

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
MEETING OF THE BOARD OF DIRECTORS
Thursday, March 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 March 26, 2026, Regular Meeting of the Board of Directors

For Possible Action

C2. Approval of the Minutes of the February 26, 2026, Regular Meeting of the Board of Directors

For Possible Action

D. PRESENTATIONS

D1. Presentation: Future Partners

Alex Molin, Research Director of Future Partners, will provide the RSCVA Board of Directors with results from the 2025 Visitor Profile Study (VPS). The VPS is designed to track sentiment about the visitor experience, in an effort to better understand the primary travel motivators and activities visitors associate with Reno Tahoe. Future Partners will also highlight findings from the 2025 Brand Health & Advertising Tracking study, as well as the 2025 report gauging Resident Sentiment regarding tourism awareness and initiatives throughout Reno Tahoe.

Informational Only

D2. Presentation: Miles Partnership

Andria Godfrey, Vice President of Data Science at Miles Partnership, along with Debbie Johnson, Senior Vice President of Client Services at Miles Partnership, will provide the RSCVA Board of Directors with how data and insights are being applied across our marketing ecosystem. Building on the findings share by Future Partners, this presentation will highlight how research, data and campaign performance are integrated to inform audience targeting, optimize media investments and enhance personalization across the visitor journey.

Information 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. Presentation, Discussion, and Potential Approval of a Proposed Budget Augmentation in the Amount of up to \$1,550,000.00 for the Reno-Sparks Convention and Visitors Authority.

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve an augmentation of the Reno-Sparks Convention and Visitors Authority fiscal year 25/26 budget in an amount of up to \$1,550,000.

An initial draft of the proposed augmentation was presented to and approved in an advisory capacity by the Finance and Facilities Committee on March 10, 2026.

For Possible Action

E2. Discussion Regarding Process for Appointment of RSCVA Representative to the Reno-Tahoe Airport Authority Board of Trustees

Pursuant to Section 5(3) of the Reno-Tahoe Airport Authority Act (the "Act"), the RSCVA is entitled to appoint one member to the Reno-Tahoe Airport Authority Board of Trustees ("RTAA Board"). The seat held by RSCVA's prior appointee to the RTAA Board has been vacated. The Board of Directors is being asked to review, discuss, and possibly approve the process for selecting the new RSCVA appointee to the RTAA Board to serve out the remainder of the prior appointee's term.

For Possible Action

E3. Election of the RSCVA Secretary/Treasurer

The RSCVA Board of Directors will elect a Secretary and Treasurer from among its members pursuant to NRS 244A.611

For Possible Action

E4. Review, Discussion, and Possible Approval of an Interlocal Agreement with the Nevada Department of Agriculture (the "Department")

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve that certain Interlocal Government Agreement for Termination of Management Agreement and Transfer of Assets and Operational Responsibilities for the Nevada State Fairgrounds between the RSCVA and the Department (the "Agreement"). The Agreement provides, among other things: (i) that the existing Management Agreement originally between the RSCVA and Washoe County for the management of the Reno-Sparks Livestock Events Center (the "RSLEC", also known as the Nevada State Fairgrounds) be terminated effective as of June 1, 2026; (ii) that the RSCVA transfer certain personal property and improvements associated with the RSLEC to the Department; and (iii) that the RSCVA provide funding to the Department for the future maintenance and operation of the RSLEC in the amount of Ten Million Dollars (\$10,000,000), payable in annual installments of One Million Dollars (\$1,000,000) per fiscal year, commencing June of 2026, and continuing each year thereafter until paid.

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, February 26, 2026, 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, February 26, 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 10:01 a.m.

A2. Pledge of Allegiance

Board Member Glenn Carano lead the pledge.

A3. Roll Call

The Clerk of the Board took roll call.

Board Members Present:

Mayor Hillary Schieve, RSCVA Chair [**Zoom, from 10:13 a.m.**]
Eddie Ableser, RSCVA Board Member [**Zoom, from 10:06am**]
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:

Commissioner Clara Andriola,
Board Member

RSCVA Executive Staff Present:

Mike Larragueta, President & CEO
John McGinnes, Vice President of 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
Brian Mann, Creative Director

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

C2. Approval of the Minutes 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 C1 and C2 on the consent agenda as presented. The motion was **APPROVED** by a vote 6-3-0. Motion carried.

D. PRESENTATIONS

D1. Reno-Sparks Convention and Visitors Authority Department Updates

Mike Larragueta led the executive updates with a slide presentation and compared numbers from January 2026 to January 2025. He reported that January 2026 was a strong month with increases in overall room tax revenue, occupancy and tourism sales. There was no reason for concern for the drop in group sales room nights because January 2025 was an exceptional convention month for one partner, and the weather contributed to more visitation. He also reported that when comparing the actual budget compared to the projected budget, there was an increase in what the team projected. Finally, he announced and summarized upcoming events, including the USBC Open opening ceremony that will be held at on Saturday, March 14, 2026, at 6:00 p.m.

John McGinnes led Business Development updates. Marcus Johnson is the director and only member of the Business Development Department. John McGinnes summarized his activities and accomplishments from the fiscal year 2024/2025.

Valerie Segarra, Director of Event Development, and Brian Mann, Creative Director, presented the proposed content project with Natural Selection Tour (NST) and discussed its potential for future events for Reno Tahoe. NST is an adventure sports company growing in popularity that makes a good partnership for Reno Tahoe. Phase 1 of this partnership involves creating an episode that will introduce Reno Tahoe as an adventure outdoor destination. Phase 2 will involve NST bringing their ski competition to Reno Tahoe in the winter of 2026/2027. Phase 3 is still being developed but will be a cultural event that involves blending adventure sports, live music and hands-on content experience. Phases 2 and 3 will be explored further after Phase 1 is completed.

Members of the Board expressed their approval and support of the proposed project.

Board Member Eddie Ableser joined the meeting via Zoom at 10:06am.

Chair Schieve joined the meeting via Zoom at 10:13am.

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."

Lori Tange explained that when reviewing the policies, they noticed a discrepancy in the language used around how RSCVA pays out accrued sick time at the time of retirement. They are requesting to add, for clarification, that the accrued unused sick time for retiring employees applies to employees who were hired prior to 2012, to HR policy No. 600.605.

Board Member Bybee requested clarification that the policy was not being changed.

Lori Tange explained that the policy has always been administered so payout for unused sick time applies only to those hired prior to 2012. They are only adding language to the policy to clarify it.

In response to **Board Member East**, **Lori Tange** explained that there were no plans to extend the policy to new employees and that it would stay the way it is.

On a motion made by Board Member East, seconded by Board Member Carano, it was resolved to approve the clarification to HR policy No. 600.605 "Retirement from RSCVA" to ensure alignment with the retirement payout provisions for unused sick time as outlined in the HR Policy 500.509: "Paid Time Off and Accruals". The motion was **APPROVED** by a vote 7-2-0. Motion carried.

Board Member Long left the meeting at 10:50am, he returned at 10:52am.

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

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 10:59 am.

The meeting may be viewed at the following:

02/26/2026 RSCVA BOD Mtg <https://www.youtube.com/watch?v=jvEzSkyjCMo&t=2s>



Visit Reno Tahoe
Destination Research
2025

Today's Agenda



National Traveler Trends

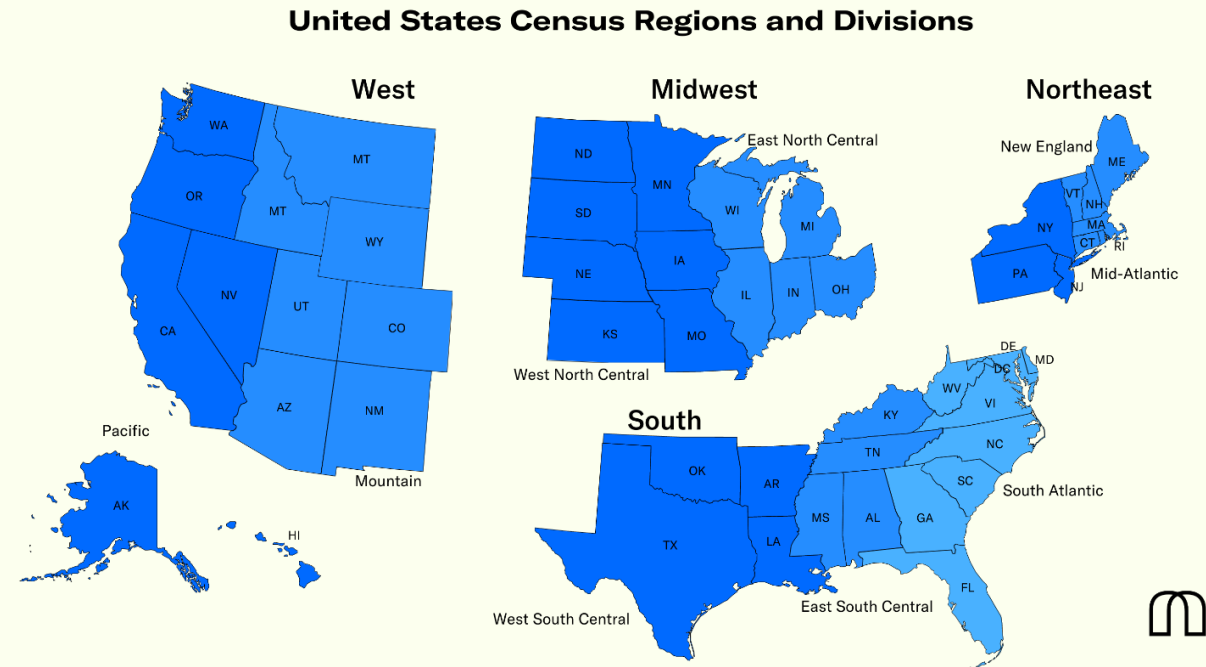
Reno Tahoe Visitor Profile

Reno Tahoe Brand & Ad Tracking

Washoe County Resident Sentiment

The State of the American Traveler

- Monthly tracking survey
- Tracks traveler sentiment to generate insights into domestic travel trends
- Survey collected: [February 2026](#)
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Representative sample of adult American travelers in each of the four U.S. regions
- Data is weighted to reflect the actual population of each region

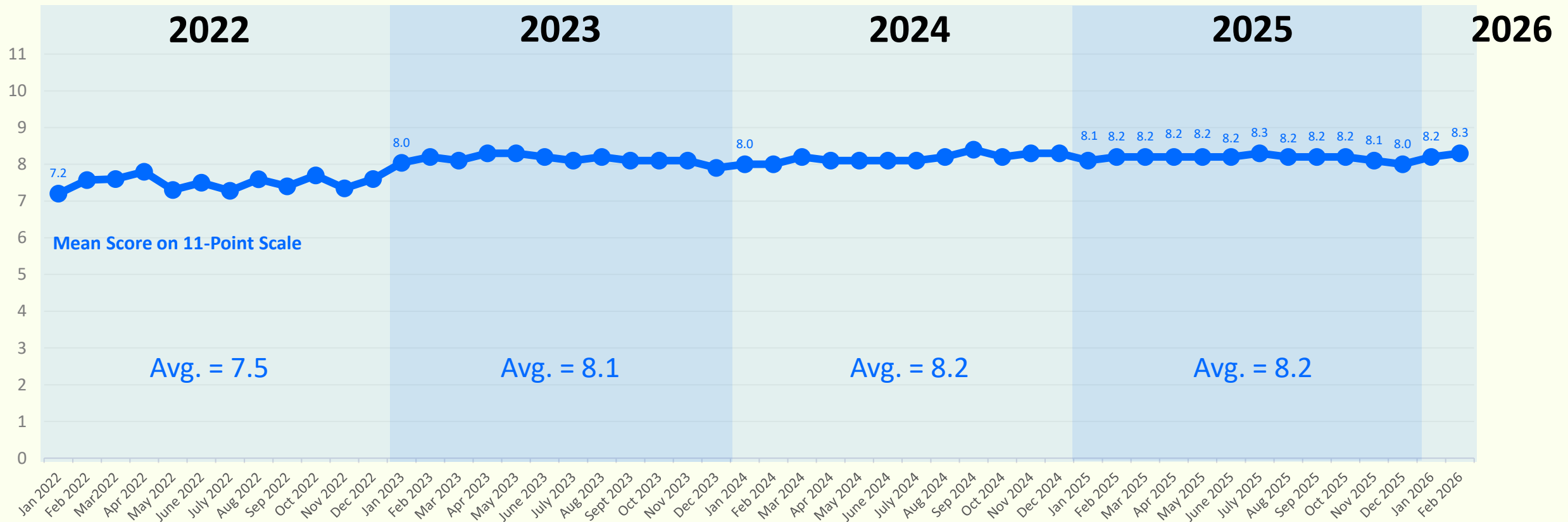


Travel Sentiment



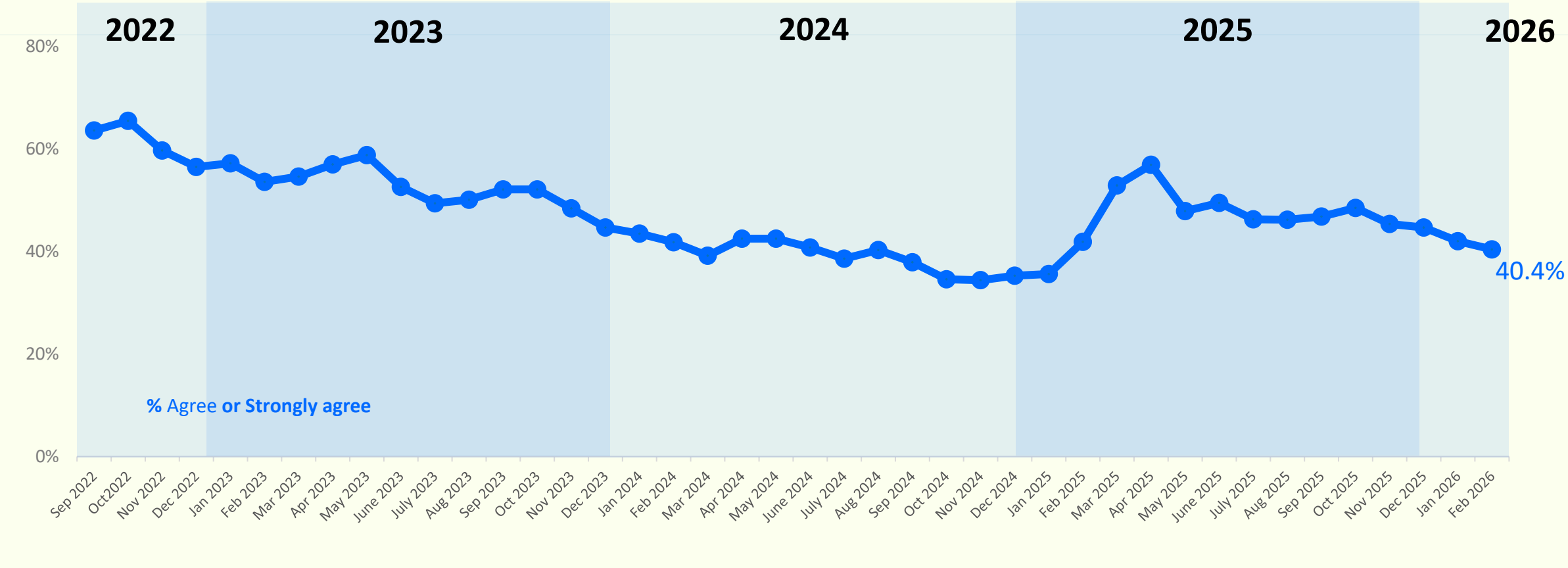
Leisure Travel Enthusiasm Continues to Hold Steady

Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?



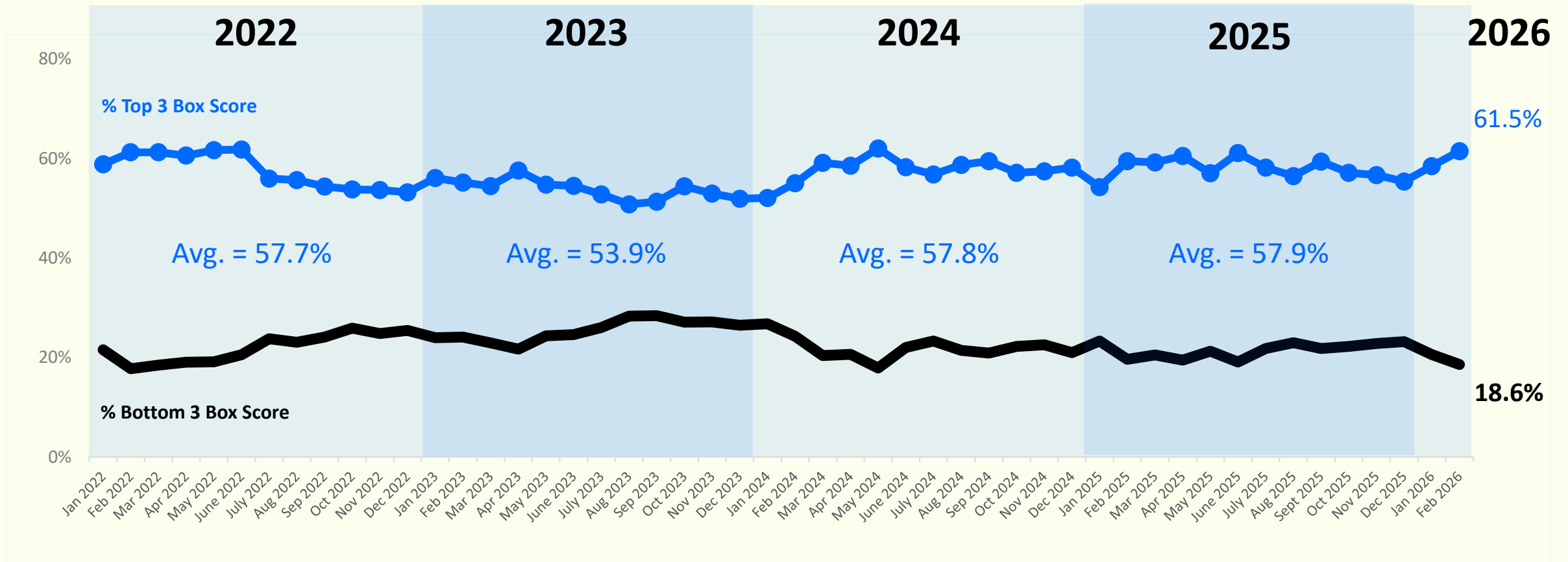
Caution Still in the Air: Recession Fears Increased Then Eased in 2025

Statement Agreement: I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.



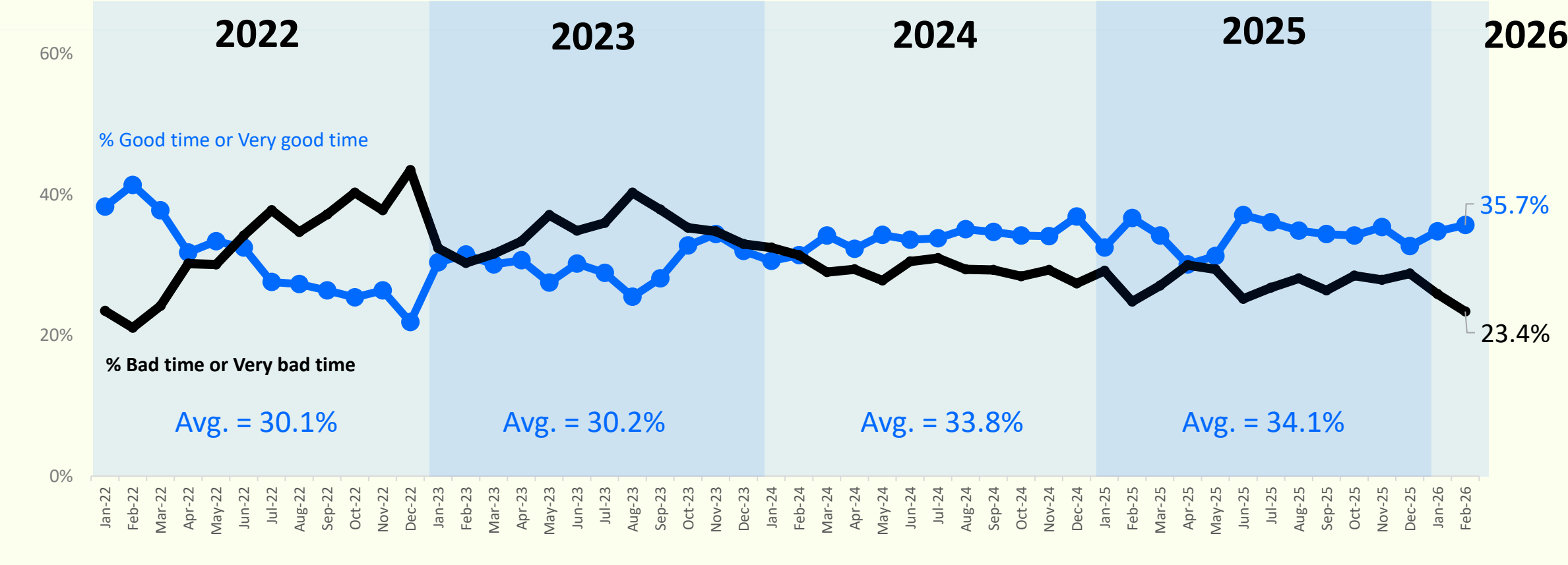
Priority Check: Leisure Travel Remains High on the List

Question: Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.



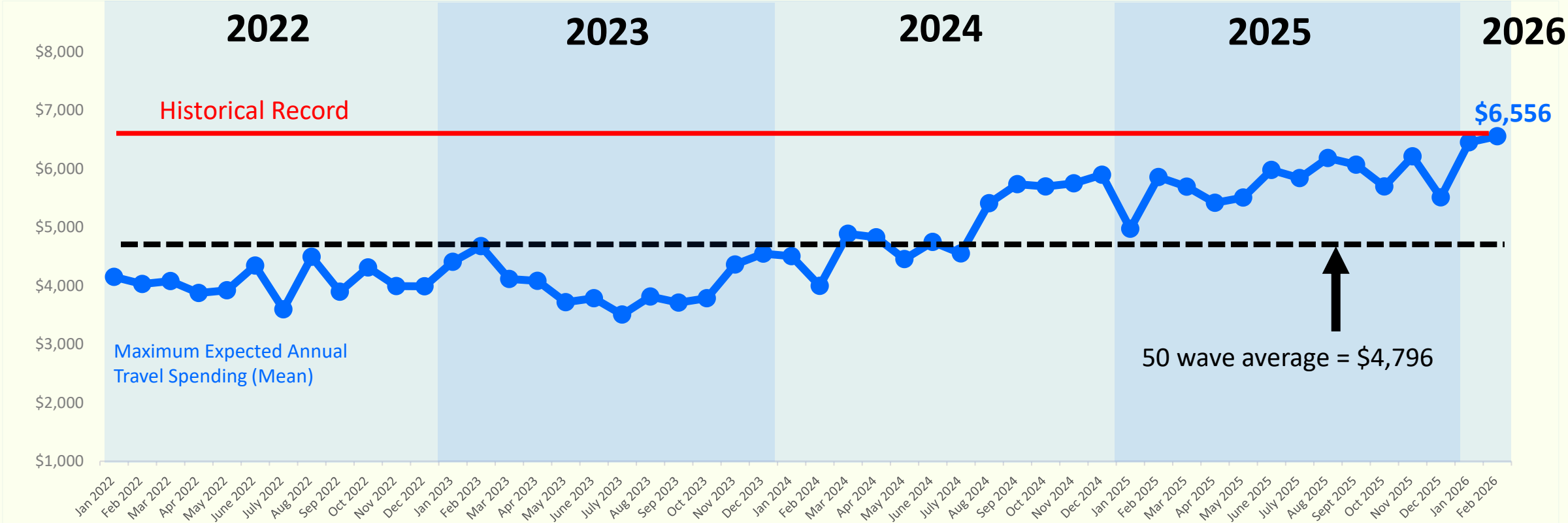
Cautious Green Light: More Say “Good Time” Than “Bad Time” to Spend on Travel

Question: Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



Americans Are Increasingly Keeping the Travel Door Wide Open on Spending

Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS? Maximum I would spend on leisure travel (next 12 months):



2025 Key Takeaways

- **Travel momentum is strong:** Leisure travel excitement averages 8.2 (out of 11) and three-in-five travelers rank leisure travel a high near term priority (58%).
- **Spending is a priority, but travelers remain cautious:** Max budget increased and today it's at a record high (\$6,556 in February 2026), yet only one third of travelers said it's a good time to spend (34%).
- **Optimism with economic uncertainty:** Recession concern has eased but stays elevated (40%).

Reno Tahoe Brand Metrics



Brand Equity Index Summary

Year

2025

Destination Type

Cities

Destination

Reno, NV

Competitive Set

Denver, CO, Las Vegas, NV, Portland, OR and San Francisco, CA

Future Partners Destination Brand Equity Index is made up of the following six key elements, which are considered as the important components of a brand's equity. These factors are then utilized to calculate a destination's index score on a 100-pt scale.

Awareness

The extent to which travelers are familiar with a destination as a viable place to visit.



Reputation

The overall appeal and perceived quality of the destination among travelers.



Differentiation

How unique and distinct the destination's visitation experience is compared to others.



Energy/Momentum

The perception of how much the destination's popularity has increased/decreased recently.



Relevance

The likelihood that a consumer will consider visiting the destination in the next few years.



Loyalty

The degree to which consumers have visited the destination in the past.



49.7

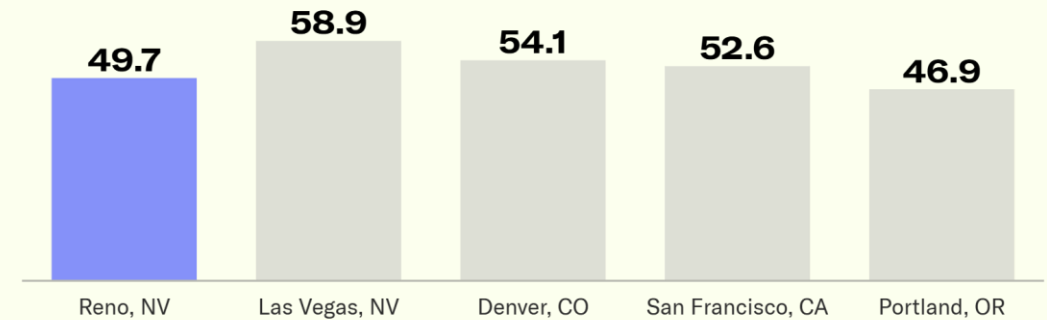
Reno, NV

(-0.3pts YOY)

Competitor Rankings

(Index Ratings - Reno, NV vs. Top Ranking Competitive Set)

Average: 52.4



*Barometer values indicate how each destination performs relative to the selected competitive set, with 50 representing average performance.

Destination Familiarity



Year

2025

Destination Type

Cities

Destination

Reno, NV

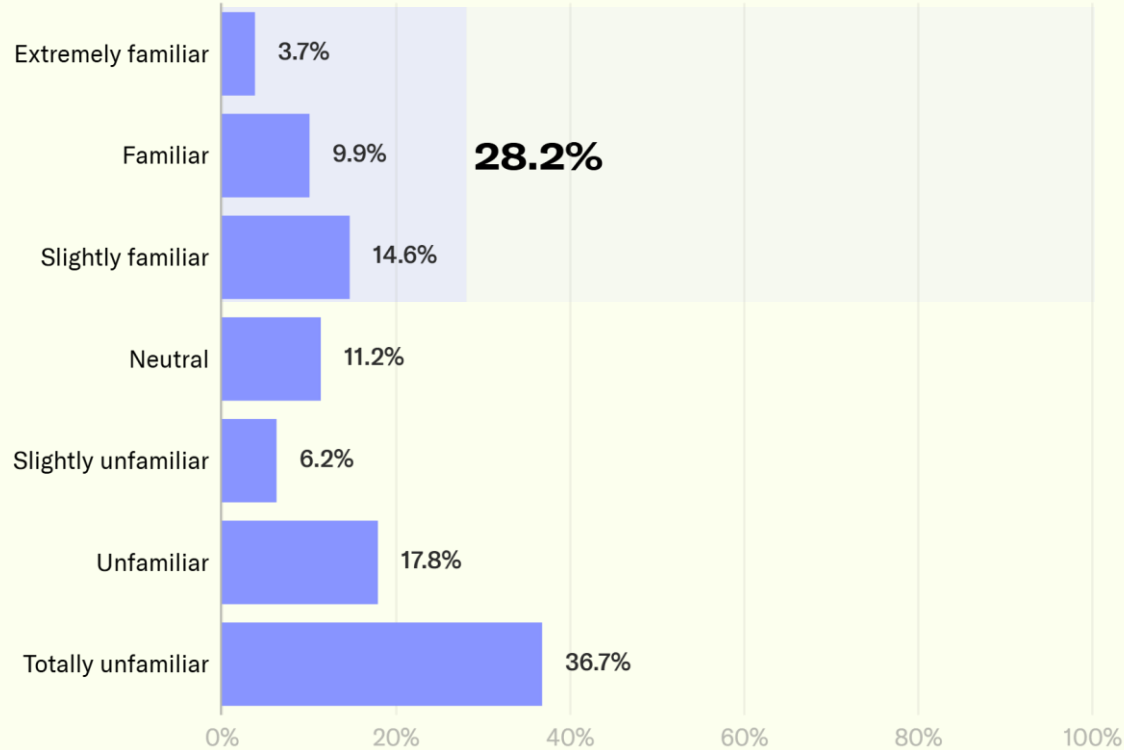
Competitive Set

Denver, CO, Las Vegas, NV, Portland, OR and San Francisco, CA

Reno, NV, 2025



Familiarity with Things to See and Do in Reno, NV



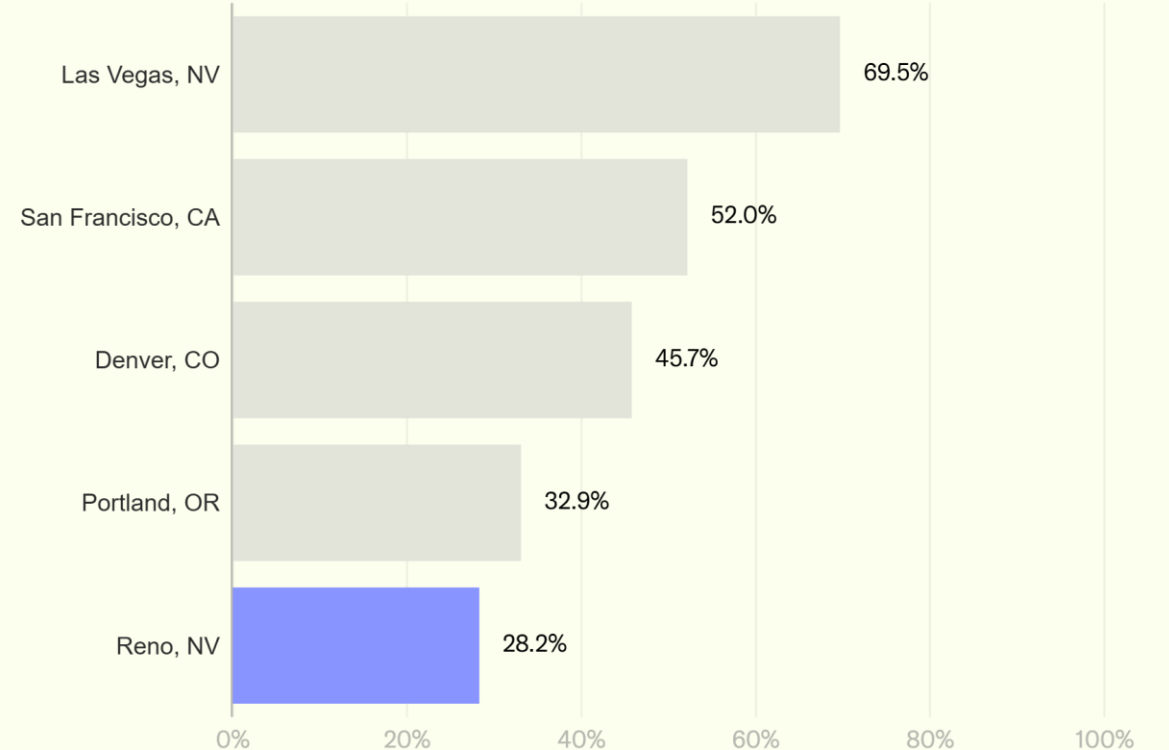
Base: Reno, NV set, 2025 respondents.
673 completed surveys.

Cities Ranked, 2025



(Top 3 Box - % Rating "Slightly familiar" or "Extremely familiar" for Each Destination)

Average 45.7%



Base: Competitive set, 2025 respondents.
3,430 completed surveys.

Appeal as a Place to Visit



Year

2025

Destination Type

Cities

Destination

Reno, NV

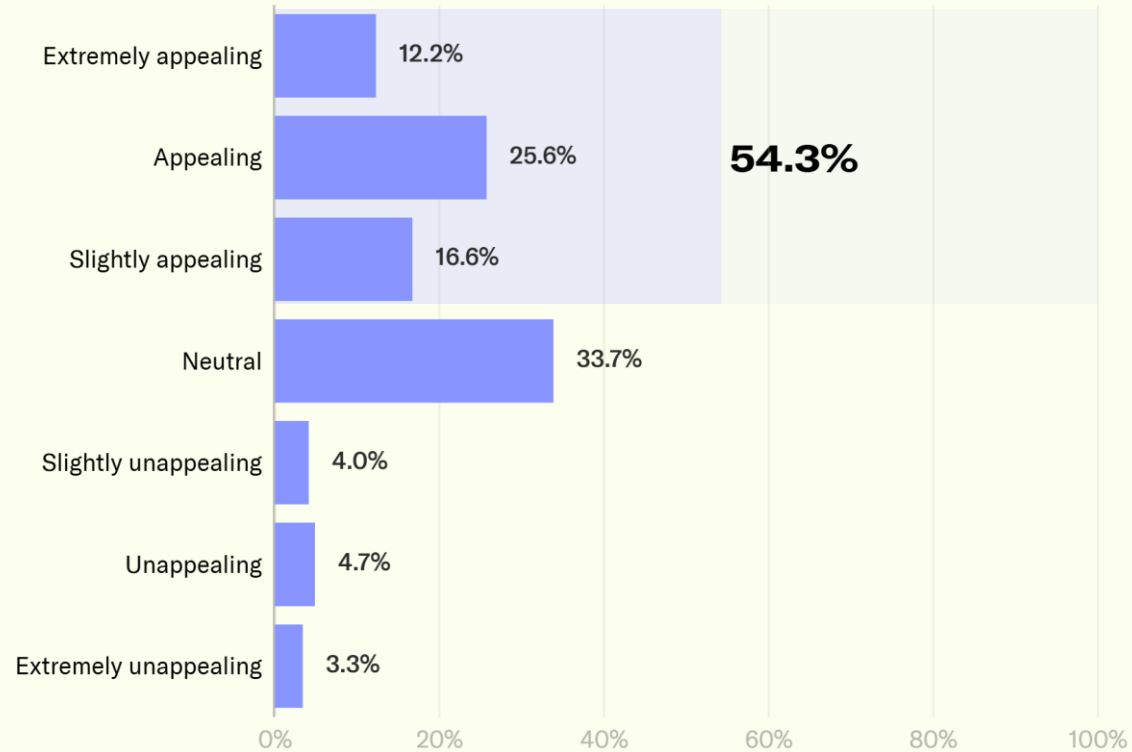
Competitive Set

Denver, CO, Las Vegas, NV, Portland, OR and San Francisco, CA

Reno, NV, 2025



Appeal of Reno, NV as a Leisure Destination



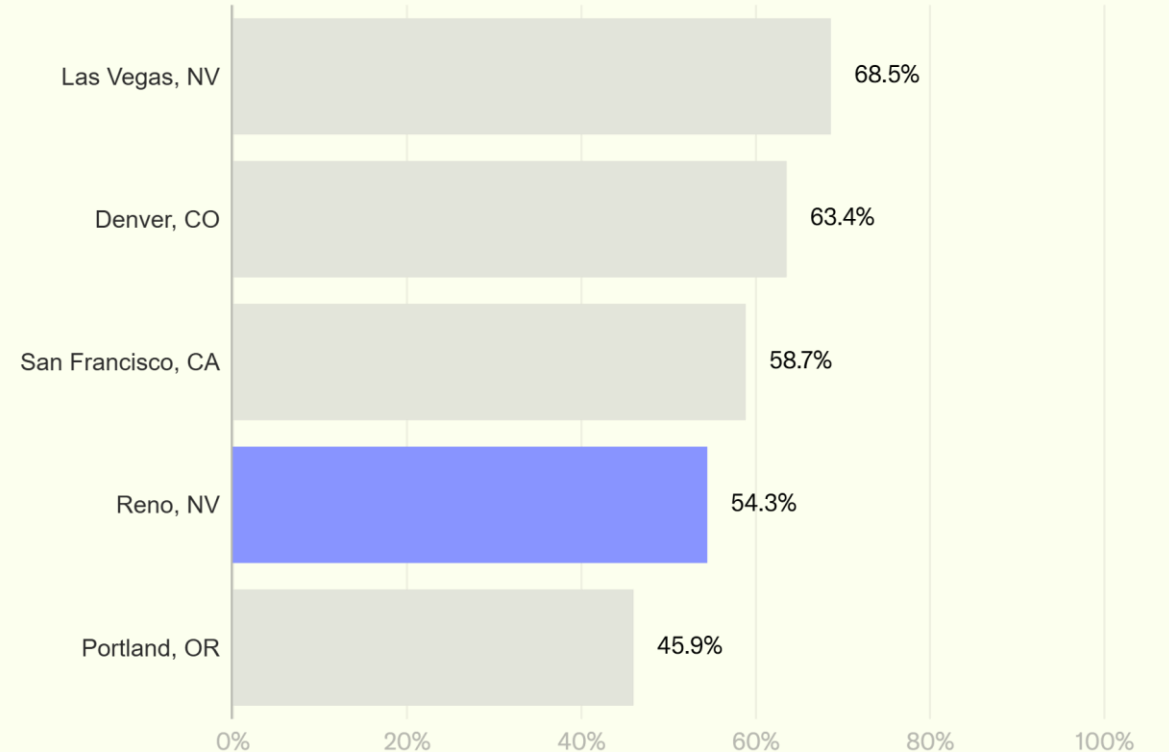
Base: Reno, NV set, 2025 respondents.
673 completed surveys.

Cities Ranked, 2025



(Top 3 Box - % Rating "Slightly Appealing" or "Extremely Appealing" for Each Destination)

Average 58.2%



Base: Competitive set, 2025 respondents.
3,430 completed surveys.

Destination Uniqueness

Year
2025

Destination Type
Cities

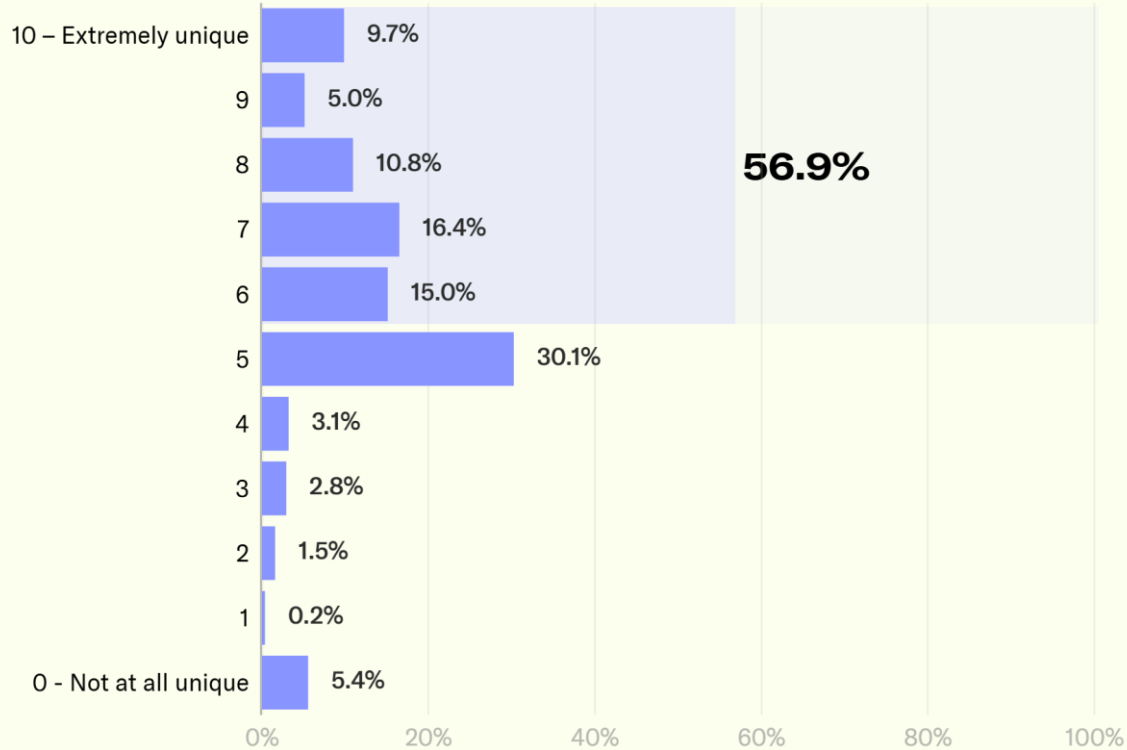
Destination
Reno, NV

Competitive Set
Denver, CO, Las Vegas, NV, Portland, OR and San Francisco, CA

Reno, NV, 2025



Uniqueness of Reno, NV as a Leisure Destination



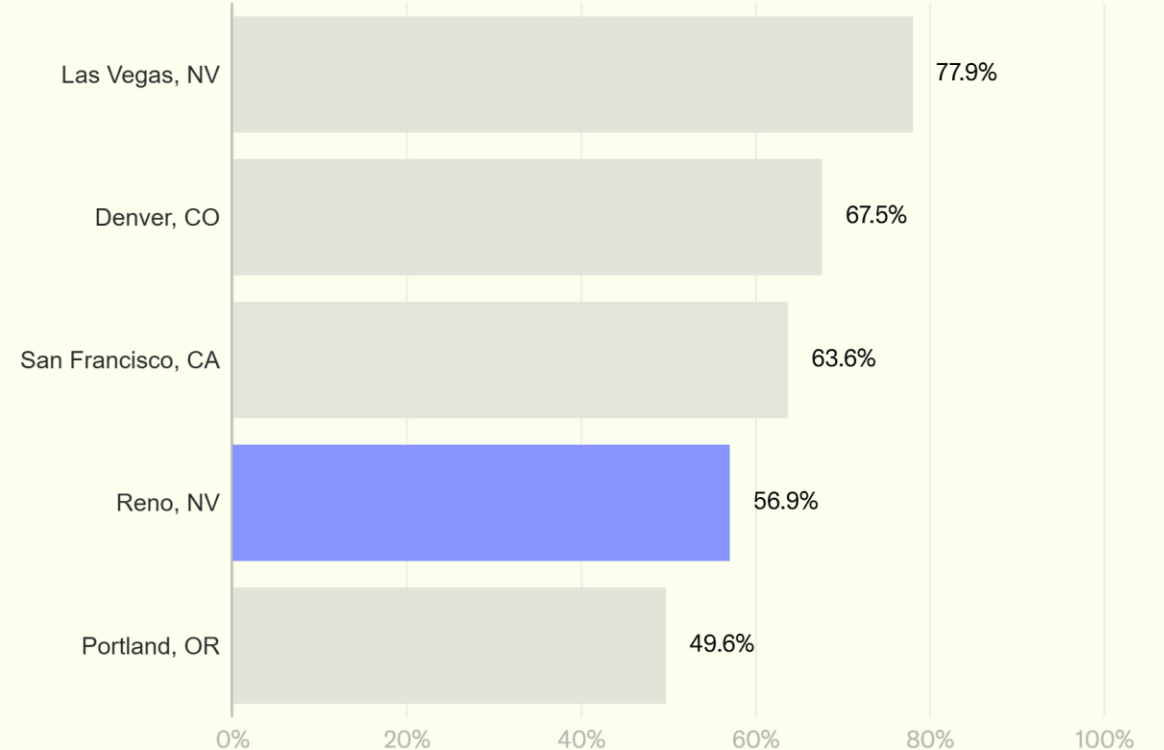
Base: Reno, NV set, 2025 respondents.
673 completed surveys.

Cities Ranked, 2025



(Positive Rating - % Selecting "6"- "10 - Extremely unique" for Each Destination)

Average 63.1%



Base: Competitive set, 2025 respondents.
3,430 completed surveys.

Question: Please think about the experiences a traveler can have in Reno, NV and compare that to other destinations. HOW UNIQUE these experiences are. The experiences a visitor can have there are _____.

Change in Destination Popularity



Year

2025

Destination Type

Cities

Destination

Reno, NV

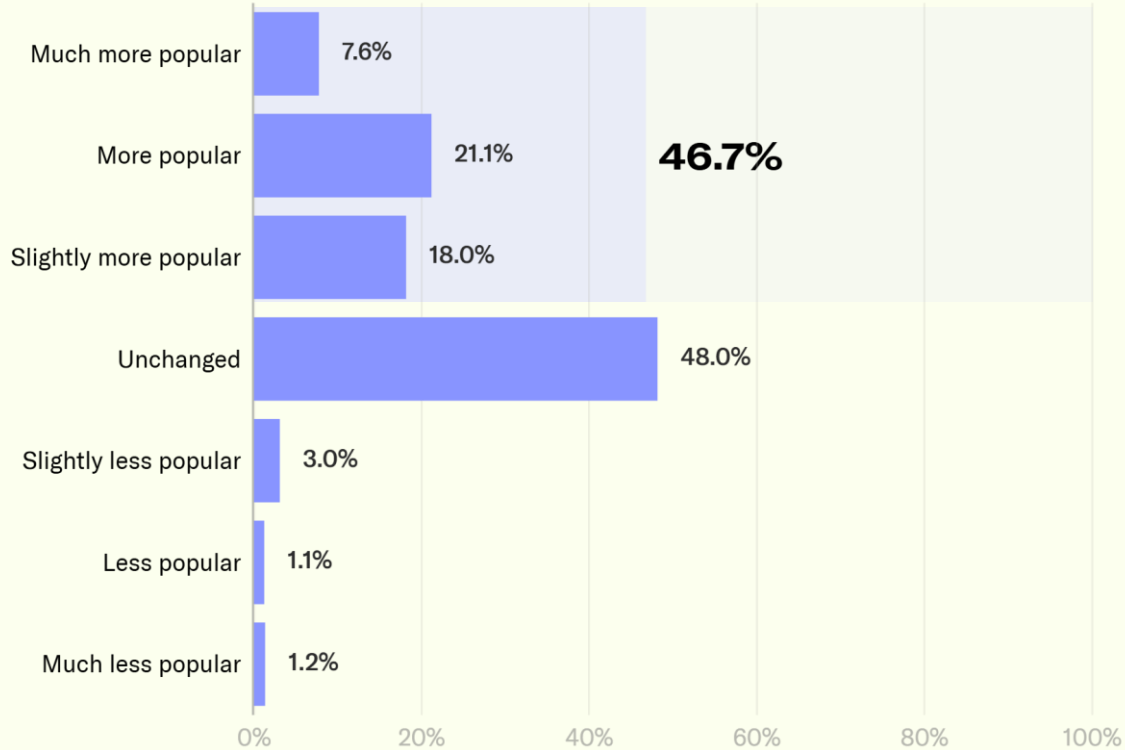
Competitive Set

Denver, CO, Las Vegas, NV, Portland, OR and San Francisco, CA

Reno, NV, 2025



Change in Popularity Perceptions for Reno, NV

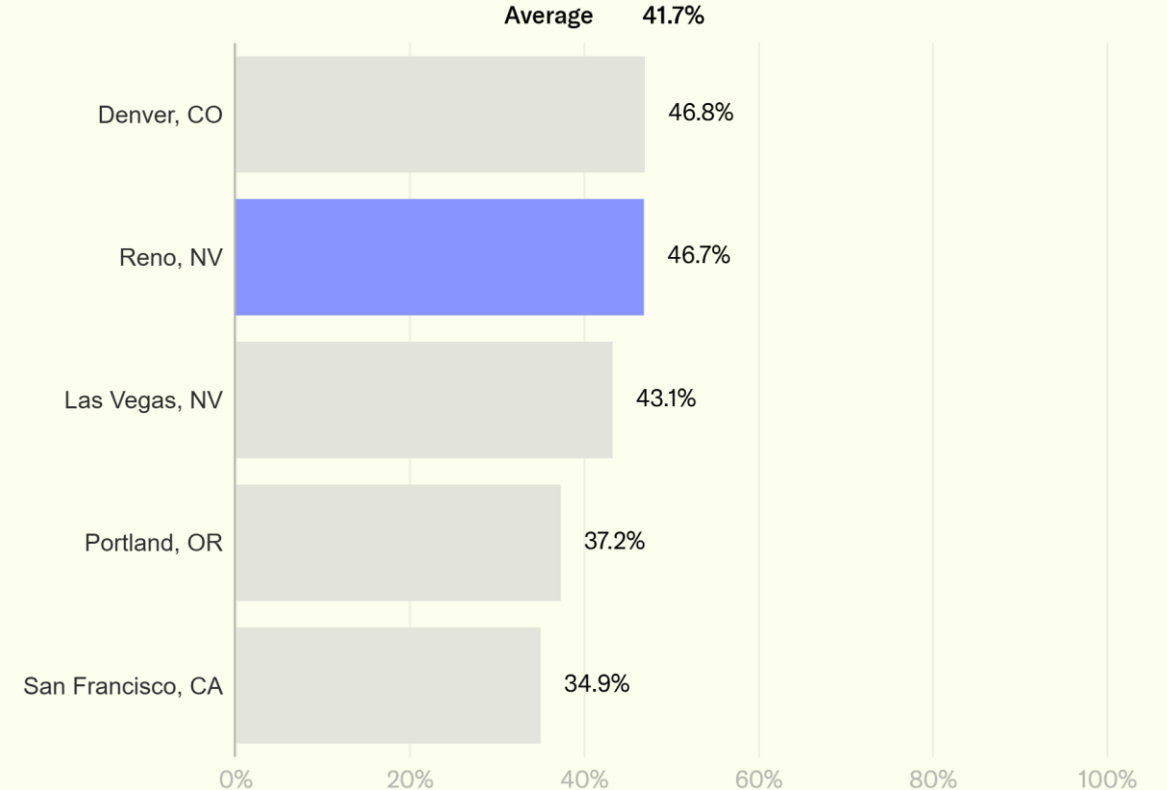


Base: Reno, NV set, 2025 respondents.
540 completed surveys.

Cities Ranked, 2025



(Top 3 Box - % Rating "Slightly More Popular" to "Much More Popular" for Each Destination)



Base: Competitive set, 2025 respondents.
3,088 completed surveys.

Question: In the last few years, has Reno, NV's popularity as a place to visit changed? (Select one to complete the sentence)
From what I have seen, Reno, NV is becoming _____.

Likelihood to Visit



Year

2025

Destination Type

Cities

Destination

Reno, NV

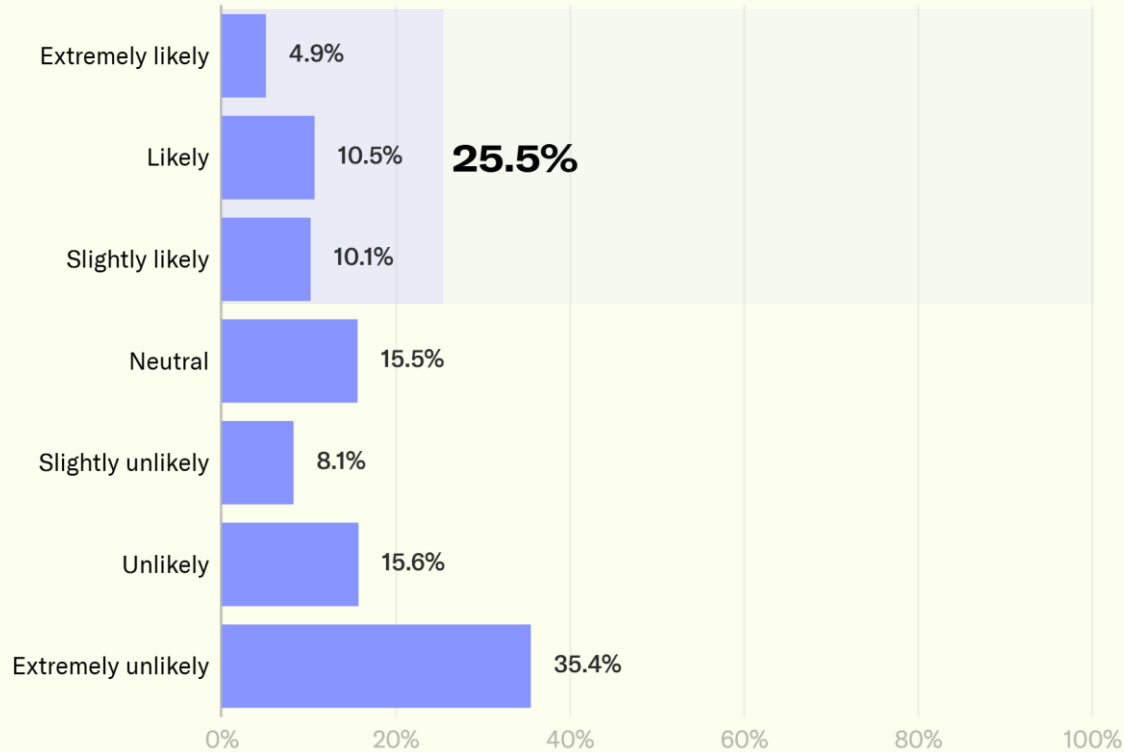
Competitive Set

Denver, CO, Las Vegas, NV, Portland, OR and San Francisco, CA

Reno, NV, 2025



Likelihood to Visit Reno, NV in the Next Two Years



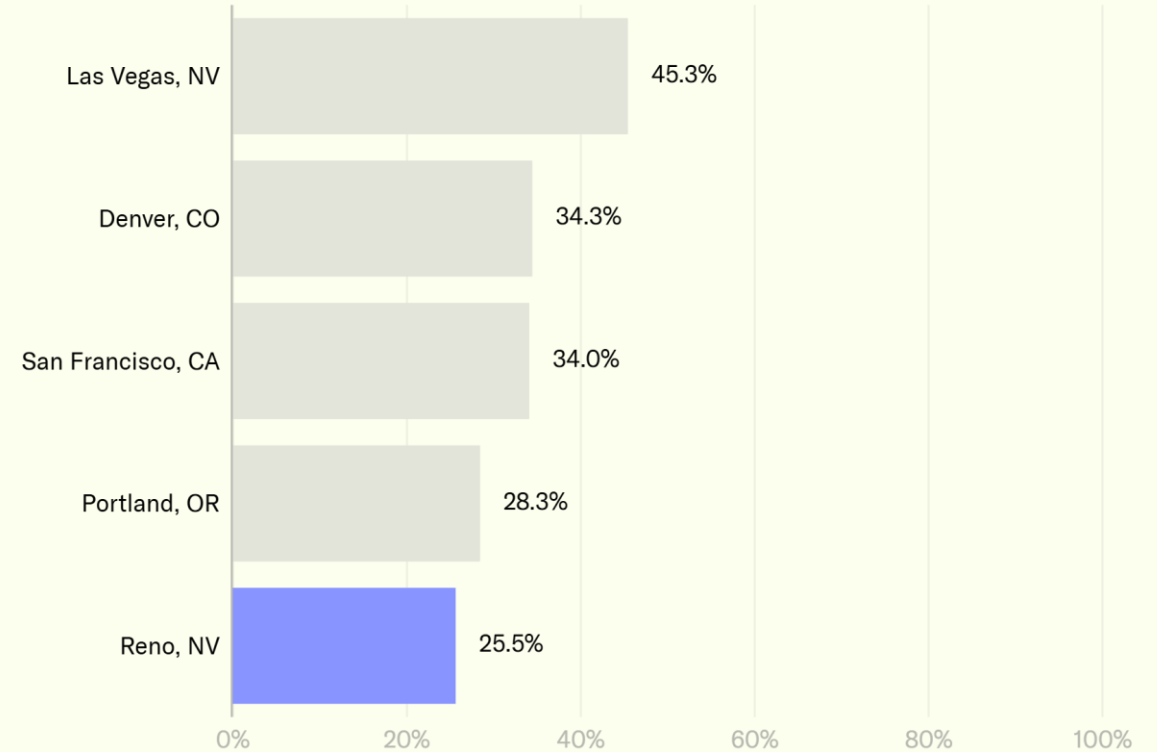
Base: Reno, NV set, 2025 respondents.
673 completed surveys.

Cities Ranked, 2025



(Top 3 Box - % Rating "Slightly likely" to "Extremely likely" to Visit Each Destination)

Average 33.5%



Base: Competitive set, 2025 respondents.
3,430 completed surveys.

Recent Visitation (Past Two Years)

Year

2025

Destination Type

Cities

Destination

Reno, NV

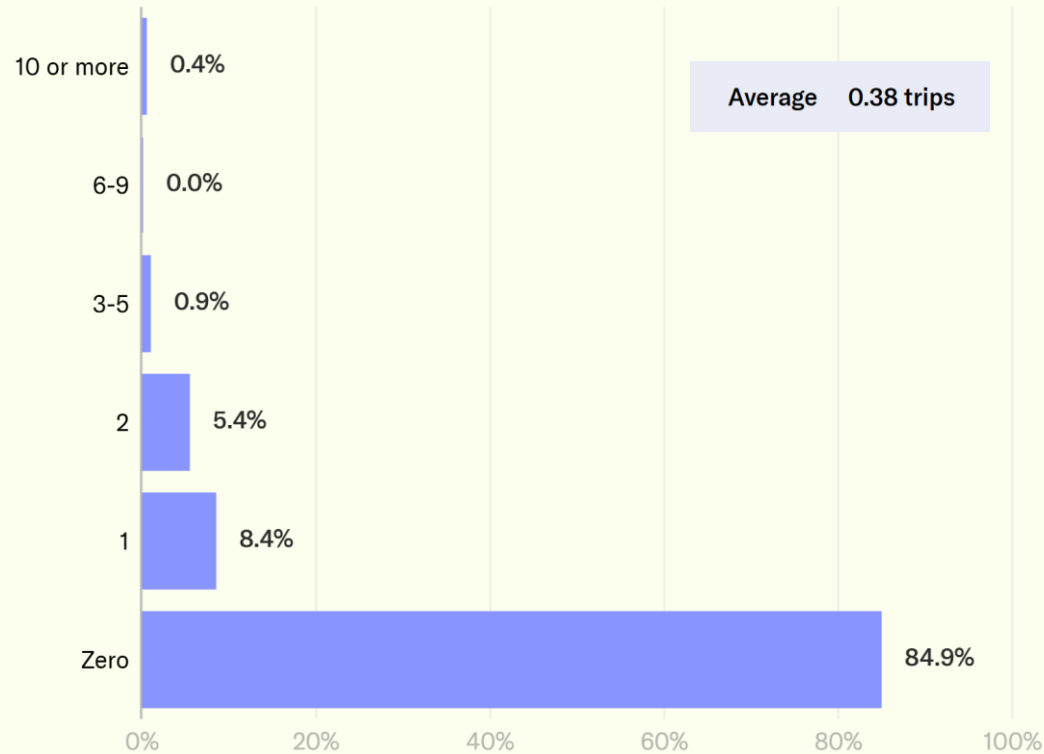
Competitive Set

Denver, CO, Las Vegas, NV, Portland, OR and San Francisco, CA

Reno, NV, 2025



Visitation to Reno, NV in the Past Two Years



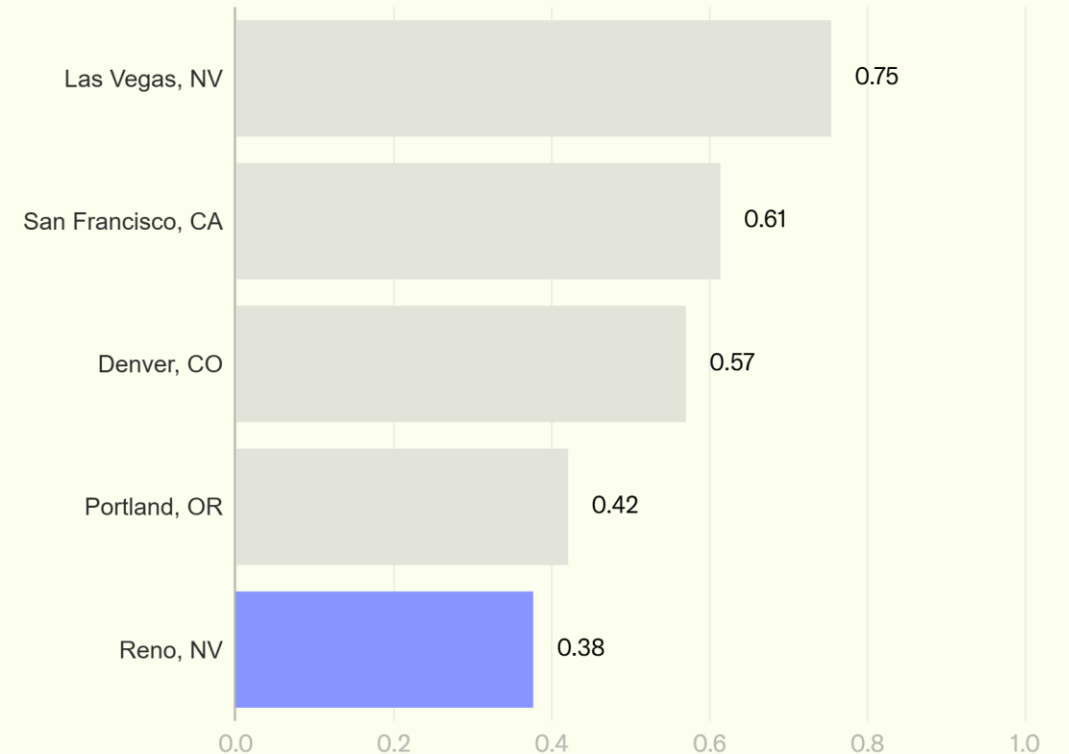
Base: Reno, NV set, 2025 respondents.
673 completed surveys.

Cities Ranked, 2025



(Average Number of Trips per Destination in the Past Two Years)

Average 0.55 trips



Base: Competitive set, 2025 respondents.
3,430 completed surveys.



Visit Reno Tahoe Visitor Profile 2025

Research Objectives & Methodology

This report presents findings from the 2025 Visit Reno Tahoe Visitor Profile Study, conducted on behalf of the Reno-Sparks Convention & Visitors Authority (RSCVA) by Future Partners.

The primary objective of this research is to profile visitors and track visitor behavior to the region. Specifically, this research examines:

- Trip characteristics (trip purpose, length of stay, and lodging type)
- Activities and attractions visited in Reno Tahoe
- In-market spending
- Reno Tahoe's destination attributes
- Trip planning windows
- Visitor satisfaction
- Visitor demographics and origin markets

Future Partners conducted an online survey of N=600 Reno Tahoe visitors aged 18 and older who traveled to the region in calendar year 2025. The survey was fielded through a trusted panel provider from May 2025 – January 2026. All quantitative data presented within this report is weighted to be representative of the population of Reno Tahoe visitors using lodging type and origin markets.

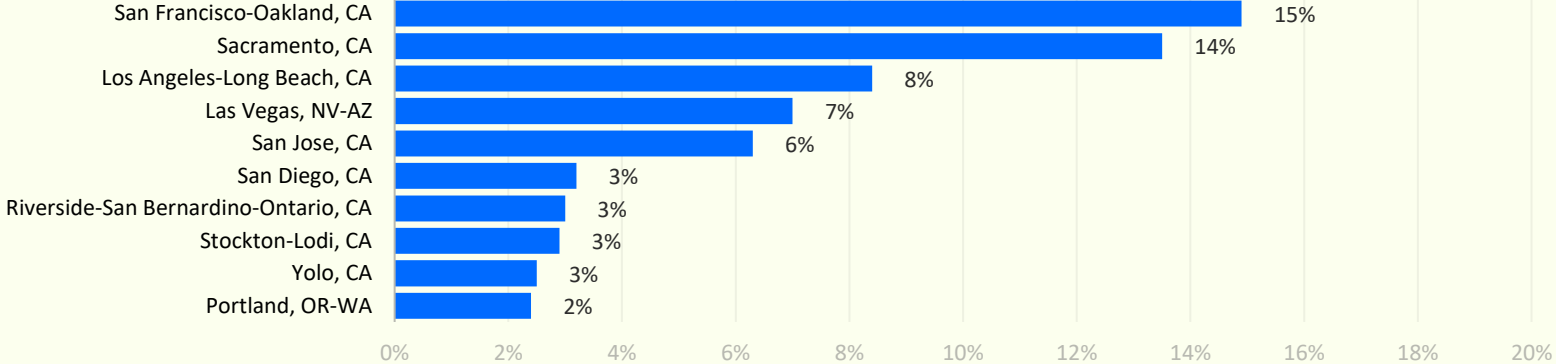


Executive Summary

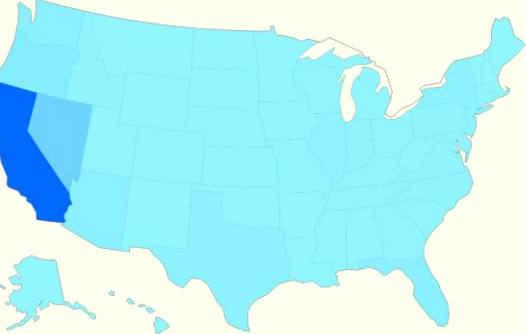
Reno Tahoe's visitor base is anchored in regional drive markets, with meaningful airlift upside tied to paid lodging.

Origin Markets

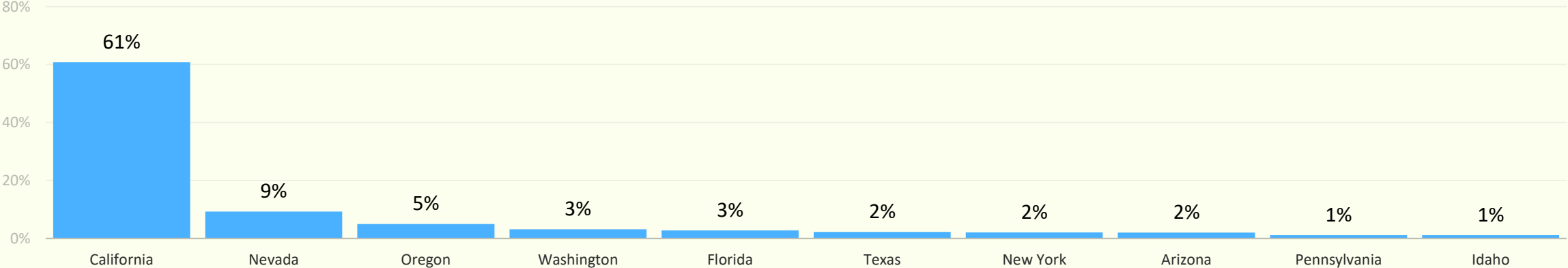
Top 10 Origin Metros



Origin Map



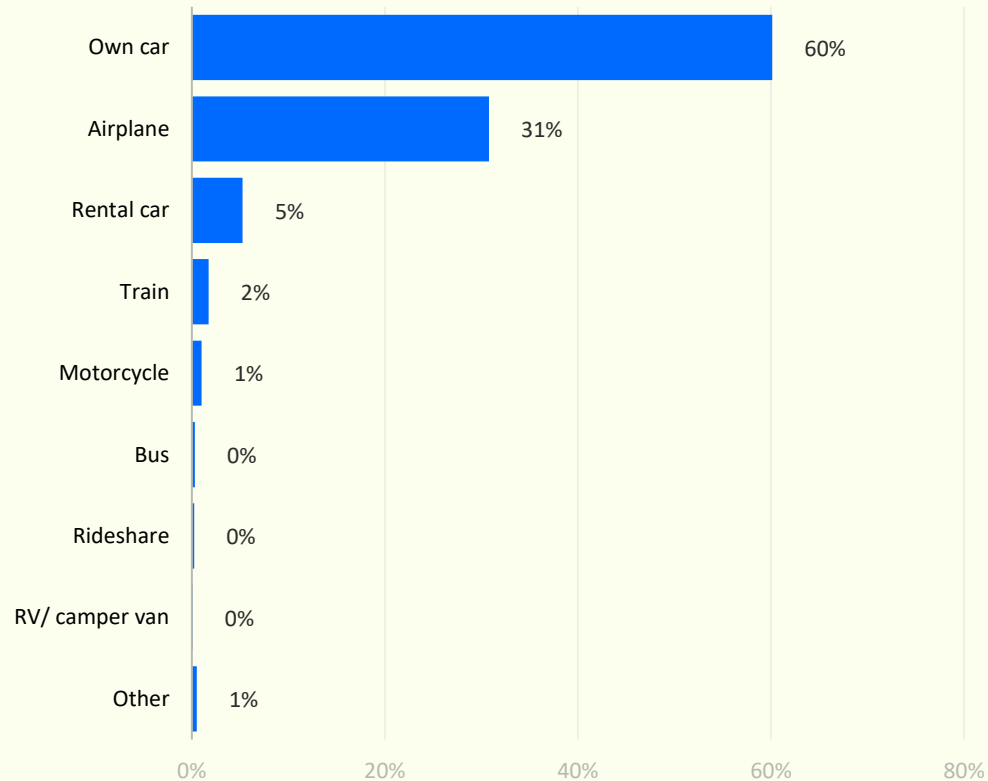
Top 10 Origin States



Most overnight visitors arrived in the destination using their own car (60%), though almost one third arrived by airplane (31%).

Visitors staying in a vacation rental were more likely to fly into the area (47% vs 31% total).

Arrival Transportation



Detail by Lodging Type

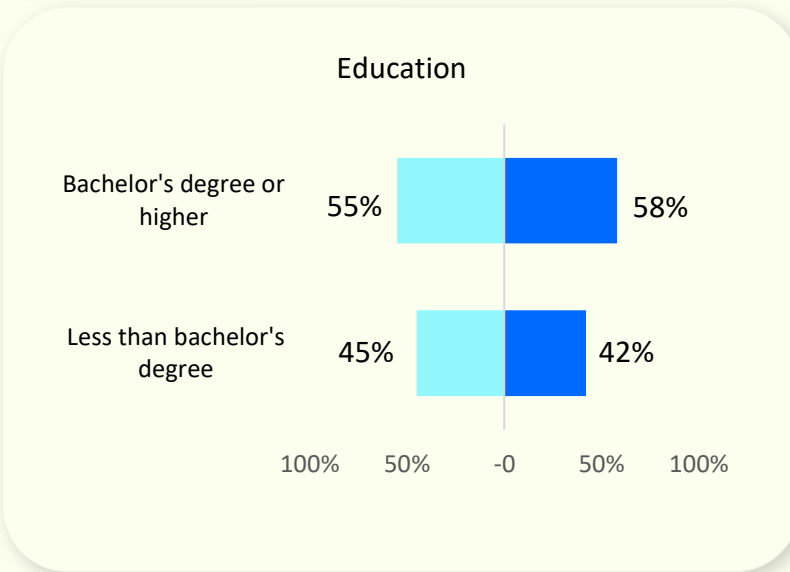
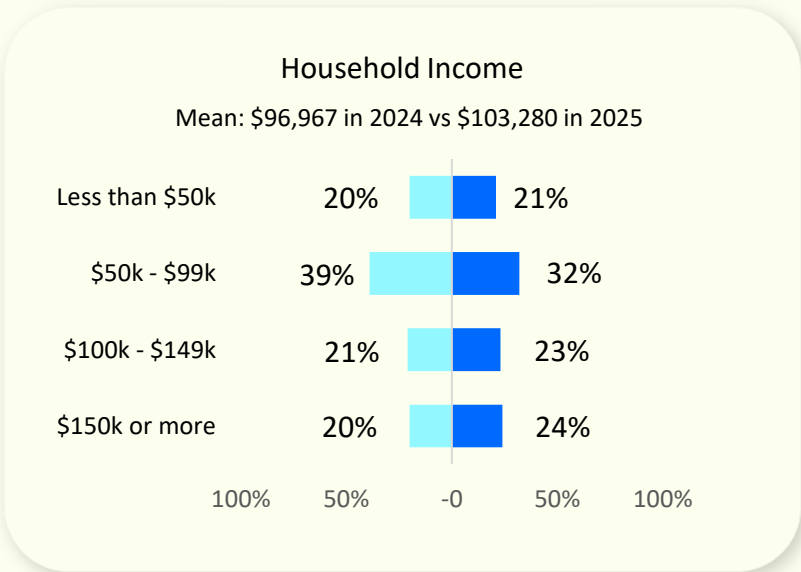
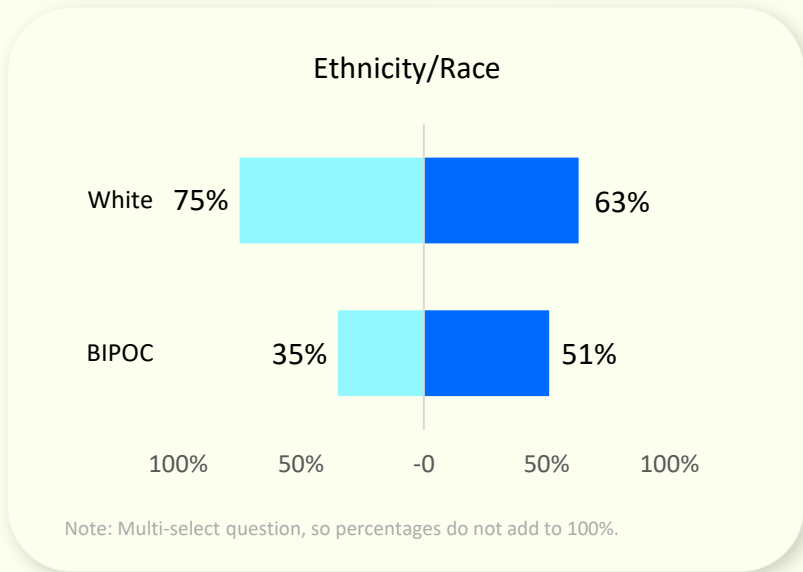
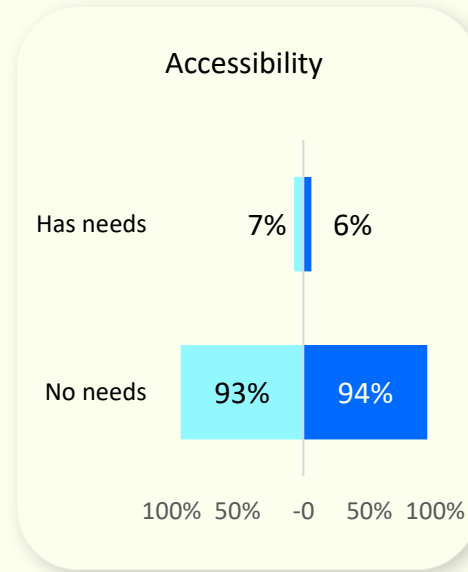
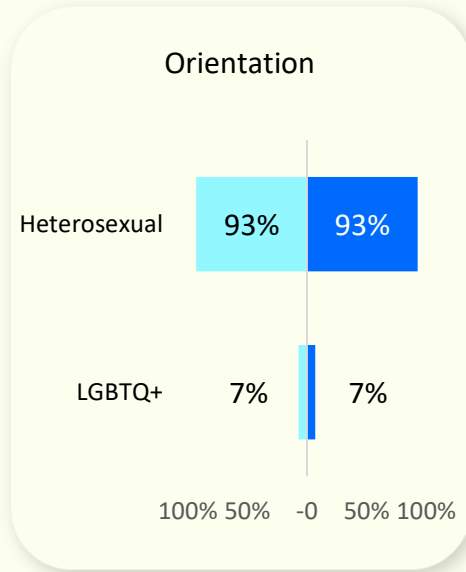
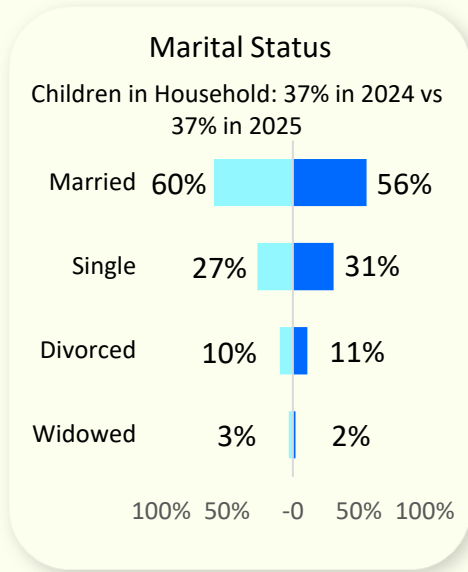
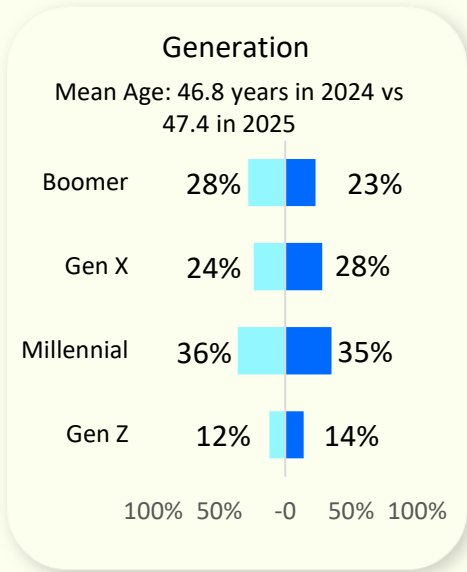
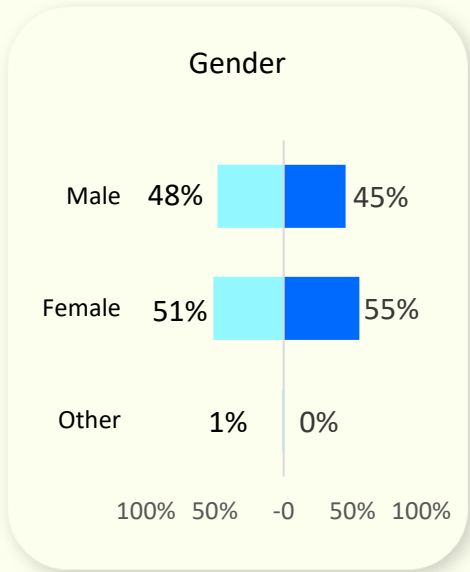
	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
Own car	60%	62%	53%	38%	66%
Airplane	31%	30%	34%	47%	23%
Rental car	5%	5%	8%	7%	1%
Train	2%	1%	3%	3%	4%
Motorcycle	1%	0%	0%	2%	5%
Bus	0%	0%	0%	2%	0%
Rideshare	0%	0%	1%	0%	0%
RV/ camper van	0%	0%	0%	1%	0%
Other	1%	1%	0%	0%	0%
Base	501	230	161	164	87

Question: On your last trip, what type of transportation did you use to arrive to the Reno Tahoe region?

Base: 2025 overnight visitors. 571 completed surveys.

Note: Blue shading indicates segments that over index on the item compared to total, while red shading indicates segments that under index.

Demographics: 2024 vs 2025

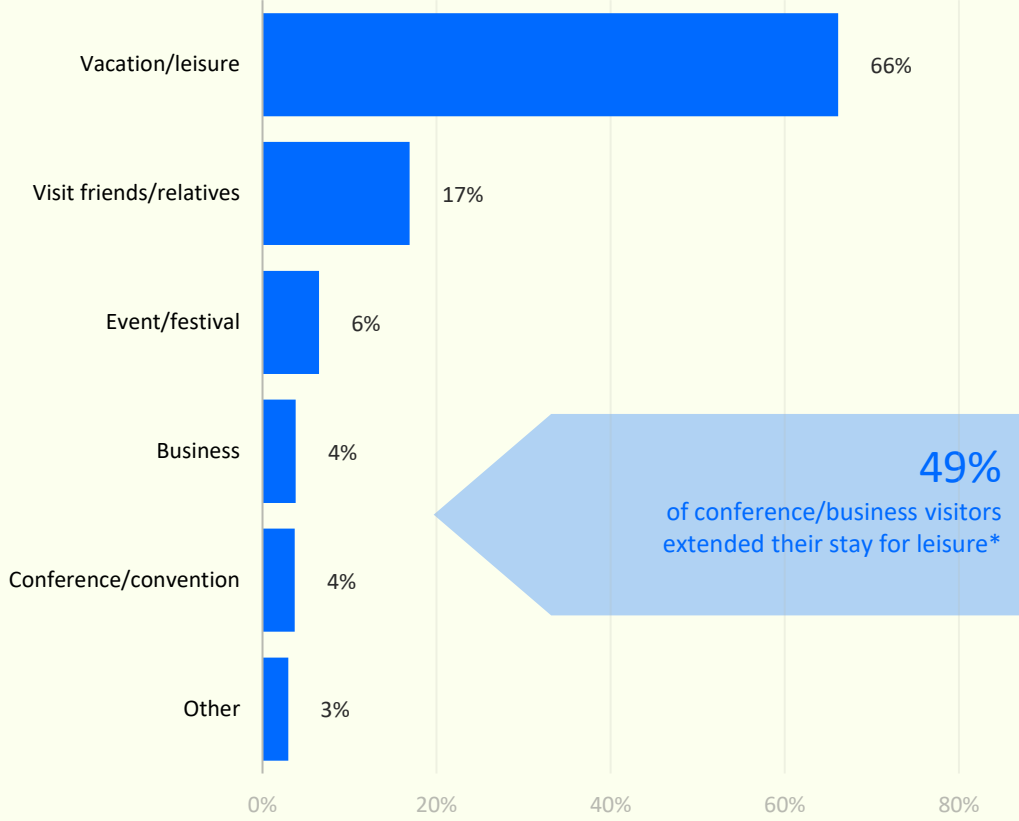


Leisure dominates the funnel, with smaller business and convention segments offering directional signals.

Most overnight visitors traveled to Reno Tahoe for vacation (66%), followed distantly by those visiting friends or family (17%).

Overnight visitors staying in paid lodging were more likely to visit the area for vacation (82% vacation rental vs 66% total, 74% casino hotel, 73% non-gaming hotel). Overnight visitors staying in a private home were more likely to travel to the area to see their friends and relatives (61% vs 17%).

Primary Trip Purpose



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
Vacation/leisure	66%	74%	73%	82%	21%
Visit friends/relatives	17%	9%	8%	7%	61%
Event/festival	6%	7%	7%	6%	3%
Business	4%	3%	5%	2%	8%
Conference/convention	4%	4%	4%	3%	5%
Other	3%	3%	3%	1%	2%
Base	571	260	184	173	95

Question: What was the primary purpose of your last visit to Reno Tahoe? | Did you extend your trip to Reno Tahoe for leisure purposes?

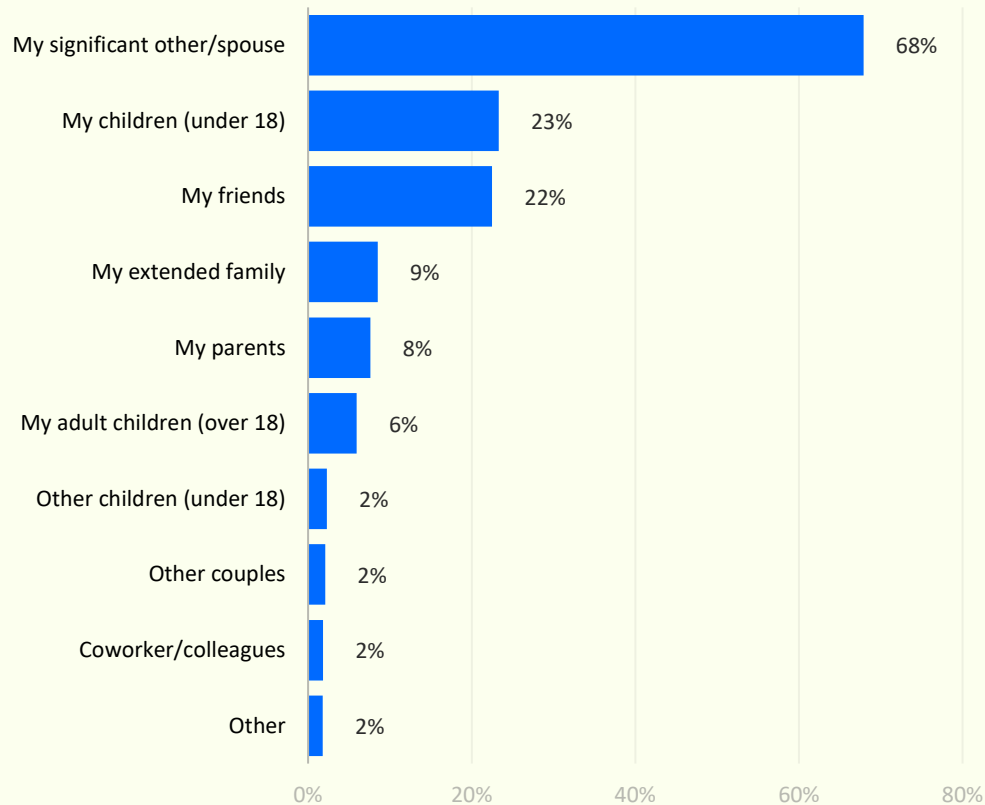
Base: 2025 overnight visitors. 571 completed surveys. Conference/Business segment has small base n < 100; bleisure results should be considered directional.

Note: Blue shading indicates segments that over index on the item compared to total, while red shading indicates segments that under index.

A quarter of overnight visitors (25%) traveled to Reno Tahoe with children under the age of 18.

Overnight visitors staying in a vacation rental were more inclined to travel with their children (43% vs 23% total).

Travel Party Composition



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
My significant other/spouse	68%	63%	71%	78%	64%
My children (under 18)	23%	22%	26%	43%	24%
My friends	22%	26%	17%	24%	28%
My extended family (e.g., aunt/uncle, grandparents, etc.)	9%	9%	7%	12%	13%
My parents	8%	8%	10%	12%	10%
My adult children (over 18)	6%	4%	11%	8%	6%
Other children (under 18)	2%	0%	4%	4%	7%
Other couples	2%	1%	0%	1%	8%
Coworker/colleagues	2%	2%	3%	1%	0%
Other	2%	2%	1%	2%	1%
Base	501	230	161	164	87

Question: Who did you travel with on your last visit to the Reno Tahoe region? Select all that apply.

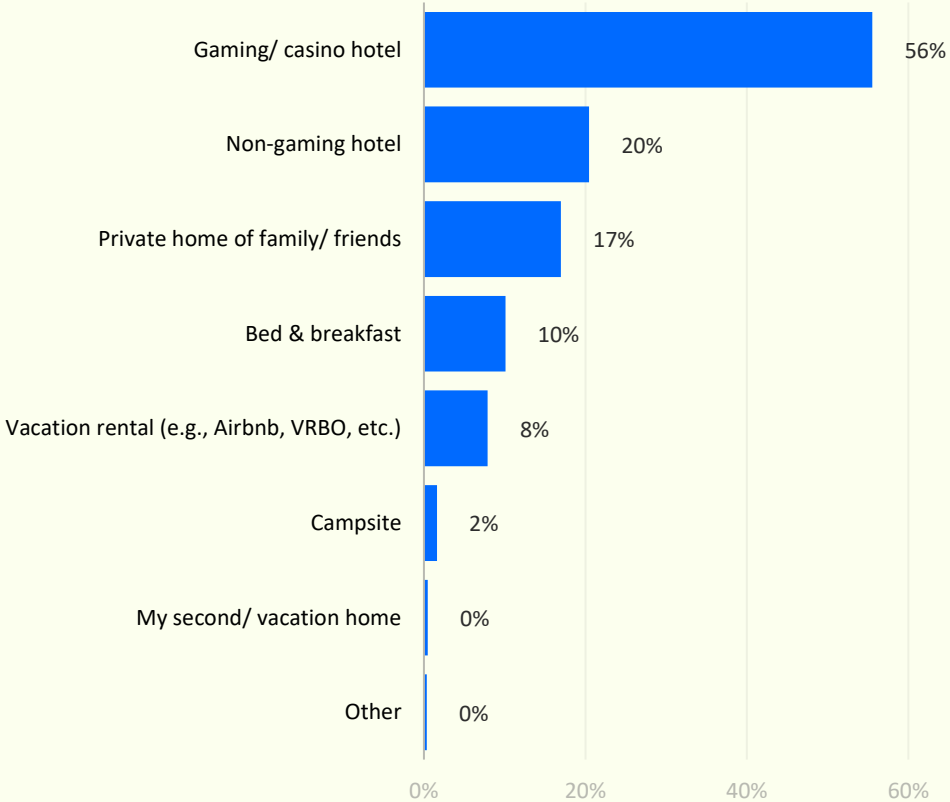
Base: 2025 overnight visitors. 501 completed surveys.

Note: Blue shading indicates segments that over index on the item compared to total, while red shading indicates segments that under index.

Overnight visitors typically stayed in a casino hotel (56%), with fewer staying at a non-gaming hotel (20%) or private home (17%).

Gen Z overnight visitors were more likely to stay in vacation rentals (15% vs 8% Total), whereas Boomer overnight visitors were less likely to do so(3%).

Accommodation Type



Detail by Generation

	Total	Gen Z	Millennials	Gen X	Boomers+
Gaming/ casino hotel	56%	51%	54%	58%	58%
Non-gaming hotel	20%	18%	25%	18%	19%
Private home of family/ friends	17%	27%	13%	18%	15%
Bed & breakfast	10%	17%	13%	9%	3%
Vacation rental (e.g., Airbnb, VRBO, etc.)	8%	15%	10%	5%	3%
Campsite	2%	1%	2%	2%	1%
My second/ vacation home	0%	2%	0%	0%	0%
Other	0%	0%	0%	0%	1%

Base	571	89	177	161	144
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Question: What type of lodging did you use on your last trip to Reno Tahoe? Select all that apply.

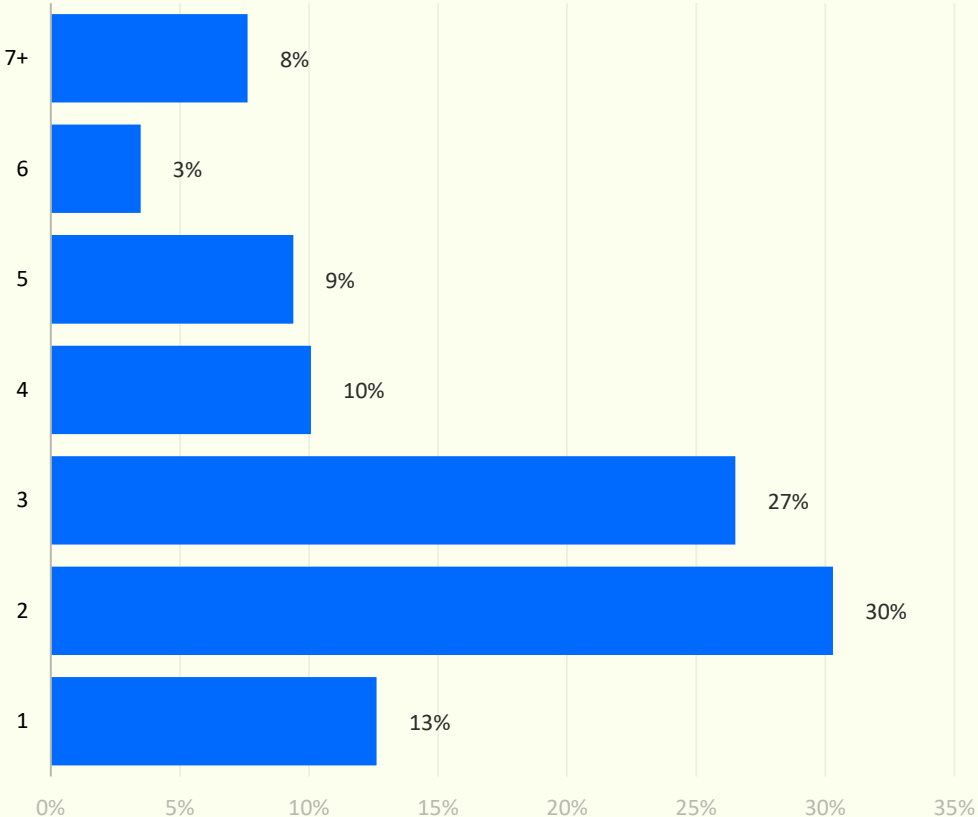
Base: 2025 overnight visitors. 571 completed surveys.

Note: Blue shading indicates segments that over index on the item compared to total, while red shading indicates segments that under index.

Overnight visitors stayed, on average, 3.3 nights in market.

Average length of stay has stayed remarkably consistent year over year – 3.4 nights in 2023 and 3.7 in 2024. Among overnight visitors, those staying in vacation rentals tended to stay longer – averaging 4.4 nights compared to 3.3 nights overall.

Trip Length in Nights



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
7+	8%	6%	6%	11%	14%
6	3%	2%	5%	10%	8%
5	9%	10%	10%	24%	7%
4	10%	11%	8%	20%	6%
3	27%	29%	24%	19%	26%
2	30%	30%	35%	13%	26%
1	13%	12%	11%	3%	14%
Mean (Nights)	3.3	3.1	3.2	4.4	3.9
Base	560	255	178	167	90

Question: How many nights did you stay in Reno Tahoe on your last trip?

Base: 2025 overnight visitors. 560 completed surveys.

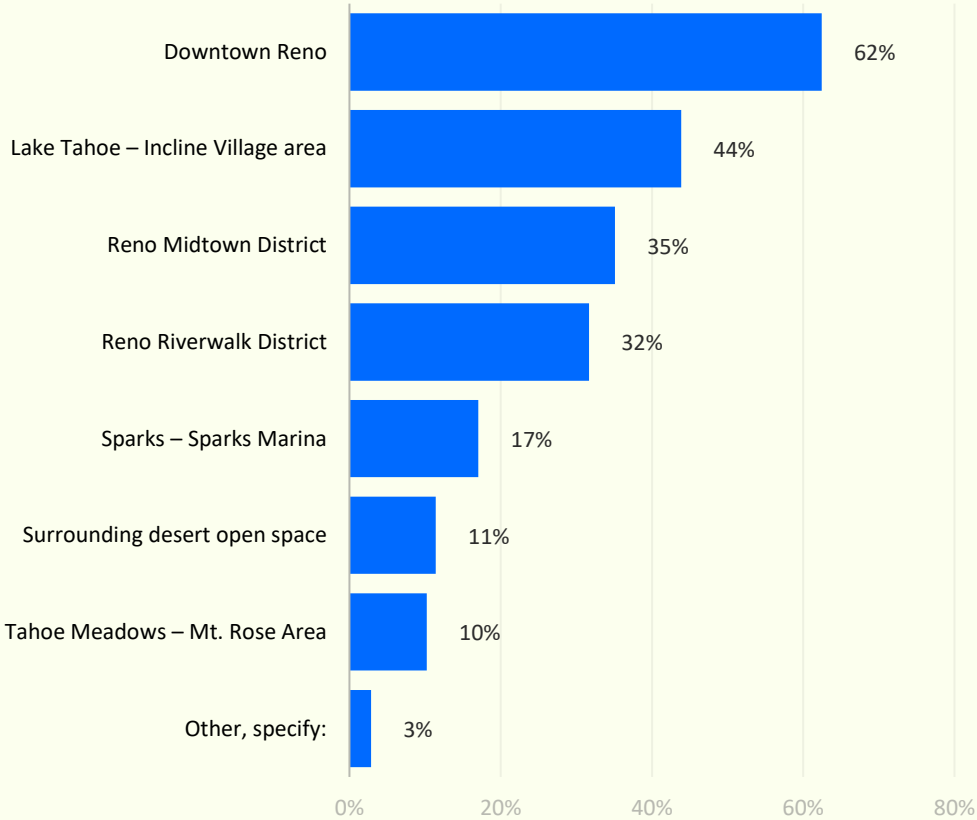
Note: Blue shading indicates segments that over index on the item compared to total, while red shading indicates segments that under index.

Downtown Reno regained momentum in 2025, while the broader place-mix remains stable.

Most overnight visitors went to Downtown Reno (62%), followed by Incline Village (44%), Midtown (35%), and the Riverwalk (32%).

Overnight visitors staying in a non-gaming hotel were more likely to visit Incline Village (57% vs 44% total), while those staying in a vacation rental were more likely to visit Mt. Rose (27% vs 10%).

Reno Tahoe Areas Visited



Detail by Lodging Type

	Total	Casino Hotel	Hotel/Motel (Non-Gaming)	Vacation Rental	VFR
Downtown Reno	62%	69%	50%	49%	65%
Lake Tahoe – Incline Village area	44%	38%	57%	59%	35%
Reno Midtown District	35%	38%	30%	39%	37%
Reno Riverwalk District	32%	30%	36%	40%	35%
Sparks – Sparks Marina	17%	19%	19%	23%	19%
Surrounding desert open space	11%	11%	13%	19%	12%
Tahoe Meadows – Mt. Rose Area	10%	8%	14%	27%	16%
Other, specify:	3%	3%	4%	0%	0%
Base	571	260	184	173	95

Question: Did you visit any of the following areas on your last trip to the Reno Tahoe region? Select all that apply.

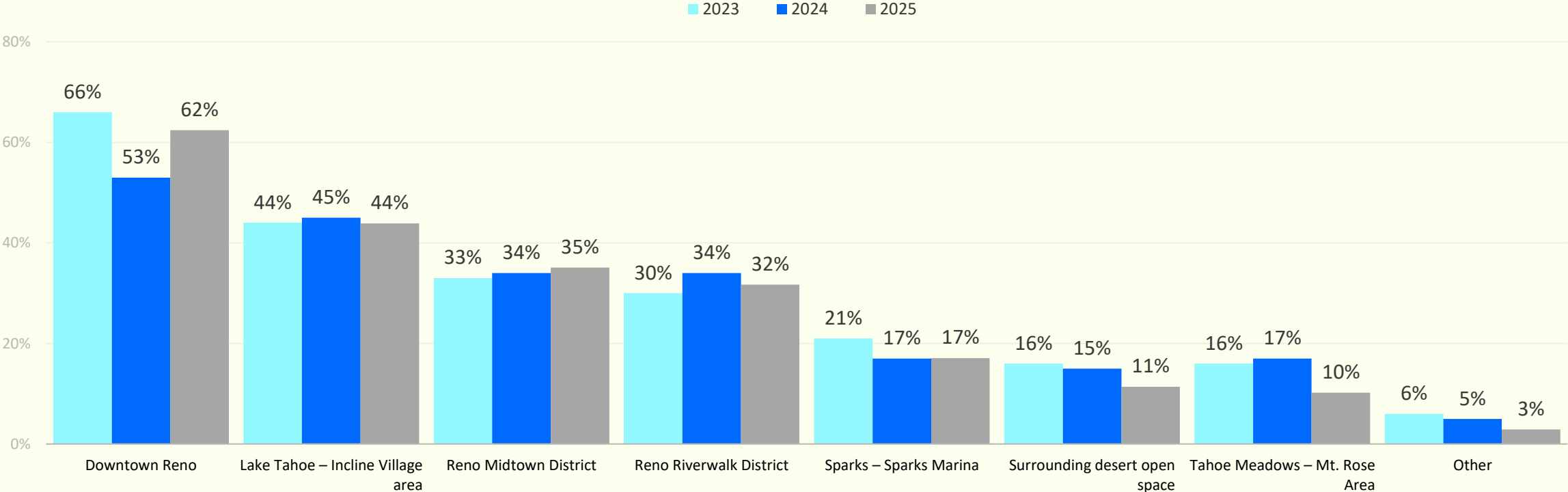
Base: 2025 overnight visitors. 571 completed surveys.

Note: Blue shading indicates segments that over index on the item compared to total, while red shading indicates segments that under index.

Downtown Reno rebounds in 2025, while secondary areas remain largely steady year over year.

Downtown Reno visitation rises in 2025 (+9 percentage points vs 2024), returning close to 2023 levels and signaling renewed strength in the core visitor hub. Secondary areas show relatively stable visitation across years, with only modest shifts suggesting the broader mix of places visitors include in their trip is holding steady.

Reno Tahoe Areas Visited Over Time



Question: Did you visit any of the following areas on your last trip to the Reno Tahoe region? Select all that apply.

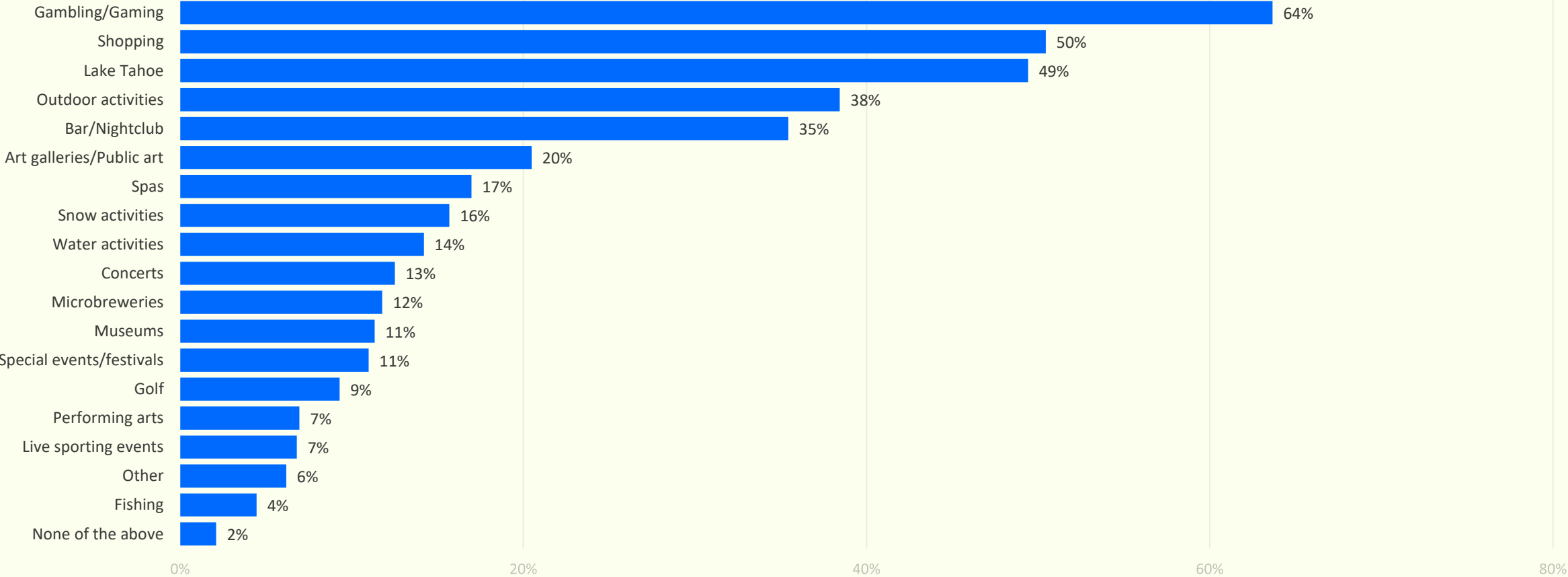
Base: Total overnight visitors. 1,673 completed surveys.

Note: Due to methodological changes between 2023 and 2024, shifts should be considered directional.

Gaming participation strengthens alongside a broad activity mix.

The top activities in market were gambling (64%), shopping (50%), and visiting Lake Tahoe (49%), followed by outdoor activities (38%) and nightlife (35%).

In-Destination Activities



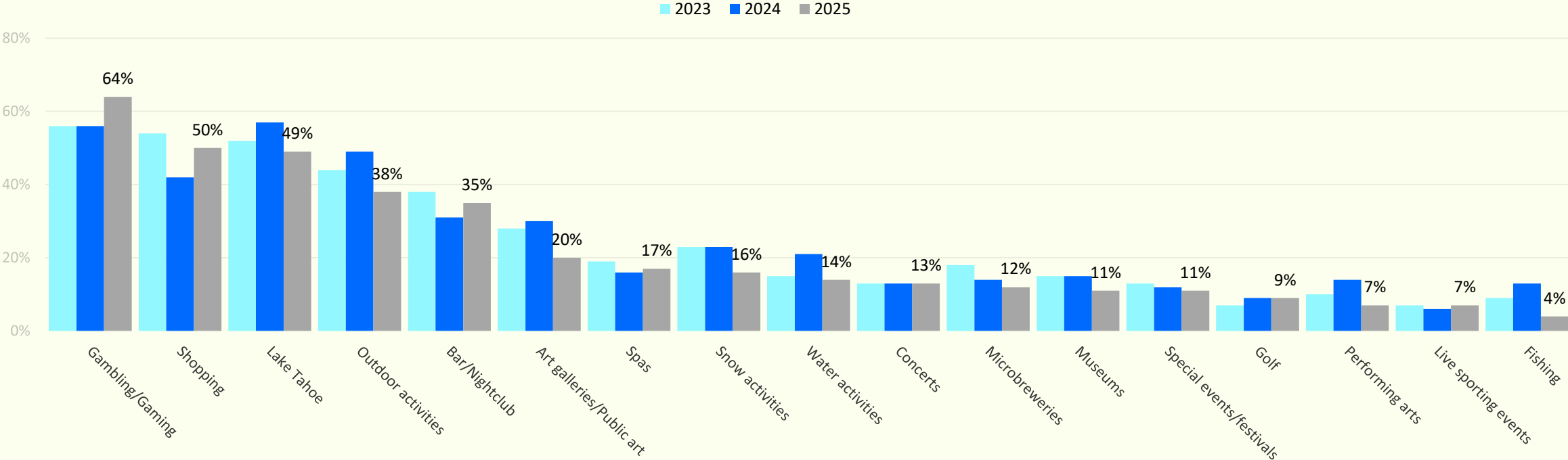
Question: What type of the following activities did you participate in on your last trip to the Reno Tahoe region? Select all that apply.

Base: 2025 overnight visitors. 571 completed surveys.

Gaming strengthens in 2025, while outdoor, events, and cultural participation provides a steady base.

Gaming rises in 2025 (+8 percentage points vs 2024), reinforcing one the destination’s key trip drivers and creating a larger pool of visitors who can be encouraged to add on other experiences. While participation in outdoor activities, events, and cultural attractions eases compared to 2024, these experiences continue to attract a meaningful share of visitors – indicating they remain a consistent part of the trip mix and can be grown through targeted signature moments such as festivals, limited-time exhibits, and other marquee programming.

In-Destination Activities Over Time



Question: What type of the following activities did you participate in on your last trip to the Reno Tahoe region? Select all that apply.
 Base: Total overnight visitors. 1,673 completed surveys.

Visitor value is rising in actual spend, but “value for the money” is the biggest strategic perception gap.

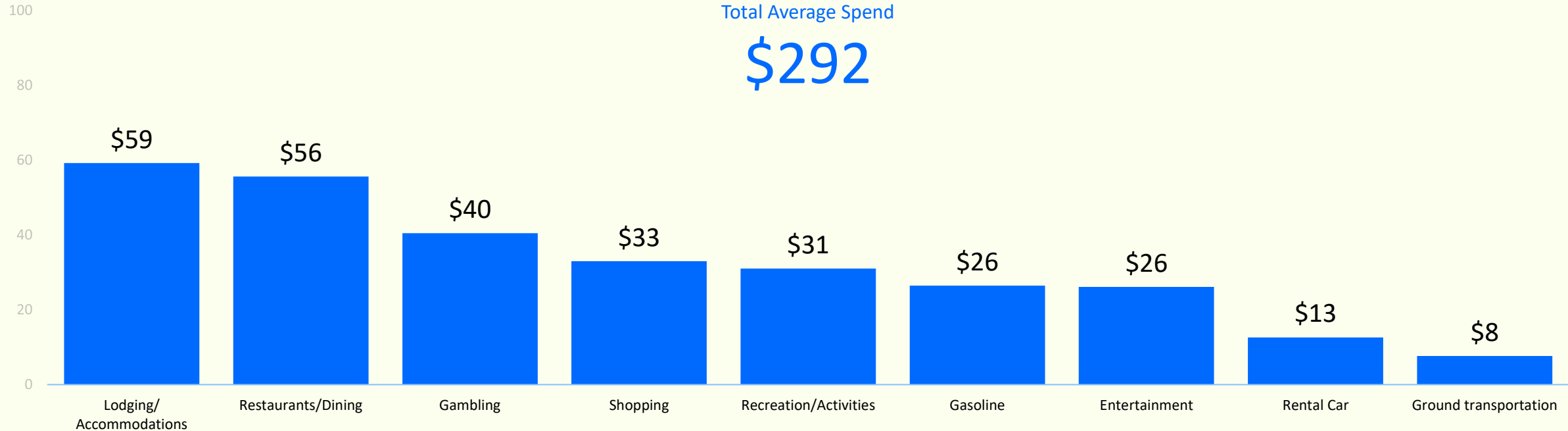
Among overnight visitors, the average daily spend per person was \$292. That amount converts to \$672 per party per day, accounting for 2.3 persons covered.

Lodging was the largest share of in-market spending (\$59), followed closely by dining (\$56).

Daily Spend per Person by Category

Average People Covered by Spend = 2.3 persons

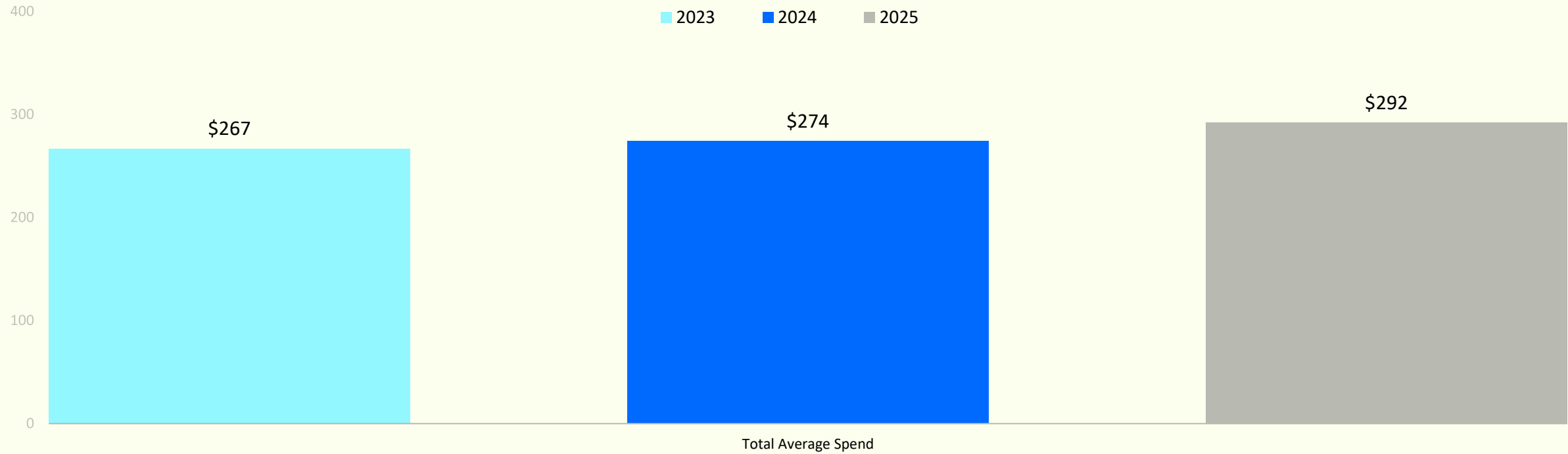
Average Length of Stay = 3.3 nights



Daily visitor spend reaches a three-year high in 2025, signaling increased visitor value and stronger in-destination conversion.

Average total daily spend per person has climbed steadily from \$267 in 2023 to \$274 in 2024, and up again to \$292 in 2025. Importantly, the 2025 increase appears broad-based across spending categories, rather than driven by a one-time spike in a single line item – suggesting visitors are spending more consistently throughout the day across multiple parts of the local economy.

Daily Spend per Person Over Time



Question: On your last trip, approximately how much did you spend PER DAY in each of the following categories?

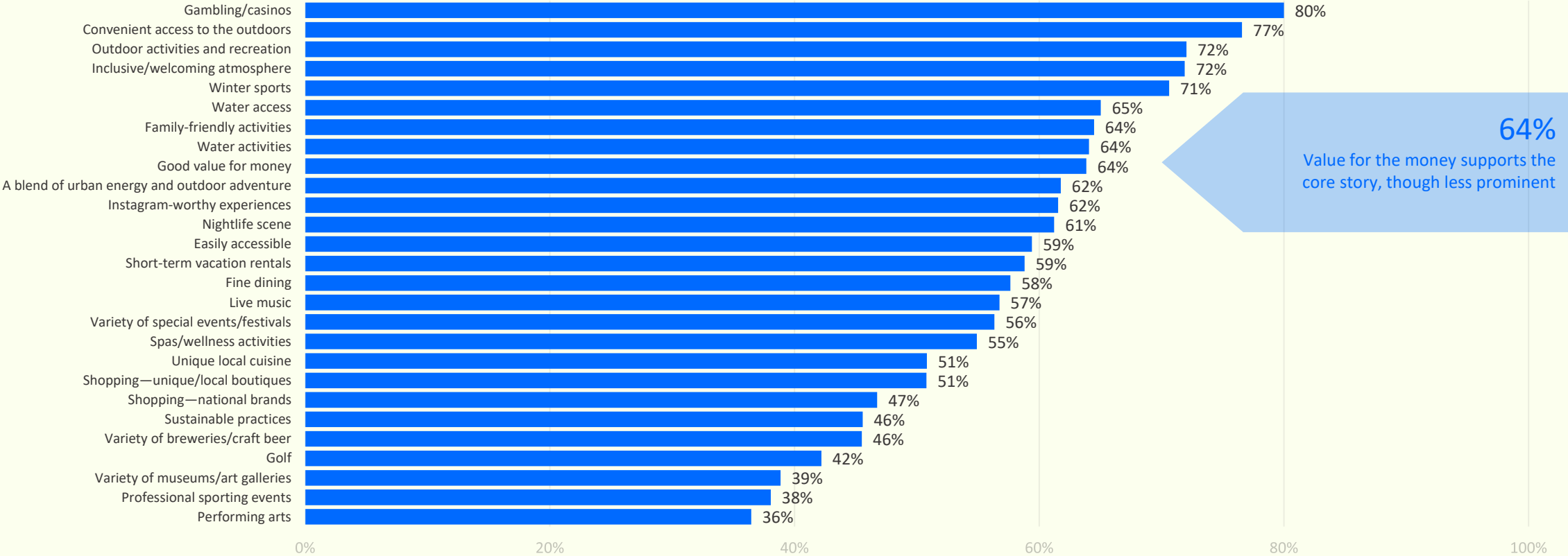
Base: Total overnight visitors. 1,216 completed surveys.

Note: Due to methodological changes between 2023 and 2024, shifts should be considered directional.

Overnight visitors strongly associate Reno Tahoe with gaming and the outdoors, aligning with the destination’s long-standing vision.

Gaming is the top attribute overnight visitors associate with the destination (80%), standing out clearly above the rest. A strong outdoor cluster follows, led by convenient access to the outdoors (77%), outdoor activities and recreation (72%), and winter sports (71%) – reinforcing the destination’s outdoor identity. Water-related attributes (65% access; 64% activities) sit a bit lower – suggesting Lake Tahoe is part of the destination’s appeal, but not as central to the overall brand perception.

Reno Tahoe Attribute Performance
(% selecting agree + strongly agree)

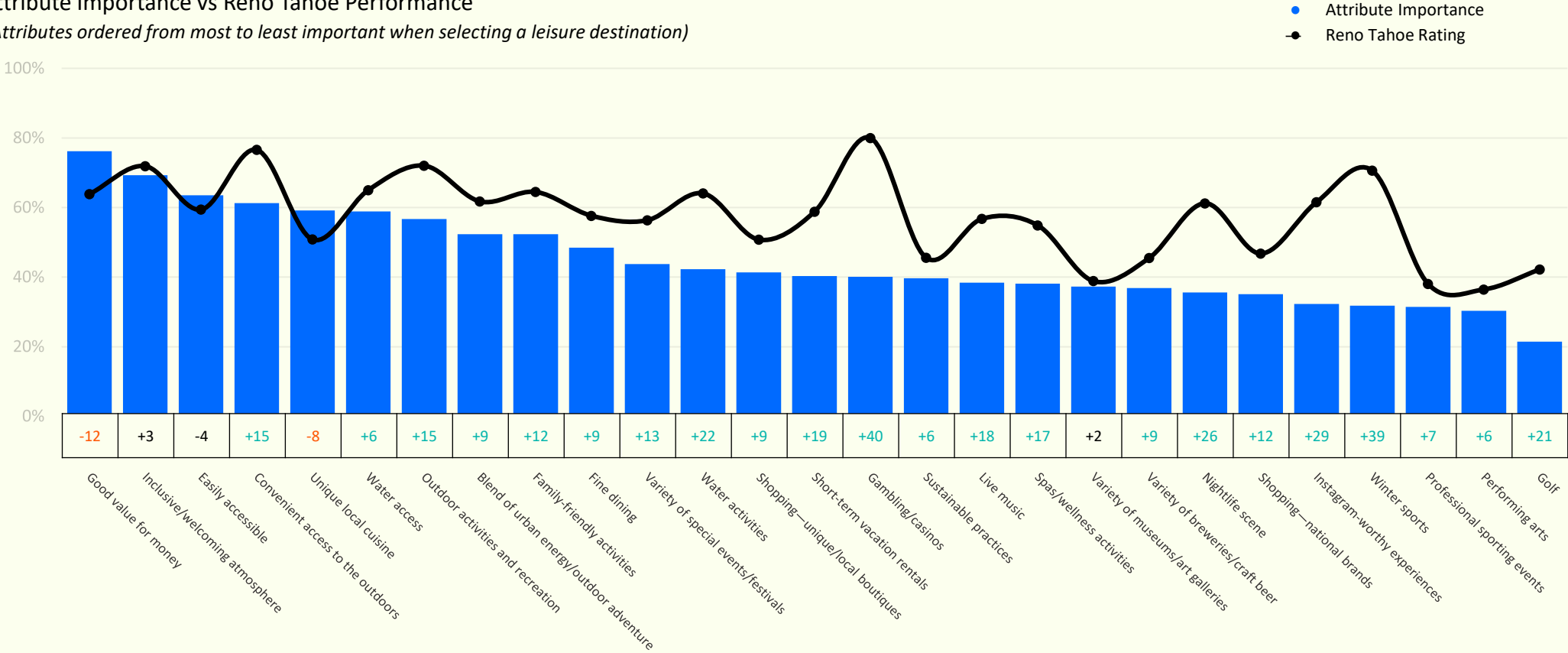


Question: For each attribute below, please select how much you agree or disagree Reno Tahoe delivers on that attribute, whether you have been before or not.

Reno Tahoe overperforms on most destination attributes but needs to strengthen perceptions of value.

Reno Tahoe excels on many destination attributes, especially those core to its brand: gaming (+40 percentage points), winter sports (+39pp), water activities (+22pp), special outdoor recreation (+15pp), events/festivals (+13pp), and performing arts (+6pp) to name a few. Yet it underperforms on the main attribute that drives destination choice: good value for the money (-12pp).

Attribute Importance vs Reno Tahoe Performance
 (Attributes ordered from most to least important when selecting a leisure destination)

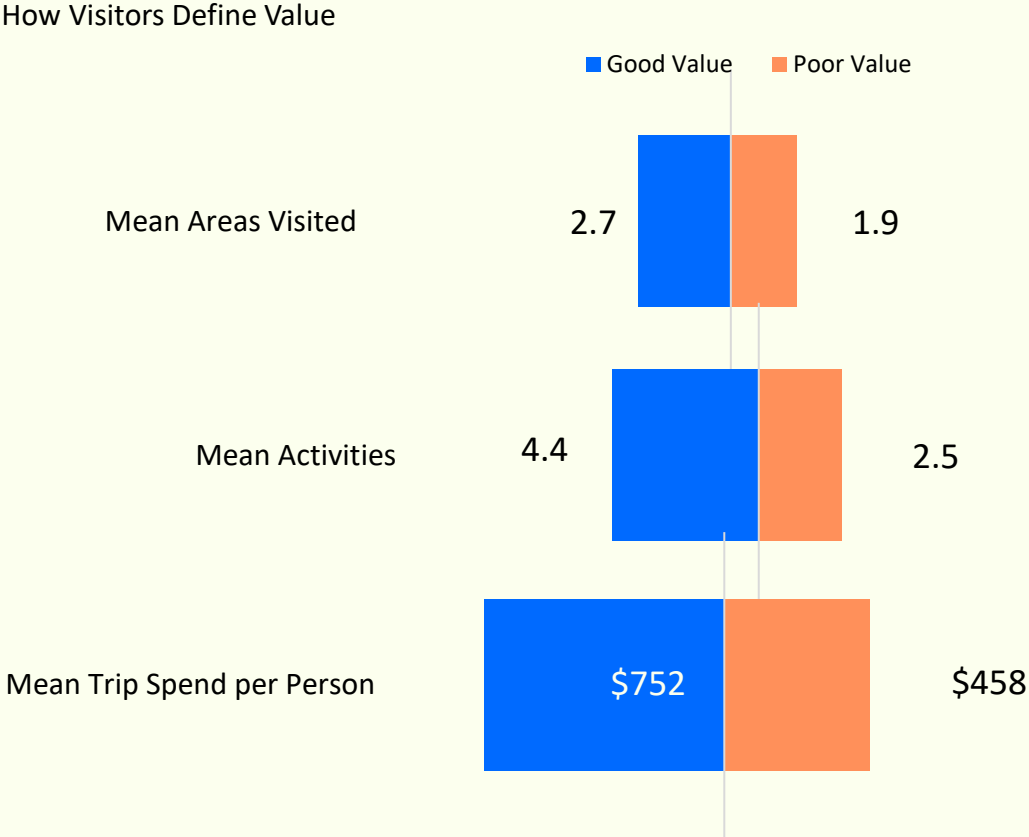


The chart maps the percent of travelers who rated each attribute as “Important” or “Very Important” when selecting a leisure destination (blue bars) against the percent who rated each attribute as “Agree” or “Strongly Agree” for Reno Tahoe (black line). Differences are evaluated using a chi-squared test of proportions. Deltas greater than 5 percentage points (item-dependent) are considered statistically significant at the 95% confidence level. The green and red text indicates attributes where Reno Tahoe over and under indexes, respectively.

Question: How important are the following to you when selecting a vacation destination? | For each attribute below, please select how much you agree or disagree Reno Tahoe delivers on that attribute, whether you have been before or not.

Overnight visitors who do more in Reno Tahoe are more likely to see the destination as good value for the money.

Overnight visitors who explore more of the destination (2.7 vs 1.9 areas visited), participate in more activities (4.4 vs 2.5), and therefore spend more overall (\$752 trip spend per person vs \$458) are more likely to view Reno Tahoe as good value for the money (vs poor value).



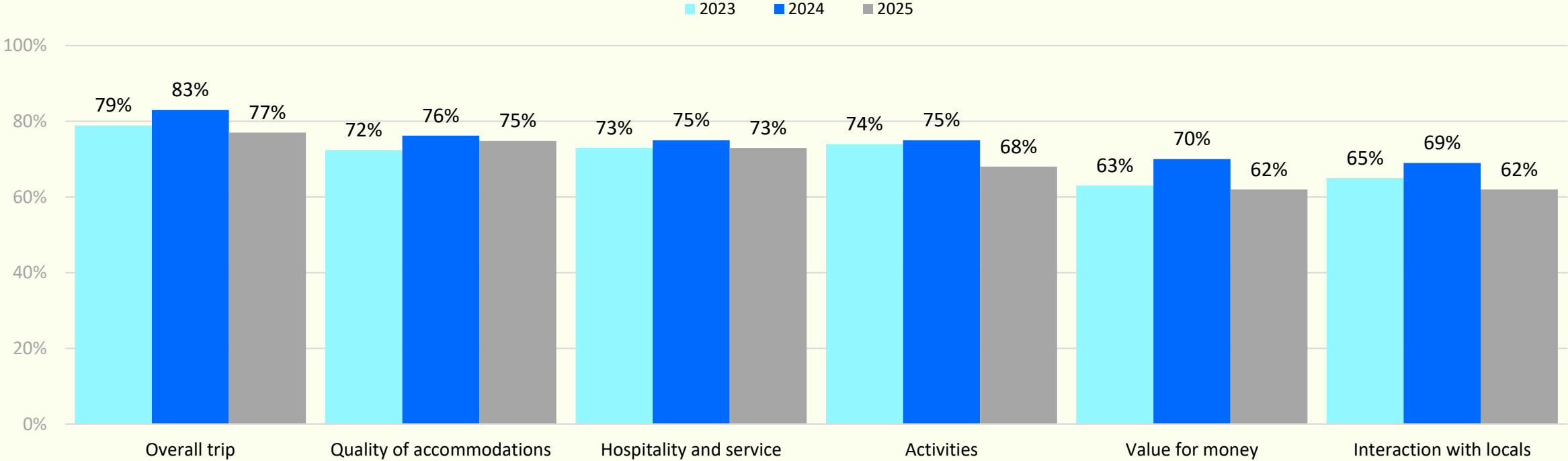
Question: You rated Reno Tahoe's "good value for the money" as [good/poor]. Which of the following contributed to your rating? Select all that apply.
Base: 2025 overnight visitors who rated Reno Tahoe as good value or poor value. 437 completed surveys. Poor value segment has small base n < 100; results should be considered directional.

Satisfaction and advocacy remain strong, but softening is concentrated in value – posing a risk if left unaddressed.

Overall trip satisfaction softens, but accommodations remains a bright spot.

Visitor satisfaction has softened over time (-6 percentage points vs 2024), but ratings for Accommodations hold steady (-1pp). Activities (-7pp) and value (-8pp) declined the most, suggesting they are key contributors to the softening.

Trip Satisfaction Over Time
 (% showing 8 + 9 + 10 - extremely satisfied)



Question: On your most recent trip to Reno Tahoe, how satisfied are you with...?

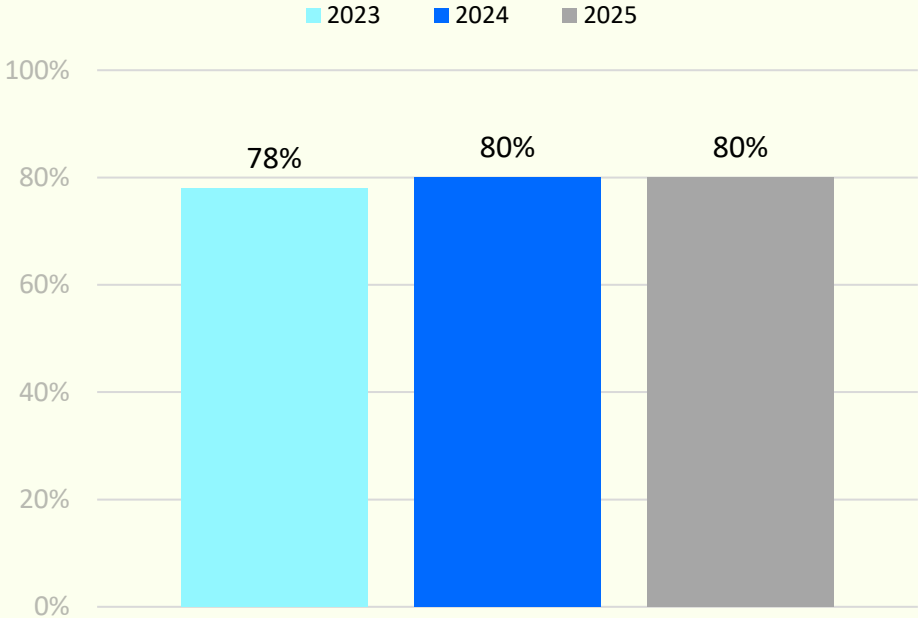
Base: Total overnight visitors. 1,673 completed surveys.

Note: Due to methodological changes between 2023 and 2024, shifts should be considered directional.

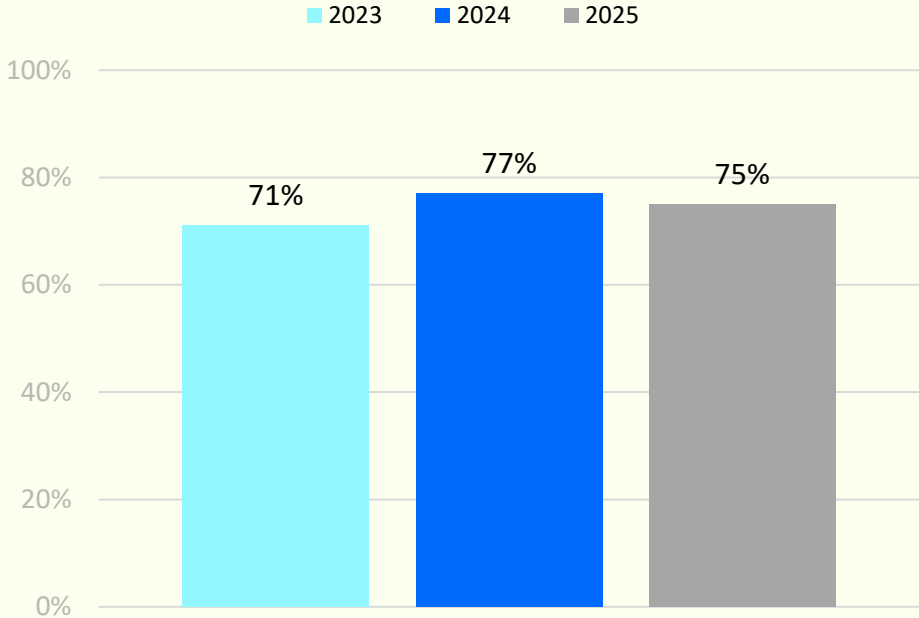
Advocacy is holding firm, as both metrics remain consistently high year over year.

Loyalty (0 percentage points vs 2024) and word-of-mouth recommendation (-2pp) remain strong and stable over time. The 2025 softening appears incremental rather than a meaningful downturn.

Likelihood to Return Over Time
(% showing 8 + 9 + 10 - extremely likely)



Likelihood to Recommend Over Time
(% showing 8 + 9 + 10 - extremely likely)



Question: How likely are you to return to the Reno Tahoe region in the future? | How likely are you to recommend the Reno Tahoe region as a place to visit to friends/family?

Base: Total overnight visitors. 1,673 completed surveys

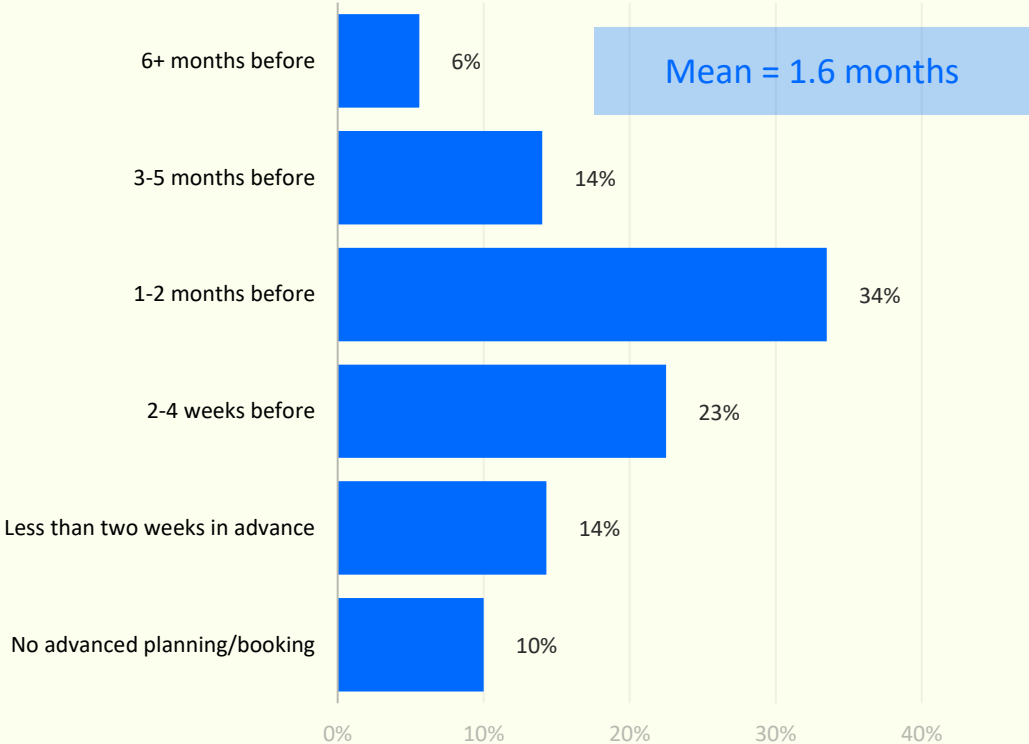
Note: Due to methodological changes between 2023 and 2024, shifts should be considered directional.

**Trip planning is highly compressed,
creating strong opportunity to convert
demand efficiently.**

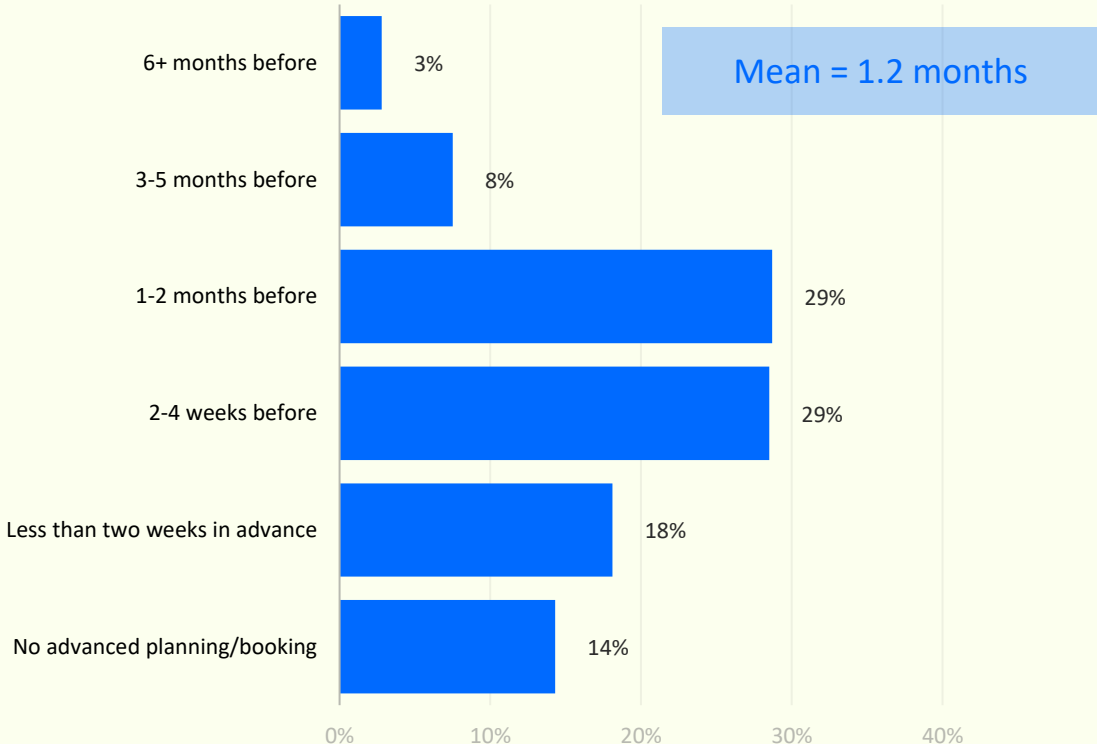
Short planning creates a clear opportunity to influence decisions near travel and convert that interest into booked experiences and paid stays.

Most overnight visitors begin planning less than two months out (81%), with an average planning window of 1.6 months. Bookings occur even closer – 1.2 months on average – with one third booking less than two weeks in advance or making no advanced bookings (32%).

Planning Window



Booking Window



Question: How far in advance did you begin planning and booking your last trip to Reno Tahoe?

Base: 2025 overnight visitors. 571 completed surveys.



Visit Reno Tahoe Brand Health & Ad Tracking 2025

Research Objectives & Methodology

This report presents findings from the 2025 Visit Reno Tahoe Brand Health & Ad Tracking Study, conducted on behalf of the Reno-Sparks Convention & Visitors Authority (RSCVA) by Future Partners.

The study is designed to strengthen understanding of the Reno Tahoe destination brand and evaluate the effectiveness of the current marketing campaign. Specifically, the research supports the following objectives:

- Understand travel attitudes, recent travel behavior, and future travel intentions
- Evaluate Reno Tahoe’s brand attributes and brand health performance
- Assess Reno Tahoe’s competitive position in the marketplace
- Measure marketing recall and aided advertising awareness

Future Partners conducted an online survey of N=1,600 target travelers who meet the following sample qualification criteria:

- Adults age 25-54
- Annual household income of \$100K+
- Takes at least one overnight leisure trip per year of at least 50 miles or more away from home

The survey was fielded through a trusted panel provider from November – December 2025. All quantitative data presented within this report is weighted based on the populations of the markets studied.



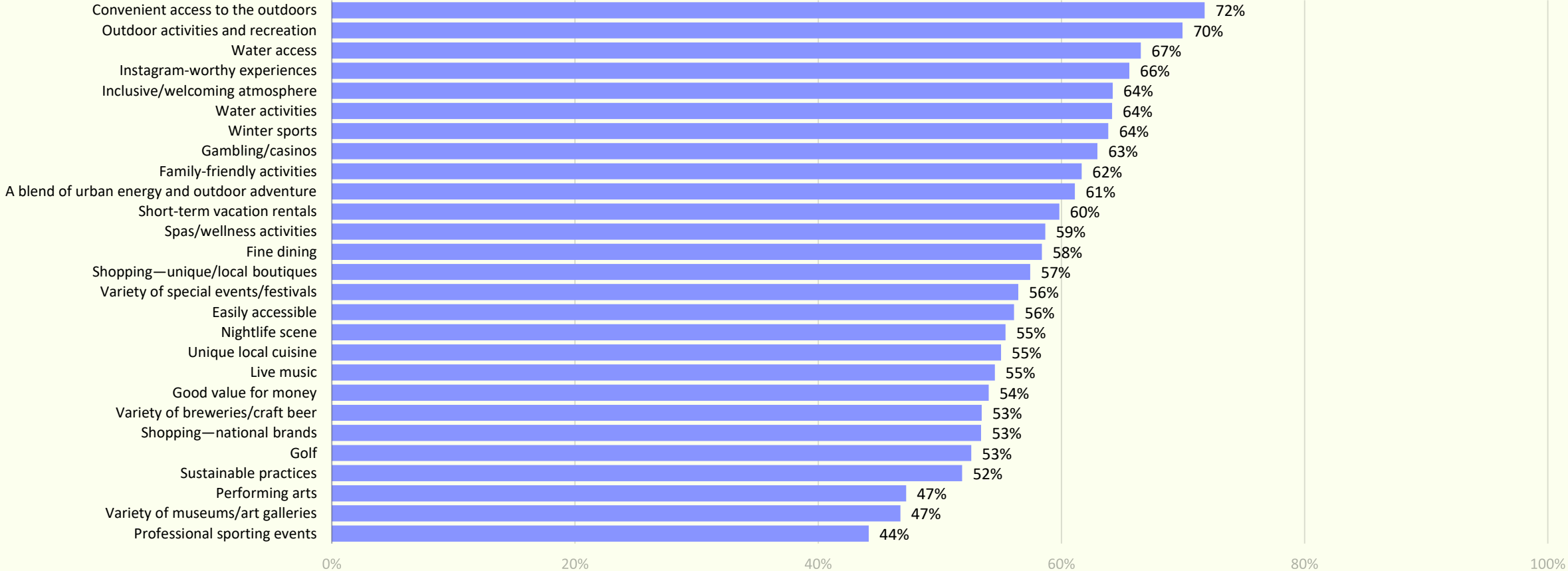
Executive Summary

Brand equity is strongest where Reno Tahoe is already known – the outdoors – the risk is underperformance on decision-driving attributes.

Reno Tahoe is most strongly associated with its outdoor-forward identity, reinforcing alignment with the destination’s vision.

Over seven-in-ten target travelers cite convenient access to the outdoors (72%) and outdoor recreation (70%) as the destination’s top attributes, followed by water access (67%), water activities (64%), and winter sports (64%). The destination also performs well on experiential appeal, with strong ratings for Instagram-worthy experiences (66%) and an inclusive, welcoming atmosphere (64%).

Reno Tahoe Attribute Performance
 (% selecting agree + strongly agree)

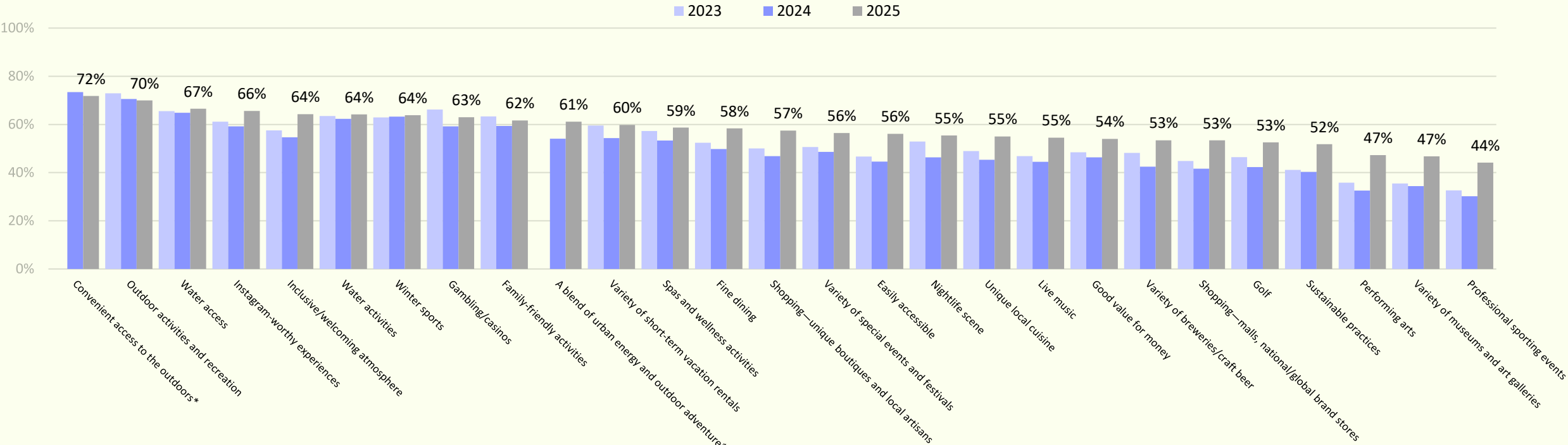


Question: For each attribute below, please select how much you agree or disagree Reno Tahoe delivers on that attribute, whether you have been before or not.
 Base: 2025 respondents. 1,600 completed surveys.

Reno Tahoe’s outdoor strength remains steady, while “urban experience” attributes show the biggest lifts.

Reno Tahoe consistently scores high on outdoor-oriented attributes: convenient outdoor access (-2 percentage points from 2024), outdoor recreation (-1pp), water access (+2pp), water activities (+2pp), and winter sports (+1pp). Mid- to lower-tier attributes also show clear lifts compared to prior years, led by value and culture: blend of urban energy and outdoor adventure (+7pp), fine dining (+9pp), special events/festivals (+8pp), nightlife (+9pp), unique local cuisine (+10pp), live music (+10pp), good value for money (+8pp), performing arts (+15pp), museums/galleries (+12pp), and sporting events (+14pp).

Reno Tahoe Attribute Performance Over Time
 (% selecting agree + strongly agree)



Question: For each attribute below, please select how much you agree or disagree Reno Tahoe delivers on that attribute, whether you have been before or not.

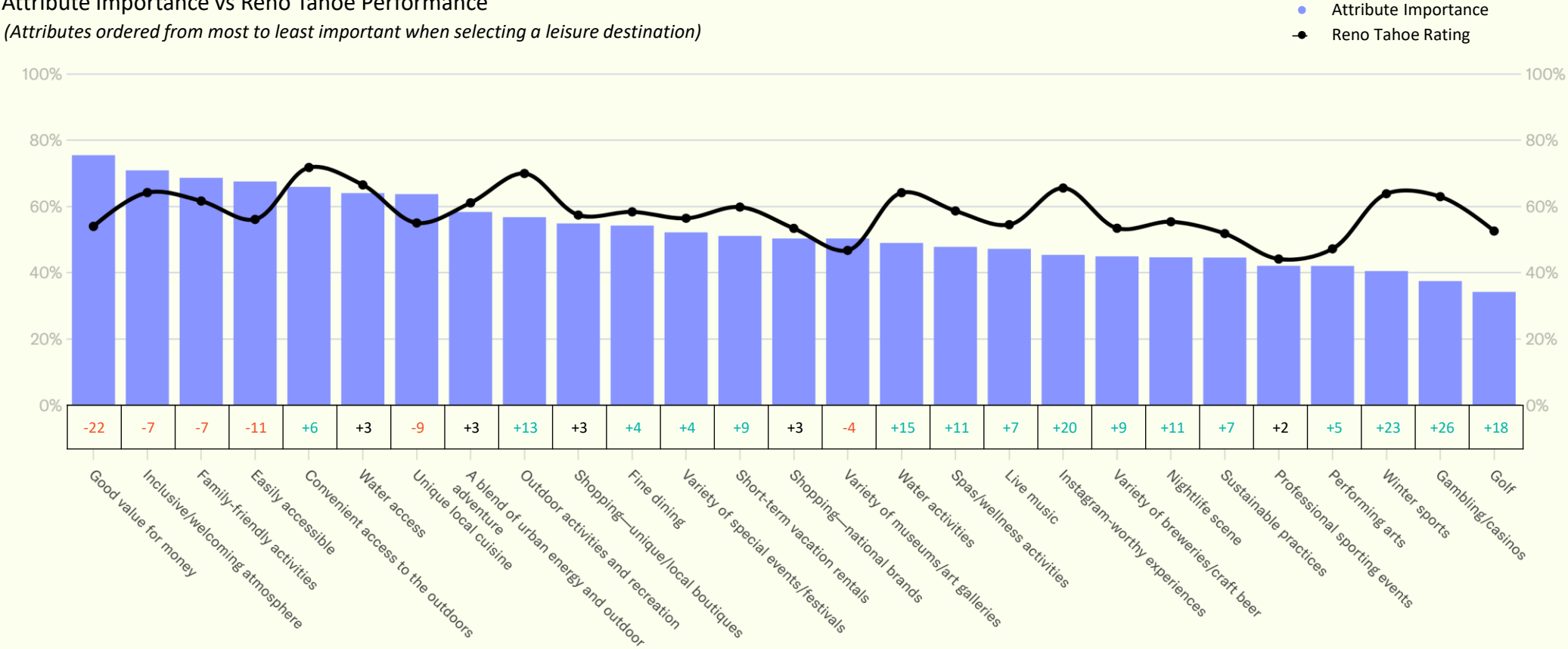
Base: 2025 respondents. 1,600 completed surveys.

*Note: Attribute not asked in 2023. Due to methodological changes between 2023 and 2024, shifts should be considered directional.

Reno Tahoe overperforms on core brand attributes but needs to strengthen perceptions of value, accessibility, and cultural depth.

Reno Tahoe excels on many destination attributes, especially those core to its brand: gaming (+26 percentage points), winter sports (+23pp), golf (+18pp), water activities (+15pp), outdoor recreation (+13pp), access to the outdoors (+6pp), performing arts (+5pp), and variety of festivals/events (+4pp). Yet it underperforms on the attributes that drive destination choice: good value (-22pp), accessibility (-11pp), unique cuisine (-9pp), family-friendly activities (-7pp), and a welcoming atmosphere (-7pp).

Attribute Importance vs Reno Tahoe Performance
(Attributes ordered from most to least important when selecting a leisure destination)



The chart maps the percent of travelers who rated each attribute as “Important” or “Very Important” when selecting a leisure destination (purple bars) against the percent who rated each attribute as “Agree” or “Strongly Agree” for Reno Tahoe (black line). Differences are evaluated using a chi-squared test of proportions. Deltas greater than 3 percentage points (item-dependent) are considered statistically significant at the 95% confidence level. The green and red text indicates attributes where Reno Tahoe over and under indexes, respectively.

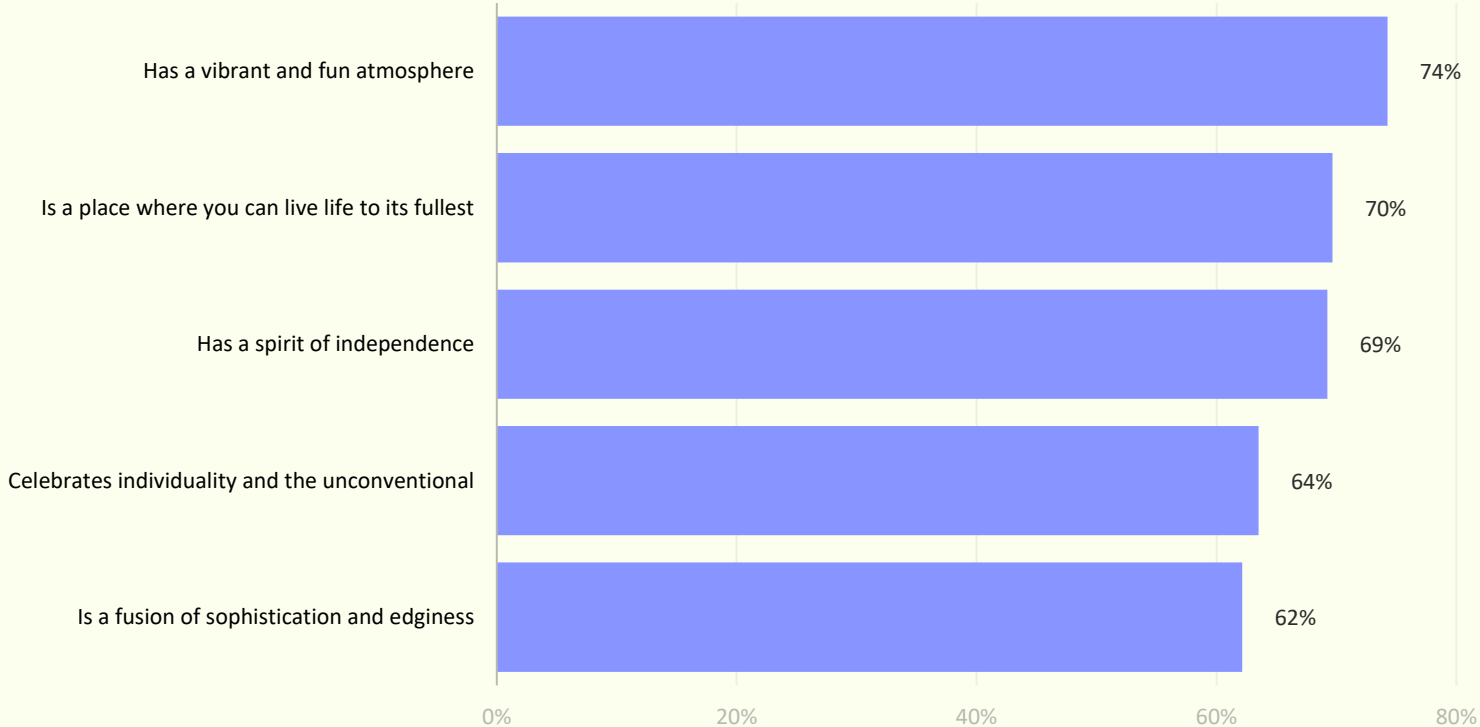
Question: How important are the following to you when selecting a vacation destination? | For each attribute below, please select how much you agree or disagree Reno Tahoe delivers on that attribute, whether you have been before or not.

**Reno Tahoe's vibe is strengthening –
and becoming increasingly
differentiated.**

Reno Tahoe’s “vibrant and fun atmosphere” resonates with most target travelers (74%).

Approximately seven-in-ten also says it’s a place where you can live life to the fullest (70%) and that it has a spirit of independence (69%), while slightly smaller shares agree the destination celebrates individuality (64%) and represents a fusion of sophistication and edginess (62%).

Brand Attribute Performance
(% selecting agree + strongly agree)



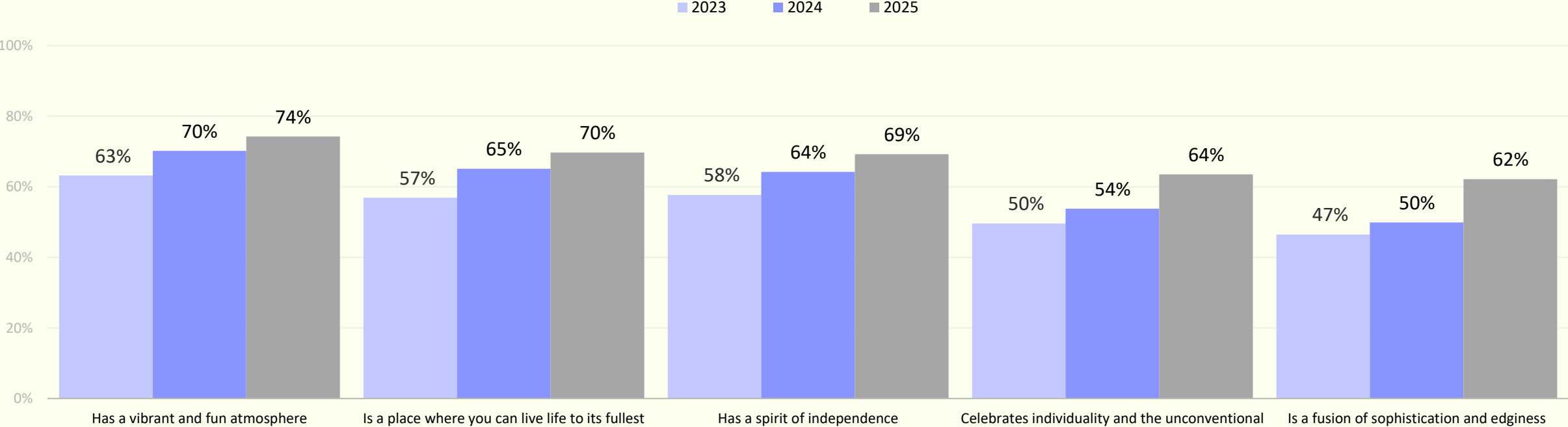
Question: For each option below, please select how much you agree or disagree that it describes Reno Tahoe, whether you have been before or not.

Base: 2025 respondents. 1,600 completed surveys.

Reno Tahoe’s brand associations deepen across the board, with the biggest lifts in individuality and edgy sophistication.

Reno Tahoe’s brand perceptions are gaining momentum across the board year over year, indicating that the destination’s vibe is landing more clearly with target travelers. The largest increases include celebrating individuality and the unconventional (+10 percentage points vs 2024) and fusion of sophistication and edginess (+12pts) – perceptions that can help differentiate Reno Tahoe from its competitive set.

Brand Attribute Performance Over Time
 (% selecting agree + strongly agree)



Question: For each option below, please select how much you agree or disagree that it describes Reno Tahoe, whether you have been before or not.

Base: 2025 respondents. 1,600 completed surveys.

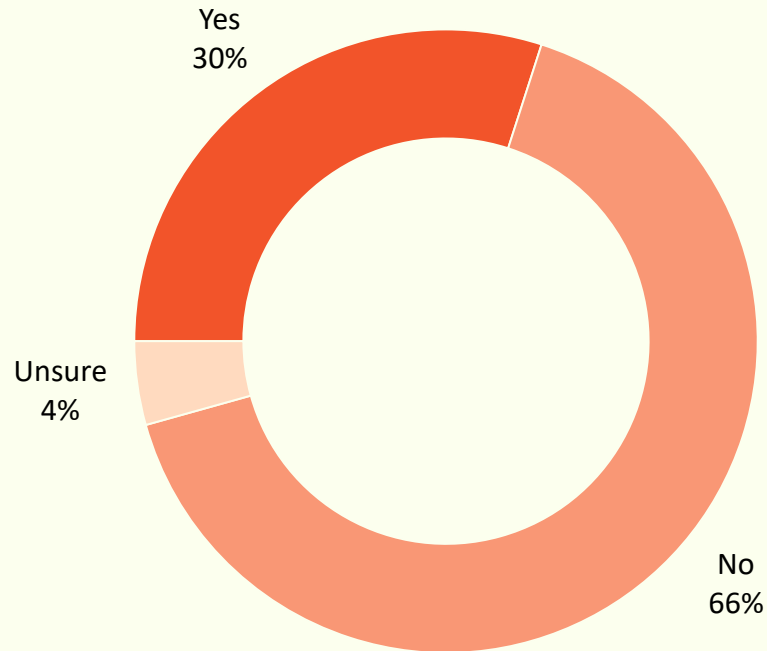
Note: Due to methodological changes between 2023 and 2024, shifts should be considered directional.

Paid media is breaking through –
reaching a record high – and driving
action.

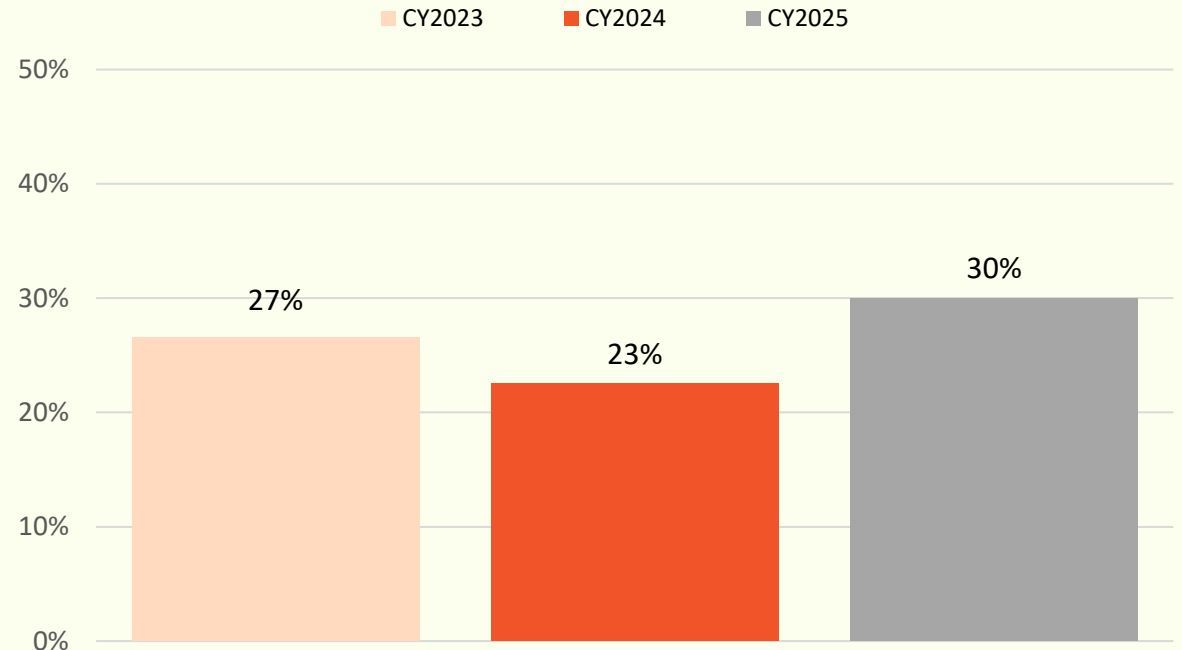
About one third of target travelers (30%) recall seeing paid advertising for Reno Tahoe in the past six months, reaching a new high in 2025.

Target travelers were shown a series of paid ads and asked whether they had seen those or similar ads in the past six months. Aided recall improved to 30 percent, up 7 percentage points since 2024.

Reno Tahoe Paid Media Recall



Reno Tahoe Paid Media Recall Over Time



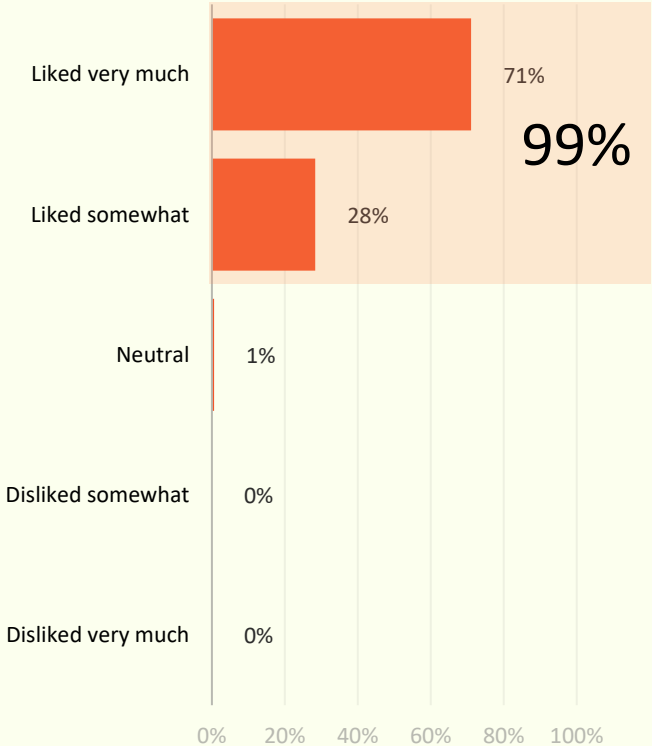
Question: Have you seen these or similar ads, sponsored social media posts, billboards, and/or articles for Reno Tahoe in the past 6 months?

Base: 2025 respondents. 554 completed surveys. Total respondents: 3,118 completed surveys.
Note: Due to methodological changes between 2023 and 2024, shifts should be considered directional.

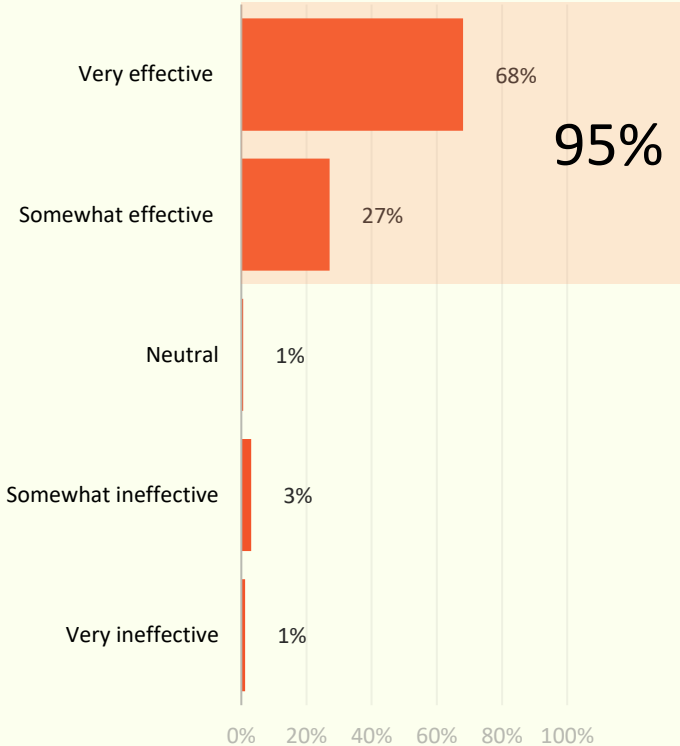
Reno Tahoe ads are landing strongly and driving meaningful trip-planning behavior among paid-aware travelers.

Ad likeability is overwhelmingly positive, as most paid aware travelers rate the ads favorably (99%) and agree they effectively portray Reno Tahoe as a place they would enjoy visiting for leisure (95%). More importantly, the campaign is moving travelers beyond awareness into action, as most engaged in one positive action post exposure (96%).

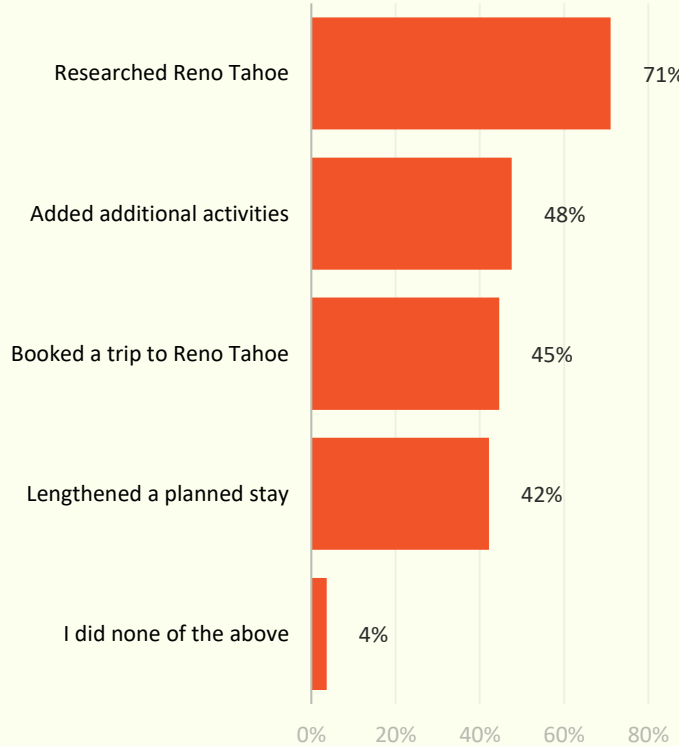
Ad Likeability



Ad Effectiveness



Actions Taken After Seeing Ad



Question: How much did you like or dislike these ads? | How effective were the ads in portraying Reno Tahoe as a place you would enjoy visiting for leisure? | Which of the following did you do after seeing an ad for Reno Tahoe?
 Base: 2025 paid aware respondents. 166 completed surveys.

A woman with long blonde hair, wearing a black tank top, blue shorts, and a blue and grey baseball cap, is walking on a dirt path in a desert landscape. She is smiling and looking towards the sun, which is low on the horizon, creating a warm, golden glow. The background features rolling hills and sparse desert vegetation.

**Visit Reno Tahoe
Resident Sentiment 2025**

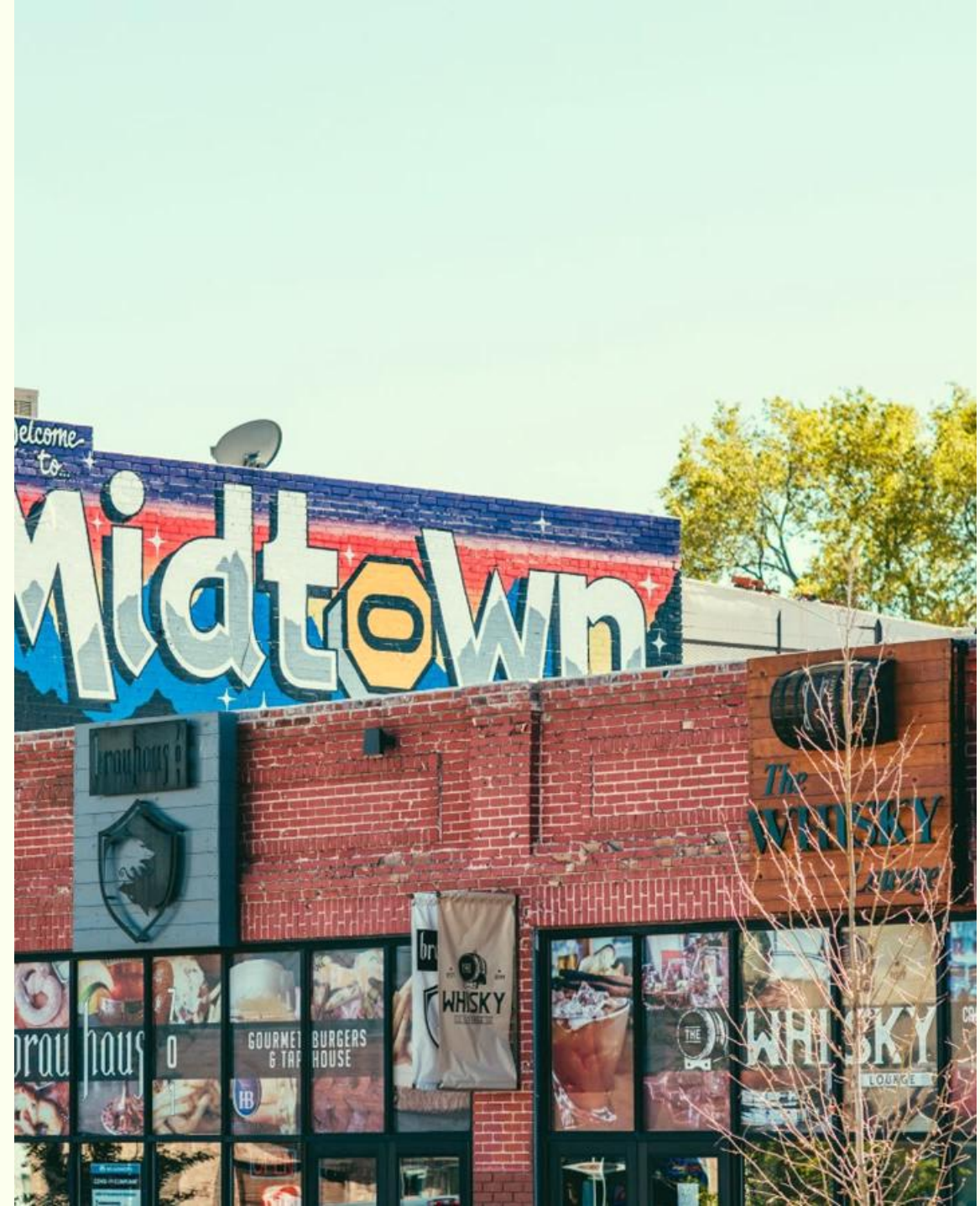
Research Objectives & Methodology

This report presents findings from the 2025 Visit Reno Tahoe Resident Sentiment Study, conducted on behalf of the Reno-Sparks Convention & Visitors Authority (RSCVA) by Future Partners.

The primary objective of this research is to understand how Washoe County residents perceive tourism – and how they believe tourism influences quality of life. Specifically, the research examines:

- Resident perceptions of tourism in Washoe County
- Tourism’s perceived role in shaping overall quality of life
- Perceived impacts of tourism on the economy, workforce, and community

Future Partners conducted an online survey of N=400 Washoe County residents who are adults age 18 and older. The survey was fielded through a trusted panel provider from May 2025 – January 2026. All quantitative data presented within this report is weighted based on county demographics.



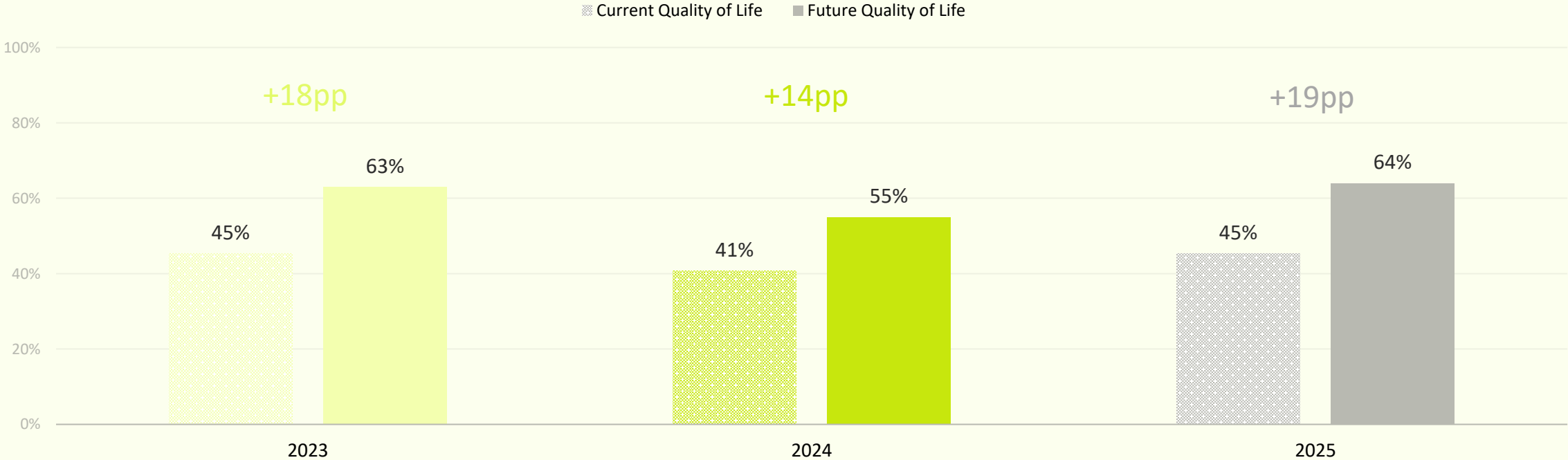
Executive Summary

Residents are broadly optimistic about life in Washoe County.

Washoe County residents remain consistently optimistic – and that optimism gap is strongest in 2025 (+19 percentage points).

In every survey year, more residents expect their quality of life to improve in the next year than say it's improved since the prior year. This optimism gap suggests residents feel better about what's ahead than what they've recently experienced.

Quality of Life Over Time
(% somewhat better + much better)



Question: Compared to one year ago, how would you rate your personal quality of life? | Thinking one year ahead, how do you expect your personal quality of life to change?

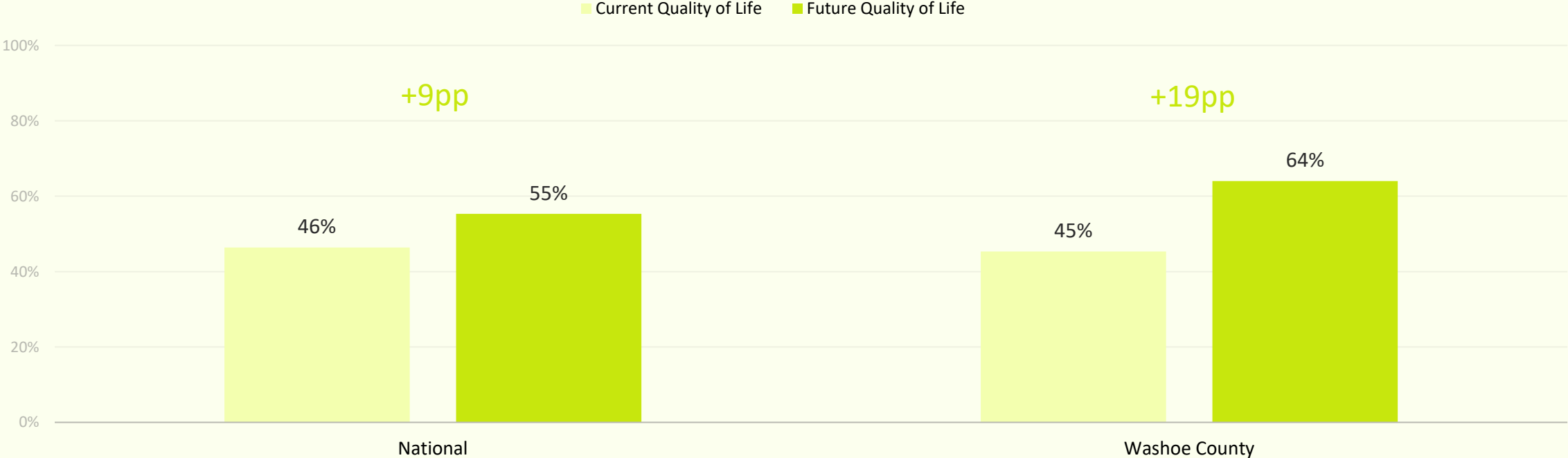
Base: Total Washoe County residents. 1,276 completed surveys.

Note: Due to methodological changes between 2023 and 2024, shifts should be considered directional.

Washoe County residents have a more positive outlook on their quality of life compared to the average American traveler.

Washoe County residents show a larger optimism gap than the average American traveler (+19 percentage points vs +9pp): they are confident that their future looks meaningfully better than what they've recently experienced – and more strongly than people do nationally.

Quality of Life: National Benchmark
(% somewhat better + much better)



Question: Compared to one year ago, how would you rate your personal quality of life? | Thinking one year ahead, how do you expect your personal quality of life to change?

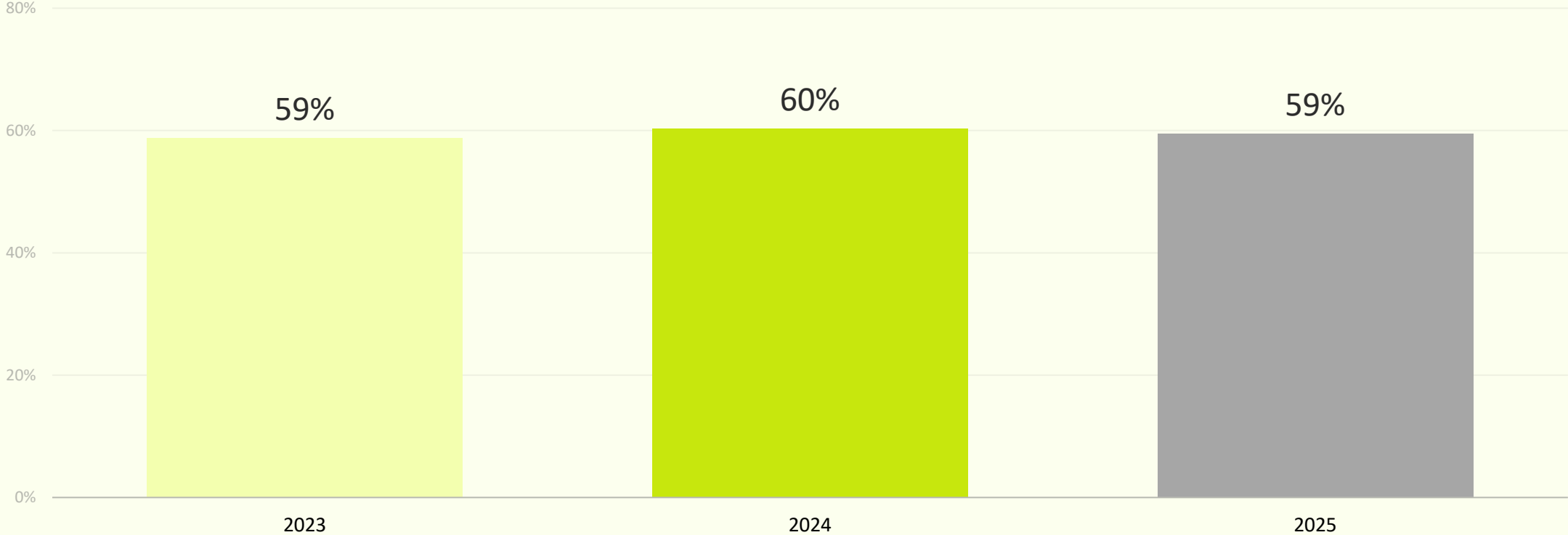
Base: 2025 Washoe County residents. 400 completed surveys. June 2025 American travelers. 1,988 completed surveys.

Residents hold positive perceptions about Washoe County's tourism industry.

Washoe County's local tourism industry remains strong and stable over time.

Residents consistently rate the local tourism industry as positive (59% on average).

Local Tourism Industry Perceptions Over Time
(% selecting somewhat positive + extremely positive)



Question: In general, what are your overall perceptions of Washoe County's tourism industry?

Base: Total Washoe County residents. 1,276 completed surveys.

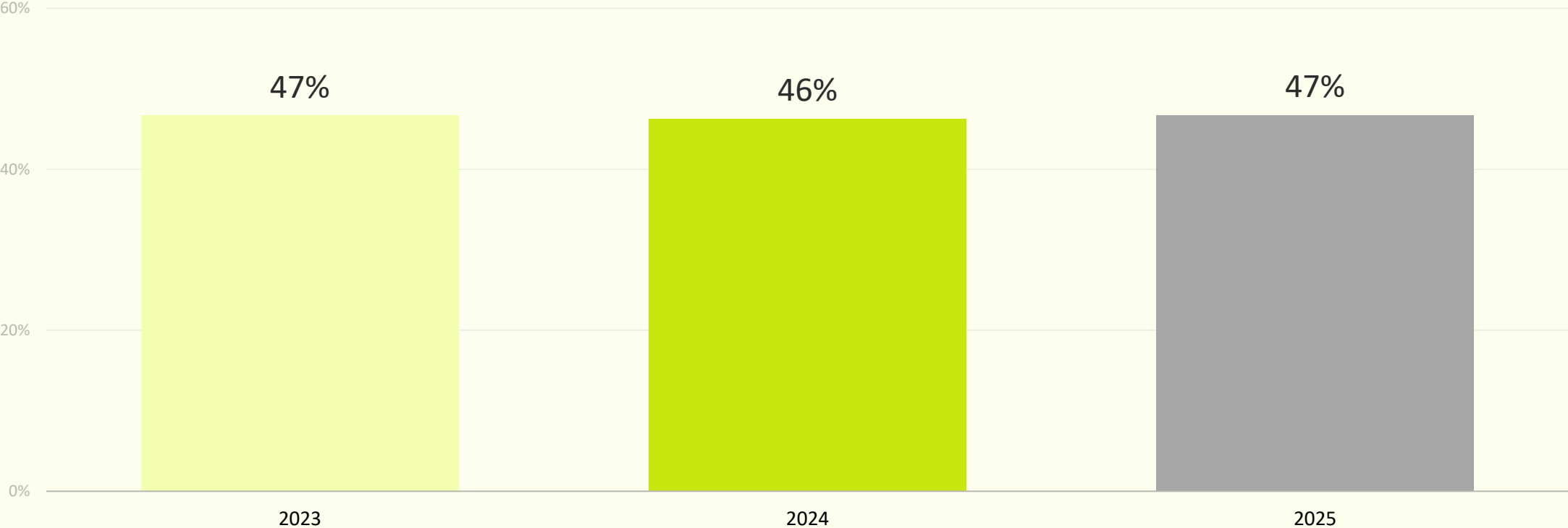
Note: Due to methodological changes between 2023 and 2024, shifts should be considered directional.

The perception that Washoe County’s tourism results in a better quality of life has been strong and stable over the years.

Residents consistently say the local tourism industry results in a better quality of life for them and their family (47% on average).

Local Tourism Impact on Quality of Life Over Time

(% selecting agree + strongly agree)



Question: Please rate how much you agree or disagree with the following statement:
Overall, Washoe County's tourism industry results in a better quality of life for me and my family.

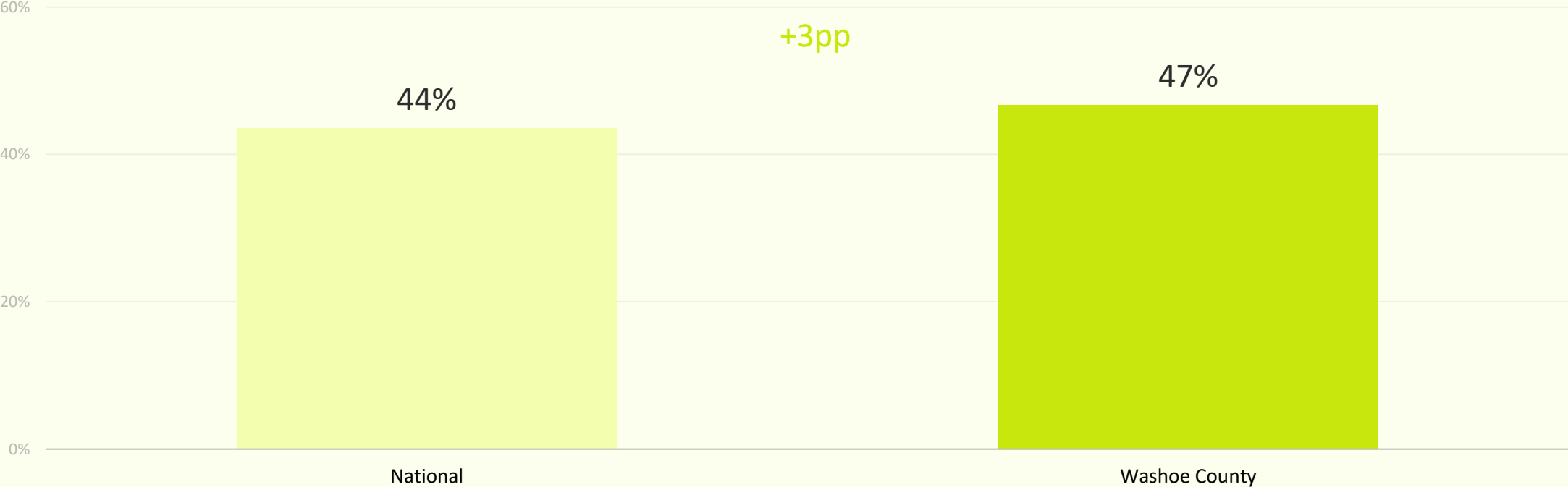
Base: Total Washoe County residents. 1,276 completed surveys.

Note: Due to methodological changes between 2023 and 2024, shifts should be considered directional.

Washoe County residents view tourism’s impact on their quality of life more favorably than the average American traveler.

Residents are more likely to agree that their tourism industry results in a better quality of life for them and their families compared to the national sample (+3 percentage points).

Local Tourism Impact on Quality of Life: National Benchmark
(% selecting agree + strongly agree)



Question: Please rate how much you agree or disagree with the following statement:
Overall, Washoe County's tourism industry results in a better quality of life for me and my family.

Base: 2025 Washoe County residents. 400 completed surveys. June 2025 American travelers. 1,988 completed surveys.

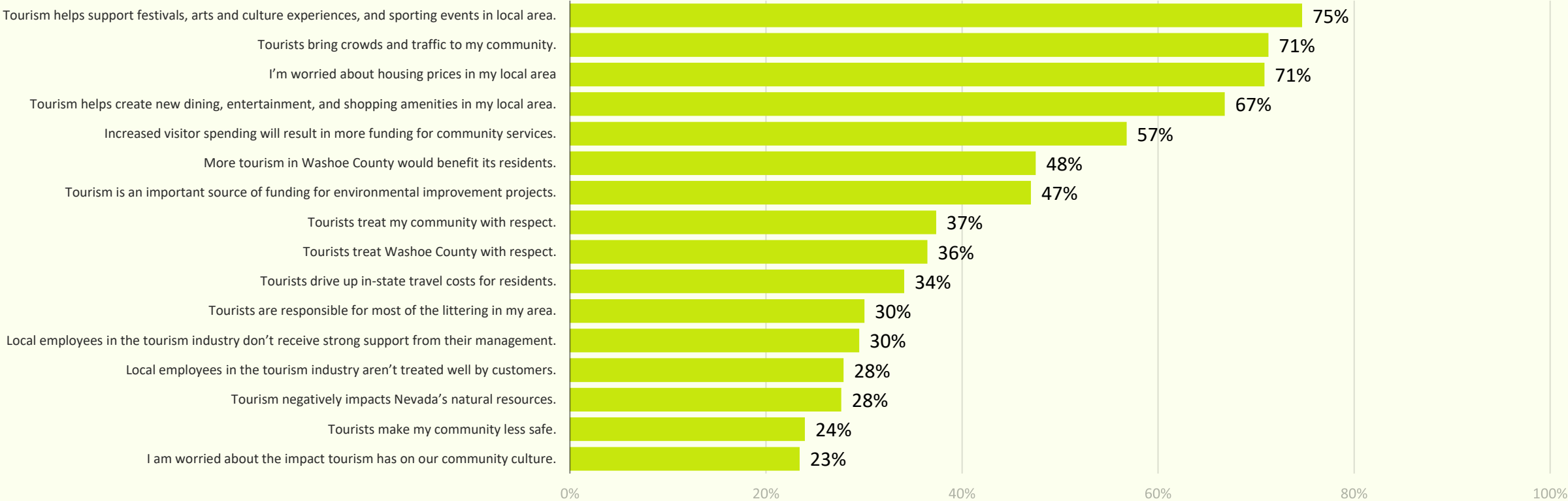
Support for tourism is real and benefited – though crowds and traffic are major friction points.

The top impacts of tourism on the community illustrate resident awareness of both its benefits and friction points.

Importantly, residents recognize that tourism helps support arts, culture, and events in the local area (75%). However, the next two leading impacts represent areas of concern: crowds/traffic (71%) and housing prices (71%).

Tourism Industry Impact on Community

(% selecting agree + strongly agree)



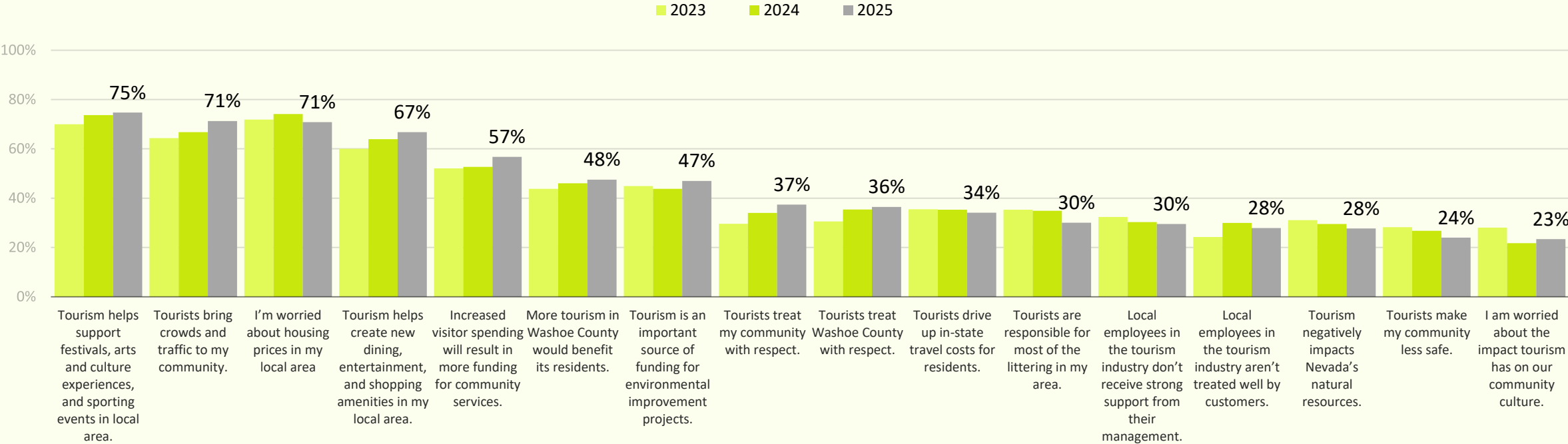
Question: Thinking about tourism and its impact on your community, please rate how much you agree with the following statement using a five-point scale in which "1" represents "Strongly disagree" and "5" represents "Strongly agree."

Base: 2025 Washoe County residents. 400 completed surveys.

Perceptions about tourism’s impact on the local community have been improving – though crowds and traffic are the key watchout.

Over time, residents increasingly recognize tourism’s benefits to the community, for example how it supports arts, culture, and events (+5 percentage points vs 2023), creates dining, entertainment, and shopping options (+7pp), and results in more funding for community services (+5pp). At the same time, they report fewer negative impacts overall, but concerns about crowds and traffic have continued to rise (+7pp).

Tourism Industry Impact on Community Over Time (% selecting agree + strongly agree)



Question: Thinking about tourism and its impact on your community, please rate how much you agree with the following statement using a five-point scale in which “1” represents “Strongly disagree” and “5” represents “Strongly agree.”

Base: Total Washoe County residents. 1,276 completed surveys.

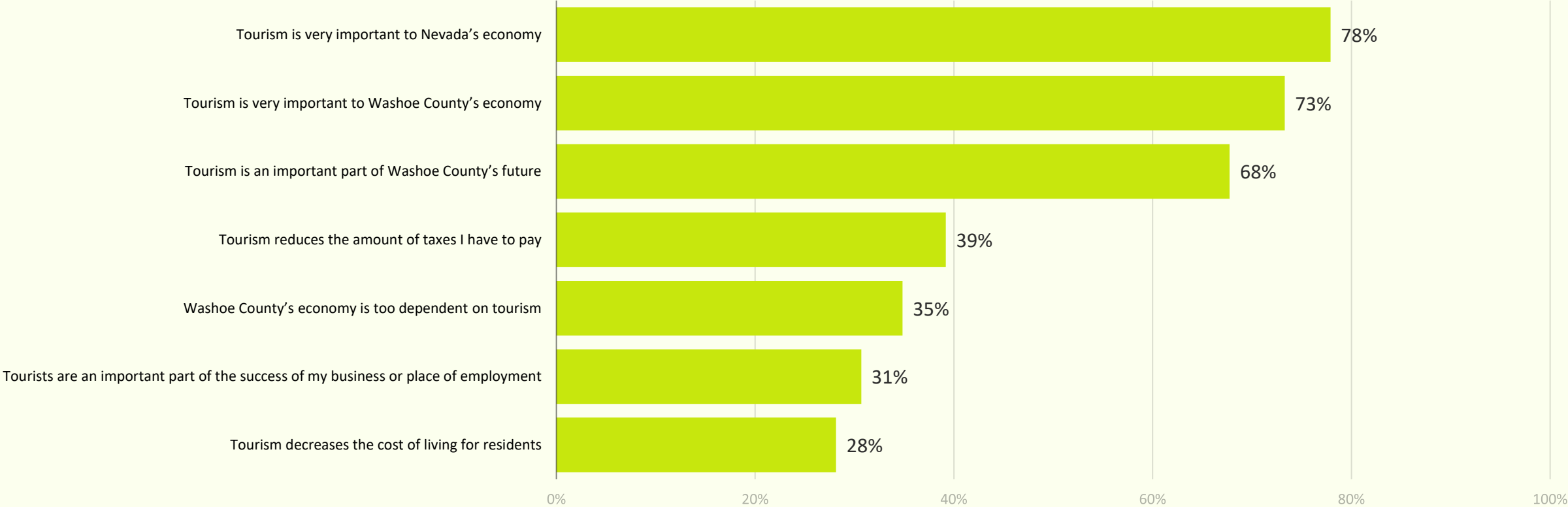
Note: Due to methodological changes between 2023 and 2024, shifts should be considered directional.

Tourism is essential for the county's economy – though residents don't experience the personal cost relief.

Most residents believe that tourism benefits the state’s economy (78%), the county’s economy (73%), and the county’s future economy (68%).

Tourism Industry Impact on Economy

(% selecting agree + strongly agree)



Question: Thinking about tourism and its impact on the economy, please rate how much you agree with the following statement using a five-point scale in which “1” represents “Strongly disagree” and “5” represents “Strongly agree.”

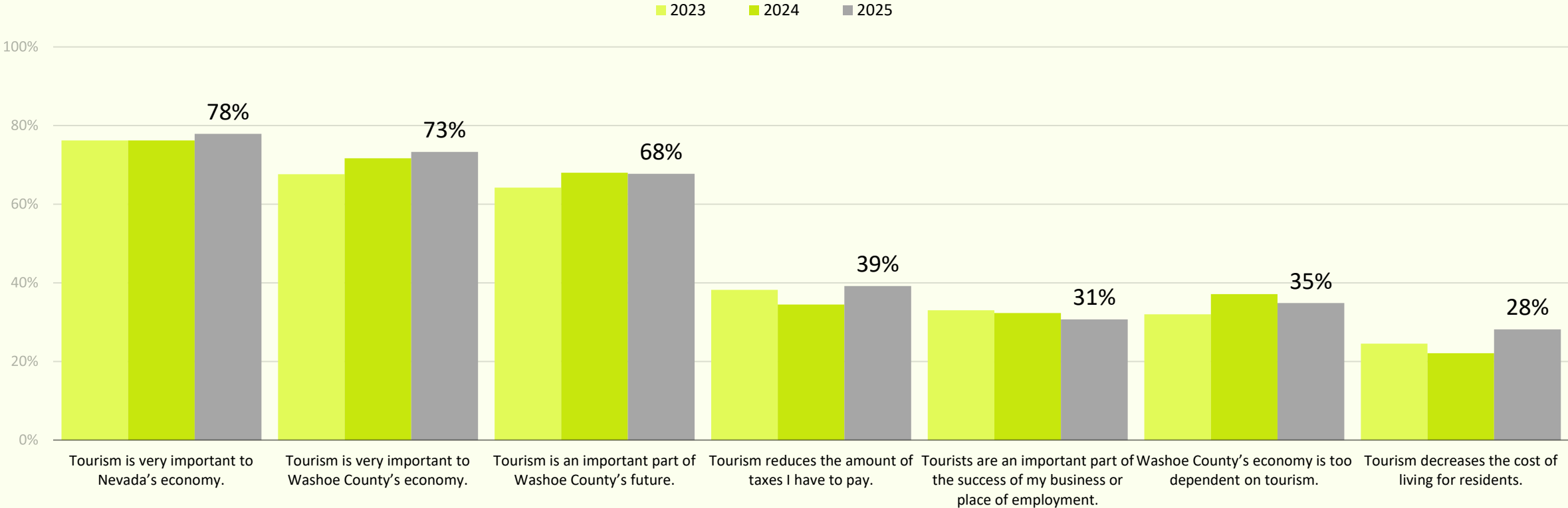
Base: 2025 Washoe County residents. 400 completed surveys.

The perception that tourism is important to the state and local economics has been strong and consistent over the years.

Around one third of residents consistently worry that Washoe County is too dependent on tourism (35% on average).

Tourism Industry Impact on Economy Over Time

(% selecting agree + strongly agree)



Question: Thinking about tourism and its impact on the economy, please rate how much you agree with the following statement using a five-point scale in which "1" represents "Strongly disagree" and "5" represents "Strongly agree."

Base: Total Washoe County residents. 1,276 completed surveys.

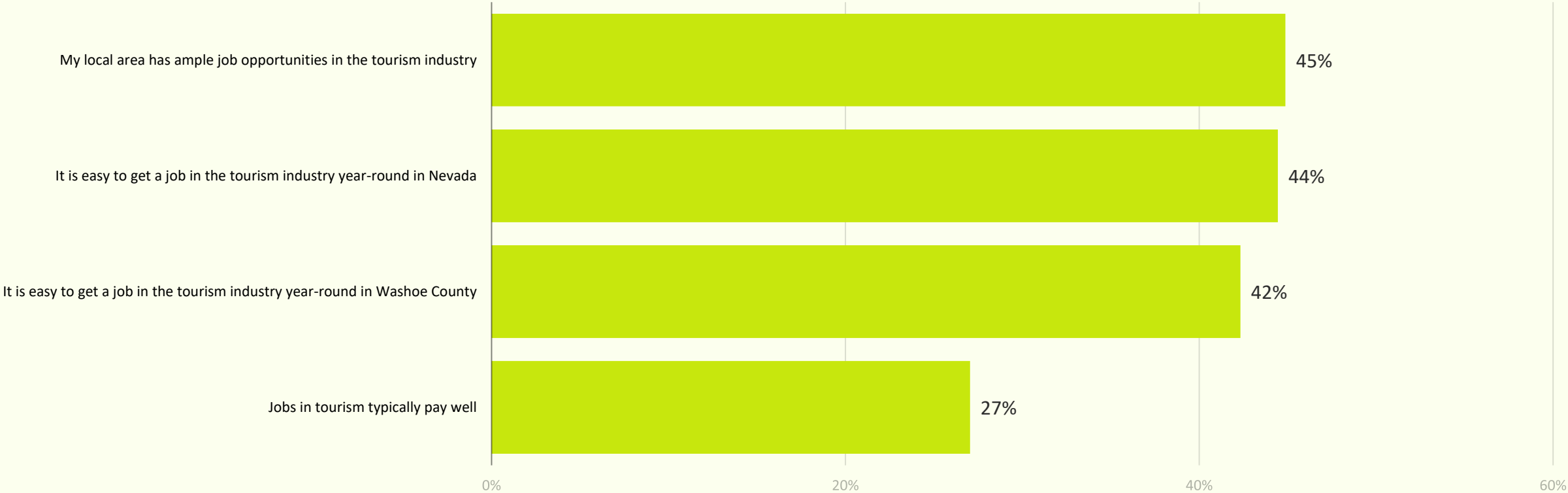
Note: Due to methodological changes between 2023 and 2024, shifts should be considered directional.

Tourism is well-positioned as a meaningful workforce lever – closing the pay perception gap is the key unlock.

Nearly half of Washoe County residents agree that local tourism provides ample job opportunities (45%) and it's easy to secure a tourism job statewide (44%) and locally (42%).

Tourism Industry Impact on Jobs

(% selecting agree + strongly agree)



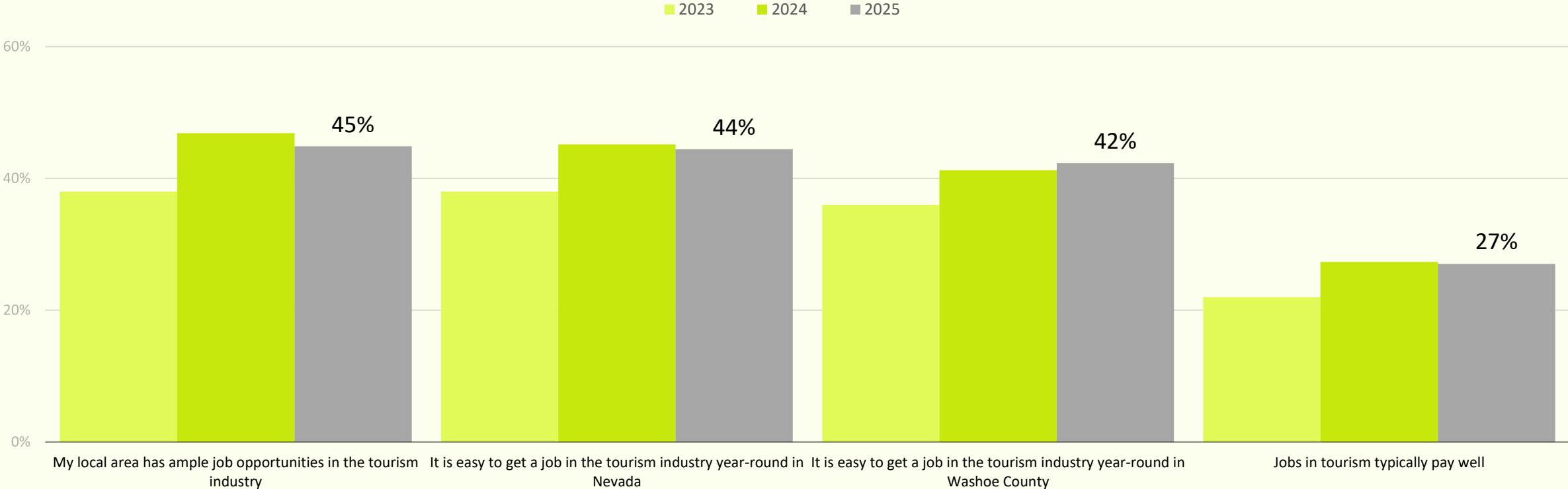
Question: Thinking about tourism and its impact on jobs, please rate how much you agree with the following statement using a five-point scale in which "1" represents "Strongly disagree" and "5" represents "Strongly agree."

Base: 2025 Washoe County residents. 400 completed surveys.

Washoe County residents confirm the stronger employment outlook they observed in 2024.

Tourism Industry Impact on Jobs Over Time

(% selecting agree + strongly agree)



Question: Thinking about tourism and its impact on jobs, please rate how much you agree with the following statement using a five-point scale in which "1" represents "Strongly disagree" and "5" represents "Strongly agree."

Base: Total Washoe County residents. 1,276 completed surveys.

Note: Due to methodological changes between 2023 and 2024, shifts should be considered directional.

Washoe County residents are more supportive of tourism than the average American traveler – but crowds and traffic are a bigger pain point.

Residents are more likely to recognize tourism’s economic value compared to the national sample (+20 percentage points), but they feel the day-to-day friction more acutely – especially crowds and traffic (+21pp). Concerns about broader harms (+5pp environment, +4pp safety, and +4pp culture) appear secondary by comparison. This suggests tourism is welcomed in Washoe County, but maintaining support depends on visibly managing crowding and navigability.

Tourism Industry Impact: National Benchmark (% selecting agree + strongly agree)



Question: Thinking about tourism and its impact on your community, please rate how much you agree with the following statement using a five-point scale in which "1" represents "Strongly disagree" and "5" represents "Strongly agree."

Base: 2025 Washoe County residents. 400 completed surveys. June 2025 American travelers. 1,988 completed surveys.

Future Partners

RSCVA

Research & Data That Moves the Needle

Andria N Godfrey

March 2026

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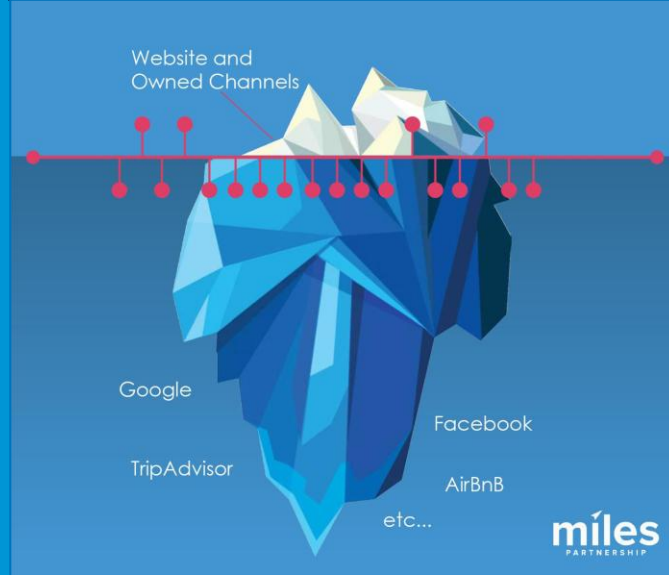
FACILITATED BY



EXPERTISE



innovation





UNMATCHED UNDERSTANDING OF TRAVELERS

Our 35+ years of experience and exclusive partnerships with leading research and data firms power our extensive, detailed and nuanced understanding of travelers.

We turn those insights into action through impactful strategies that reach and convert high-value audiences.



Data and Research

OUR APPROACH



Unified Market Lens

Strategy and activation based on real-time travel planning patterns to drive engagement in crucial influence windows

Competitive Market Monitoring

activate on opportunities to capture market share and contextualize Miami trends

Competitive Market Insights

Travel Intent and Planning Times

Market level travel readiness intent evaluation to identify the moments to engage visitors and maximize conversion opportunities

Unified Market Lens

Multi-Source Ecosystem Analysis

Multi-source ecosystem insights

alleviate data blind spots to create a full-canvas view of market demand opportunities for media activation

“A data point in isolation has limited value.”

Future Partners **GWI.**



Market Analysis Planning Tool (MAP)

The MAP tool was developed to solve critical inefficiencies in our origin market analysis workflow and create a standardized and nimble process for market planning.

45%		10%		45%		100%		
Azira		Future Partners		Commerce Signals		RANK	Origin DMA	OVERALL SCORE
Top Origin DMAs	Value	Top Origin DMAs	Value	Top Origin DMAs	Value			
SACRAMENTO-STOCKTON-MODESTO	19.00%	SAN FRANCISCO-OAK-SAN JOSE	8.00%	RENO	34.00%	1	SACRAMENTO-STOCKTON-MODESTO	18.85
SAN FRANCISCO-OAK-SAN JOSE	13.90%	SACRAMENTO-STOCKTON-MODESTO	7.00%	SACRAMENTO-STOCKTON-MODESTO	29.00%	2	RENO	16.11
LAS VEGAS	5.90%	NEW YORK	6.00%	SAN FRANCISCO-OAK-SAN JOSE	12.00%	3	SAN FRANCISCO-OAK-SAN JOSE	9.93
LOS ANGELES	4.60%	LAS VEGAS	6.00%	LOS ANGELES	5.00%	4	LOS ANGELES	4.09
FRESNO-VISALIA	4.00%	LOS ANGELES	6.00%	LAS VEGAS	2.00%	5	LAS VEGAS	3.09
PALM SPRINGS	2.10%	PHOENIX (PRESCOTT)	4.00%	SALT LAKE CITY	2.00%	6	PORTLAND, OR	1.53
RENO	1.90%	RENO	3.00%	PHOENIX (PRESCOTT)	2.00%	7	FRESNO-VISALIA	1.52
PORTLAND, OR	1.60%	CHICAGO	2.00%	CHICO-REDDING	2.00%	8	SEATTLE-TACOMA	1.40
SALT LAKE CITY	1.50%	PORTLAND, OR	2.00%	PORTLAND, OR	2.00%	9	SALT LAKE CITY	1.30
SEATTLE-TACOMA	1.50%	PALM SPRINGS	2.00%	SEATTLE-TACOMA	2.00%	10	PHOENIX (PRESCOTT)	1.30
		DALLAS-FT. WORTH	2.00%	SAN DIEGO	1.00%	11	NEW YORK	1.05
		SAN DIEGO	2.00%	DALLAS-FT. WORTH	1.00%	12	CHICO-REDDING	0.90
		DENVER	1.00%	MEDFORD-KLAMATH FALLS	1.00%	13	PALM SPRINGS	0.76
		PHILADELPHIA	1.00%	FRESNO-VISALIA	1.00%	14	CHICAGO	0.65
		SEATTLE-TACOMA	1.00%	BOISE	1.00%	15	DALLAS-FT. WORTH	0.65
		HOUSTON	1.00%	DENVER	1.00%	16	SAN DIEGO	0.65
		ATLANTA	1.00%	NEW YORK	1.00%	17	DENVER	0.55
				MONTEREY-SALINAS	1.00%	18	MEDFORD-KLAMATH FALLS	0.45
				CHICAGO	1.00%	19	BOISE	0.45
						20	MONTEREY-SALINAS	0.45
						21	PHILADELPHIA	0.10
						22	HOUSTON	0.10
						23	ATLANTA	0.10
						24		
						25		

Data and Research

LEVERAGING PARTNERS



UNDERSTANDING THE TRAVELER

- Traveler Characteristics
- Travel readiness and opportunity value
- Perceptions and influences
- Trip characteristics

Identify market opportunities



Optimize messaging and strategy



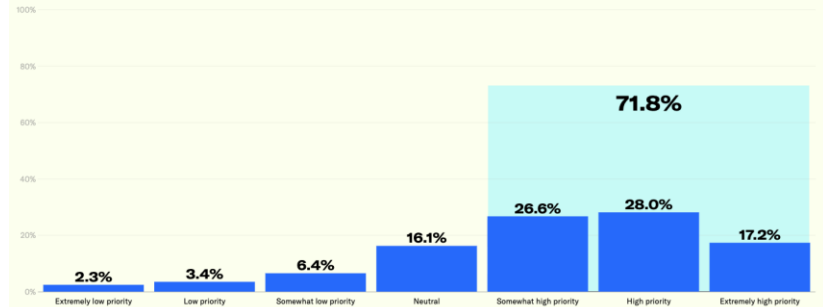
Identify differentiation opportunities



Travel as a Budget Priority

Recent Visitors to Reno, NV (Past 12 Months)

Year: 2025
Curated Collections: Cities
Filters: Reno, NV
940 Recent Visitors



Question: Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities. (Select one)

Future Partners The State of the American Traveler

Base: Recent Visitors to Reno, NV (Past 12 Months), 2025 respondents, 1,374 completed surveys.

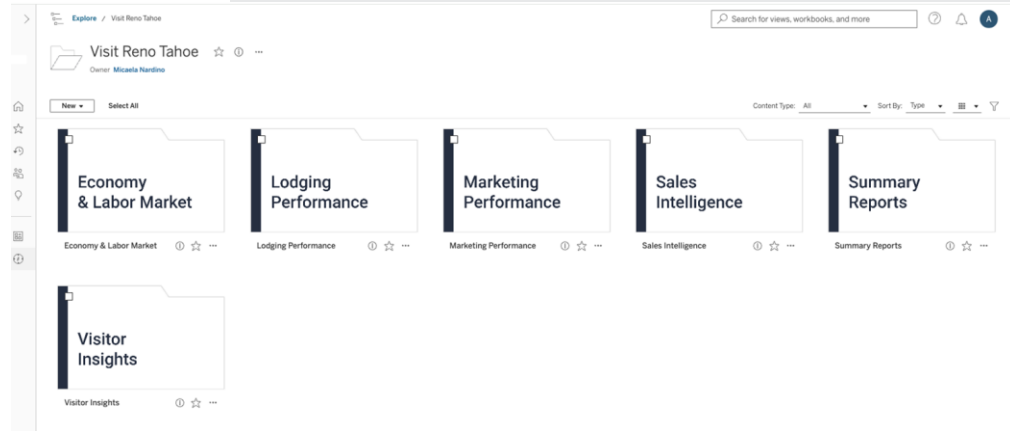


TOURISM ECONOMICS

- **Economic Impact of Tourism**
 - Annual economic impact study evaluating the impact of tourism on the local economy



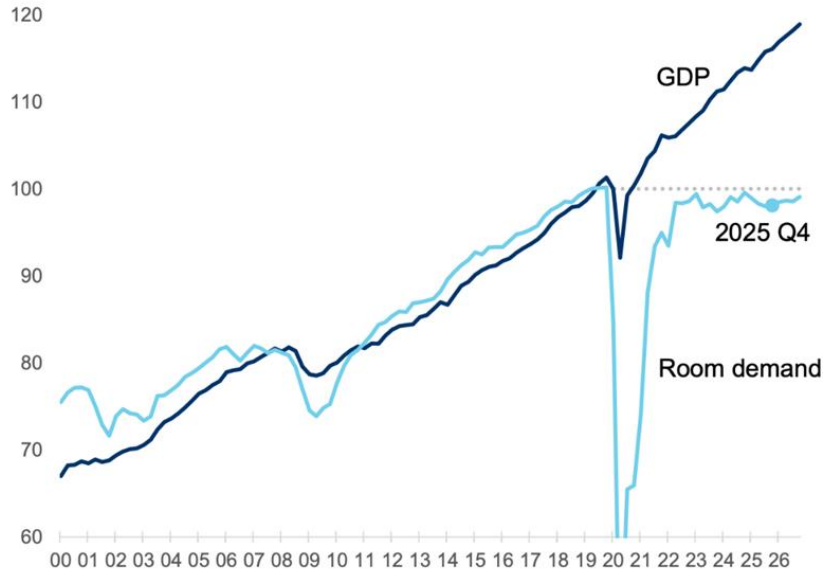
- **Symphony**
 - Business intelligence platform, housing RSCVA data and national level data sources on travel and hospitality



While National hotel demand is stable, it remains below 2019 levels

GDP and hotel room demand

Index (2019 = 100), US



Note: Real GDP, seasonally adjusted.
Source: BEA; CoStar-STR; Oxford Economics

Industry has experienced less hotel demand growth than expected



Looking at the year ahead- demand growth mirrors 2024

As of January; YoY % change

	2024 Actual	2025 Actual	2026 Forecast
Supply	+0.5%	+0.7%	+0.7%
Demand	+0.6%	-0.5%	+0.4%
Occupancy	63.0%	62.3%	62.1%
ADR	+1.8%	+0.9%	+1.0%
RevPAR	+1.9%	-0.3%	+0.6%

TOURISM ECONOMICS: MACRO ECONOMIC AND MARKET INSIGHTS

U.S. Hotel Forecast

Forecasted in February 2026



U.S. Actual RevPAR Growth by Location

January 2026, % change relative to 2019



Source: STR

U.S. Hotel Forecast Summary

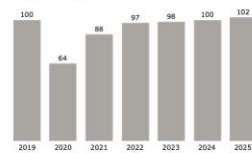
YOY % change, Forecast released February 2026

	2020	2021	2022	2023	2024	2025	2026	2027
Supply	-8.0%	4.9%	1.7%	0.2%	0.5%	0.7%	0.7%	0.9%
Occupancy	-33.4%	31.0%	8.8%	0.7%	0.1%	-1.2%	-0.3%	0.2%
Demand	-36.0%	37.4%	10.6%	0.9%	0.6%	-0.5%	0.4%	1.0%
ADR	-21.6%	20.7%	19.9%	4.4%	1.8%	0.9%	1.0%	1.3%
RevPAR	-47.8%	58.2%	30.4%	5.2%	1.9%	-0.3%	0.6%	1.4%
RevPAR relative to 2019	-47.8%	-17.2%	8.1%	13.7%	15.8%	15.5%	16.3%	17.9%

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

Occupancy Index

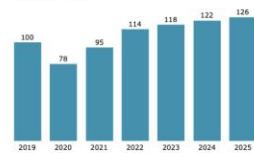
Index (2019 = 100)



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

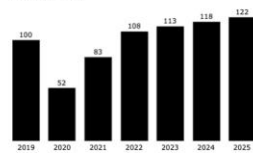
ADR Index

Index (2019 = 100)



RevPAR Index

Index (2019 = 100)



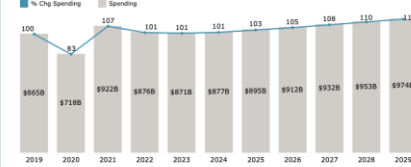
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Domestic Travel Forecast



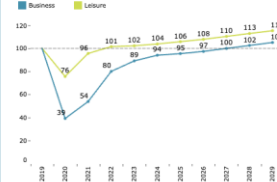
Real Domestic Leisure Travel Spending

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



Leisure vs. Business Travel Volume

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



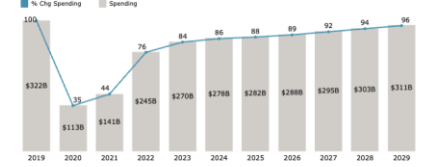
Auto vs. Air Travel Volume

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



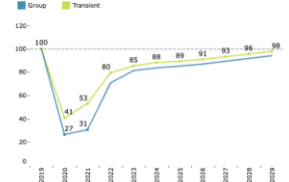
Real Domestic Business Travel Spending

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



Group vs. Transient Travel Spending

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



Forecast as of October 2023
Source: Tourism Economics via U.S. Travel Recovery Tracker

Powered by SYMPHONY | TOURISM ECONOMICS

RSCVA RESEARCH & DATA TOOLKIT

PARTNER	DATA TYPE
Tourism Economics	Economic Impact
Tourism Economics Symphony	Data visualization and national travel insights and forecasting
Commerce Signals	Credit Card transaction data
Azira	Geolocation data
Future Partners	Visitor Profile, Resident Sentiment and Brand Health Studies
Zartico	POI and traveler value scoring



Data and Research

MONTHLY DESTINATION SCORECARD



Monthly Destination Scorecard

January 2026

RenoTahoe.

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



Summary



- **Strong start to the year driven by double-digit increases in lodging demand.**
 - January demand jumped +14.9% YoY, significantly outpacing supply growth and driving occupancy gains, with hotels and motels leading revenue growth, totaling \$35.4M.
- **Visitor value is increasing, not just volume.**
 - Card spend continues to grow faster than the number of cardholders (+10.4% vs +5.0% YoY), signaling higher spend per trip, with growth in spending in retail and food & beverage.
- **Visitor mix is shifting toward travelers from farther away markets, driving stronger trip behavior.**
 - As out-of-state visitation share grows, visitors are staying longer and choosing overnight trips, while lower repeat rates reflect an influx of new travelers. A shift toward younger, more affluent visitors further reinforces this shift in audience mix.



Lodging Demand
\$255.0K
+14.9% YOY



Lodging Revenue
\$35.4M
+14.2% YOY



Card Spend
\$60.2M
+10.4% YOY

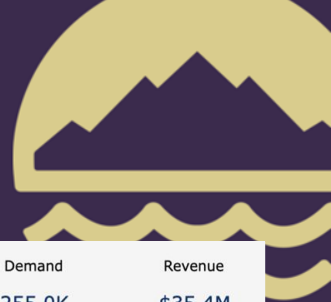


Cardholders
214.7K
+5.0% YOY



Overnight Trip Share
85%

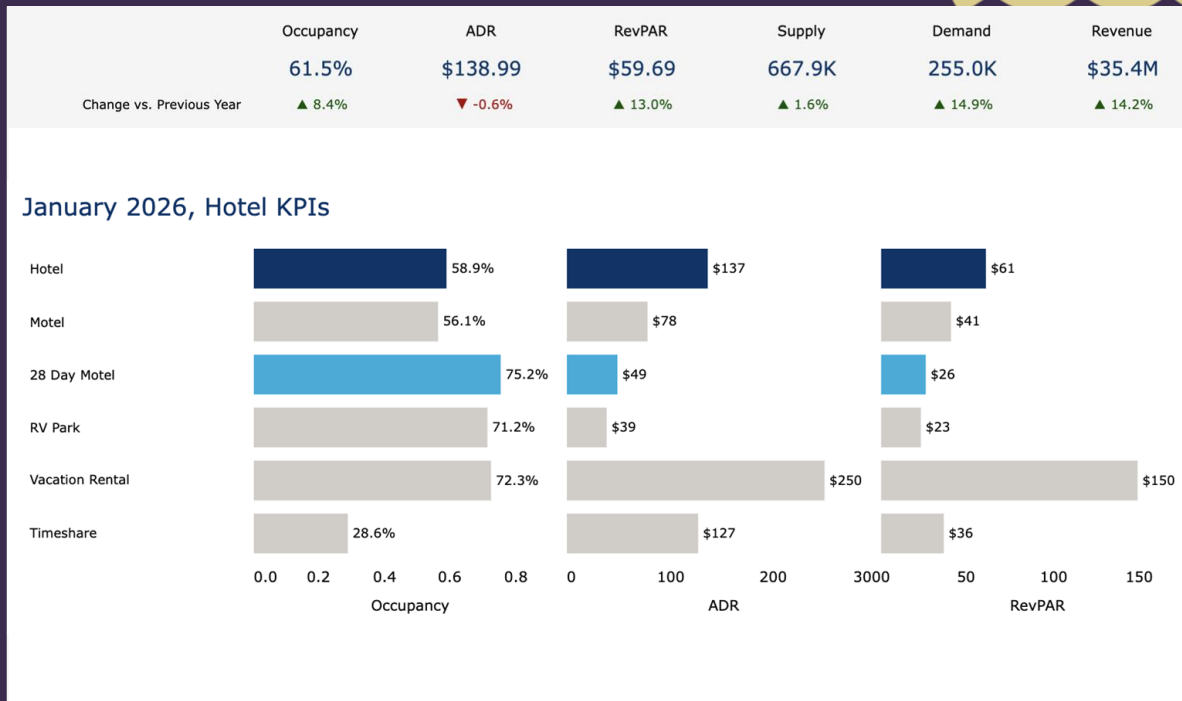
Lodging Performance



January demand increased 14.9% year over year, paired with a modest rise in supply, driving an 8.4% increase in occupancy.

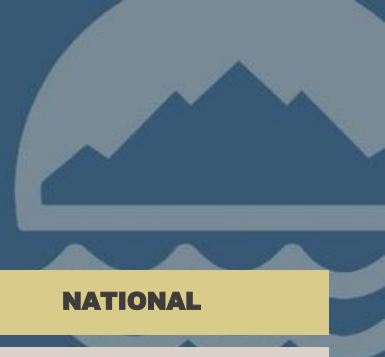
ADR remained flat overall. Vacation Rentals was the only segment to see an increase in ADR but a decline in revenue, while all other segments experienced decreases in ADR yet still achieved revenue growth.

Revenue growth was led by the hotel and motel segments, posting double-digit percentage increases in rooms sold and total revenue.



RENO TAHOE CALENDAR YEAR OVER YEAR PERFORMANCE

January 2026 vs 2025



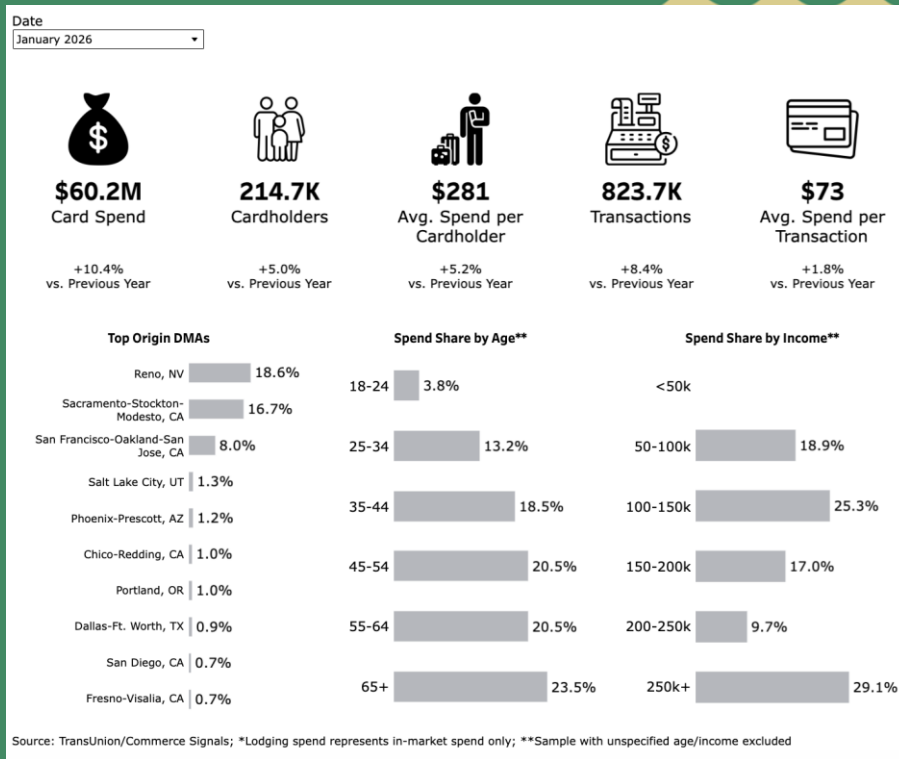
	RENO TAHOE	LAS VEGAS	NATIONAL
VISITOR VOLUME	▲ 12.3%	▼ 2.2%	▲ 5%
TOTAL OCCUPANCY	▲ 8.4%	▼ 2.4%	▼ 0.2%
AVERAGE DAILY RATE (ADR)	▼ 0.6%	▲ 6.7%	▲ 0.6%
REVENUE PER AVAILABLE ROOM	▲ 13.0%	▲ 3.5%	▲ 0.4%
TOTAL ROOM NIGHTS OCCUPIED	▲ 10.1%	▼ 3.0%	▲ 0.5%
GAMING REVENUE	▲ 4.2%	▲ 14.1%	-

Domestic Card Spend

January continued the positive momentum seen in December, with year-over-year growth across key indicators. Card spending again grew faster than the number of cardholders, which suggests visitors are spending more per person and having a bigger economic impact overall. Much of that additional spending is showing up as growth in retail and food and beverage.

Spending from visitors within the Reno MSA increased compared to last year. However, it made up a smaller share of total spending, indicating that much of the overall growth is being driven by visitors coming from outside the local market.

At the same time, the visitor mix is shifting slightly. Year over year there's an increase in average HHI and more travelers under 44. This lines up with the broader travel trend we're seeing right now, where demand is a bit bifurcated. Growth is being driven by higher-spending travelers and younger visitors who are prioritizing travel and experiences.



Geolocation Trends

Length of stay increased to 2.5 days and the share of overnight trips rose to 85%, while repeat visitation declined to 47%. These trends suggest continued growth in new visitors to the market, consistent with patterns observed in December.

California remained the top visitor origin state. The Sacramento MSA continued to lead as the largest contributor, representing 13.7% of visitors, up 2.1 percentage points year over year.

Fresno recorded another increase in visitation share, rising 4.1 percentage. While still a smaller contributor overall, Fresno now represents 5.5% of visitors, signaling growing interest from Central Valley markets.

Nevada's share of visitation declined year over year, indicating that overall growth is being driven by out-of-state visitors.



2.5 days
Avg. Length of Stay

STLY: 2.5 days
+1.9% YOY



85%
Overnight Trip Share

STLY: 83%
+3.1% YOY

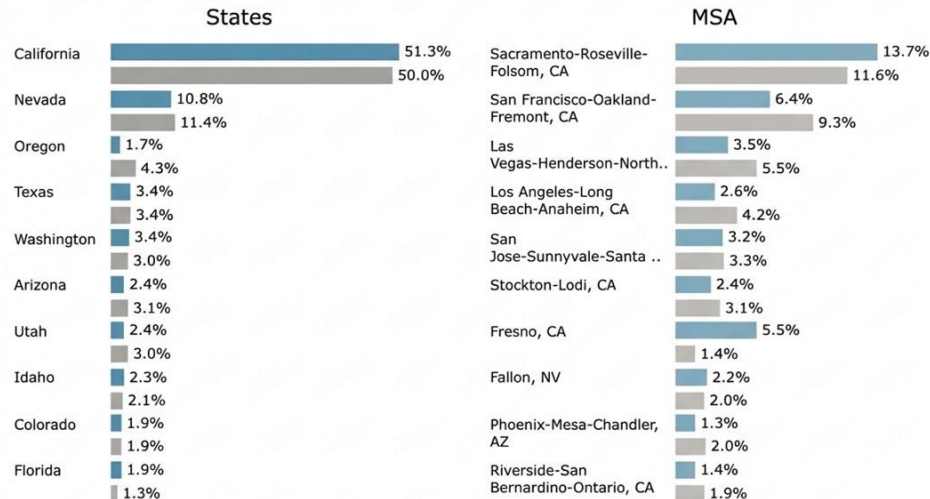


47%
Repeat Trip Share

STLY: 76%
-38.0% YOY

Top Origin Markets

■ Current Year ■ Last Year



What it means



Core markets remain strong while reach continues to expand.

- ★ *Continued strength from established markets is being complemented by growth from newer, farther-reaching markets, reinforcing the opportunity to both support core demand and scale into new audiences.*

New visitor growth creates opportunity to build loyalty.

- ★ *With more first-time visitors in market, prioritize remarketing and retention strategies to convert them into repeat travelers and drive sustained value.*

Higher visitor spend is driving stronger economic impact.

- ★ *With spend growth supported by a more affluent visitor mix and broader bifurcated demand trends, continue emphasis on standout, high-quality experiences to continue attracting high-value visitors.*

A combined approach creates a clear path forward

- It is essential to use multiple data sources when creating strategy and measuring impact
- Context is key for identifying existing and emerging opportunities
- Ongoing and refreshed insights provide cues for optimization



EXECUTIVE UPDATES

BOARD OF DIRECTORS

MARCH 2026

RenoTahoe.

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SPOTLIGHT AWARD

FEBRUARY



FEBRUARY 2026 ACTUAL VS FEBRUARY 2025 ACTUAL

OVERALL ROOM TAX REVENUE

▲ 11.0%

OVER

\$33,464,080

2026

\$30,142,128

2025

OVERALL ADR

▼ 1.2%

UNDER

\$138.63

2026

\$140.37

2025

OVERALL OCCUPANCY

▲ 7.1%

OVER

63.2%

2026

59.0%

2025

TOURISM SALES ROOM NIGHTS

▲ 23.9%

OVER

55,746

2026

44,996

2025

GROUP SALES ROOM NIGHTS

▲ 63.3%

OVER

62,941

2026

38,533

2025

VISITOR COUNT

▲ 10.1%

OVER

292,243

2026

265,543

2025

CASH ROOMS

▲ 12.4%

OVER

241,393

2026

214,736

2025

COMP ROOMS

▼ 1.7%

UNDER

64,203

2026

65,338

2025

EXEMPT ROOMS

▲ 10.4%

OVER

81,813

2026

74,136

2025

JUL - FEB 2026 ACTUAL VS JUL - FEB 2025 ACTUAL

OVERALL ROOM TAX REVENUE

▲ **1.9%**

OVER

\$308,914,341

2026

\$303,093,045

2025

OVERALL ADR

▼ **1.6%**

UNDER

\$143.33

2026

\$145.67

2025

OVERALL OCCUPANCY

▲ **2.4%**

OVER

64.7%

2026

63.2%

2025

TOURISM SALES ROOM NIGHTS

▲ **4.4%**

OVER

427,234

2026

409,077

2025

GROUP SALES ROOM NIGHTS

▲ **9.5%**

OVER

259,605

2026

237,009

2025

VISITOR COUNT

▲ **2.6%**

OVER

2,621,672

2026

2,554,807

2025

CASH ROOMS

▲ **3.6%**

OVER

2,155,313

2026

2,080,729

2025

COMP ROOMS

▼ **1.3%**

UNDER

595,949

2026

603,700

2025

EXEMPT ROOMS

▲ **2.2%**

OVER

690,539

2026

675,477

2025

FEBRUARY 2026 ACTUAL VS FEBRUARY BUDGET

OVERALL ROOM TAX REVENUE

▲ **15.4%**

OVER

\$33,464,080

RESULTS

29,001,800

BUDGET

OVERALL ADR

▲ **2.2%**

OVER

\$138.63

RESULTS

\$135.65

BUDGET

OVERALL OCCUPANCY

▲ **10.7%**

OVER

63.2%

RESULTS

57.1%

BUDGET

TOURISM SALES ROOM NIGHTS

▲ **20.2%**

OVER

55,746

RESULTS

46,373

BUDGET

GROUP SALES ROOM NIGHTS

▲ **135.6%**

OVER

62,941

RESULTS

26,713

BUDGET

VISITOR COUNT

▲ **10.2%**

OVER

292,243

RESULTS

265,285

BUDGET

CASH ROOMS

▲ **12.9%**

OVER

241,393

RESULTS

213,794

BUDGET

COMP ROOMS

▼ **2.7%**

UNDER

64,203

RESULTS

65,991

BUDGET

EXEMPT ROOMS

▲ **10.2%**

OVER

81,813

RESULTS

74,227

BUDGET

JULY - FEBRUARY 25/26 ACTUAL VS BUDGET

OVERALL ROOM TAX REVENUE

▲ **7.8%**

OVER

\$308,914,341

RESULTS

\$286,679,035

BUDGET

OVERALL ADR

▲ **2.2%**

OVER

\$143.33

RESULTS

\$140.26

BUDGET

OVERALL OCCUPANCY

▲ **4.5%**

OVER

64.7%

RESULTS

61.9%

BUDGET

TOURISM SALES ROOM NIGHTS

▼ **2.6%**

UNDER

427,234

RESULTS

438,541

BUDGET

GROUP SALES ROOM NIGHTS

▲ **28.4%**

OVER

259,605

RESULTS

202,141

BUDGET

VISITOR COUNT

▲ **4.0%**

OVER

2,621,672

RESULTS

2,520,752

BUDGET

CASH ROOMS

▲ **5.4%**

OVER

2,155,313

RESULTS

2,043,981

BUDGET

COMP ROOMS

▼ **3.2%**

UNDER

595,949

RESULTS

615,793

BUDGET

EXEMPT ROOMS

▲ **3.4%**

OVER

690,539

RESULTS

667,643

BUDGET



INDOOR TRACK

SEASON 2 RECAP



12

Completed Track Meets

Up 4 from Season 1

7,983

Registered Athletes

83

of Competing Universities

Up 33% from Season 1

3,461

Collegiate

4,522

Youth/High School/Masters

7

Age Group Records Set

World (1) and American (6)

16,059

Room Nights

30% increase from Season 1

ITS → NO-LIMITS → NO-LIMITS → NO-LIMITS →

REVEL RENO TAHOE RACE



 **RACE DATE: MAY 17, 2026**

 **FIRST EVER REVEL RENO TAHOE MARATHON, HALF MARATHON, AND 10K**

- Full marathon race makes a rare return to Reno Tahoe
- Plan is to make this an annual race

 **OVER 1,200 REGISTRATIONS FROM 11 COUNTRIES AND 43 STATES**

 **THE MARATHON IS A USATF-CERTIFIED BOSTON MARATHON QUALIFYING COURSE — ONE OF THE FASTEST COURSES IN THE REGION**

 **ALL THREE RACES FINISH AT THE RENO-SPARKS CONVENTION CENTER**

 **REVEL RENO TAHOE IS DONATING A PORTION OF REGISTRATION FEES TO RENO-AREA NONPROFIT ORGANIZATIONS**

 **EARLY NOTIFICATIONS WITH BUSINESSES AND RESIDENTS IN PROGRESS**

 **PRE-RACE SHAKEOUT EVENT PLANNED IN PARTNERSHIP WITH RENO RUNNING COMPANY**

Data sourced March 20

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

FACILITIES UPDATE

RenoTahoe.

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CAPITAL FY 25-26 BUDGET



RENO-SPARKS CONVENTION CENTER		BUDGETED	ACTUAL	STATUS
Q1	BLEACHER PURCHASE	\$808,000	\$808,961	COMPLETED
Q1	SKYLIGHT REPLACEMENT	\$600,000		NOT STARTED
Q1	TRACK EQUIPMENT	\$18,000	\$17,718	COMPLETED
Q2	PURCHASE NEW BALLROOM CARPET	\$350,000		IN PROGRESS
Q3	ELECTRONIC KEY INSTALLATION	\$250,000		IN PROGRESS
Q3	DIGITAL DISPLAYS	\$100,000	\$100,000	IN PROGRESS
Q3	PURCHASE NEW 500 TON CHILLER	\$700,000		NOT STARTED
Q4	NEW DIGITAL VIDEO WALL	\$140,000	\$140,000	IN PROGRESS
TOTAL		\$2,966,000		

CAPITAL FY 25-26 BUDGET



NATIONAL BOWLING STADIUM		BUDGETED	ACTUAL	STATUS
Q1	INSTALL NEW CARPET FOR THE THEATER	\$30,000	\$31,872	COMPLETED
Q2	STADIUM CLUB UPGRADE	\$125,000	\$5,864	COMPLETED
TOTAL		\$155,000		

CAPITAL FY 25-26 BUDGET



RENO EVENTS CENTER		BUDGETED	ACTUAL	STATUS
Q1	PURCHASE NEW PIPE AND DRAPE	\$10,000		IN PROGRESS
Q3	PURCHASE NEW LIGHTING AND SOUND EQUIPMENT	\$300,000		IN PROGRESS
TOTAL		\$310,000		

CAPITAL FY 25-26 BUDGET



PROJECTS FOR ALL VENUES AND IT PROJECTS		BUDGETED	ACTUAL	STATUS
Q2	STORAGE ARRAY UPGRADES	\$32,000	\$32,000	COMPLETED
Q3	CORE SWITCH UPGRADES	\$120,000	\$120,000	COMPLETED
CAPITAL RESERVE		\$131,000		
TOTAL		\$283,000		

USBC MARKETING UPDATE



RenoTahoe.

NO LIMITS

WELCOME SIGNAGE: NATIONAL BOWLING STADIUM

Welcome messaging, resources, access to local business discounts and city wayfinding spread throughout the stadium.

- Backlits at top of escalator
- Atrium columns
- Stanchions on ground level
- Large exterior banners above University Way entrance
- Cases next to University Way front doors
- Citicenter sign on University Way
- Elevator signs
- Tabletop displays inside Kingpin Club
- Chairbacks in Squad Room
- Large-print maps of downtown



PIN ART CONTEST: NATIONAL BOWLING STADIUM



Local businesses were encouraged to decorate a bowling pin to reflect their business and/or connection to the destination:

- 10 businesses submitted their pins
- Displayed on 4th floor of NBS during the tournament
- Bowlers can vote on their favorite!



NEW ART INSTALL: NATIONAL BOWLING STADIUM

The DOOR(S)

Featured in the Western Lights Festival in downtown Reno, these pieces were an instant hit and something we wanted to have in place for the bowlers to experience.

2 DOOR(S) were rented for placement at NBS over the course of the tournament.



COLLATERAL: BUTTONS AND STICKERS

- Buttons were created for NBS staff, airport staff and Downtown Reno Partnership Ambassadors to wear on-site and downtown throughout the tournament.
- Commemorative NBS stickers were designed for the first time in 2023 as a piece of the Championship that attendees could take home and continue to be available as custom pieces for each tournament.



DIGITAL MARKETING: SOCIAL MEDIA

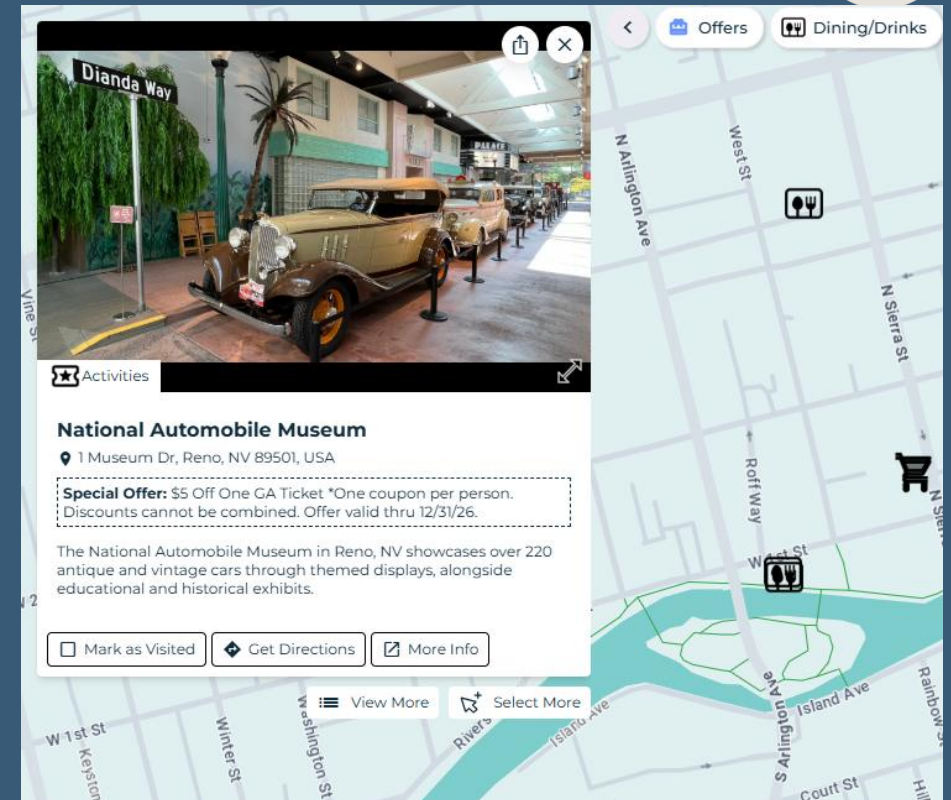
- Created a collaborative video with Caesars, RTIA and local businesses to welcome bowlers
- With Opening Ceremonies and BTS content posted, we've had **1.5 million views!**
- Worked with Kimera Collective to create a :30 video using previously captured assets
- Both **@RenoTahoe** and **@RenoEvents** sharing important moments and engaging with Open Championships throughout tournament



LOCAL BUSINESS DISCOUNTS: INSIDER'S ADVANTAGE PROGRAM



- Access discounts on your phone by showing a participating business the coupon included on the map. Currently over 60 participating businesses!
- USBC branding was incorporated into the map and USBC-developed offers were integrated



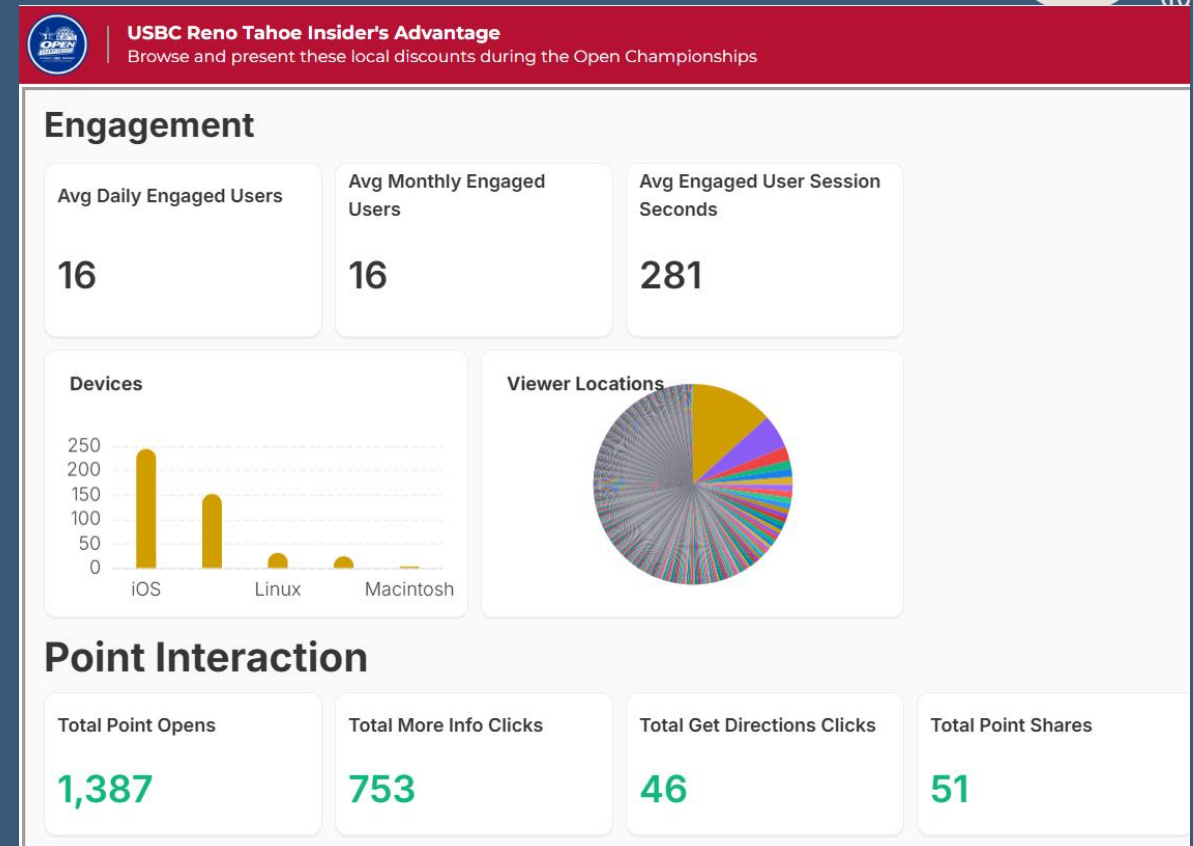
ANALYTICS: INSIDER'S ADVANTAGE PROGRAM



900+ unique viewers of the map
Over 2,000 map point opens

Golden Pin Search

A secret golden bowling pin was placed at one of the participating locations... when a bowler finds it, they receive a small giveaway and chance to win a Grand Prize Package!



Point Interaction

WELCOME SIGNAGE: RENO-TAHOE INTERNATIONAL AIRPORT

- Digital signage space at the Reno-Tahoe International Airport includes two large kiosks in the B and C concourse connectors. Each sign appears every minute, rotating with other displays, for the duration of the tournament.
- Additional signage was secured at baggage claim which includes a welcome video.
- Airport restaurants and retail have tabletop or window placement welcome signage.



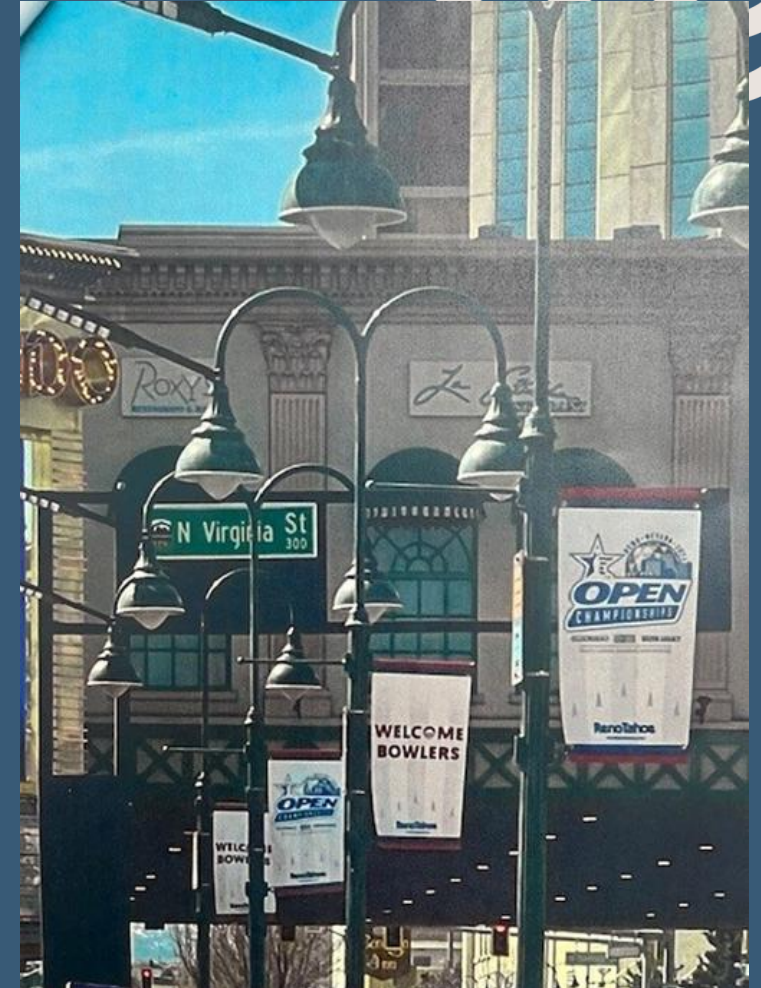
ACTIVATIONS: RENO-TAHOE INTERNATIONAL AIRPORT

- The bowling pins made their return to baggage claim! Five sets of pins accompanied by custom welcome signage in carousels.
- A freestanding display will be positioned near the northern doors in baggage claim with stats on bowling's positive impact in our destination
- An extension of DRP's bowling pin cutouts will be spread throughout the airport
- Welcome buttons have been given to airport employees
- Live music planned on April 27 for peak arrival day for the USBC Convention



COMMUNITY COLLABORATION

- 21 street banners were installed along University Way and 4th Street.
- Worked closely with Downtown Reno Partnership on added activations and perks for the bowlers
- Hired a designated ambassador to patrol CitiCenter in the late hours of the tournament each night
- DRP giveaways are available at the Visitors Center for bowlers





THANK YOU

RenoTahoe

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To: RSCVA Board of Directors

From: Robert Chisel
Finance Consultant

Date: March 26, 2026

Subject: **Presentation, Discussion, and Potential Recommendation of a Proposed Budget Augmentation in the Amount of up to \$1,550,000.00 for the Reno-Sparks Convention and Visitors Authority.**

Executive Summary

The Reno-Sparks Convention and Visitors Authority Board of Directors is being asked to approve a budget augmentation in the amount of \$1,550,000. The Finance and Facilities Committee Approved and Recommended the Augmentation at the March 10, 2026, meeting of the Committee. Public notice was duly noticed on March 19, 2026.

The Authority's annual budget was adopted on May 22, 2025, for Fiscal Year 2026 (July 1, 2025 to June 30, 2026). The annual budget is the overall plan for revenues and expenditures for the Authority. This augmentation is looking to allocate an additional \$1,550,000 in expenditures to the budget of the General Fund from additional Room Tax Revenue in the amount of \$1,153,533 and additional beginning Fund Balance of \$396,467.

Background

The fiscal year 2025-2026 budget for the Authority is required to be augmented by June 30 if actual expenditures are anticipated to exceed budgeted expenditures. As we progress through the fiscal year, it is prudent for the Authority to review revenues and expenditures to ensure operations are on track to stay within the approved budget. Budget augmentations must be adopted by resolution of the Board with the information forwarded to the Nevada Department of Taxation for approval. The Authority's annual budget was adopted on May 22, 2025, for Fiscal Year 2026 with budgeted revenues and beginning Fund Balance of \$78,685,638, and total expenditures of \$62,794,679, resulting in a budgeted ending Fund Balance of \$15,890,959.

Staff is requesting that the RSCVA Board of Directors approve this augmentation to allocate an additional \$1,550,000 in expenditures to the budget of the General Fund. The source of these funds would be from additional Room Tax Revenue of \$1,153,533 and additional beginning Fund Balance of \$396,467.

The following is a summary of the changes to the budget are shown below, followed by a detailed explanation of the proposed budget augmentation.



	2026 Budget	Anticipated	Difference	Augmentation
Change in Sources				
Beginning Fund Balance	\$ 24,008,364	\$ 24,404,831	\$ 396,467	\$ 396,467
Room Tax Revenue	43,584,369	45,442,338	1,857,969	1,153,533
Total Change in Sources	\$ 67,592,733	\$ 69,847,169	\$ 2,254,436	\$ 1,550,000
Changes in Uses				
General Government				
Salaries & wages	\$ 2,779,763	\$ 2,479,763	\$ (300,000)	\$ (300,000)
Employee benefits	1,757,382	1,557,382	(200,000)	(200,000)
Services & supplies	3,047,666	3,247,666	200,000	200,000
	\$ 7,584,811	\$ 7,284,811	\$ (300,000)	\$ (300,000)
Facility Operations				
Salaries & wages	\$ 5,819,135	\$ 6,119,135	\$ 300,000	\$ 300,000
Employee benefits	2,868,100	2,918,100	50,000	50,000
Services & supplies	8,311,972	9,811,972	1,500,000	1,500,000
	\$ 16,999,207	\$ 18,849,207	\$ 1,850,000	\$ 1,850,000
Total Change in Uses	\$ 24,584,018	\$ 26,134,018	\$ 1,550,000	\$ 1,550,000

Beginning Fund Balance

The beginning Fund Balance for the Authority was \$396,467 more than what was projected. This was due primarily to expenditures being less than anticipated in Fiscal Year 2025.

Revenues

Fiscal Year 2026 Room Tax Revenues for the first seven months of the year exceeded budget by 6.9%. Resulting in excess Room Tax Revenues of \$1,857,969. However, only \$1,153,533 is needed for the augmentation. This increase was driven by Occupied Rooms being up 4.6% and the Average Cash Rate up 2.2%, see below:

	Actual Room Tax & Surcharge	Budgeted Room Tax & Surcharge	Difference	Augmentation
July to January	\$ 26,680,322	\$ 24,822,353	\$ 1,857,969	\$ 1,153,533

Expenditures

General Government

General Government will be reduced by a net of \$300,000. Due to salary savings through position vacancies, the Salaries and Wages will be decreased by \$300,000 and Employee Benefits will be decreased by \$200,000. The Services and Supplies category will be increased due to payment of prior year fine (approximately \$100,000) and an increase in consulting services (approximately \$100,000).



Facility Operations

Facility Operations will have an overall increase of \$1,850,000. The increase will be composed of \$300,000 in Salaries and Wages, \$50,000, in Employee Benefits, and \$1,500,000 in Services and Supplies.

The transfer of the Reno-Sparks Livestock Events Center to the Nevada Department of Agriculture, has resulted in the requirement to fund severance pay for the employees and final leave payouts, and a \$1,000,000 annual payment. There are also increases as a result of expected increased operations at the other facilities.

Attached is the Draft Budget Augmentation Resolution that would be presented to the RSCVA Board upon a recommendation from the Committee. In addition, the Nevada Department of Taxation budget augmentation document is included.

Fiscal Impact

The Authority is augmenting its 2025-2026 budget by appropriating an additional \$1,550,000 for use in the General Fund (thereby increasing its appropriations from \$62,794,679 to \$64,344,679).

Fiscal Year 2025-26 Budget Augmentation Resolution

Resolution #604

RESOLUTION TO AUGMENT THE 2025-26 BUDGET OF THE RENO-SPARKS CONVENTION & VISITORS AUTHORITY (RSCVA),

WHEREAS, the resources of certain funds of the RSCVA were budgeted to be the following on July 1, 2025:

General Fund	\$78,685,638
--------------	--------------

WHEREAS, said resources of certain funds are now determined to be as follows:

General Fund	\$80,235,638
--------------	--------------

WHEREAS, said resources are as follows:

General Fund	Revenues higher than anticipated	\$1,153,533
	Fund Balance higher than anticipated	\$396,467
	Total	\$1,550,000

WHEREAS, there is a need to apply these excess resources in the above funds; and

NOW, THEREFORE, IT IS HEREBY RESOLVED, THAT the RSCVA shall augment its 2025-26 budget by appropriating \$1,550,000 for use in the General Fund (thereby increasing its appropriations from \$62,794,679 to \$64,344,679). A detailed schedule is attached to this Resolution and by reference is made a part hereof.

IT IS FURTHER RESOLVED, that the clerk shall forward the necessary documents to the Department of Taxation, State of Nevada.

PASSED, ADOPTED, AND APPROVED this 26th day of March 2026, by the Governing Body consisting of 9 members

Ayes

Nays

Absent

Abstain

Chairman

Attest: _____
Treasurer

EXPENDITURE BY FUNCTION AND ACTIVITY	FINAL BUDGET	REVISIONS	REVISED EXPENDITURES
FUNCTION SUMMARY			
General Government	7,758,811	(300,000)	7,458,811
Community Support	45,348,967	1,850,000	47,198,967
SUBTOTAL EXPENDITURES	53,107,779	1,550,000	54,657,779
OTHER USES			
Contingency	200,000	-	200,000
Operating Transfers	9,486,900	-	9,486,900
SUBTOTAL OTHER USES	9,686,900	-	9,686,900
TOTAL EXPENDITURES AND OTHER USES	62,794,679	1,550,000	64,344,679
ENDING FUND BALANCE			
Reserved			
Unreserved	15,890,959	-	15,890,959
TOTAL ENDING FUND BALANCE			
Prior Period Adjustments			
Residual Equity Transfers			
TOTAL FUND COMMITMENTS AND FUND BALANCE	78,685,638	1,550,000	80,235,638

RENO-SPARKS CONVENTION & VISITORS AUTHORITY
Schedule B - General Fund
EXPENDITURES, OTHER USES, AND FUND BALANCE - ALL FUNCTIONS



Budget Presentation

Fiscal Year 2025-26
Budget Augmentation

RenoTahoe.

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Fiscal Year 2025-26 Budget As Approved

STRATEGIC PLAN FINANCIAL POLICIES

General Fund Reserves: Strive toward an unassigned General Fund balance goal of 15-17% of expenses. (24%)

Capital Expenses: Dedicate up to 10% of annual room tax collections towards capital expenses. (Capital Budget \$4,025,000-9%)

Capital Reserves: Minimum of 1% of annual room tax collections as capital reserves up to \$1M. (\$1,000,000)

Rainy Day Fund: Maintain up to \$2.0 million in the Rainy Day Fund. (\$2,064,982)

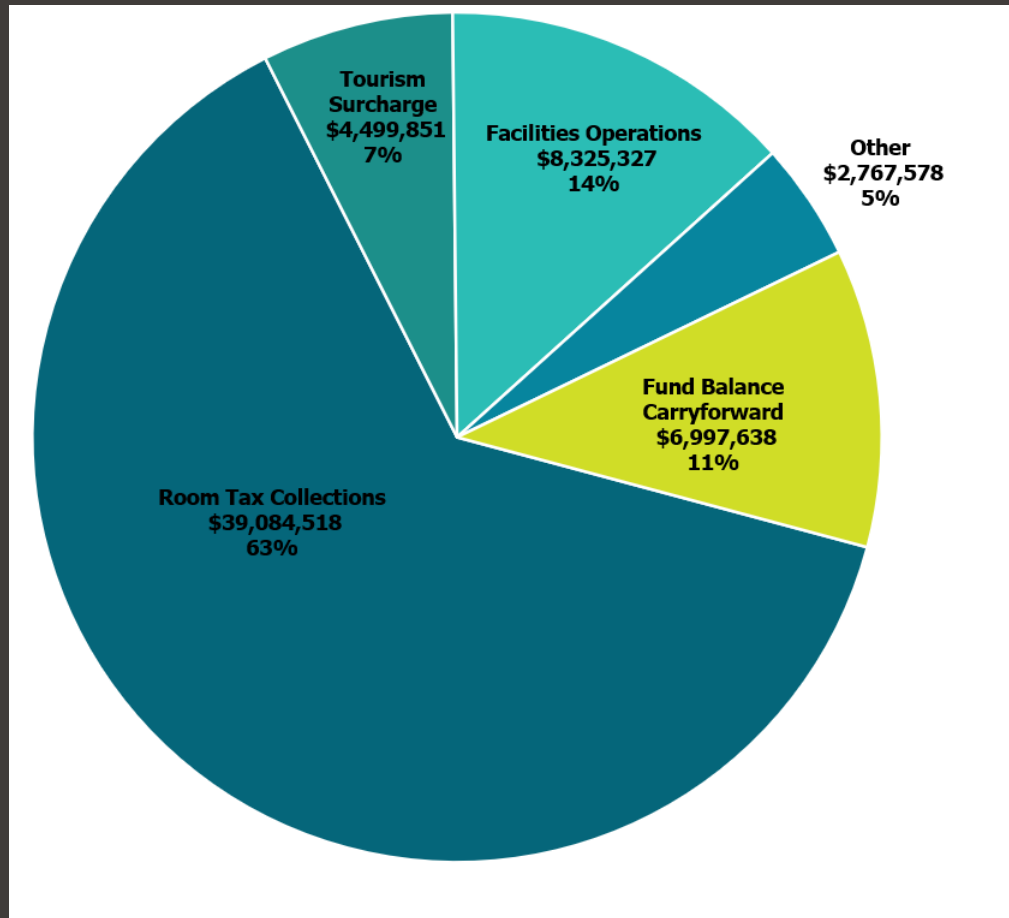
Air Service: Budgeted at \$1,750,000 for FY 25-26. (\$1,750,000)

Current budget and with Augmentation meets the Board's Financial Policy.



GENERAL FUND REVENUES AND RESOURCES

FY 25-26
Budget Year



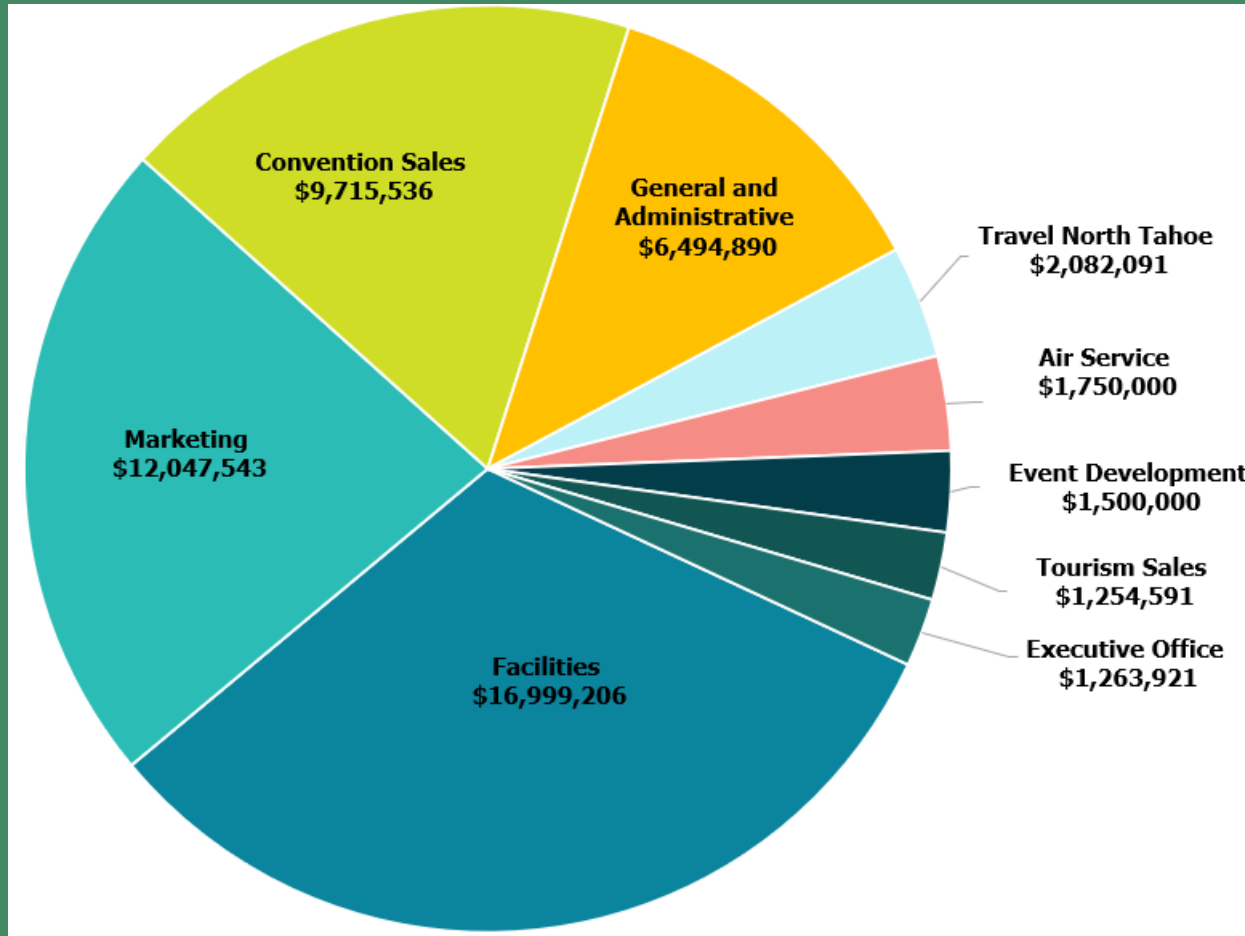
Total Revenue: \$54,677,274



GENERAL FUND EXPENDITURES

FY 25-26

Expenditures by Department



Total Expenditures: \$53,107,799

Budget Augmentation

The Nevada Department of Taxation establishes the process for Budget Augmentations

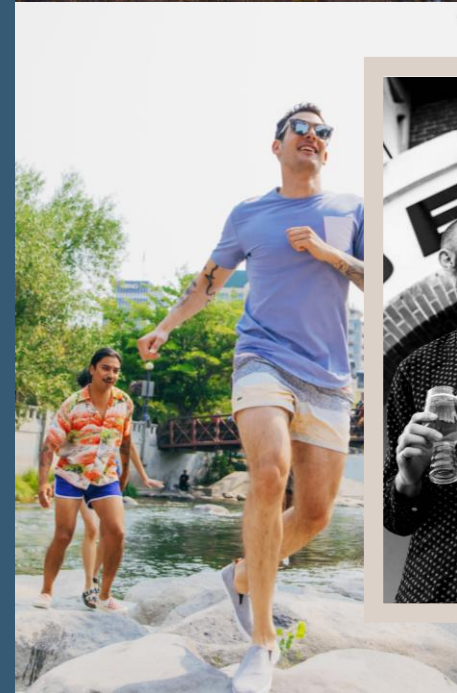
- Revenues – Limits Sources
- Expenditures – Uses
- Approvals – Board/Public Notice



Augmentation Revenues

Sources

- Beginning Fund Balance (\$396,467)
- Revenues above Budget (\$1,153,533)



Beginning Fund Balance



	2026 Budget	Actual	Difference
Fund Balance- General Fund	\$24,008,364	\$24,404,831	\$396,467

GENERAL FUND ROOM TAX

FY 25-26 Budget Year

	Actual Room Tax & Surcharge	Budgeted Room Tax & Surcharge	Difference	Augmentation
July to January	\$ 26,680,322	\$ 24,822,353	\$ 1,857,969	\$ 1,153,533



Augmentation Expenditures

Uses

General Government

- Reduction in Salaries & Wage (-\$300,000)
- Reduction in Employee Benefits (-\$200,000)
- Increase in Services & Supplies (\$200,000)

Facility Operations

- Increase in Salaries & Wage (\$300,000)
- Increase in Employee Benefits (\$50,000)
- Increase in Services & Supplies (\$1,500,000)



Augmentation Summary



	2026 Budget	Anticipated	Difference	Augmentation
Change in Sources				
Beginning Fund Balance	\$ 24,008,364	\$ 24,404,831	\$ 396,467	\$ 396,467
Room Tax Revenue	43,584,369	45,442,338	1,857,969	1,153,533
Total Change in Sources	\$ 67,592,733	\$ 69,847,169	\$ 2,254,436	\$ 1,550,000
Changes in Uses				
General Government				
Salaries & wages	\$ 2,779,763	\$ 2,479,763	\$ (300,000)	\$ (300,000)
Employee benefits	1,757,382	1,557,382	(200,000)	(200,000)
Services & supplies	3,047,666	3,247,666	200,000	200,000
	\$ 7,584,811	\$ 7,284,811	\$ (300,000)	\$ (300,000)
Facility Operations				
Salaries & wages	\$ 5,819,135	\$ 6,119,135	\$ 300,000	\$ 300,000
Employee benefits	2,868,100	2,918,100	50,000	50,000
Services & supplies	8,311,972	9,811,972	1,500,000	1,500,000
	\$ 16,999,207	\$ 18,849,207	\$ 1,850,000	\$ 1,850,000
Total Change in Uses	\$ 24,584,018	\$ 26,134,018	\$ 1,550,000	\$ 1,550,000

Sec. 5. Board: Composition; appointment, removal and terms of members; vacancies.

1. The Authority must be directed and governed by a Board of Trustees composed of nine persons.
2. The City of Reno must be represented on the Board by four members, the City of Sparks by two members and Washoe County by two members, appointed as specified in this section. The terms of all trustees appointed by the City Councils of the cities of Reno and Sparks and the Board of County Commissioners of Washoe County pursuant to this section before its amendment expire on July 1, 1981. On July 1, 1981:
 - (a) The City Council of the City of Reno shall appoint four trustees, two for terms of 2 years and two for terms of 4 years. Subsequent appointments must be made for terms of 4 years.
 - (b) The City Council of the City of Sparks shall appoint two trustees, one for a term of 2 years and one for a term of 4 years. Subsequent appointments must be made for a term of 4 years.
 - (c) The Board of County Commissioners of Washoe County shall appoint two trustees, one for a term of 2 years and one for a term of 4 years. Subsequent appointments must be made for terms of 4 years.
3. In addition to the members appointed pursuant to subsection 2, on July 1, 2001, the County Fair and Recreation Board of Washoe County shall appoint one trustee who represents consumers of services provided at the airport for a term of 4 years. Subsequent appointments must be made for terms of 4 years.
4. Each appointing authority:
 - (a) Other than the County Fair and Recreation Board of Washoe County, shall appoint a person to serve on the Board only if the appointing authority determines that the person:
 - (1) Has experience in the aviation, business or tourism industry;
 - (2) Has experience in finance or accounting; or
 - (3) Possesses such other qualifications that the appointing authority determines are necessary or appropriate for carrying out the duties of the Board; and
 - (b) May remove a member of the Board which it appointed only if the appointing authority determines that the member willfully neglected or refused to perform an official duty of the Board. An appointing authority shall not remove a member for exercising independent judgment.
5. A member of the Board of Trustees shall not serve for more than two terms.
6. The position of a member of the Board of Trustees must be considered vacated upon the loss of any of the qualifications required for the member's appointment, and in such event the appointing authority shall appoint a successor.
7. An appointment of a member of the Board of Trustees pursuant to the provisions of this section must be made not later than June 15 of the year in which the member is required to be appointed.

(Ch. 474, [Stats. 1977 p. 969](#); A—Ch. 668, [Stats. 1979 p. 1646](#); Ch. 83, [Stats. 1981 p. 181](#);
Ch. 409, [Stats. 2001 p. 2004](#); Ch. 413, [Stats. 2001 p. 2042](#); Ch. 2, [Stats. 2003 p. 117](#))

ARGENTUM LAW

FOR DISTRIBUTION – NOT SUBJECT TO ATTORNEY/CLIENT PRIVILEGE

To: RSCVA Board of Directors
From: RSCVA Legal Counsel
CC: Mike Larragueta
Date: March 24, 2026
Subject: Interlocal Agreement with the Nevada Department of Agriculture

BACKGROUND

In 1951, the State Board of Agriculture entered into a lease with Washoe County whereby the State Board of Agriculture leased certain real property containing what is presently known as the Reno-Sparks Livestock Events Center (the “RSLEC Property”) to Washoe County (the “Washoe County Lease”). Thereafter, in 1986, Washoe County entered into a management agreement with the RSCVA (the “Management Agreement”) whereby the RSCVA agreed to manage, operate and maintain the RSLEC Property. The RSCVA is currently the manager of the RSLEC Property pursuant to the terms of the Management Agreement.

In the 2025 Legislative Session, the Legislature enacted Assembly Bill 333 (“AB 333”). AB 333 effectively terminated the Washoe County Lease as it pertains to the RSLEC Property, and placed the RSLEC Property under the control of the State Department of Agriculture (the “Department”). Pursuant to AB 333, the Department stepped into Washoe County’s shoes under the Management Agreement. After extensive discussions with the Department, and in an effort to align long-term strategies and ensure continued success of the RSLEC Property, the Department and RSCVA have proposed terminating the Management Agreement, and transitioning control and management of the RSLEC Property over to the Department. The termination of the Management Agreement and transition of the operation and control of the RSLEC Property is addressed by that certain Interlocal Government Agreement for Termination of Management Agreement and Transfer of Assets and Operational Responsibility for the Nevada State Fairgrounds¹, attached hereto as Exhibit A (the “Termination Agreement”).

¹ “Nevada State Fairgrounds” is the name ascribed to the RSLEC Property pursuant to AB 333.

SUMMARY OF KEY TERMS

The following is a summary of the key terms of the Termination Agreement:

- a) The Termination Agreement will become effective when executed by the RSCVA and the Department. By its terms, the Termination Agreement terminates the Management Agreement effective as of May 31, 2026, and turns control of the RSLEC Property over to the Department on June 1, 2026 (the “Turnover Date”). After the Turnover Date, the RSCVA will have no funding or management obligations at the RSLEC Property with the exception of the funding obligation identified below in item (c).
- b) RSCVA will continue to operate the RSLEC Property until the Turnover Date. After the Turnover Date, the Department will assume all operational responsibilities and will honor all license agreements in effect as of the Turnover Date for events scheduled to occur after the Turnover Date. The Department will likewise honor all signage/advertising agreements in place at the RSLEC Property as of the Turnover Date.
- c) The RSCVA will make a total contribution to the Department in the amount of Ten Million and No/100ths Dollars (\$10,000,000.00) to support the ongoing maintenance, operation, and improvement of the RSLEC Property. The contribution is to be made in ten (10) annual installments of One Million and No/100ths Dollars (\$1,000,000.00) with the first such payment due on or before June 1, 2026, and thereafter on or before June 1 of each subsequent fiscal year, until the last installment on or before June 1, 2035.
- d) The RSCVA agrees to transfer all of its owned capital assets utilized in the operation of the RSLEC Property to the Department. A complete list of the assets to be transferred and the value of such assets is attached as Exhibit C to the Termination Agreement. The total capital assets have an estimated aggregate value of Eighteen Million Three Hundred Nineteen Thousand One Hundred Sixty-Nine and 35/100ths Dollars (\$18,319,169.35).

POTENTIAL MOTION:

I hereby move to approve the Interlocal Government Agreement for Termination of Management Agreement and Transfer of Assets and Operational Responsibility for the Nevada State Fairgrounds on the terms presented, and authorize Mayor Hillary Schieve, in her capacity as RSCVA Board Chair, to execute the Agreement on behalf of the RSCVA.

Exhibit A

Interlocal Government Agreement for Termination of Management Agreement and Transfer of
Assets and Operational Responsibility for the Nevada State Fairgrounds

[see attached]

Interlocal Government Agreement for Termination of Management Agreement and Transfer of
Assets and Operational Responsibilities for the Nevada State Fairgrounds

1. **Parties**

This Interlocal Government Agreement is entered into between the Nevada Department of Agriculture (the “Department”) and the Reno-Sparks Convention and Visitor’s Authority, a county fair and recreation board created pursuant to Nevada Revised Statutes (“NRS”) 244A (“RSCVA”), by and through its duly constituted board (collectively “Parties”) effective as of March ___, 2026 (the “Effective Date”). This Agreement is made in connection with Assembly Bill 333 as adopted by the 2025 Nevada Legislature.

2. **Recitals**

- 2.1 WHEREAS, pursuant to Chapter 251, Statutes of Nevada 1951, the State Board of Agriculture was directed to lease real property located in Washoe County, Nevada, commonly known as the Washoe County Fairgrounds (the “Property”), to Washoe County for a term of fifty (50) years (the “Lease”), subject to a trust imposed by Chapter XXVII, Statutes of Nevada 1887 (“1887 Trust”).
- 2.2 WHEREAS, in 1955 the Nevada Legislature directed a portion of the Property not to exceed 6 acres to be leased to the Board of Military Examiners to be used as a National Guard Armory.
- 2.3 WHEREAS, the Lease was subsequently extended to March 21, 2050, pursuant to Chapter 296, Statutes of Nevada 1971.
- 2.4 WHEREAS, portions of the Property were exempted from the 1887 Trust imposed by Chapter XXVII, Statutes of Nevada 1887; pursuant to Chapter 52, Statutes of Nevada 1977 and Chapter 561 for the purpose of constructing and maintaining a county public building complex (“County Complex”).
- 2.5 WHEREAS, on July 22, 1986, Washoe County entered into a management agreement with the RSCVA whereby the RSCVA agreed to operate and maintain the Property, excluding the County Complex (“1986 Management Agreement”).
- 2.6 WHEREAS, in 1998 the National Guard vacated the Armory site.
- 2.7 WHEREAS, portions of the property composing the National Guard Armory were exempted under Statutes of Nevada 1997 (as amended by Chapter 105, Statutes of Nevada 1999) from the 1887 Trust as imposed by Chapter XXVII, Statutes of Nevada 1887; pursuant to Chapter 52, Statutes of Nevada 1977 and Chapter 561.

- 2.8 WHEREAS, per a 2003 interlocal agreement, the exempted property described in Section 2.2 and 2.7 was constructed into a joint parking area by the RSVCA. The joint parking area was managed by the RSCVA.
- 2.9 WHEREAS, during the 83rd Session (2025), the Nevada Legislature enacted Assembly Bill 333 (“Assembly Bill 333”), which, among other things, terminated the lease originally created pursuant to Chapter 251, Statutes of Nevada 1951, as extended; repealed certain prior statutory provisions governing the lease; and required the State Land Register to enter into a new lease agreement with Washoe County for the County Complex.
- 2.10 WHEREAS, Assembly Bill 333 provides that the remaining portion of the Property still subject to the 1887 Trust shall be established as the “Nevada State Fairgrounds,” to be developed, maintained, operated, and promoted by the State Department of Agriculture, subject to the trust imposed by Chapter XXVII, Statutes of Nevada 1887.
- 2.11 WHEREAS, pursuant to Section 12(5) of Assembly Bill 333, the Department is deemed to have assumed Washoe County’s position under the 1986 Management Agreement between Washoe County and the RSCVA.
- 2.12 WHEREAS, the Parties desire to enter into this Agreement in order to terminate the 1986 Management Agreement and to provide for other matters related thereto, all in accordance with Assembly Bill 333.
- 2.13 NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth herein, and for other good and valuable consideration, the sufficiency of which is hereby acknowledged, the Parties agree as follows:

3. **Terms**

- 3.1 The 1986 Management Agreement shall be deemed terminated as of 11:59 p.m. on May 31, 2026 (the “Turnover Date”). As of the Turnover Date, the 1986 Management Agreement shall be deemed of no further force or effect, and neither party shall have any rights or remedies as against the other pursuant to the 1986 Management Agreement. The RSCVA shall deliver keys to for the Reno-Sparks Livestock Events Center (“RSLEC”) and related facilities to the Department on or before the Turnover Date.

- 3.2 The Department will assume control and management of the Nevada State Fairgrounds effective as of 12:00 a.m. on June 1, 2026.
- 3.3 During the period of time between the Effective Date of this Agreement and the Turnover Date, the RSCVA shall continue to operate and manage the Nevada State Fairgrounds pursuant to the terms of the 1986 Management Agreement. Notwithstanding the foregoing, the RSCVA shall not enter into any new contracts after the Effective Date for the use of the Nevada State Fairgrounds by third parties to occur after the Turnover Date without the approval of the Department. The RSCVA shall present any proposed third party contract for use of the Nevada State Fairgrounds which occurs after the Turnover Date to the Department for review and approval, and shall not execute such third party contract unless directed by the Department, in writing, to do so.
- 3.4 Upon execution of this Agreement by the Parties, the RSCVA shall be deemed to have assigned and the Department shall be deemed to have assumed all third party contracts which were entered by the RSCVA for the use of the Nevada State Fairgrounds by third party licensees to occur after the Turnover Date, such assignment and assumption to be effective as of the Turnover Date. The third party contracts assigned by the RSCVA to the Department herein are identified on the attached Exhibit A (the "License Agreements"). The RSCVA shall remain liable to third party licensees for all obligations and liabilities under the License Agreements accruing prior to the Turnover Date, and the Department shall be liable to the third party licensees for all obligations and liabilities under the License Agreements accruing after the Turnover Date. For the avoidance of doubt, the License Agreements shall be deemed to include any and all agreements executed after the Effective Date at the direction of the Department pursuant to Section 3.3. The attached Exhibit A shall be updated by the Parties immediately prior to the Turnover Date.
- 3.5 Notwithstanding the provisions of Section 3.4 above, to the extent there are License Agreements for events occurring after the Turnover Date which the Department does not wish to conduct at the Nevada State Fairgrounds, the RSCVA will use commercially reasonable efforts to relocate the subject event(s) to other venues owned or controlled by the RSCVA. Deposits associated with events moved to another venue shall be kept by the RSCVA. In the event a contracted event is incompatible with the other RSCVA venues, or the subject licensee refuses to agree to relocate the subject event, the Department shall honor the event pursuant to Section 3.4.

- 3.6 For all events that will remain with the RSLEC, all deposits RSCVA currently holds will be forwarded to the Department on or before the Turnover Date.
- 3.7 RSCVA agrees to use commercially reasonable efforts to terminate the agreement with Desert Knight CDL Truck Driving School prior to transferring the Nevada State Fairgrounds to the Department.
- 3.8 The Parties agree that RSCVA will provide capital funding contributions to the Department to operate the Nevada State Fairgrounds for a period of ten (10) years as further described in Section 4.1.
- 3.9 The Parties agree that RSCVA will provide capital asset contributions to the Department as further described in Section 5.
- 3.10 Effective as of the Turnover Date, the Department shall cause all utilities serving the Nevada State Fairgrounds to be placed in Department's name, and the Department shall be responsible for the payment of all utilities and related expenses from and after the Turnover Date.
- 3.11 In addition to the License Agreements, Department shall assume all signage/advertising agreements for signage at the Nevada State Fairgrounds which remain effective as of the Turnover Date (the "Signage Agreements"). A list of the Signage Agreements is attached hereto as Exhibit B. RSCVA shall terminate the Aramark Concession Agreement and ESI Security Services Agreement related to the Nevada State Fairgrounds on or before the Turnover Date. The attached Exhibit B shall be updated by the Parties immediately prior to the Turnover Date. For all signage agreements that runs past June 1st, 2026, the amounts collected by RSCVA for amounts due past June 1st, 2026 will be prorated to the Department. Any amounts collected by RSCVA under signage agreements extending beyond June 1, 2026 shall be prorated, and the portion attributable to periods after June 1, 2026 shall be remitted to the Department.
- 3.12 If, after the Turnover Date, any expenses, liabilities, credits, refunds, revenues, or other financial items relating the Nevada State Fairgrounds are identified, invoiced, received, or otherwise arise, and such items are attributable in whole or in part to periods prior to the Turnover Date, the Parties shall cooperate in good faith to equitably resolve such matters. Any such expenses or revenues shall be prorated based on the actual number of days, or other reasonable allocation methodologies appropriate to the nature of the item. RSCVA shall remain responsible for all amounts allocable to periods prior to the Turnover Date, and Department shall be responsible for amounts allocable

to periods on and after the Turnover Date. The Parties agree to use commercially reasonable efforts to finalize any post Turnover Date reconciliations promptly.

4. Capital Funding Contributions

4.1 Considering AB 333, to support RSCVA and the Department desires to provide operation and maintenance funds for the Nevada State Fairgrounds, the Parties agree that this Agreement shall be deemed a cooperative agreement pursuant to NRS Chapter 277. Accordingly, RSCVA agrees to provide the Department the following capital contributions:

4.1.1 A total of ten (10) capital contribution payments totaling \$10,000,000.00 will be made by the RSCVA to the Department with payments to be made on:

- a. \$1,000,000 on or before June 1, 2026;
- b. \$1,000,000 on or before June 1, 2027;
- c. \$1,000,000 on or before June 1, 2028;
- d. \$1,000,000 on or before June 1, 2029;
- e. \$1,000,000 on or before June 1, 2030;
- f. \$1,000,000 on or before June 1, 2031;
- g. \$1,000,000 on or before June 1, 2032;
- h. \$1,000,000 on or before June 1, 2033;
- i. \$1,000,000 on or before June 1, 2034; and
- j. \$1,000,000 on or before June 1, 2035.

4.1.2 The annual capital contributions listed above are subject to board approval by the RSCVA.

4.1.3 The RSCVA's obligation to make the annual capital contribution payments set forth in Section 4.1.1 shall be terminated in the event the Department sells or transfers the Nevada State Fairgrounds, or otherwise permanently ceases operating the Nevada State Fairgrounds pursuant to the 1887 Trust. For the avoidance of doubt, temporary closures (even of significant durations) shall not excuse the RSCVA from making the annual capital contribution payments.

5. Contribution of Capital Assets.

- 5.1 RSCVA agrees to transfer and assign to the Department the capital assets identified in this Section (collectively, the “Transferred Assets”), currently located at and used in connection with the RSLEC subject to the terms of this Agreement.
- 5.1.1 The Transferred Assets shall include:
- 5.1.2 Operating Equipment at RSLEC. Operating Equipment with an aggregate Net Book Value of \$1,061,737.47, as itemized in *Exhibit C* attached hereto and incorporated herein. This value is reflective of the subtracted value of 2 tractors currently leased by the RSCVA values at \$46,327.91 and \$35,531.09 for a total value of \$81,859.00. The Department does not desire to assume the tractor leases, and the RSCVA shall remove the 2 tractors from the RSLEC prior to the Turnover Date.
- 5.1.3 Other Personal Property at RSLEC. Consumables, electronics, furniture, all food preparation and service equipment, and expensed items (ie. non-capitalized personal property) with an estimated aggregate value of \$500,000. The foregoing is an estimate, and an itemized inventory does not exist.
- 5.1.4 Buildings and Improvements at RSLEC. The main arena and other capital improvements with an aggregate Net Book Value of \$1,578,963, as itemized in *Exhibit C*.
- 5.1.5 Total Capital Assets. The Parties acknowledge that the total capital assets contributed by the RSCVA pursuant to this Agreement, including assets located at the RSLEC and as further detailed in *Exhibit C*, have an aggregate value of \$18,319,169.35.
- 5.1.6 The Condition of the Assets described in Section 5.1 et. seq. will be as is, where is, with all faults. The Parties acknowledge that that the value estimates set forth in this Section 5 and the attached exhibits are estimates only, and are provided solely as good-faith estimates for the Parties’ convenience and planning purposes. The Parties further agree that such estimated values shall not be subject to any true-up, reconciliation, or adjustment. If any such estimates are later determined to be inaccurate, incomplete, or otherwise incorrect, (a) neither Party shall owe the other any additional payment or consideration as a result, and (b) the terms of this Agreement shall remain unchanged.

6. Time is of the Essence

- 6.1 Time is of the essence in the performance of each obligation of the Parties under this Agreement. The Parties acknowledge that timely completion of the transfers, approvals, funding, and improvements contemplated herein is necessary to ensure the continued operation and development of the Nevada State Fairgrounds.
- 6.2 Notwithstanding the foregoing, any obligation of a Party that is expressly subject to: (a) approval by a public body, including the Nevada Junior Livestock Show Board pursuant to NRS 563.080(3); (b) compliance with the Nevada Open Meeting Law, NRS Chapter 241; or (c) lawful appropriation and availability of funds, shall be deemed timely performed if completed within a reasonable time following the required approval, authorization, or funding.
- 6.3 No delay attributable to compliance with applicable law, governmental approval processes, or statutory funding requirements shall constitute a breach of this Agreement.

7. Nevada Public Records Act

- 7.1 The Parties acknowledge and agree that this Agreement and all documents, materials, correspondence, data, and other records created, received, or maintained in connection with this Agreement may constitute public records subject to disclosure pursuant to NRS Chapter 239 (Nevada Public Records Act)
- 7.2 Each Party shall comply with applicable public records laws in responding to any request for records relating to this Agreement. No Party shall be obligated to assert confidentiality or privilege on behalf of the other Party unless expressly agreed in writing. Any claim that a record is confidential, proprietary, or otherwise exempt from disclosure must be clearly identified in writing at the time such record is provided.
- 7.3 Notwithstanding the foregoing, nothing herein shall be construed to require disclosure of records that are confidential, privileged, or otherwise exempt from disclosure under Nevada law.

8. Proper Authority

- 8.1 The parties hereto represent and warrant that the person executing this Agreement on behalf of each party has full power and authority to enter into this Agreement. RSCVA acknowledges that as required by statute or regulation this Agreement is effective only after approval by the Department.

9. Indemnification

- 9.1 To the fullest extent permitted by law, including but not limited to NRS 277, 277A, 333, 334 and 338, each party shall indemnify, hold harmless and defend, the other party from and against all liability, claims, actions, damages, losses, and expenses (not excluding the other party's right to participate), including, without limitation, reasonable attorneys' fees and costs, arising out of any breach of the obligations of the indemnifying party under this contract, or any alleged negligent or willful acts or omissions of such party, its officers, employees and agents. Each party hereto waives any rights of subrogation against the other. A party's duty to defend begins when the other party requests defense of any claim arising from this Agreement.

10. Governing Law; Jurisdiction

- 10.1 This Agreement and the rights and obligations of the parties hereto shall be governed by, and construed according to, the laws of the State of Nevada, without giving effect to any principle of conflict-of-law that would require the application of the law of any other jurisdiction. The Parties consent to the exclusive jurisdiction of and venue in the Second Judicial District Court, Washoe County, Nevada for enforcement of this Agreement, and consent to personal jurisdiction in such court for any action or proceeding arising out of this Agreement.

11. Rights and Remedies

- 11.1 Except as otherwise provided for by law or this Agreement, the rights and remedies of the Parties shall not be exclusive and are in addition to any other rights and remedies provided by law or equity, including, without limitation, actual damages, and to a prevailing party's reasonable attorneys' fees and costs. The Department may set off consideration against any unpaid obligation of RSCVA to any State agency in accordance with NRS 353C.190. In the event that RSCVA voluntarily or involuntarily becomes subject to the jurisdiction of the Bankruptcy Court, the State may set off consideration against any unpaid obligation of RSCVA to the State or its agencies, to the extent allowed by bankruptcy law, without regard to whether the procedures of NRS 353C.190 have been utilized.

12. Limited Liability

- 12.1 The Parties will not waive and intend to assert available NRS Chapter 41 liability limitations in all cases. Agreement liability of both parties shall not be subject to punitive damages.

13. Assignment/Delegation

13.1 To the extent that any assignment of any right under this Agreement changes the duty of the Parties, increases the burden or risk involved, impairs the chances of obtaining the performance of this Agreement, attempts to operate as a novation, or includes a waiver or abrogation of any defense to payment by Department, such offending portion of the assignment shall be void, and shall be a breach of this Agreement. Neither Party shall assign, transfer nor delegate any rights, obligations nor duties under this Agreement without the prior written consent of the other party.

14. Severability

14.1 If any provision contained in this Agreement is held to be unenforceable by a court of law or equity, this Agreement shall be construed as if such provision did not exist and the non-enforceability of such provision shall not be held to render any other provision or provisions of this Agreement unenforceable.

15. Force Majeure

15.1 Neither party shall be deemed to be in violation of this Agreement if it is prevented from performing any of its obligations hereunder due to strikes, failure of public transportation, civil or military authority, act of public enemy, accidents, fires, explosions, or acts of God, including without limitation, earthquakes, floods, winds, or storms. In such an event the intervening cause must not be through the fault of the party asserting such an excuse, and the excused party is obligated to promptly perform in accordance with the terms of the Agreement after the intervening cause ceases.

16. Entire Agreement and Modification

16.1 This Agreement and its integrated attachment(s) constitute the entire agreement of the parties and as such are intended to be the complete and exclusive statement of the promises, representations, negotiations, discussions, and other agreements that may have been made in connection with the subject matter hereof. Unless an integrated attachment to this Agreement specifically displays a mutual intent to amend a particular part of this Agreement, general conflicts in language between any such attachment and this Agreement shall be construed consistent with the terms of this Agreement. Unless otherwise expressly authorized by the terms of this Agreement, no modification or amendment to this Agreement shall be binding upon the Parties unless the same is in writing and signed by the respective parties hereto and approved by the Office of the Attorney General and the State Board of Examiners. This Agreement, and any amendments, may be executed in counterparts.

16.2 The Parties agree that the terms and conditions listed on incorporated attachments of this Agreement are also specifically a part of this Agreement and are limited only by their respective order of precedence and any limitations specified.

[Signatures on following page]

IN WITNESS WHEREOF, the parties hereto have caused this Contract to be signed and intend to be legally bound thereby.

State of Nevada, Department of
Agriculture

Date

Title

Reno-Sparks Convention and
Visitor's Authority

Date

Title

Approved as to form by:

Deputy Attorney General for Attorney
General

Date

Counsel for Reno-Sparks
Convention and Visitor's Authority

Date

Exhibit A

License Agreements

Truckee Meadows Dog Training Club – Dog Agility Trials 2026
Food Bank of Northern Nevada/Northern Nevada Public Health – Family Health Festival 2026
R2R Agility – Ready to Run 2026
BFG Supply – 2026 BFG Marketplace Expo West 2026
Western States Red Angus Association – Bet on Red/Western States Red Angus Show 2026 & 2027
Vegas Productions Inc. – Jordan World Circus 2027
Reno Kennel Club – All Breed Dog Show 2026, 2027 & 2028
S&P Racing – Stadium GP 2027
Western National Angus Futurity – Western National Angus Futurity 2027 & 2028
Western States Herford Association – Western Nugget National Hereford Show 2026 & 2027
Dirt Road Society – Backcountry Offroad Expo 2026
Willoughby Sales – Willoughby Sheep Sales (ends June 2, 2026)
USC Spirit – National Pole Vault Summit 2027
Washoe County High School Rodeo Club – Washoe County High School Rodeo 2027
West Coast Reining Horse Association – WCRHA Star Spangled Slide 2026
West Coast Reining Horse Association – WCRHA Star Spangled Slide 2027
West Coast Reining Horse Association – WCRHA Star Spangled Slide 2028
Ty's Let M Buck – Ty's Let M Buck Rodeo 2026
Western Bison Association – Western Bison Conference 2026
Region 3 Arabian Horse Association – Region 3 Arabian Championship Horse Show 2026

Exhibit B

Signage Agreements

Wrangler North America
Nevada Division of Tourism
Empire Southwest
American Cowboy Team Roping Association
J Resort
Caesar's

Exhibit C

Accounting

[see attached]

Reno Sparks Convention and Visitors Authority
Reno-Sparks Livestock Events Center
Capital Assets
As of December 2025

	Acquisition Value	Net Book Value
Building and Improvements	\$ 15,990,216.08	\$ 1,578,963.14
Equipment	\$ 2,328,953.27	\$ 1,061,737.47
Total	\$ 18,319,169.35	\$ 2,640,700.61

Sys No	Status	Description	Acquire Date	Class	Qty	Acquired Value	Est Life	Net Value
1029	Active	Concrete Landings	10/31/2023	BB	1	\$ 23,432.00	15 yrs 00 mos	\$ 20,698.27
957	Active	Roof Repair	05/31/2021	BB	1	\$ 11,526.00	10 yrs 00 mos	\$ 6,723.50
955	Active	River Rock Landscaping	04/01/2021	BB	1	\$ 14,610.00	05 yrs 00 mos	\$ 2,191.50
875	Active	Re-roof Main Arena and Pavilion	09/01/2019	BB	1	\$ 328,167.27	07 yrs 00 mos	\$ 58,601.29
865	Active	Administrative Office Building Repairs	02/28/2018	BB	1	\$ 135,786.76	07 yrs 00 mos	\$ -
844	Active	Gutters	08/01/2016	BB	1	\$ 15,834.07	07 yrs 00 mos	\$ -
837	Active	Gutters	06/30/2016	BB	1	\$ 5,913.00	07 yrs 00 mos	\$ -
828	Active	Womens Restrooms	09/13/2013	BB	1	\$ 22,212.01	15 yrs 00 mos	\$ 4,689.21
826	Active	Main Arena Seats	06/30/2014	BB	1	\$ 373,469.19	25 yrs 00 mos	\$ 210,387.62
688	Active	Marquee LED Upgrade	05/22/2013	BB	1	\$ 94,948.50	15 yrs 00 mos	\$ 17,934.72
685	Active	Exhibit Hall Roof	06/20/2012	BB	1	\$ 20,500.00	15 yrs 00 mos	\$ 2,619.40
622	Active	Stairs - North side of Front Entrance	12/26/2007	BB	1	\$ 13,808.00	10 yrs 00 mos	\$ -
580	Active	Steps - South Side	01/12/2006	BB	1	\$ 13,981.00	07 yrs 00 mos	\$ -
579	Active	Steps - West Side	01/09/2006	BB	1	\$ 13,805.00	07 yrs 00 mos	\$ -
518	Active	New Barn - Replaces 6 destroyed by Snow	05/24/2005	BB	1	\$ 480,132.19	30 yrs 00 mos	\$ 157,376.59
516	Active	Replace Northeast Steps	03/16/2005	BB	1	\$ 18,350.00	10 yrs 00 mos	\$ -
499	Active	Replace Steps - NorthWest	12/17/2003	BB	1	\$ 12,420.00	10 yrs 00 mos	\$ -
498	Active	Replace Steps - SouthEast	10/16/2003	BB	1	\$ 14,904.00	10 yrs 00 mos	\$ -
497	Active	Replace Steps - Main West Center	09/09/2003	BB	1	\$ 12,420.00	10 yrs 00 mos	\$ -
374	Active	Dempsey Building	07/01/1991	BB	0	\$ 198,737.94	10 yrs 00 mos	\$ -
372	Active	Pavillion Restoration	07/01/1991	BB	0	\$ 217,584.95	10 yrs 00 mos	\$ -
370	Active	Irrigation & Landscaping	07/01/1991	BB	0	\$ 72,517.80	10 yrs 00 mos	\$ -
367	Active	Misc Improvements	07/01/1991	BB	0	\$ 163,931.94	10 yrs 00 mos	\$ -
366	Active	Septic System	07/01/1991	BB	0	\$ 56,020.73	10 yrs 00 mos	\$ -
365	Active	Permanent Bleachers (1082&1665 Seats)	07/01/1991	BB	0	\$ 196,623.70	15 yrs 00 mos	\$ -
364	Active	Main Arena Construction	07/01/1991	BB	0	\$ 5,344,469.43	25 yrs 00 mos	\$ -
363	Active	Site Improvements	07/01/1991	BB	0	\$ 3,252,890.28	25 yrs 00 mos	\$ -
362	Active	Livestock Pavillion	07/01/1991	BB	0	\$ 663,023.58	25 yrs 00 mos	\$ -
360	Active	Arena Improvements	07/01/1991	BB	0	\$ 25,652.59	10 yrs 00 mos	\$ -
358	Active	Sewer Hookup Fees	07/01/1991	BB	0	\$ 28,647.80	10 yrs 00 mos	\$ -
356	Active	Washracks & Toilets	07/01/1991	BB	0	\$ 109,624.68	10 yrs 00 mos	\$ -
355	Active	Barns (18)	07/01/1991	BB	0	\$ 595,368.12	15 yrs 00 mos	\$ -
354	Active	Grandstand 3160 Seats/Lights	07/01/1991	BB	0	\$ 313,752.23	15 yrs 00 mos	\$ -
353	Active	Fuel Tank - Above Ground	07/01/1991	BB	0	\$ 6,845.00	05 yrs 00 mos	\$ -
352	Active	Building Improvements	07/01/1991	BB	0	\$ 24,650.81	10 yrs 00 mos	\$ -
						\$ 12,896,560.57		\$ 481,222.10
1110	Active	Soil Footing	08/31/2024	II	1	\$ 11,175.00	07 yrs 00 mos	\$ 9,711.61
1098	Active	Water Heater	04/03/2025	II	1	\$ 17,883.00	07 yrs 00 mos	\$ 17,244.32
1096	Active	Stall Matting	03/31/2025	II	1	\$ 34,731.98	07 yrs 00 mos	\$ 33,078.08
1095	Active	Fencing -South Side	11/30/2024	II	1	\$ 5,653.00	07 yrs 00 mos	\$ 5,114.62
1093	Active	Furnace	11/30/2024	II	1	\$ 7,500.00	07 yrs 00 mos	\$ 6,785.71
1091	Active	Fan System	10/31/2024	II	1	\$ 13,208.72	07 yrs 00 mos	\$ 11,793.50
1064	Active	Arena Drainage - Outdoor arena	02/01/2025	II	1	\$ 36,058.00	07 yrs 00 mos	\$ 33,911.69
1031	Active	Grandstand 2 Fence	06/30/2024	II	1	\$ 39,587.00	07 yrs 00 mos	\$ 35,628.30
1015	Active	Electical Amp Replacement Project	10/31/2022	II	1	\$ 13,732.00	07 yrs 00 mos	\$ 8,337.27
1014	Active	Panel Replacement Project	09/30/2022	II	1	\$ 74,888.25	07 yrs 00 mos	\$ 44,576.34
991	Active	Swamp Cooler Refurbishment	05/19/2022	II	1	\$ 55,435.68	07 yrs 00 mos	\$ 31,017.59
988	Active	Parking Lot Striping	05/31/2022	II	1	\$ 15,363.05	05 yrs 00 mos	\$ 5,633.12
987	Active	Parking Lot Patching	05/04/2022	II	1	\$ 24,355.63	05 yrs 00 mos	\$ 9,336.31
985	Active	Lighting Retrofit - Admin Office	02/28/2022	II	1	\$ 13,085.00	10 yrs 00 mos	\$ 8,614.29

Reno Sparks Convention and Visitors Authority
Reno-Sparks Livestock Events Center
Capital Assets
As of December 2025

	Acquisition Value	Net Book Value
Building and Improvements	\$ 15,990,216.08	\$ 1,578,963.14
Equipment	\$ 2,328,953.27	\$ 1,061,737.47
Total	\$ 18,319,169.35	\$ 2,640,700.61

Sys No	Status	Description	Acquire Date	Class	Qty	Acquired Value	Est Life	Net Value
984	Active	Main Arena Footing	02/15/2022	II	1	\$ 17,380.19	03 yrs 00 mos	\$ 482.77
983	Active	Restroom Remodel Project	06/01/2022	II	1	\$ 152,658.92	07 yrs 00 mos	\$ 87,233.66
982	Active	West Entrance Fencing	08/31/2021	II	1	\$ 6,441.00	07 yrs 00 mos	\$ 2,837.11
981	Active	Swamp Cooler Isolation Valves	07/15/2021	II	1	\$ 7,849.00	07 yrs 00 mos	\$ 3,457.28
960	Active	Restroom Lighting Retrofit	06/30/2021	II	1	\$ 7,580.00	07 yrs 00 mos	\$ 3,158.32
959	Active	Concrete Ramp and Steps	06/30/2021	II	1	\$ 21,500.00	07 yrs 00 mos	\$ 8,958.33
958	Active	Main Arena Lighting Retrofit	05/31/2021	II	1	\$ 18,690.00	07 yrs 00 mos	\$ 7,565.00
956	Active	Footing for Main Arena	05/31/2021	II	1	\$ 16,993.74	10 yrs 00 mos	\$ 9,913.03
954	Active	Stall Door Patches	02/28/2021	II	1	\$ 6,545.00	05 yrs 00 mos	\$ 763.58
950	Active	Fencing	09/30/2020	II	1	\$ 7,849.00	07 yrs 00 mos	\$ 2,429.43
949	Active	Parking Lot Lighting Retrofit	03/31/2021	II	1	\$ 17,680.00	07 yrs 00 mos	\$ 6,735.21
942	Active	Parking Lot Lighting - LED	07/30/2020	II	1	\$ 62,798.49	10 yrs 00 mos	\$ 31,922.56
938	Active	Restroom Renovation - Main Arena - Design	04/01/2020	II	1	\$ 46,840.00	03 yrs 00 mos	\$ 1,301.12
937	Active	Parking Lot Repair - North - Design	04/01/2020	II	1	\$ 13,511.00	03 yrs 00 mos	\$ 375.30
927	Active	Lighting - Barns	11/01/2019	II	1	\$ 15,776.06	07 yrs 00 mos	\$ 3,192.79
923	Active	Dirt Footing for Arena	02/01/2020	II	1	\$ 20,762.50	07 yrs 00 mos	\$ 4,943.46
914	Active	Armory Demolition	03/01/2020	II	1	\$ 163,926.06	07 yrs 00 mos	\$ 40,981.51
913	Active	Dirt Storage	02/01/2020	II	1	\$ 101,668.97	07 yrs 00 mos	\$ 22,996.54
912	Active	Interior Lighting Main Arena and Pavilion	07/01/2019	II	1	\$ 172,396.82	07 yrs 00 mos	\$ 36,942.16
911	Active	Doc Bar	06/01/2019	II	1	\$ 75,181.01	07 yrs 00 mos	\$ 9,845.10
893	Active	Main Arena Storage Improvements - Food And Beverage	08/01/2018	II	1	\$ 2,083.36	07 yrs 00 mos	\$ 24.82
892	Active	Exhibit Hall Demolition	02/01/2020	II	1	\$ 118,024.37	07 yrs 00 mos	\$ 28,101.01
868	Active	Pavilion Hall Lighting	02/28/2018	II	1	\$ 24,420.00	07 yrs 00 mos	\$ -
867	Active	Exhibit Hall Lighting	12/31/2017	II	1	\$ 15,185.00	07 yrs 00 mos	\$ -
866	Active	Main Arena Step Repairs	02/28/2018	II	1	\$ 11,570.00	07 yrs 00 mos	\$ -
845	Active	Paving of main LEC Parking	12/01/2016	II	1	\$ 631,814.50	10 yrs 00 mos	\$ 89,507.05
840	Active	Armory Fence Repair	11/30/2015	II	1	\$ 11,287.00	20 yrs 00 mos	\$ 5,831.62
839	Active	East Center Main Arena Steps	11/30/2015	II	1	\$ 28,300.00	20 yrs 00 mos	\$ 14,621.67
838	Active	Paving Admin Area	12/15/2015	II	1	\$ 217,625.01	20 yrs 00 mos	\$ 113,346.36
686	Active	RV Spaces	06/30/2012	II	1	\$ 612,154.45	25 yrs 00 mos	\$ 291,793.59
684	Active	Drainage System Change Order	02/07/2012	II	1	\$ 5,000.00	20 yrs 00 mos	\$ 1,645.83
670	Active	Parking Lot Paving	06/13/2011	II	1	\$ 22,750.00	10 yrs 00 mos	\$ -
669	Active	Drainage Treatment System	04/15/2011	II	1	\$ 12,500.00	20 yrs 00 mos	\$ 3,593.75
654	Active	Drainage Treatment System	06/30/2010	II	1	\$ 10,000.00	20 yrs 00 mos	\$ 2,458.33
392	Active	Repair Trasformer	06/01/2000	II	0	\$ 7,291.75	10 yrs 00 mos	\$ -
389	Active	Backflow Prevention	06/01/2000	II	0	\$ 46,966.00	15 yrs 00 mos	\$ -
						\$ 3,093,655.51		\$ 1,097,741.04
390	Active	Backhoe	09/01/1999	ME	0	\$ 24,975.00	07 yrs 00 mos	\$ -
394	Active	ADA Improvements	06/01/2000	ME	0	\$ 35,650.00	10 yrs 00 mos	\$ -
430	Active	Automatic Door	07/26/2000	ME	0	\$ 10,288.00	05 yrs 00 mos	\$ -
453	Active	Wiring & Cabling	07/09/2001	ME	0	\$ 17,021.09	05 yrs 00 mos	\$ -
503	Active	EZ-Go Gas Golf Cart	06/08/2004	ME	1	\$ 5,787.60	05 yrs 00 mos	\$ -
775	Active	John Deere 5220 Tractor	08/18/2004	ME	1	\$ 5,208.12	01 yrs 00 mos	\$ -
783	Active	Workman 3300 Diesel 2WD, 2005	10/13/2005	ME	1	\$ 572.79	01 yrs 00 mos	\$ 27.27
784	Active	2006 GMC Sierra 3500 Dumptruck	03/08/2006	ME	1	\$ 8,952.48	01 yrs 00 mos	\$ -
786	Active	Holland LS160 Skid Steer Loader/Trencher	05/30/2006	ME	1	\$ 13,451.40	15 yrs 00 mos	\$ 5,530.02
581	Active	HVAC Repairs	06/27/2006	ME	1	\$ 13,515.47	07 yrs 00 mos	\$ -
820	Active	Sweeper (T.I.P.)	05/09/2011	ME	1	\$ 7,976.04	07 yrs 00 mos	\$ 1,329.31
822	Active	Bar Cart	06/24/2011	ME	1	\$ 14,119.70	07 yrs 00 mos	\$ 2,185.19
823	Active	Groundsmaster 4700-D	01/27/2012	ME	1	\$ 57,717.22	07 yrs 00 mos	\$ 4,122.64

Reno Sparks Convention and Visitors Authority
Reno-Sparks Livestock Events Center
Capital Assets
As of December 2025

	Acquisition Value	Net Book Value
Building and Improvements	\$ 15,990,216.08	\$ 1,578,963.14
Equipment	\$ 2,328,953.27	\$ 1,061,737.47
Total	\$ 18,319,169.35	\$ 2,640,700.61

Sys No	Status	Description	Acquire Date	Class	Qty	Acquired Value	Est Life	Net Value
687	Active	Cashman CAT 906HQ	07/31/2012	ME	1	\$ 60,802.00	20 yrs 00 mos	\$ 21,280.70
825	Active	Main Arena Sound System	09/23/2013	ME	1	\$ 170,189.24	15 yrs 00 mos	\$ 35,928.83
827	Active	Reupholster Stadium Seats	06/16/2014	ME	1400	\$ 21,000.00	15 yrs 00 mos	\$ 5,483.33
841	Active	Wi Fi/ Rodeo	05/20/2016	ME	1	\$ 36,100.00	10 yrs 00 mos	\$ 3,008.33
842	Active	216 Portable Horse Stalls	06/30/2016	ME	216	\$ 51,999.75	07 yrs 00 mos	\$ -
843	Active	216 Portable Horse Stalls	09/08/2016	ME	216	\$ 185,861.73	07 yrs 00 mos	\$ -
855	Active	Compactor Roller	09/14/2016	ME	1	\$ 11,750.00	07 yrs 00 mos	\$ -
869	Active	Tables	07/31/2017	ME	1	\$ 49,985.74	07 yrs 00 mos	\$ -
876	Active	Genie 65 Foot Boom Lift-2014	05/23/2018	ME	1	\$ 86,000.00	07 yrs 00 mos	\$ -
898	Active	Forklift G25N-7	09/01/2018	ME	1	\$ 23,257.37	07 yrs 00 mos	\$ 553.75
925	Active	Kubota Loader r430r1	12/01/2019	ME	1	\$ 46,139.67	07 yrs 00 mos	\$ 9,887.08
924	Active	Livestock Panels	12/01/2019	ME	1	\$ 28,797.08	07 yrs 00 mos	\$ 6,170.79
951	Active	2018 John Deere Gator	10/31/2020	ME	1	\$ 16,850.00	10 yrs 00 mos	\$ 8,846.25
952	Active	Kiser Drag - 500 Gallon	02/08/2021	ME	1	\$ 33,650.00	07 yrs 00 mos	\$ 12,418.46
953	Active	2020 Freightliner M2106	04/30/2021	ME	1	\$ 82,000.00	07 yrs 00 mos	\$ 32,214.27
989	Active	Cattle Pens	05/31/2022	ME	1	\$ 41,982.38	07 yrs 00 mos	\$ 22,990.36
990	Active	Track Loader	05/31/2022	ME	1	\$ 70,210.88	07 yrs 00 mos	\$ 38,448.80
986	Active	Buddy Trailer	06/20/2022	ME	1	\$ 45,492.00	07 yrs 00 mos	\$ 25,995.42
1012	Active	Fire Suppression System Upgrade	07/21/2022	ME	1	\$ 11,120.00	07 yrs 00 mos	\$ 6,486.67
1013	Active	Swamp Cooler Refurbishment 2023	09/07/2022	ME	1	\$ 20,990.67	07 yrs 00 mos	\$ 12,744.33
1018	Active	Laser Screen Projector	10/31/2022	ME	1	\$ 144,420.64	07 yrs 00 mos	\$ 87,683.96
1020	Active	Transformer upgrade project	02/28/2023	ME	1	\$ 17,650.00	07 yrs 00 mos	\$ 17,650.00
1019	Active	Tomcat Cylindrical Rider	02/28/2023	ME	1	\$ 26,753.00	07 yrs 00 mos	\$ 17,835.33
1016	Active	Laser Grading System	02/28/2023	ME	1	\$ 30,501.95	07 yrs 00 mos	\$ 19,971.52
1017	Active	2016 E20 Escavator	03/03/2023	ME	1	\$ 24,999.00	07 yrs 00 mos	\$ 16,963.60
1022	Active	Signage Upgrades	05/12/2023	ME	1	\$ 24,260.00	07 yrs 00 mos	\$ 17,039.75
1027	Active	Clubcar 2	05/31/2023	ME	1	\$ 10,532.39	07 yrs 00 mos	\$ 7,272.36
1026	Active	Clubcar 1	05/31/2023	ME	1	\$ 10,532.39	07 yrs 00 mos	\$ 7,272.36
1021	Active	Ruckuss Wireless Access Points	05/31/2023	ME	1	\$ 32,116.16	07 yrs 00 mos	\$ 22,175.45
1030	Active	Security Cameras	01/31/2024	ME	1	\$ 98,971.43	07 yrs 00 mos	\$ 77,763.26
1089	Active	Drag	08/31/2024	ME	1	\$ 9,000.00	07 yrs 00 mos	\$ 7,821.43
1092	Active	Front Loader 907-14A	10/31/2024	ME	1	\$ 89,968.40	07 yrs 00 mos	\$ 80,328.93
1094	Active	Panels - Pens	11/30/2024	ME	1	\$ 44,918.00	07 yrs 00 mos	\$ 40,640.09
1090	Active	Drum Roller	12/31/2024	ME	1	\$ 36,900.00	07 yrs 00 mos	\$ 33,825.00
1074	Active	CIP Parking Lot Improvment	12/31/2024	OO	1	\$ 952.50	00 yrs 00 mos	\$ 952.50
1097	Active	Tractor JD UTTR	03/31/2025	ME	1	\$ 35,531.09	07 yrs 00 mos	\$ 33,839.13
1085	Active	Floor Cleaner	04/30/2025	ME	1	\$ 35,700.61	07 yrs 00 mos	\$ 34,425.59
1067	Active	Audio Visual System Improvements	05/31/2025	ME	1	\$ 53,674.69	07 yrs 00 mos	\$ 52,396.72
1088	Active	CIP Digital Display	05/31/2025	OO	1	\$ 40,663.00	00 yrs 00 mos	\$ 40,663.00
1128	Active	CIP Buddy Trailer	07/01/2025	OO	1	\$ 49,939.70	00 yrs 00 mos	\$ 49,939.70
1126	Active	CIP Maintenance Carts	07/01/2025	OO	1	\$ 58,809.90	00 yrs 00 mos	\$ 58,809.90
1124	Active	Event Chairs and Tables	07/01/2025	OO	1	\$ 34,488.18	00 yrs 00 mos	\$ 34,488.18
1120	Active	CIP AV Equipment	07/01/2025	OO	1	\$ 61,928.91	00 yrs 00 mos	\$ -
1129	Active	John Deere 5067E Open Operator Station Utility Tractor	10/17/2025	ME	1	\$ 46,327.91	07 yrs 00 mos	\$ 46,327.91
						\$ 2,328,953.27		\$ 1,061,737.47
Total =						1949	\$ 34,309,385.43	\$ 4,219,663.75

RSLEC UPDATE

BOARD OF DIRECTORS

MARCH 2026

RenoTahoe.

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



RSLEC REVENUE & EXPENSES

Fiscal Years Ending June 30, 2023 - 2025 and 3 Year Average

REVENUES	FY 2023	FY 2024	FY 2025	AVERAGE
RENTAL	\$1,040,095	\$834,067	\$577,694	\$817,285
PARKING	\$347,787	\$368,111	\$388,292	\$368,063
OTHER	\$294,223	\$389,985	\$352,309	\$345,506
TOTAL REVENUES	▲ \$1,682,105	▲ \$1,592,164	▲ \$1,318,295	▲ \$1,530,855
EXPENSES	FY 2023	FY 2024	FY 2025	AVERAGE
WAGES & BENEFITS	\$1,386,660	\$1,579,961	\$1,613,577	\$1,526,733
TEMPORARY LABOR	\$38,558	\$65,380	\$87,005	\$63,648
UTILITIES	\$420,079	\$456,357	\$368,693	\$415,043
OPERATIONS	\$607,254	\$525,814	\$493,326	\$542,131
TOTAL EXPENSES	\$2,452,551	\$2,627,512	\$2,562,601	\$2,547,555
NET INCOME (NET LOSS)	▼ \$770,446	▼ \$1,035,349	▼ \$1,244,306	▼ \$1,016,700
OTHER INDIRECTS	FY 2023	FY 2024	FY 2025	AVERAGE
CAPITAL EXPENDITURES	\$496,442	\$251,948	\$416,421	\$388,270
OTHER (INSURANCE, IT, ETC.)	\$50,689	\$61,577	\$63,411	\$58,559
TOTAL OTHER INDIRECTS	\$547,131	\$313,525	\$479,832	\$446,829
TOTAL OTHER DIRECTS & NET LOSS	▼ \$1,317,576	▼ \$1,348,873	▼ \$1,724,138	▼ \$1,463,529

SEVERANCE AND RETENTION PROGRAM



SEVERANCE POLICY

- Existing – Board Approved HR Policy 900.903
- Estimated - **\$37,410**



RETENTION PROGRAM

- To encourage employees to remain until 5/31
- Precedent to facility privatization in 2018
- Estimated - **\$20,750**

CAPITAL ASSETS



BUILDINGS AND IMPROVEMENTS

Capital Assets that are wholly part of the RSLEC

EQUIPMENT

Capital Assets that are utilized exclusively at the RSLEC, and not at other facilities

BUILDINGS & IMPROVEMENTS

\$15,990,216

ACQUISITION COST

\$1,578,963

BOOK VALUE

EQUIPMENT

\$2,328,953

ACQUISITION COST

\$1,061,737

BOOK VALUE



RSCVA CONTRIBUTIONS SUMMARY

- **Yearly Capital Contribution Payments 2026 - 2035 - \$1,000,000**
- **Capital Assets Transferred to NDA**
 - **Buildings and Improvements - \$1,578,963**
 - **Equipment - \$1,061,737**
- **Personal Property (i.e. Consumables, furniture, shavings, fuel, etc.)**



THANK YOU

RenoTahoe.

NO ^{LIM} →
← ^{ITS}