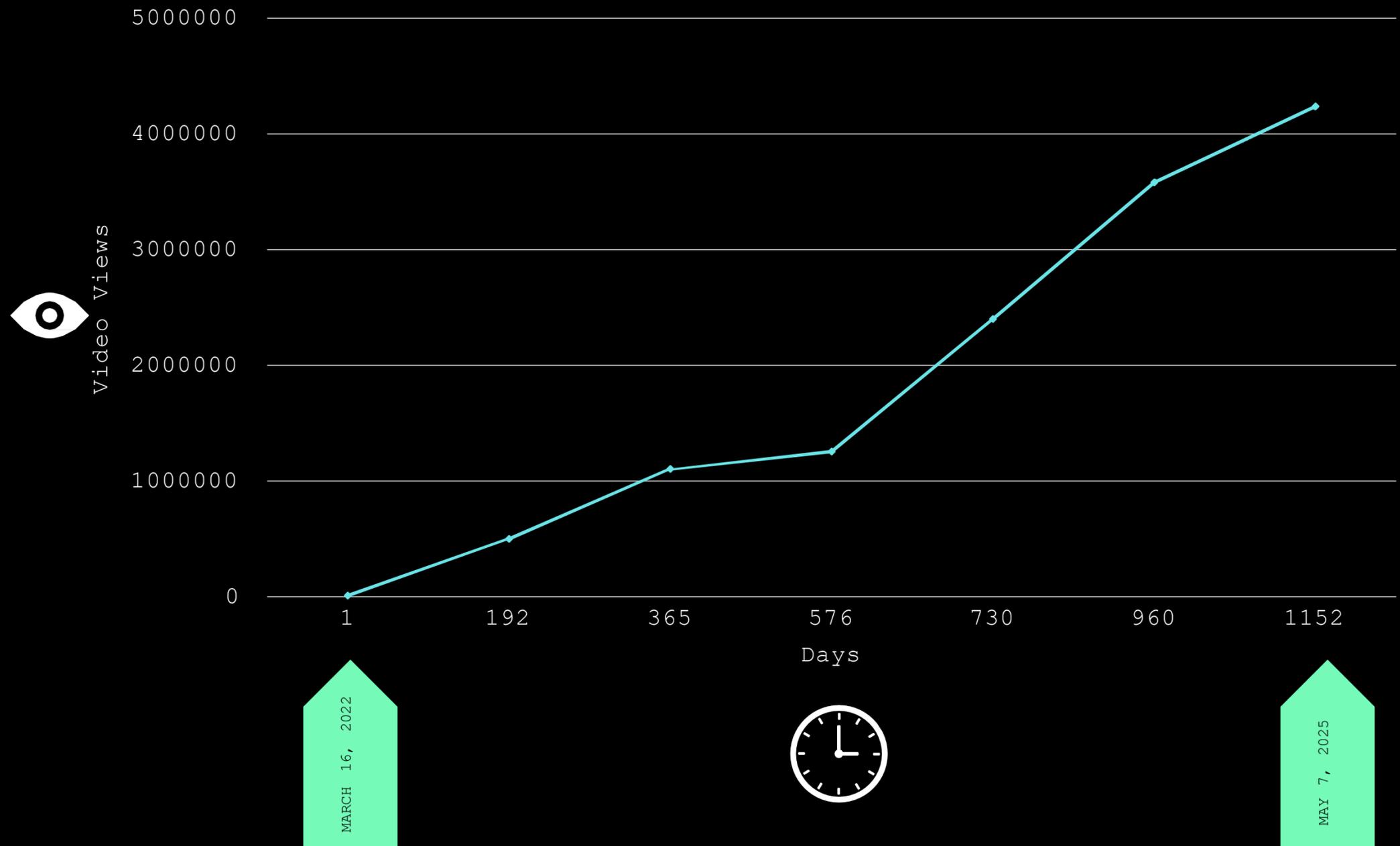
20.4B

MEDIA REACH

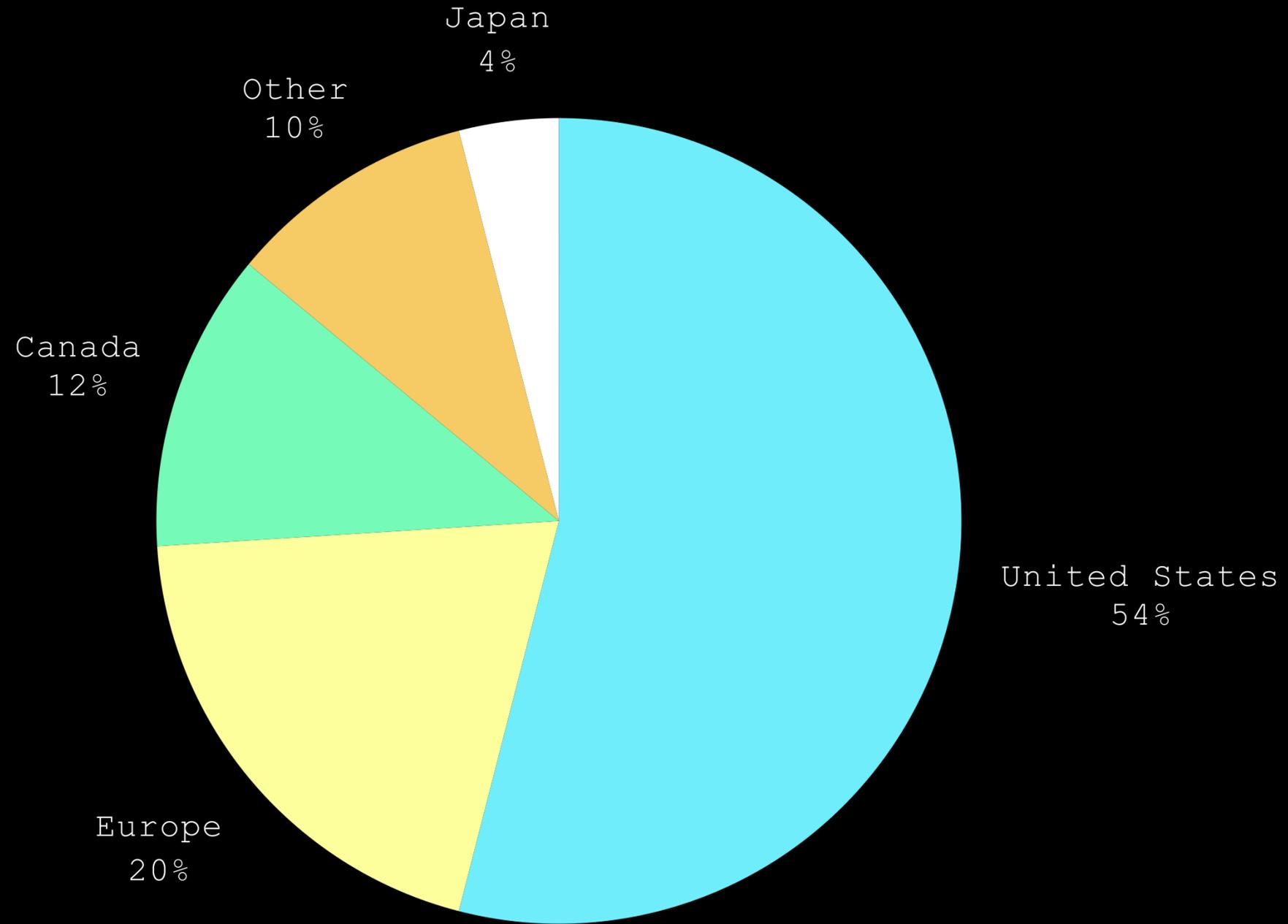
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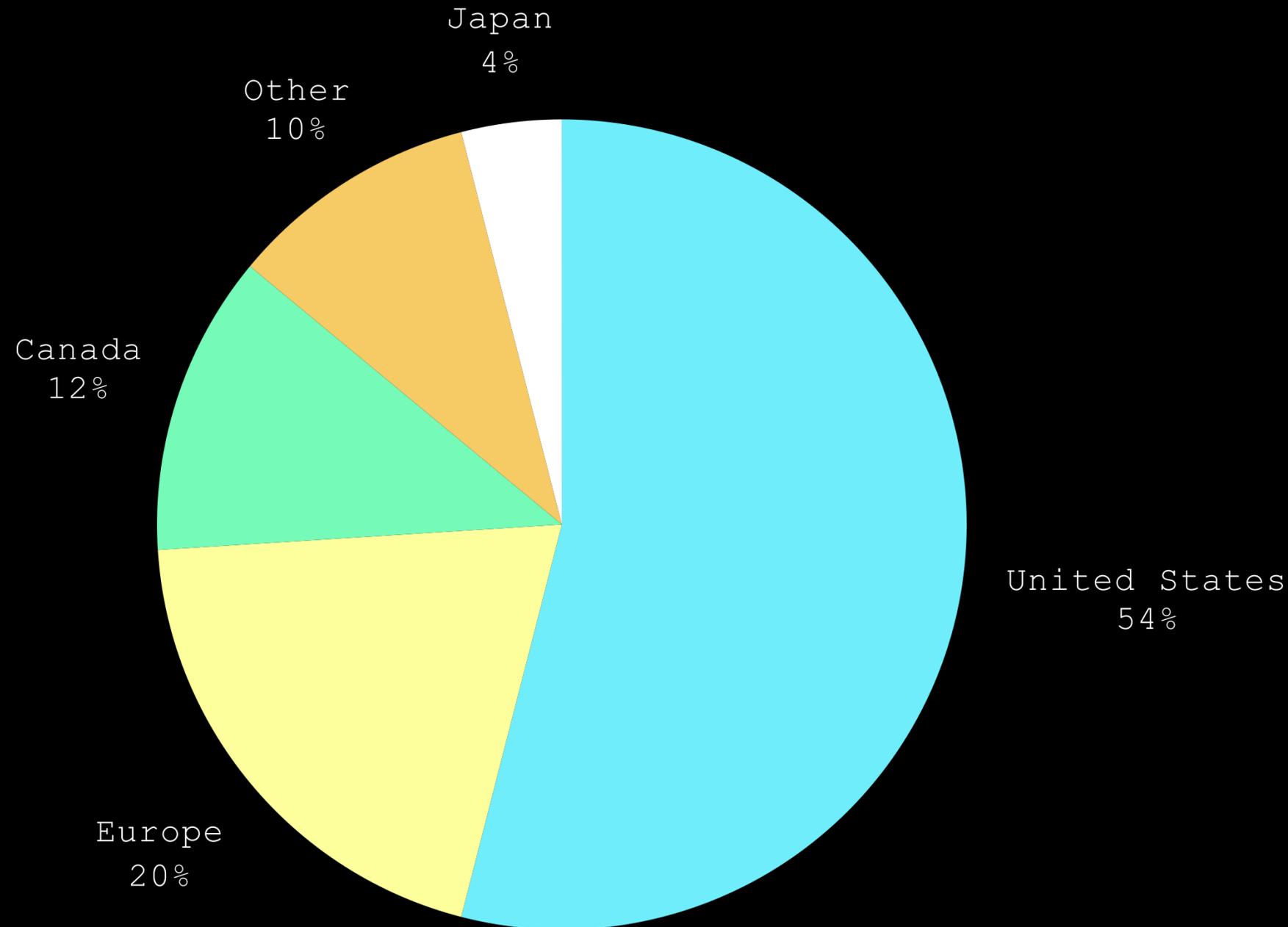
DATA FROM RED BULL YOUTUBE



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Global reach and relevance.



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1 0 7 6

TOTAL ARTICLES

\$ 2 7 6 M

TOTAL AD VALUE

SOCIAL MEDIA METRICS

1 1 1 2

ANNUAL POSTS

1 1 . 7 %

AVERAGE ENGAGEMENT RATE

3 4 . 4 M

TOTAL VIDEO VIEWS

1 9 . 1 M

IMPRESSIONS

1 4 . 3 M

TOTAL REACH

3 3 5 K

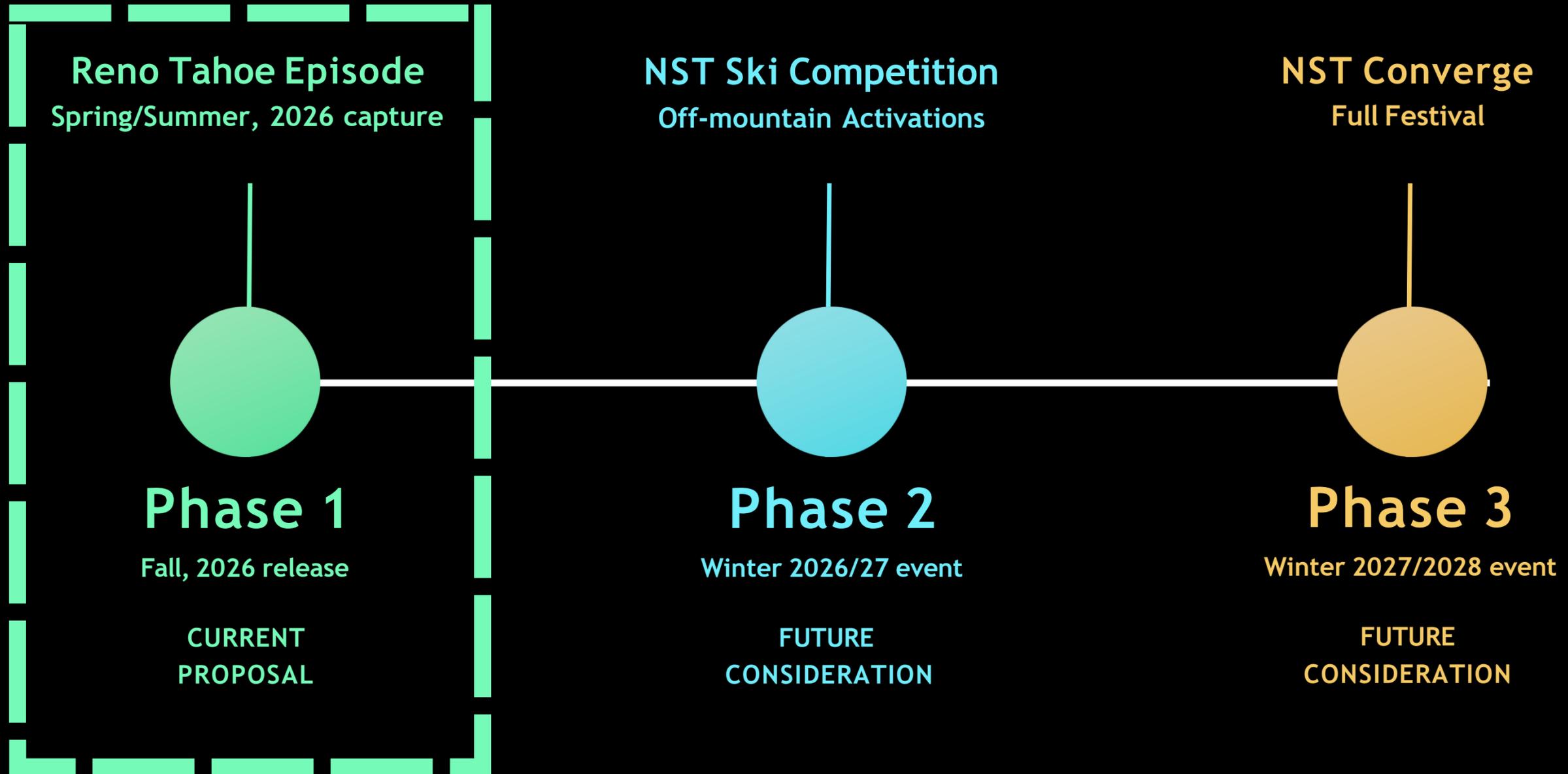
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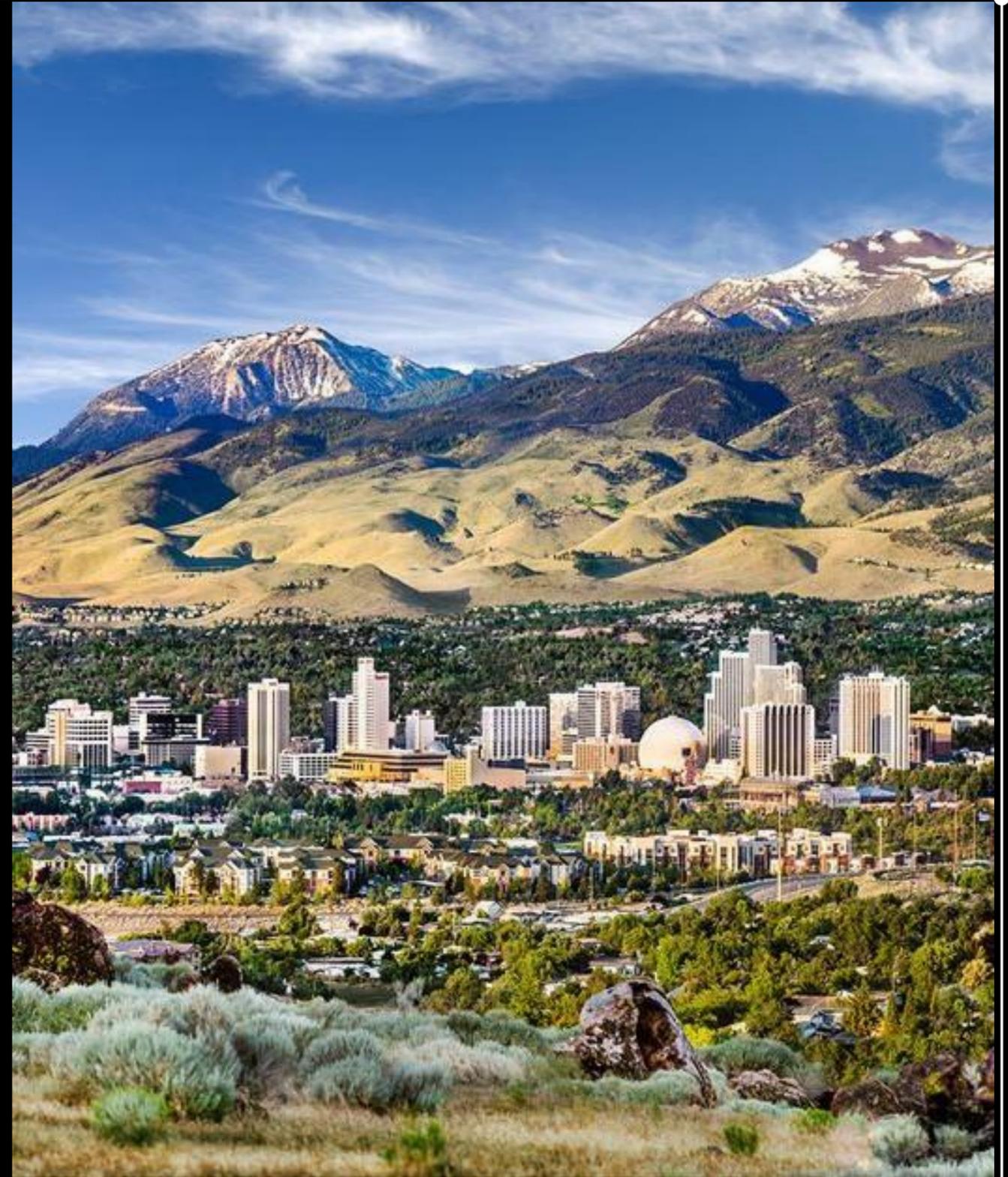
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Future Phases - NST Events.



NST Events - Reno Tahoe.

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NST Experience



Content Sessions

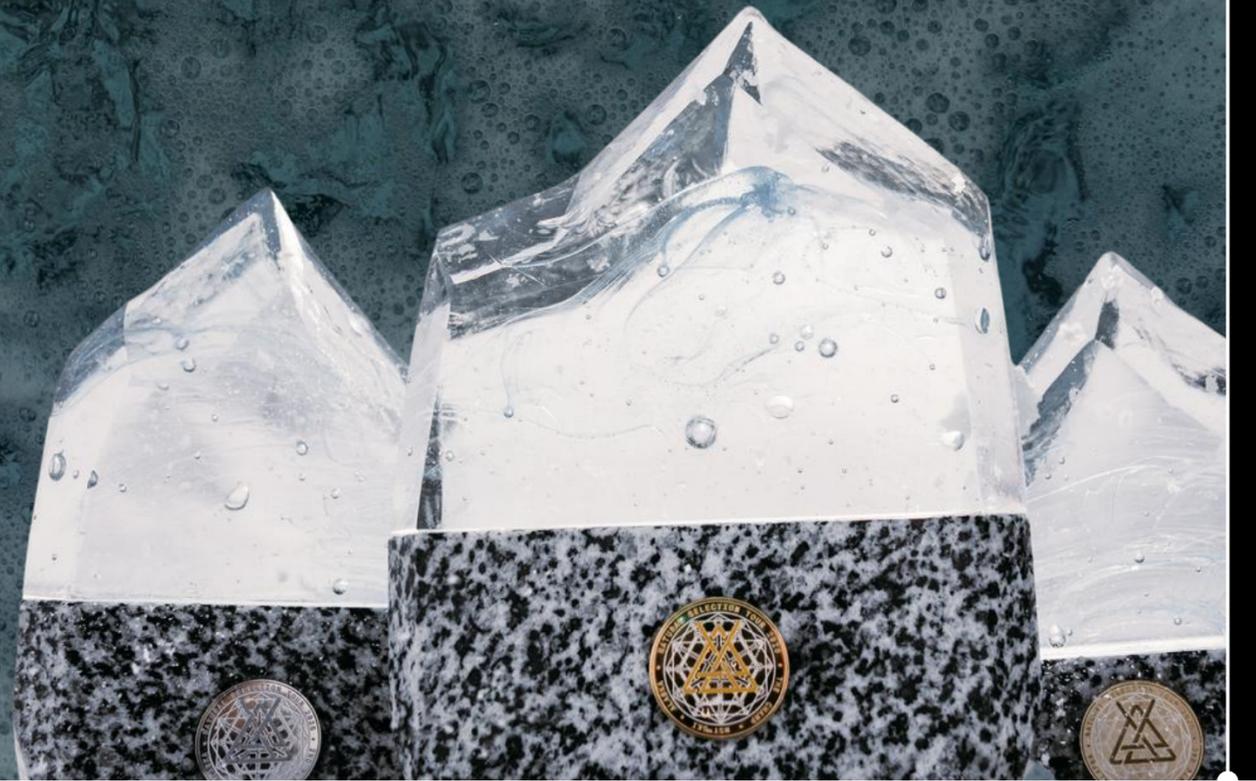


Live Music



NST Action

THANK YOU



 POLICIES AND PROCEDURES		Page(s):	1 of 3
		Saved As:	HR Policy 600.605
Manual:	HUMAN RESOURCES	Formulated:	
Subject:	RETIREMENT FROM RSCVA	Reviewed:	11/2017
Governing Board Approval	Date:	12/2017	Revised:
			12/2018

SCOPE:

Benefit eligible Retirees.

PURPOSE:

To define the eligibility requirements and potential benefits that may be available to benefited employees upon retirement into PERS from active employment with the RSCVA.

POLICY:

The RSCVA reserves the right to augment, modify, curtail, reduce or eliminate its group medical plan. Nothing within this policy or any policy or language in the Employee Handbook are intended to create any guarantee regarding maintenance of the group medical plan. In the event that the group medical plan is discontinued, any retired employee's benefit under this policy will cease.

Benefited Employees who retire from the RSCVA may be eligible for the following benefits:

- Payout of unused accrued vacation time
- Payout of 1/3 up to 300 hours unused accrued sick time **for retiring employees who were hired prior to 2012.**
- Ability to continue participation in the RSCVA Medical plan in compliance with NRS 287.023.
 - When a benefited Retiree becomes eligible for Medicare, they shall register for Medicare as their primary coverage. The RSCVA plan will then become the secondary payor.
- Benefited employees who were hired prior to 2012*** are currently employed at the RSCVA and retire from the RSCVA after November 15, 2017 may be eligible to receive the following contributions toward medical premiums until the Retiree becomes eligible for Medicare (once Medicare-eligible, all premium contributions shall cease):
 - Completion of 10 or more years of service – 50% contribution
 - Completion of 15 or more years of service – 75% contribution
 - Completion of 20 or more years of service – 100% contribution

 POLICIES AND PROCEDURES		Page(s):	2 of 3
		Saved As:	HR Policy 600.605
Manual:	HUMAN RESOURCES	Formulated:	
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Governing Board Approval	Date:	12/2017	Revised:
			12/2018

***Retirees who were employed by the RSCVA prior to 2012; completed 10 or more years of continuous service; were employed as an active benefited employee and retired from the RSCVA prior to November 15, 2017; and receive a contribution to medical premiums under the RSCVA Retirement Policy may be eligible to receive the following:

- If the Retiree is, as of November 15, 2017, over the age of 65 or otherwise eligible for Medicare, and the Retiree is not enrolled in Medicare, the RSCVA will pay any penalties associated with late-enrollment into Medicare A and B provided the Retiree enrolls with Medicare during the 2018 enrollment period. The RSCVA medical plan will then become the secondary payor.
- The RSCVA shall reimburse the eligible Retiree’s premium costs, up to an amount equal to the Retiree’s premiums contribution, for an approved Medicare Supplemental Plan.
-

DEFINITIONS:

“Benefited Employees” mean employees who have:

- *been employed by the RSCVA in a benefited position for a minimum of 5 years of continuous service;
- *elect to “retire;”
- *provide the RSCVA with at least 30-days’ notice of their election to retire;
- *cease employment with the RSCVA on their retirement date entering into PERS in accordance with NRS 286; and
- *cease any work of any kind for any employer for a period of not less than 90 days following their retirement date.
- *Notwithstanding the above, in the event an employee’s position with the RSCVA is eliminated and the employee will therefore lose their employment with the RSCVA through no fault of their own, the employee may choose to retire rather than be laid off. In this event only, the RSCVA

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will waive the requirement that the employee cease any work of any kind for any employer for a period of not less than 90 days following their retirement date. Further, the RSCVA will waive the requirement that the employee enter into PERS on their retirement date. If the employee does choose to retire instead of being laid off, the employee will only be entitled to the benefits under this Retirement Policy and will not be entitled to any benefits under RSCVA's Layoff and Recall Policy, 900.903.

"Years of service," for purposes of this policy, means all years an employee has been employed at the RSCVA, regardless of any gaps in that employment. By way of example only, if an employee worked for 2 years at the RSCVA, left that employment for 3 years, and then returned to the RSCVA on or before December 31, 2011 and worked for 4 more years, that employee's "years of service" is 6 years.

"Retiree" for the purposes of this policy means a formerly active benefited employee who has retired into PERS from the RSCVA.

To discuss PERS retirement benefits employees should contact:

Public Employees Retirement System of Nevada

693 Nye Lane

Carson City, NV 89703

775-687-4200

www.nvpers.org

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SCOPE:

Organization wide.

PURPOSE:

To provide our eligible employees with the ability to accrue and use paid vacation, sick and holiday time.

ELIGIBLE EMPLOYEES

All regularly scheduled employees who work more than 90 days will accrue sick time. Regular Full-time employees will accrue vacation time.

POLICY:

A. Paid Vacation Time

Paid vacation benefits are paid days available to eligible full-time employees to be used for any personal reason including, but not limited to, vacation plans, personal days, or attendance at continuing education programs which the employee is not required to attend nor directed by management to attend. Following 90 days of employment, eligible employees will be entitled to utilize accrued paid vacation hours.

B. Paid Sick Time

Following 90 days of employment, eligible employees will be entitled to utilize accrued paid sick hours.

There will be no compensation for absences due to illness or injury once all of the employee’s accrued sick leave is exhausted, unless they opt to use paid vacation time (if applicable).

Deductions from exempt employees’ sick leave banks will be based on two-hour increments. Exempt employees who exhaust their sick leave and continue to be absent for reasons of injury or illness will have deductions made from their salary for full day absences only, unless their absences have been designated as intermittent leave under the Family Medical Leave Act or they opt to use paid vacation

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time. In cases of FMLA intermittent leave, the deductions from an exempt employee's salary will be made consistent with the FMLA's requirements. Exempt employees who believe deductions from their salary have been made because of absences due to illness or injury and which are inconsistent with this policy should immediately bring it to the attention of Human Resources, who will investigate the matter.

C. Paid Holiday Time - please refer to Policy 500.511 as to the RSCVA's recognized holidays and eligibility.

D. Accrual of Paid Vacation and Sick Time

Paid vacation and sick time are divided into two separate banks - one for paid vacation time, one for paid sick time.

1. Accrual of paid vacation and sick time will begin from the first day of employment or status change (e.g. part to full time) and is accrued on a pro-rata basis.
2. New full-time employees are eligible to use accrued paid vacation benefits following 90 days of employment.
3. New employees are eligible to use accrued sick time following 90 days of employment.
4. Paid vacation and sick benefits accrue on a pro-rata basis, based on hours worked and length of continuous service. Benefit accrual rates will change at the beginning of the first pay period following the anniversary date.
5. Paid vacation and sick time cannot be used prior to the time it is accrued.
6. Paid vacation and sick time shall not accrue when the employee has not worked any hours during the pay period unless the employee opts to use vacation, holiday or sick time.

PROCEDURE:

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1. Employees who allow their vacation time to reach the maximum accrual limits will not continue to accrue additional paid time until the accrued balance for their vacation time bank falls below the maximum accrual limit. It is the employees' responsibility to monitor their accruals.
2. When requesting vacation time, employees must request time off 30 days in advance of their proposed absence or as soon as practicable to permit management to consider their request and to accommodate the request when possible. In the case of illness, employees are responsible for reporting absences in accordance with departmental policy. The department Manager/Director may approve or disapprove the request for time off based upon the operational needs of the department or work unit.
3. Paid vacation and sick time hours will be paid at the employee's current base rate of pay. These hours are not counted as "hours worked" for the purpose of computing overtime.
4. Paid vacation or sick hours, when used to supplement scheduled worked hours, may only be taken up to a maximum of normally scheduled worked hours per day or per scheduled shifts per pay period. Supplementing paid vacation, sick or holiday hours for additional shifts in excess of scheduled shifts per pay period is not permitted.
5. Employees who have accrued paid vacation and sick time and take time off will be paid for that time from available, accrued paid vacation or sick hours. An employee may not take (non-flex) time off from work without pay if he/she has accrued paid vacation or sick time, unless otherwise allowed by state or federal law. Employees must submit a signed paid vacation time off request to the department manager/director.
6. All employees who have hours in their vacation bank at the time of their voluntary separation shall receive all accrued paid vacation at their current base rate of pay if they have provided a written resignation and worked through their notice period.
7. Sick hours will only be paid out to eligible employees in compliance with the RSCVA Retirement policy; one-third up to 300 hours for retiring employees who were hired prior to 2012.
8. Employees who convert to a non-benefit eligible position shall be paid any unused paid vacation time in existence at the time of the conversion at their base current rate of pay.

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9. If an employee transfers per management's request and in compliance with the department's transfer policy, accrued vacation, sick and holiday banks will be transferred to the new department.
10. If an employee is involuntarily discharged and rehired within 90 days of separation, sick leave hours banked will be reinstated to the amount prior to separation.
11. If an RSCVA-recognized holiday falls during a scheduled vacation, the holiday time off will not be charged against the employee's accrued vacation time.
12. If an employee is on unpaid disciplinary suspension, he/she cannot utilize paid time off.

ACCRUAL CHART				
SICK	Years of Service	Per Hour	Per Pay Period	Maximum Accrual
	0 to 10 yrs service	0.05768	4.615	None
	10 yrs and more	0.06922	5.538	None
VACATION	Years of Service	Per Hour		Maximum Accrual
	0-24 months	0.0385	3.08	20 days /160 hrs
	25-60 months	0.0578	4.62	30 days/ 240 hrs
	61-108 months	0.06925	5.54	36 days/ 288 hrs
	109 and more	0.08075	6.46	42 days/ 336 hrs
HOLIDAYS	Years of Service	Per Hour		Maximum Accrual
	0 - 99 yrs	N/A		N/A