

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
MEETING OF THE BOARD OF DIRECTORS
Thursday, June 25, 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. Richard Jacobs

Commissioner Clara Andriola
Ms. Cortney Young
Mr. Glenn Carano
Mr. Ryan Bellows

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 June 25, 2026, Regular Meeting of the Board of Directors

For Possible Action

C2. Approval of the Minutes of the May 28, 2026, Regular Meeting of the Board of Directors

For Possible Action

C3. Review and possible approval of the RSCVA Fiscal Year 2026-2027 Property, General Liability, Automobile, Umbrella, Workers' Compensation, Public Officials' Liability, Crime, and Internet Liability, and associated Insurance Coverage

RSCVA staff is recommending the approval for procurement of the following insurance policies: Property (Alliant), General Liability (CNA), Automobile (CNA), Umbrella (CNA), **Workers' Compensation (CNA), Public Officials' Liability (PGU/Indian Harbor), Crime/Employee Theft (Travelers), Excess Liability (Accredited Specialty), Cyber Liability (Zurich), Assault/Threat Response, Special Crime (Great American) and Tenant/User Liability (Atlantic Specialty).** The new insurance program recommended premiums are in an amount not to exceed \$870,584.

For Possible Action

C4. **Review, Discuss and Possible Action to approve Staff's Recommendation to Award Johnson Controls Building Solutions, Inc., for the purchase and installation of a new, York VSD Chiller Control for the Reno-Sparks Convention Center by use of a Government Cooperative Purchasing Program. (Sourcewell contract #080824-JHN) In an amount not to exceed \$280,500.00. (the not to exceed amount includes a 10% contingency)**

For Possible Action

C5. **Review, Discuss and Possible Action to approve Staff's Recommendation to Award Shaw Industries, Inc., for the purchase of new ballroom carpet for the Reno-Sparks Convention Center by use of a Government Cooperative Purchasing Program. (Sourcewell contract #061323-S11) In an amount not to exceed \$251,300.00. (the not to exceed amount includes an 8% contingency)**

For Possible Action

D. PRESENTATIONS

D1. Presentation: Reno-Tahoe International Airport Authority, Hasaan Azam, Director, Air Service Development and Properties, Mark Berg, Chief Commercial Officer and Kirk Lovell, Air Service Consultant.

Hasaan Azam will provide an Air Service update to include a general industry overview along with an RNO-specific update to the RSCVA Board of Directors.

Informational Only

- D2. Presentation: Public Relations Update, Nicolle Staten-Lowe, Senior Manager of Communications.
Nicolle Staten-Lowe will provide an overview of local and national public relations strategy, statistics, and media coverage for Fiscal Year 2025 - 2026.

Informational Only

- D3. Reno-Sparks Convention and Visitors Authority Department Updates
Members of the Senior Leadership Team will deliver updates on current activities and initiatives.

Informational Only

E. APPOINTMENT OF BOARD MEMBERS/ELECTION OF CHAIR

- E1. **RSCVA Board Appointment of Reno Tahoe Airport Authority (RTAA) Board of Director's Seat Pursuant to NRS 244A.601(1)(d)(1)**
The RSCVA Board of Directors will consider the appointment of a representative to the RSCVA Board nominated by the Reno Tahoe Airport Authority. The nominee's appointment will become effective July 1, 2026, and will be for a term of two (2) years. The RTAA has submitted the following names for consideration:

Cortney Young

Shaun Carey

For Possible Action

- E2. Election of the RSCVA Board Chair, Vice-Chair, and Secretary/Treasurer
The RSCVA Board of Directors will elect a Chair, Vice-Chair, and Secretary/Treasurer from among its members pursuant to NRS 244A.601 and 244A.605. The **electd officers' appointments will be** effective July 1, 2026, and will be for a term of two (2) years.

For Possible Action

F. BOARD MATTERS

- F1. Review, Discussion, and Possible Action regarding an Extension Agreement for The Decker/Royal Agency and Good Giant, Visit Reno Tahoe's Public Relations Agencies.
The Board of Directors is being asked to review, discuss, and possibly approve the authorization of the President and CEO to execute one-year extension agreements with The Decker/Royal Agency to act as **the RSCVA's/Visit Reno Tahoe's** National Public Relations Agency of Record in an amount not to exceed \$115,000; and with Good Giant for Local Media & Community Engagement services in an amount not to exceed \$45,000. The current contracts will expire June 30, 2026, and approval of this item would extend the term to June 30, 2027.

For possible action

F2. Review, Discussion and Possible Approval of an Interlocal Agreement with Travel Nevada in an Amount Not to Exceed \$150,000.

For the successful planning and execution of the 2026 **Governor's Conference on Tourism, the Reno-Sparks Convention and Visitors Authority** is entering into an agreement with Travel Nevada. As part of this agreement, the RSCVA would assist with Venue Sourcing and Contracting, Payment of Conference-related Expenses, and hosting the Opening Reception. 100% of pre-approved expenses will be reimbursed by Travel Nevada. The RSCVA Board of Directors is being asked to approve the Scope of Work and the terms the Interlocal Agreement with Travel Nevada and authorize the RSCVA President/CEO to execute the same.

For Possible Action

F3. A resolution concerning the financing of convention center facilities; directing notice to the Washoe County Debt Management Commission of a proposal to issue in the name and on behalf of Washoe County General Obligation (Limited Tax) Reno-Sparks Convention And Visitors Authority Convention Center Bonds additionally secured by pledged revenues in the maximum principal amount of \$25,000,000; and providing certain details in connection therewith.

A resolution concerning the submission to the Washoe County Debt Management Commission of a proposed bond by the Reno-Sparks Convention and Visitors Authority to issue in the name and on behalf of Washoe County, Nevada, general obligation (limited tax) Reno-Sparks Convention and Visitors Authority Convention Center Bonds (additionally secured by pledged revenues) in the maximum principal amount of \$25,000,000; and approving certain details in connection therewith.

For Possible Action

F4. Review, Discussion, and Possible Approval of the Reno-Sparks Convention and Visitors Authority FY2026-2027 President/CEO Goals

The RSCVA Executive and Legislative Committee and Mike Larragueta, President and CEO, will present the proposed President/CEO goals for fiscal year 2026-2027 for review, discussion, and possible approval by the RSCVA Board.

This item was presented to the Executive and Legislative Committee on June 16, 2026, and was unanimously approved in an advisory capacity for recommendation to the full RSCVA Board of Directors.

For possible action

G. 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

H. 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.

I. 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, May 28, 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, May 28, 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 Andriola lead the pledge.

A3. Roll Call

The Clerk of the Board took roll call.

Board Members Present:

Cortney Young, RSCVA Vice Chair
Commissioner Clara Andriola, Board Member
Councilwoman Charlene Bybee, Board Member
Glenn Carano, RSCVA Board Member
John Farahi, RSCVA Board Member
Greg Long, RSCVA Board Member

Board Members Absent:

Mayor Hillary Schieve, RSCVA Chair

RSCVA Executive Staff Present:

Mike Larragueta, President & CEO
Robert Chisel, Financial Consultant
Christina Erny, Chief Marketing Officer
Renee McGinnes, Executive Director of Venue Sales and Events
Chad Peters, Executive Director of Facilities
Lori Tange, Executive Director of Human Resources

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 Regular Meeting of the Board of Directors on May 28, 2026
- C2. Approval of the Minutes of the Regular Meeting of the Board of Directors on April 23, 2026
- C3. Approval of Staff Recommendation of the External Audit Firm, Baker Tilly US, LLP, to Perform Independent Audit Services for the FY Ending June 30, 2026, for an Amount Not to Exceed \$102,000

On a motion made by Board Member Bybee, seconded by Board Member Andriola, it was resolved to approve consent agenda items C1, C2 and C3 as presented. The motion was APPROVED by a vote of 8-1-0. Motion carried.

D. PRESENTATIONS

- D1. Reno-Sparks Convention and Visitors Authority Department Updates

Mike Larragueta provided department updates, highlighting three major events and their economic impact in April: the indoor track season, the Far Western and USA Volleyball Girls 18s National Championships, and the REVEL Reno Tahoe Marathon. Overall, the RSCVA is preforming well and is over budget.

Board Member Farahi inquired as to whether the RSCVA had an internal auditor. Robert Chisel explained that RSCVA does not have an internal auditor because of its size. Mike Larragueta added that the last time the RSCVA had an internal auditor was in 2008.

E. BOARD MATTERS

- E1. PUBLIC HEARING: Review and Adoption of the Reno-Sparks Convention and Visitors Authority FY 2026–2027 Budget (Resolution No. 605)

Vice Chair Young opened a public hearing for review and adoption of the Reno-Sparks Convention and Visitors Authority FY 2026–2027 budget and resolution No. 605. She opened the floor to public comment. There was none.

Tasha Holloway, Senior Marketing Events Manager, presented the Special Events Marketing Sponsorship program funding. Tasha Holloway explained to the Board that their team reviewed and vetted out all the requests for special funding based on what impact the event would have on Reno-Tahoe. If the applicants did not meet the criteria to receive funding, the RSCVA can find other ways to support them.

Chris Gordon, General Manager from Aramark, presented a budget for food and beverage for FY 2026–2027. To generate revenue, they will purchase four self-service kiosks. Revenue is projected to decline because of the elimination of LEC, but growth in REC will partially offset the decline.

Robert Chisel gave a presentation on the Capital Improvement Plan (CIP) and the proposed annual budget, noting the projects being funded by the City of Reno. He highlighted how the last major CIP was in 2001 and one is needed now to remain competitive. This year, they are proposing to transfer \$3.4 million from the general fund to the capital projects fund and to issue a bond in the amount of \$25 million.

In response to Board Member Farahi, Mike Larragueta explained that the senior staff have done research and selected projects that will make RSCVA competitive with other facilities of similar size.

Board Member Bybee expressed her support for upgrading the facilities.

Board Member Bellows asked whether there was a plan moving forward so the next upgrade would not be in 25 years and cost \$25 million. Robert Chisel explained that capital funding will continue to be available in the coming years for regularly scheduled upgrades that will cost between \$4 to \$5 million per year, ensuring that the delayed facilities upgrade they are facing now will not happen again.

Board Member Long inquired about expanding the size of the restrooms. Mike Larragueta explained that when choosing CIPs, they selected projects that wouldn't impact businesses and were cost effective. Consequently, they did not consider major construction for the restrooms.

Board Member Farahi advised that the RSCVA should be using resources to drive tourism rather than build up local events in the facilities. Mike Larragueta explained that he takes direction from the Board and when the strategic plan was made, one of the core pillars was to activate the facilities. If the Board wants to change direction, his team will comply accordingly.

Vice Chair Young expressed support for the focus on bringing more tourism to the Reno-Tahoe destination and agreed to discuss the matter as a Board. At the moment, they are focusing on making Reno a more desirable destination.

Robert Chisel continued his presentation about the debt service fund and the process of issuing the \$25 million bond. Estimates are based on interest rates now, but they don't know what the rate will be in December.

Board Member Bybee inquired about the interest rate that might cause them to rethink issuing the bond. Robert Chisel answered that 4.25% would probably be the point at which they would want to readdress issuing the bond. At present, they believe they may be able to get interest rates as low as 3.7% but they have to wait and see. According to their plan, the process for issuing the bond will begin in June upon Board approval and the bond would be issued in December.

Robert Chisel continued his presentation with the proposed budget for the fiscal year 2026–2027. He reported that the budget is in a much better place compared to when they developed the strategic plan a year and a half ago.

Vice Chair Young commented that this version of the proposed budget being presented to the Board for approval has been reviewed and scrutinized through several discussions with the Finance Committee. She reassured the Board that the committee members are aligned on the recommendation.

Board Member Farahi asked why the facilities were being filled with local events when they should be focused on tourism. Board Member Carano explained that out-of-town events are booked one to three years in advance whereas local events are booked six months in advance. If the facilities are available, they prefer to host local events over leaving the facility unused.

Robert Chisel continued his presentation of the proposed budget. He explained they were conservative with all their estimates to ensure that they will not spend any money that they don't have.

Vice Chair Young asked whether there were any public comments. There were no public comments.

On a motion made by Board Member Carano, seconded by Board Member Andriola, it was resolved to approve the food and beverage budget for FY 2026–2027 by Aramark, the Capital Investment Plan, the Special Events Marketing Sponsorship program funding and the proposed budget for FY 2026–2027, as presented. The motion was APPROVED by a vote of 8-1-0. Motion carried.

Public comment was closed.

11:00am Vice Chair Young left the meeting, she returned at 11:02am.

11:16am Board Member Jacobs left the meeting, he returned at 11:20am.

11:40am Board Member Long left the meeting, he returned at 11:42am.

12:01pm Vice Chair called a break, Board Meeting resumed at 12:11pm.

E2. Presentation on the Board-Approved 2026–2028 Three-Year Strategic Plan, Achievements of the FY 2025–2026 Annual Plan, and Review and Discussion on the FY 2026–2027 Proposed Annual Plan

Kamryn Onorato from OnStrategy led a presentation for the FY 2027 strategic plan. Mike Larragueta explained the presentation is for information purposes and Board consideration. They are seeking to receive any direction or instructions from the Board by June 5, 2026, and to present the plan for approval at the Board meeting on June 25, 2026.

Kamryn Onorato gave an overview of the goals and structure of the strategic plan from 2025. She then outlined the strategic goals for FY 2026–2028.

Board Member Farahi explained that he would like an in-depth look at how other authorities are handling their destinations and to base the RSCVA's strategic plan on what they are doing. He does not approve of the process recommended by staff.

Vice Chair Young commented that if any Board members want to know why certain directions were given for the strategic plan under review, they can watch the previous Board meetings available online.

The Board Members discussed what direction to give staff regarding to the strategic plan, acquiring more information, and extending the discussion over several meetings. Mike Larragueta suggested focusing on one aspect of the strategic plan per meeting.

Vice Chair Young asked staff to do the research to back up the four main goals in the strategic plan under discussed at the next meeting. When the Board has that information, they will be able to decide whether they are moving in the right direction or need a change in direction.

On a motion made by Board Member Farahi, seconded by Board Member Carano, it was resolved to direct staff to return with more research and information about the strategic plan. The motion was APPROVED by a vote of 7-2-0. Motion carried.

12:22pm Board Member Andriola left the meeting, she did not return.

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Chair Young provided updates from the airport.

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 1:08 p.m.

The meeting may be viewed at the following:

05/28/2026 RSCVA BOD Mtg <https://www.youtube.com/watch?v=ypjvf0ePMqY>



To: RSCVA Board of Directors

From: Robert Chisel, Finance Consultant

Date: June 25, 2026

Subject: Review and possible approval of the Reno-Sparks Convention and Visitors Authority Fiscal Year 2026-27 Property, General Liability, **Automobile, Umbrella, Workers' Compensation**, Public **Officials' Liability**, Crime and Internet Liability, and associated Insurance Coverage in an aggregate amount not to exceed \$870,584

Executive Summary

The Reno-Sparks Convention and Visitors Authority's current insurance policies are purchased yearly and are scheduled to expire on July 1, 2026. The Authority's insurance broker, USI Insurance Services National, Inc., marketed the various policies with multiple insurers. Based upon the quotes received, staff is recommending the insurance policies in Option 2 (as attached), as they provide the best level of coverage with the lowest cost. The new insurance program recommended premiums is estimated to be \$870,584.

Background

Staff, working with USI, reviewed the insurance coverage programs for risk, cost, and best practices to verify the amounts and types of coverages to seek for the Authority. Based upon this analysis USI sought multiple quotes from insurers, for the various.

Insured natural catastrophe losses were expected to exceed \$100 billion for the sixth consecutive year in 2025, according to Swiss Re. This was 24% lower than 2024 (thanks to a quiet hurricane season) and 3% below the ten-year average. The U.S. property/casualty (P/C) industry recorded a \$13.7 billion underwriting gain for the first six months of 2025 according to NAIC – following a 25.3 billion gain for the full year in 2024. **The industry's combined ratio of losses and expenses improved to 96.4% for the first half of 2025 and is expected to remain in this range for the full year.** Although property rates have improved, rates for casualty, auto and excess liability still face upward pressure.

The upcoming renewal was impacted by the removal of the Reno-Sparks Livestock Event Center, which reduced insured values.

The Authority's insurance broker, USI Insurance Services National, Inc., marketed the various policies with multiple insurers. Two insurers were the primary respondents to the request to quote, Travelers Companies (Option 1) and CNA Insurance (Option 2).



Travelers Companies is the current insurer for the Authority. Based upon the quotes received, staff is recommending the insurance policies in Option 2 (as attached), as they provide the best level of coverage with the lowest cost.

Property Insurance Program

The RSCVA's property insurance program has been placed with the Alliant Property Insurance Program (APIP), the largest property placement in the world with 9,000+ members and \$450 billion in insured values. This program is marketed each year to obtain the most competitive terms and pricing from various insurance markets. Coverage includes property, boiler & machinery, earthquake, flood, mobile equipment, cyber and pollution. APIP provides broad coverage and services, including loss control and appraisal services. For this renewal, APIP quoted a premium rate decrease of 8% for the 2026 renewal.

Casualty Insurance Program

Travelers has provided automobile liability and physical damage, general liability, employment practices liability, public officials liability, excess/umbrella liability, workers **compensation, and employer's liability coverage for several years. This year, Travelers** increased rates significantly, which would result in a 17% year-to-year program increase under option #1. Competitive quotes were obtained from CNA, Indian Harbor and Accredited Specialty to keep the year-to-year program increase to 4% under option 2.

Attached is a summary of the recommended insurance.

Fiscal Impact

Sufficient funds have been budgeted to cover the premium for Fiscal Year 2026-27.

Recommendation

Staff recommends that the Board approve the RSCVA Fiscal Year 2026-27 Property, General Liability, Automobile, Umbrella, **Workers' Compensation, Public Officials' Liability, Crime and Internet Liability, and associated Insurance Coverage as identified in the staff report in an aggregate amount not to exceed \$870,584.**



Reno-Sparks Convention & Visitors Authority

2026-2027 Property, Casualty and Workers' Compensation Insurance Renewal

Brandon Lewis, CPCU, ARM-P, AIC | Vice President

Jennifer Fryer, CIC | Account Executive, Team Lead

USI Insurance Services LLC
5355 Kietzke Lane, Suite 101
Reno, NV 89511

Direct: (775) 335-2120
Fax: (610) 537-2335

www.usi.com

Dated: June 18, 2026



Exposure Comparison

Exposures	2025/26	2026/27	Variance	%
Building, Content & Equipment Values*	\$245,605,278	\$231,166,039	(\$14,439,239)	(6%)
Budget/Expenditures**	\$44,290,368	\$53,107,780	\$8,817,412	20%
# of Vehicles	11	11	-	-
# of Employees	151	156	(5)	(3%)
Estimated, Capped Payroll (Workers Comp)	\$5,834,000	\$5,596,188	(\$237,812)	(4%)
Experience Modification Factor (EMOD)	1.10	1.25	-	14%

* Reno Livestock Event Center removed from property schedule.

** The figure for 2025/26 budget expenditures was higher, but the insurer used a lower figure. Not subject to audit.

Marketing Summary

Property & Casualty

Insurer	Response
APIP*	Quoted (Property)
Travelers* A++XV / Admitted	Quoted (Casualty with Management Liability)
CNA A +XV / Admitted	Quoted (Casualty excluding Management Liability)
Liberty Mutual	Declined (loss history, not a market for current operations)
Philadelphia	Declined (no longer a market for convention centers)
Chubb	Declined (insured operations, underwriting guidelines)
Trident	Declined (underwriting guidelines)
RPS/Princeton	Quoted (Casualty with \$100k Self-Insured Retention)
American Specialty	Declined (not competitive)
PGU/Indian Harbor A+XV / Non-Admitted	Quoted (Management Liability - pairing with CNA quote)

Workers' Compensation

Insurer	Response
ICW	Declined to quote – loss history
Employers	Declined to quote – loss history
Berkshire Hathaway	Declined to quote – loss history
AmTrust	Declined to quote – underwriting guidelines
WCF	Declined to quote – underwriting guidelines
ICW	Declined to quote – underwriting guidelines
C N A A+XV	Quoted (included with the package quote)
Travelers*	Quoted (renewal)



Other Coverage

Insurer	Coverage	Response
Allied Public Risk / Accredited Specialty A-IX / Non-Admitted	Excess Liability	Quoted
Philadelphia	Excess Liability	Declined to quote – underwriting guidelines/ underlying loss history
Cowbell / Palomar* A XI / Non-Admitted	Cyber Liability	Quoted
Zurich A+XV / Admitted	Cyber Liability	Quoted
Travelers	Cyber Liability	Declined to quote – underwriting appetite
Chubb	Cyber Liability	Declined to quote – underwriting appetite
TMCC	Cyber Liability	Declined to quote – underwriting guidelines
Great American A+XV	Special Crime	Quoted
GatherGuard/Atlantic Specialty A+XV	Tenant User Liability Program (TULIP)	Quoted

* Incumbent



Option #1 (Incumbent Markets + Accredited Specialty)

Coverage	Renewal Term Proposed Carriers	Renewal Term Limits (Deductibles)**	Expiring Premium	Renewal Premium	\$ Change	% Change
Property, Boiler & Machinery, Mobile Equipment, Earthquake & Flood	Alliant Property Insurance Program (APIP)*	Total Insured Values: \$231,166,039 Each Occurrence: \$250,000,000 General Deductible: \$25,000 Business Income \$200,000,000 Boiler & Machinery: \$250,000,000 (\$25k+) Earthquake Agg: \$20,000,000 (\$100k) Flood Agg: \$10,000,000 (\$100k) High hazard excluded High Hazard Flood: Excluded Mobile Equipment: Replacement Cost (\$25k)	\$493,005	\$423,851	(\$69,154)	-14%
General Liability	Travelers Public Sector	\$1,000,000 / \$2,000,000 aggregate Abuse & Molestation - & Med Pay Excluded	\$103,672	\$170,926	\$67,254	65%
Public Officials' Liability	Travelers Public Sector	\$1,000,000 (\$25,000)	\$40,635	\$45,397	\$4,762	12%
Employment Practices Liability	Travelers Public Sector	\$1,000,000 (\$25,000)	Included above	Included above	-	-
Automobile Liability	Travelers Public Sector	\$1,000,000 per accident	\$23,602	\$25,997	\$2,395	10%
Umbrella/Excess Liability	Travelers Public Sector	\$5,000,000 occurrence & aggregate / (\$10k SIR)	\$74,004	\$96,097	\$22,093	30%
Excess Liability	Accredited Specialty*	\$5,000,000 excess of \$5,000,000	n/a	\$52,975	-	-
Workers Compensation	Travelers Public Sector	Statutory WC/ \$1,000,000 Employers Liab.	\$75,043	\$134,081	\$59,038	81%
Cyber Liability	Cowbell / Palomar*	Aggregate: \$2,000,000 (\$15,000) Cyber Crime: \$250,000 (\$15,000)	\$11,099	\$20,053	\$8,954	81%
Crime/Employee Theft	Travelers	\$1,000,000 (\$5,000)	\$3,903	\$3,806	(\$97)	-2%
Assault/Threat Response, Special Crime	Great American	Assault Expense - \$500,000 Threat Response - \$100,000	\$4,541	\$2,445	(2,096)	-46%
Tenant User Liability Program / TULIP	Atlantic Specialty	Each Occurrence: \$2M / \$4M Third Party Property Damage: \$1,000,000 (ded \$1k)	\$0 deposit	\$0 deposit	-	-
Total Estimated Annual Cost			\$831,549	\$975,628	\$144,079	17%

*Property, Cyber & Excess Liability- Coverage provided by non-admitted, surplus lines insurers. Premiums include surplus lines, taxes and fees.

** Limits and deductibles are subject to policy terms, conditions and exclusions, sub-limits, and higher deductibles for specific risks.



Option # 2 (Incumbent & Alternate Markets)

Coverage	Renewal Term Proposed Carriers	Renewal Term Limits (Deductibles)**	Expiring Premium	Renewal Premium	\$ Change	% Change
Property, Boiler & Machinery, Mobile Equipment, Earthquake & Flood	Alliant Property Insurance Program (APIP)*	Total Insured Values: \$231,166,039 Each Occurrence: \$250,000,000 General Deductible: \$25,000 Business Income \$200,000,000 Boiler & Machinery: \$250,000,000 (\$25k+) Earthquake Agg: \$20,000,000 (\$100k) Flood Agg: \$10,000,000 (\$100k) High hazard excluded Mobile Equipment: Replacement Cost (\$25k)	\$493,005	\$423,851	(\$69,154)	-14%
General Liability	C N A	\$1,000,000 / \$2,000,000 aggregate Abuse & Molestation – Silent / \$15k Med Pay	\$103,672	\$133,483	\$29,811	29%
Public Officials & Employment Practices Liability	PGU/ Indian Harbor*	Aggregate Limit \$3,000,000 Retentions \$10k & 25K	\$40,635	\$78,622	\$33,225	73%
Automobile Liability	C N A	\$1,000,000 per accident	\$23,602	\$38,543	\$14,941	63%
Umbrella/Excess Liability	C N A	\$5,000,000 occurrence & aggregate / (\$0k SIR) Management Liability Package excluded	\$74,004	\$53,650	(\$20,354)	-28%
Excess Liability	Accredited Specialty*	\$5,000,000 excess of \$5,000,000	n/a	\$52,975	-	-
Workers Compensation	C N A	Statutory WC/ \$1,000,000 Employers Liab.	\$75,043	\$66,843	(\$8,200)	-11%
Cyber Liability	Zurich	General Limits: \$2,000,000 (\$10,000) Cyber Crime: \$150,000 (\$10,000)	\$11,099	\$16,366	\$5,267	47%
Crime/Employee Theft	Travelers	\$1,000,000 (\$5,000)	\$3,903	\$3,806	(\$97)	-2%
Assault/Threat Response, Special Crime	Great American	Assault Expense - \$500,000 Threat Response - \$100,000	\$4,541	\$2,445	(2,096)	-46%
Tenant User Liability Program / TULIP	Atlantic Specialty	Each Occurrence: \$2M / \$4M Third Party Property Damage: \$1,000,000 (ded \$1k)	\$0 deposit	\$0 deposit	-	-
Total Estimated Annual Cost			\$831,549	\$870,584	\$34,273	4%

*Property, Management Liability Package & Excess Liability- Coverage provided by non-admitted, surplus lines insurers. Premiums include surplus lines, taxes and fees.

** Limits and deductibles are subject to policy terms, conditions and exclusions, sub-limits, and higher deductibles for specific risks.

Pollution Liability not included above – currently written on a 3-year policy term ending 7/01/2027

Separate pollution liability for fuel tank located at Convention Center will be added at renewal effective 7/01/2026



To: RSCVA Board of Directors

From: Chad Peters, Executive Director of Venue Operations
Amy Pickens, Project Manager

Cc: Hillary Schieve, RSCVA Board Chair
Mike Larragueta, President/CEO

Date: June 25, 2026

Subject: **Review, Discuss and Possible Action to approve Staff's Recommendation to Award** Johnson Controls Building Solutions, Inc., for the purchase and installation of a new, York VSD Chiller Control for the Reno-Sparks Convention Center by use of a Government Cooperative Purchasing Program. (Sourcewell contract #080824-JHN) In an amount not to exceed \$280,500.00. (this includes a 10% contingency)

Executive Summary

The purpose of this agenda item is to review staff's recommendations to award the purchase and installation of a new York VSD Chiller Control to Johnson Controls Building Solutions, Inc., for the Reno-Sparks Convention Center by using a government cooperative purchasing program. This project was included in the Capital Improvement Plan for fiscal year 2025-2026 with a budget amount of seven hundred thousand dollars (\$700,000.00) as previously presented to the board of directors.

Background

The chiller is the central cooling plant for the Reno-Sparks Convention Center and chiller #3 has been carrying the operational load, staff would like to rehabilitate this chiller. Replacing the controller will restore the unit to 100% capacity and extend **it's useful life by an estimated 12-15** years.

The revised strategy to repair Chiller #3 represents the most responsible use of capital resources while maintaining operational integrity of the facility. This approach balances immediate financial stewardship with long-term infrastructure reliability and positions the Convention Center to continue supporting high-volume events without disruption.

The RSCVA received a proposal for new Chiller Control that staff would like to purchase from Johnson Controls Building Solutions, Inc. under the Sourcewell Contract #080824-JHN. Sourcewell serves government, education, and nonprofit organizations with a cooperative purchasing program that manages competitive solicitations that meet or exceed local requirements.



Fiscal Impact

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

Contractor	Total Proposed Price
Johnson Controls Building Solutions, Inc.	\$255,000.00

Recommendation

Based on the staff's evaluation of the qualifying proposal received, staff recommends the award of Shaw Industries, Inc., in the amount of two hundred fifty-five thousand (\$255,000.00).

Staff is also recommending a 10% contingency in the amount of twenty-three thousand two hundred sixty-seven dollars and sixty-four cents (\$25,500.00). This will make the total amount of the contract not to exceed two hundred eighty thousand five hundred dollars. (\$280,500.00)

Proposed Motion

I move to award the proposal for purchase of new ballroom carpet to Johnson Controls Building Solutions, Inc. in an amount not to exceed two hundred eighty thousand five hundred dollars (\$280,500.00).



To: RSCVA Board of Directors

From: Chad Peters, Executive Director of Venue Operations
Amy Pickens, Project Manager

Cc: Hillary Schieve, RSCVA Board Chair
Mike Larragueta, President/CEO

Date: June 25, 2026

Subject: **Review, Discuss and Possible Action to approve Staff's Recommendation to Award** Shaw Industries, Inc., for the purchase of new ballroom carpet for the Reno-Sparks Convention Center by use of a Government Cooperative Purchasing Program. (Sourcewell contract #061323-SII) In an amount not to exceed \$251,300.00. (this includes an 8% contingency)

Executive Summary

The purpose of this agenda item is to review staff's recommendations to award the purchase of new ballroom carpet to Shaw Industries, Inc. for the Reno-Sparks Convention Center by using a government cooperative purchasing program. This project was included in the Capital Improvement Plan for fiscal year 2025-2026 with a budget amount of three hundred fifty thousand dollars (\$350,000.00) as previously presented to the board of directors.

Background

The ballroom serves as one of the Convention Center's primary event spaces and hosts conferences, trade shows, banquets, meetings, weddings, and community events throughout the year. The existing carpet has exceeded its expected useful life and has experienced significant wear resulting from years of heavy foot traffic, equipment movement, and event operations. Despite routine cleaning and maintenance efforts, the carpet's condition has continued to decline and no longer reflects a professional image.

The RSCVA received a proposal for new Ballroom Carpet that staff would like to purchase from Shaw Industries, Inc. under the Sourcewell Contract #061323-SII. Sourcewell serves government, education, and nonprofit organizations with a cooperative purchasing program that manages competitive solicitations that meet or exceed local requirements.



Fiscal Impact

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

Contractor	Total Proposed Price
Shaw Industries, Inc.	\$232,732.36

Recommendation

Based on the staff's evaluation of the qualifying proposal received, staff recommends the award of Shaw Industries, Inc., in the amount of two hundred thirty-two thousand seven hundred thirty-two and thirty-six cents (\$232,732.36).

Staff is also recommending an 8% contingency in the amount of eighteen thousand five hundred sixty-seven dollars and sixty-four cents (\$18,567.64). This will make the total amount of the contract not to exceed two hundred fifty-six thousand dollars. (\$251,300.00) This will help offset any extra shipping and overrun charges.

Proposed Motion

I move to award the proposal for purchase of new ballroom carpet to Shaw Industries, Inc. in an amount not to exceed two hundred thousand fifty-six dollars (\$251,300.00).

RSCC BALLROOM

Installation - F1472079_RF105641 - Broadloom

Date Delivered 04.03.2026 | Version 01















ShawContract[®]
studioone™

Account Executive - Shanna Anderson

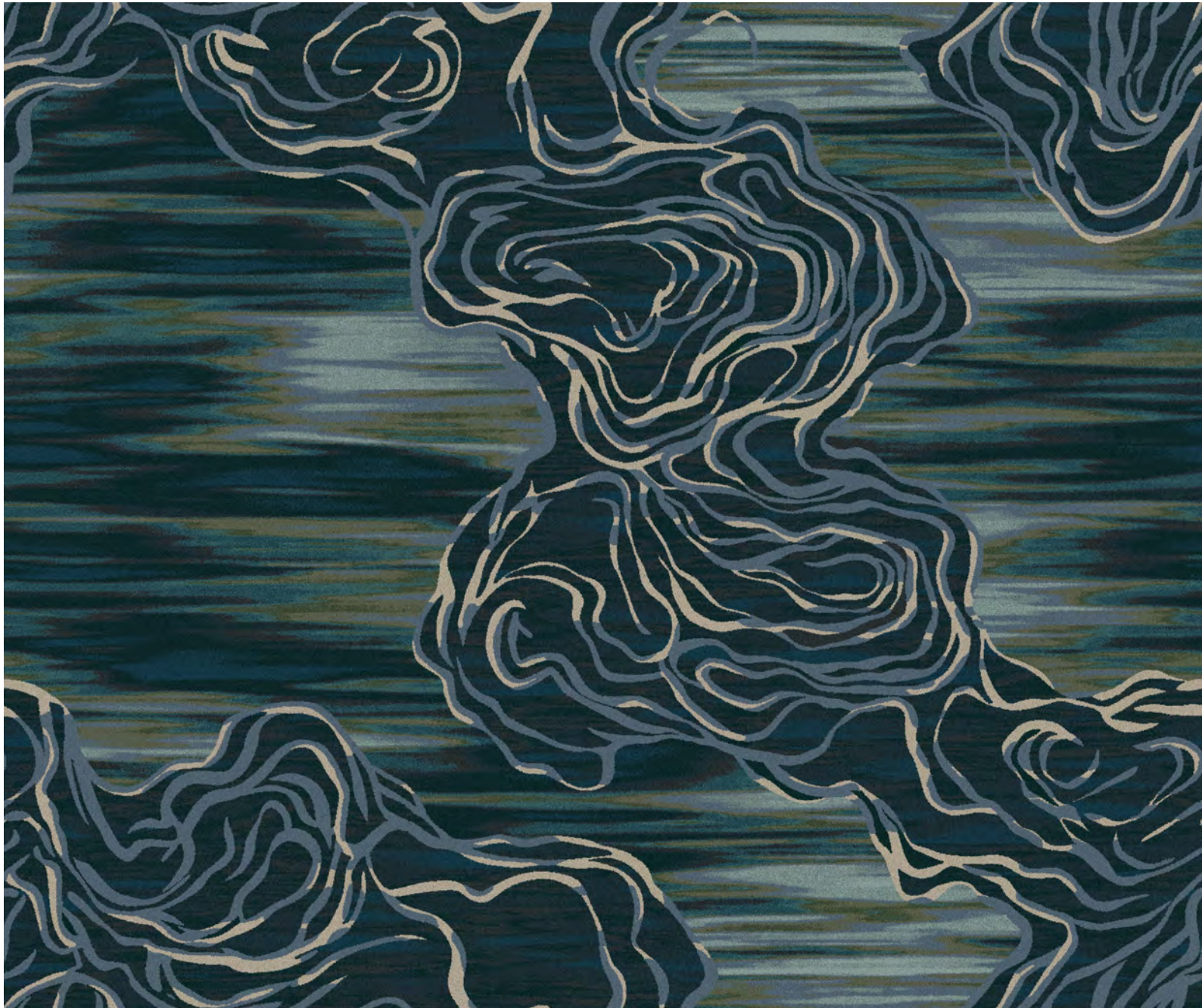
Project Manager - Randy | Designer - Bhushan

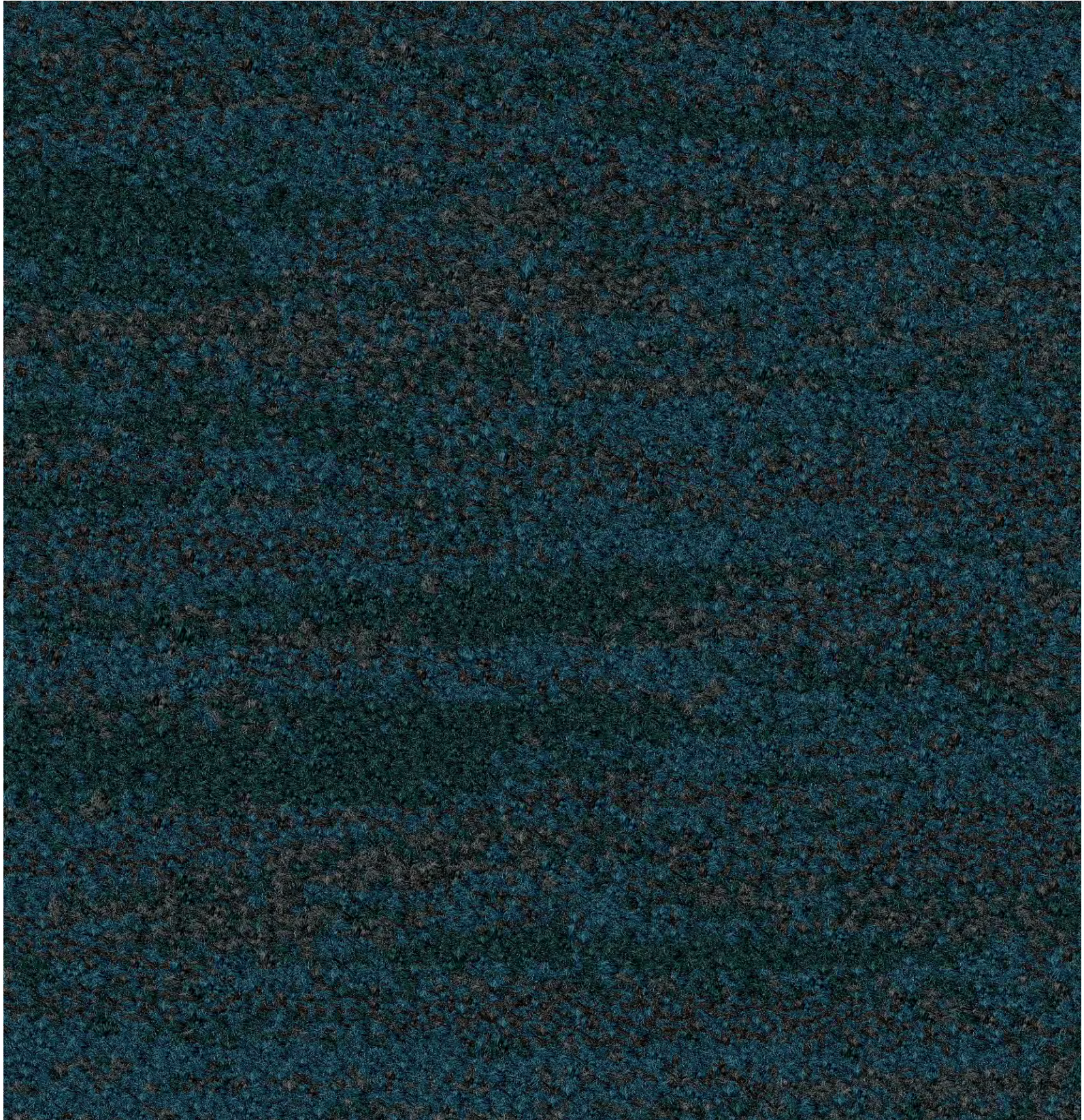
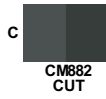
This floor plan is a conceptual design and may not accurately reflect product layout or scale. Review physical samples to confirm color and pattern repeat. A professional estimate is required for precise ordering and layout details.



A		B		C		D		E		F	
	CM882 CUT		CN709 CUT		5525D CUT		6107 CUT		5511D CUT		5524D CUT
G		H		I		J		K		L	
	CM416 CUT		CL534 CUT		5363D CUT		5408D CUT		5511D CUT		5837D CUT
M		N									
	5659D CUT		6046 LOOP								

CAD Spec Number: 534639
 Tryk Number: F1472079
 Project: RSCC Ballroom
 Pattern: RF105641
 Date: March 30, 2026
 Sales Consultant: Shanna Anderson
 Scale: Design Repeat Shown
 Design Repeat: 144" x 121.1"
 Construction: ColorCraft Pro
 Design Quality: 11 x 11



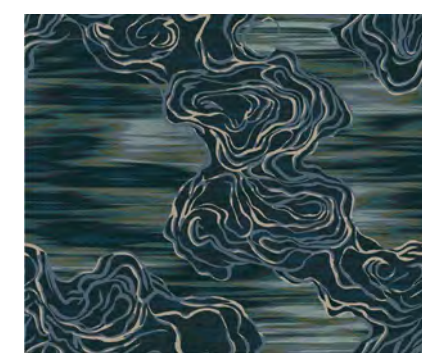




Enlargement B
Scale: NTS



Prod. 2
Field(s)
RF106058_535600
Repeat: 72"W x 60.5"L
12'-0" Goods
Option 2

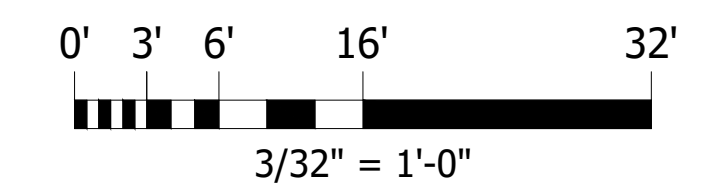


Prod. 1
Field(s)
RF105641_534639_J4380
Repeat: 144"W x 121.1"L
12'-0" Goods



Ballroom- Option 2
(Total Floors: 1)

Conceptual 2D Rendering



Images are for reference only and do not represent true pattern proportions nor colors

ShawContract®
hospitality

410 Old Mill Road, Carlsville, VA 20120
(800) 342-2429 | www.shawcontract.com

RSCC Ballroom

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A BERSHIRE HATHAWAY COMPANY

CUSTOMER APPROVAL*
(Must be signed off prior to placing an order)

Approved no Changes | Approved as Noted | Revise & Resubmit

Signed:

Company:

Date:

*This diagram is based on drawings provided to Shaw Hospitality for the purpose of flooring layout, yardage estimation, and seaming location. Please have your installer site verify all measurements and yardage calculations contained herein and return this diagram, signed and dated, to your Shaw Hospitality representative.

1. The drawing and design contained herein are the sole property of Shaw Hospitality and may not be used, or reproduced, without express written permission. Unauthorized use could result in a claim for damages. This drawing is provided as a conceptual rendering only and does not constitute a contract or a guarantee. Anyone using this drawing in connection with this project is responsible for verifying all dimensions, ridge quantities, conditions, codes, and ordinances, and must immediately report any discrepancies to Shaw Hospitality. Shaw Hospitality is not responsible for final yardage requirements. These plans must be field verified by a carpet installer for accuracy and final yardage requirements. Dimensions, sizes, amounts, known seams, and/or any other information provided on these plans, may require on site adjustments due to job site conditions, minimal shrinking, and/or stretching in manufacturing processes. Sizes and amounts provided on these plans are net. Additional amounts and/or pattern repeats are included in the quantities provided in the corresponding Shaw Hospitality estimating quote.

Estimator: Sydney Callahan	Phone: 706-217-3594
Acct. Executive: Shanna Anderson	Phone: 775-470-1401
Initial Date: 01-15-2026	Scale: As Shown
Sheet: 2	of Sheet: 2
SOW/Bdgt: 01-15-2026 BN	
Prelim: 20: 04-27-2026 2 Options	
Full Est:	
Rev	Date Description (Completed By)
Project Number: 775548	
Sheet Notes: -Possible shade variation may occur due to pile direction shift -Possible pattern mismatch may occur at noted seams -Identified cuts may require reconstruction on site by installer	
SEAM LINES REPRESENT KNOWN SEAMS ONLY, AND ADDITIONAL SEAMS MAY BE REQUIRED DUE TO ROLL LENGTHS AND/OR JOB SITE CONDITIONS	
NOTE: Pile lay direction can vary per carpet construction.	



Reno-Tahoe
International
Airport

Air Service Update

Reno-Sparks Convention and Visitors Authority

June 25, 2026



Agenda

Industry Update

- Key Factors and Insights
- Carrier Growth Outlook

RNO Air Service Update

- RNO Passenger Projections
- Visitation Growth from Target Markets
- Air Service Successes
- Strategic Priority



Reno-Tahoe
International
Airport

Industry Overview

RENO - TAHOE INTERNATIONAL AIRPORT



Key Factors & Insights



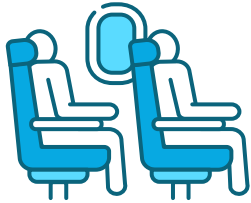
Geopolitical Concerns



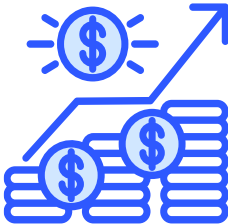
Jet Fuel Costs



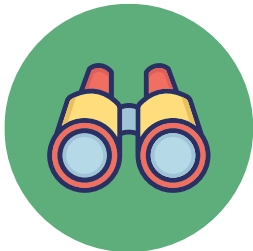
Recent Travel Trends



Industry Load Factors



Airline Financials



Industry Outlook

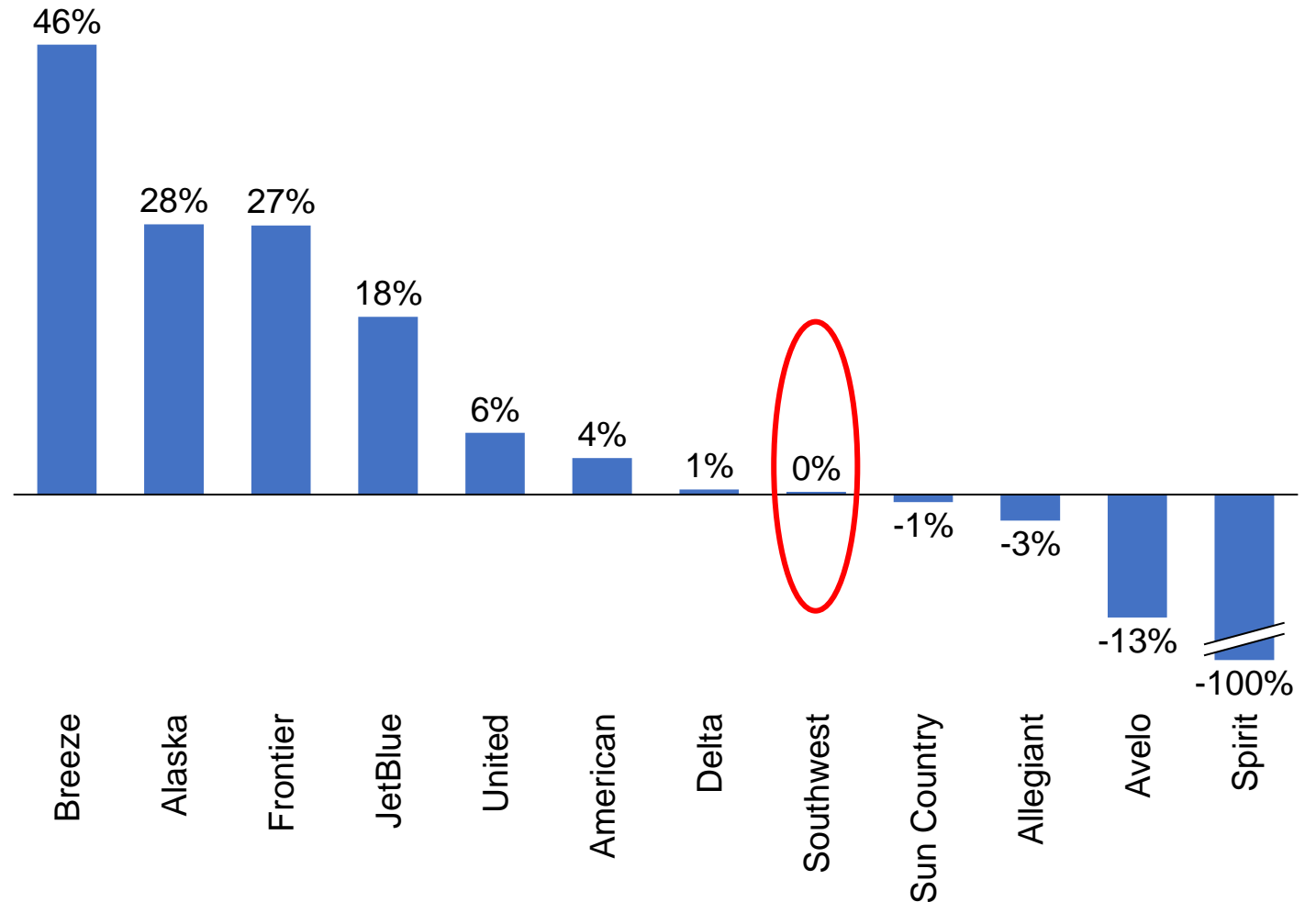


Most Airlines are practicing capacity discipline

- Overall domestic capacity is scheduled to increase by 2% over last year
- Legacy carrier capacity is scheduled to increase by 3%
- Value carrier capacity is scheduled to be flat

U.S. System Seat Capacity by Carrier

July – Sept 2026 Vs Jul – Sept 2025





Reno-Tahoe
International
Airport

RNO Air Service Update



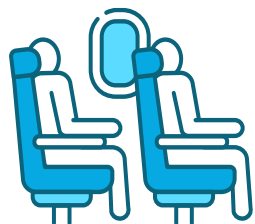
RNO Passenger Projections



2025 finished with 4.9M passengers

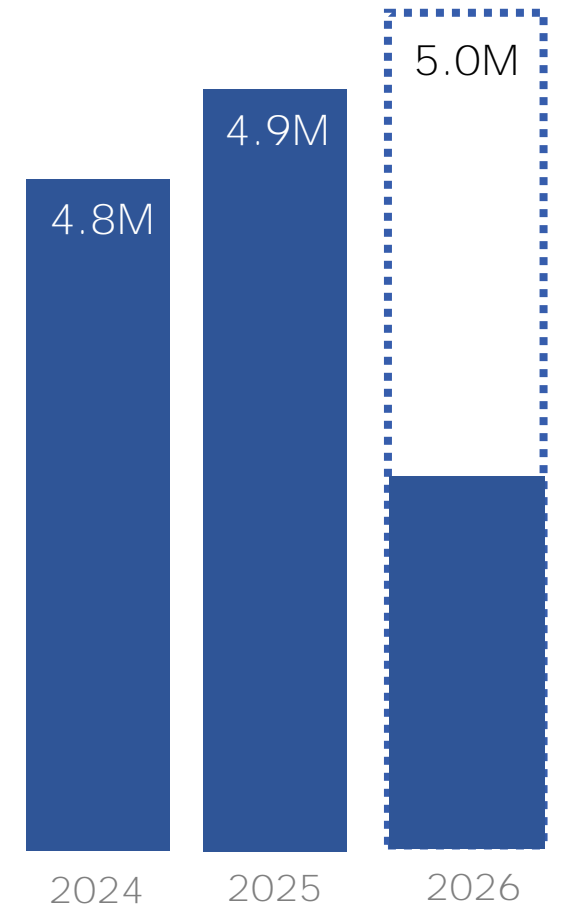


June – August: RNO will have 47,000 additional roundtrip seats (up 2.7%)



Projecting to hit 5.0M passengers in 2026

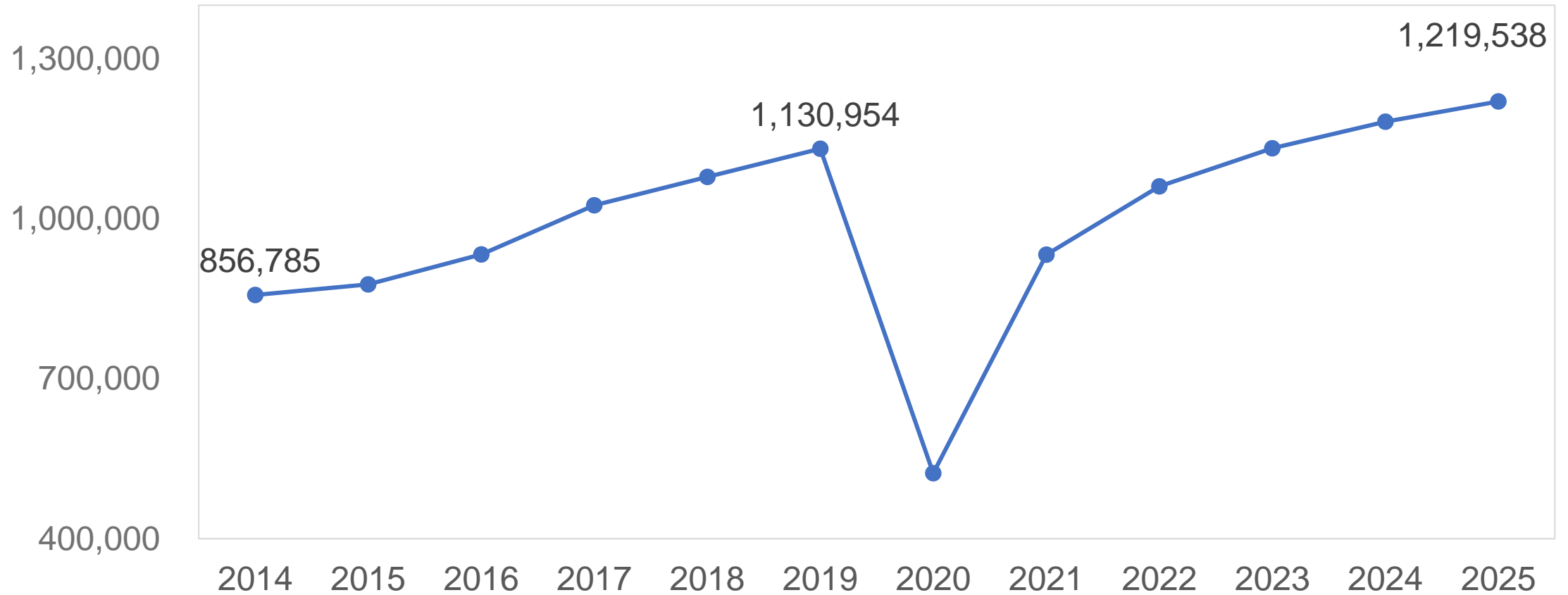
Total Passengers per Year





Steady Visitor Growth at RNO

Annual Visitors to Reno-Tahoe via RNO





10 Airlines Connecting to 20+ Nonstop Destinations



YEAR-ROUND

SEASONAL

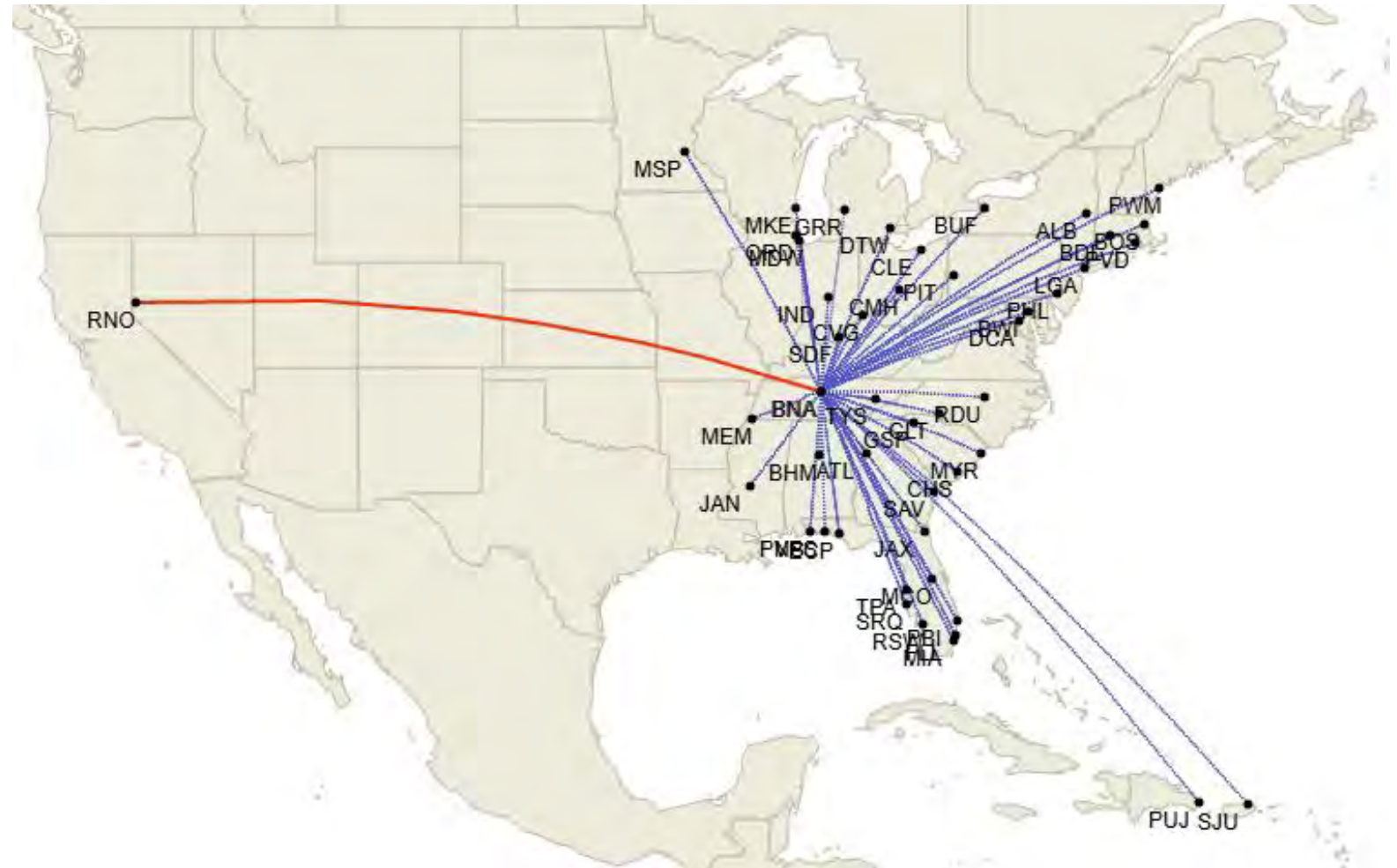




Nashville (BNA) and Beyond

Southwest Airlines Route Network, RNO-BNA and Beyond









- RNO-BNA creates nonstop air service to a previously unserved market
- Service on Southwest Airlines capitalizes on the airline's evolving network strategy, focusing on connecting passengers to beyond markets






Air Service Successes




Service Returns

-  Chicago-MDW
-  Dallas-DAL
-  Houston-IAH
-  New York City - JFK
-  Minneapolis
-  San Diego
-  Las Vegas
-  Carlsbad

Schedule Improvement



-  New York City - JFK
-  Atlanta

Frequency Growth

-  Salt Lake City
-  San Diego
-  Guadalajara



New Market

-  Austin
-  Nashville



Strategic Priorities for RNO

Retain, Grow, & Attract


Short Term			Long Term
Retain	Grow	Attract	Attract
Market	Market	Market	Market
Chicago	Atlanta	Boise	Boston
Nashville	Austin	Kansas City	Canada
San Diego	Houston	Spokane	Charlotte
	New York City		Hawaii
	Minneapolis		Mexico
			Florida
			Washington/Baltimore

Analyze opportunities at regional level, then narrow list to market-level based on demand trends, macro trends, and airline strategies (e.g., Palm Springs).



It's a Team Sport

In a competitive air service environment, your partnership in marketing, event programming and more directly supports the RTAA's strategic planning and airline relationship building. This kind of community backing speaks volumes to airlines.



United 
Sponsored  

Ski season is here, so let's get you there. With daily flights to Reno, Lake Tahoe's slopes have never felt closer.



Reno-Tahoe International Airport
Sponsored

Want to get to the East Coast quicker? Take a nonstop flight from Reno-Tahoe to Atlanta with Delta Air Lines.





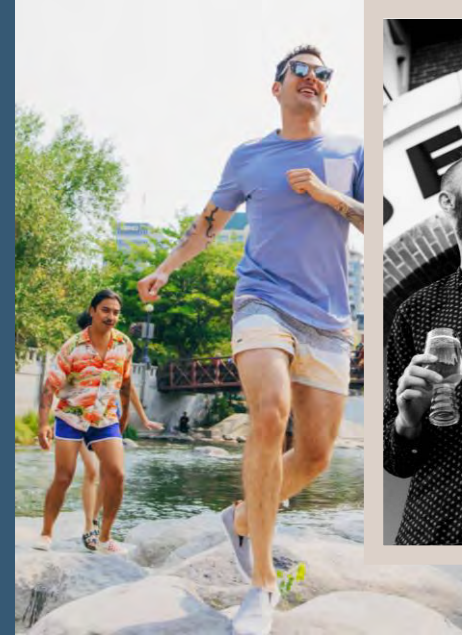
Reno-Tahoe
International
Airport

Questions

PUBLIC RELATIONS UPDATE

Nicolle Staten-Lowe,
Sr. Communications Manager

RenoTahoe



OUR AGENCIES

DECKER ~~R~~ OYAL

GOODGIANT



RenoTahoe

NO ^{LIM} _{ITS}

STRATEGY

Tell Reno Tahoe's story to drive visitation, build credibility, and strengthen community support.

National - Drive Visitation

- Inspire travel
- Promote and elevate experiences
- Influence overnight visitation and longer length of stay

Local - Build Community Support

- Demonstrate impact
- Highlight community benefits
- Build trust and stakeholder support
- Strengthen quality of life awareness

Outcome: *Heads in Beds = Better Life for Northern Nevada Residents*





NATIONAL PUBLIC RELATIONS

DECKER ~~ROYAL~~

RenoTahoe

NO ^{LIM} _{ITS}

NATIONAL COVERAGE STATS

*Metrics from July 1, 2025 - May 31, 2026

295+

STORIES/PLACEMENTS

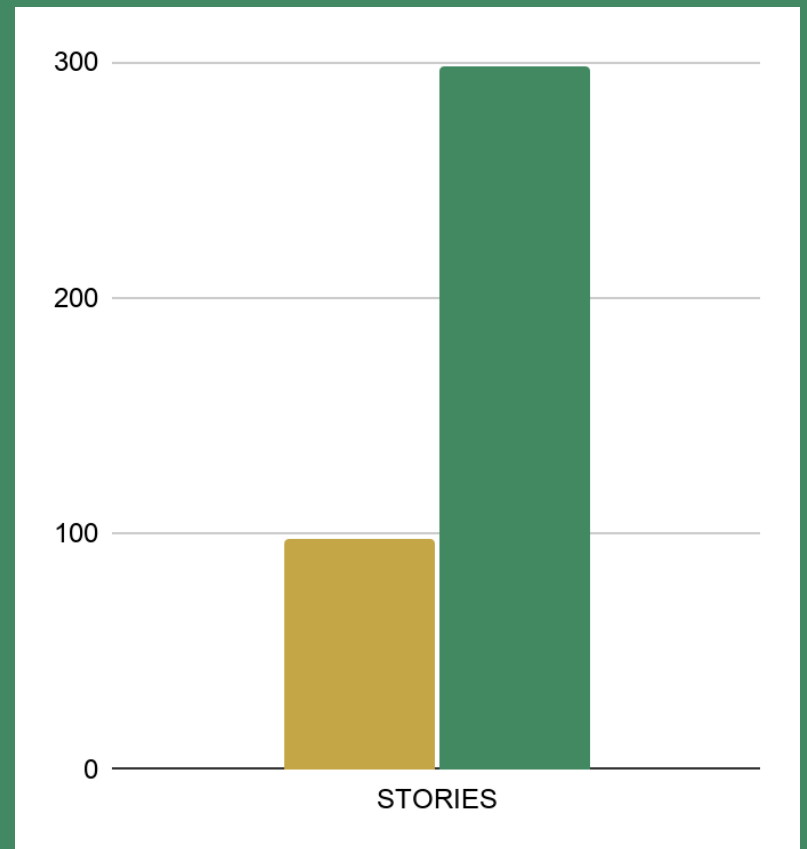
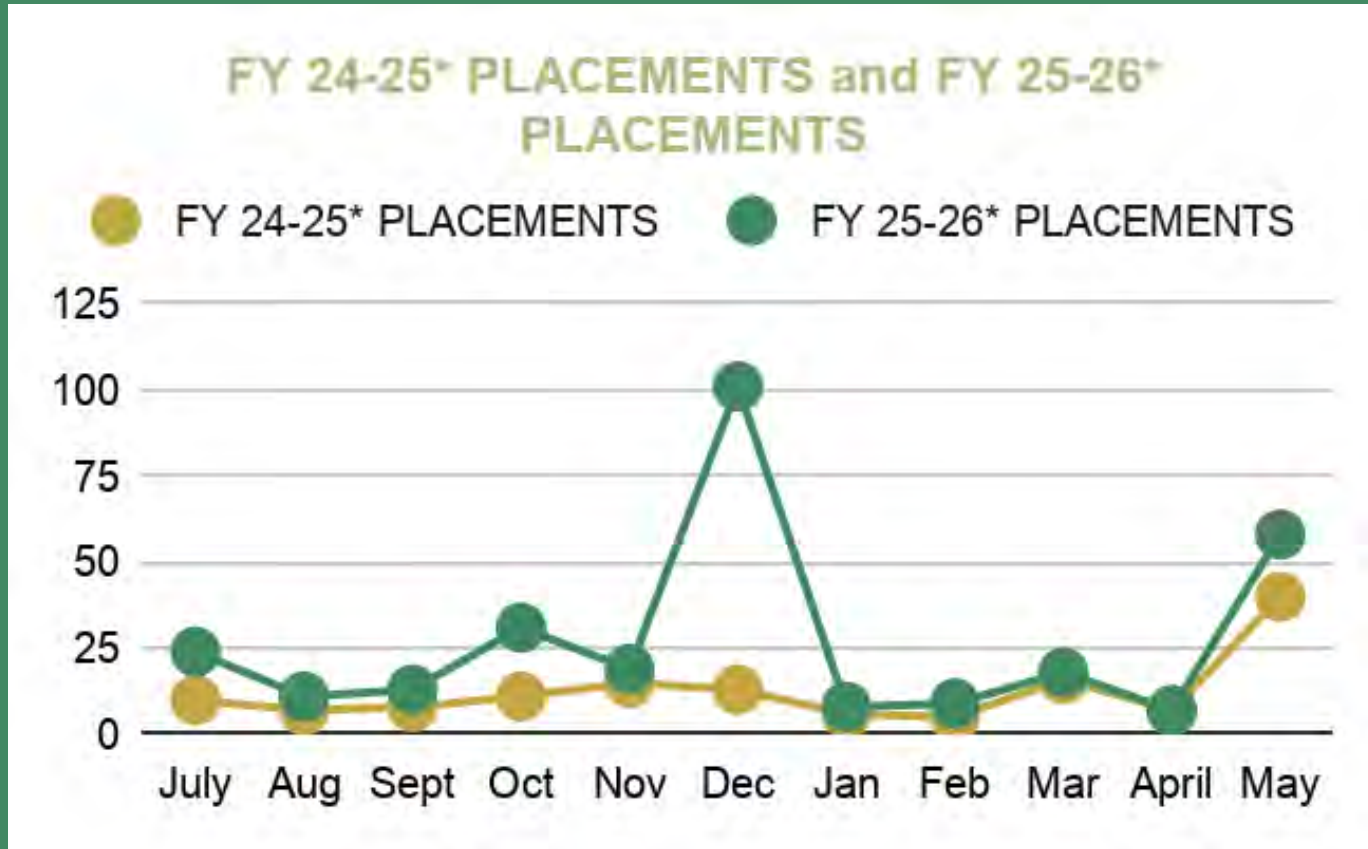
9.7B+

UVM

\$89M

AD VALUE

NATIONAL MEDIA PLACEMENTS



*Metrics from July 1 2025 - May 31, 2026

MEDIA VISITS DRIVE FEATURE COVERAGE

This fiscal year-to-date, we've hosted nearly 15 media from top publications, including *Outside*, *NerdWallet*, *Forbes*, *SheBuysTravel*, *Eater*, *The Everygirl*, and beyond, producing over 50% (169) of this fiscal's stories for a total potential reach of nearly 2B.

83% of media visit stories are feature pieces, focusing only on the destination and going in-depth about Reno Tahoe with dozens of key messages.



RENO REINVENTS ITSELF FOR OUTDOOR AND FAMILY TRAVEL

By Amanda Kubacki | Updated December 28, 2025

Some of the top travel trends anticipated for 2026 include mountain tourism and multigenerational travel, according to Skyscanner's recent survey of 2,000 American travelers. Finding a destination that combines both can be tricky. Different interests and energy levels can make it feel like betting against the house to keep every member of the family happy.



Shaking off its historical stereotypes and comparisons to Las Vegas, Reno is branching out and embracing the outdoor opportunities around it to attract a different kind of tourist. From glistening Lake Tahoe, only 20 minutes away, to the mountains surrounding the city, the region offers four seasons of outdoor recreation. *Outside Magazine* has named Reno one of its best places to live multiple times, citing its access to the outdoors as a primary reason.

TRAVEL + LEISURE

'This Small Town Offers a Quiet Side of Lake Tahoe Without Any Crowds—and It's Home to America's Most Beautiful Bikeway!'

By Sara Parkinson | Contributor | Updated August 13, 2025, 10:25pm EDT



Tucked into Lake Tahoe's northeastern shore, Incline Village offers serene views and year-round outdoor activities along the second-deepest lake in the United States. Two-thirds of Lake Tahoe sits in California, while only one-third lies in Nevada. Yet the Nevada side provides a more peaceful experience, free from the hustle and bustle of tourists' hot spots.

Explore art and culture in Reno.

Reno is an easy day trip from Incline Village, less than an hour away. Once known for its casinos, the city blossomed into a cultural hub with a thriving arts scene, especially in Midtown, where indie bookshops, elaborate street murals, and craft cocktail bars line the streets.

Go for a stroll along the Truckee Riverwalk for waterfront views, and don't forget to check out the colorful art installations at the Nevada Museum of Art, which houses work by American and international artists.

The food scene in Reno has also evolved. The city has long been known for its sushi offerings, but it now has more options, from modern takes on Filipino cuisine at *Milajala* to Italian staples at *Piatto Reno*. It's a nice way to avoid loudfront serenity for an eclectic urban vibe before going back to Tahoe for sunset.



Where to Go Next? Try a 'Second City'

Less interested in visiting the most popular cities this year? Here are some alternative destinations.

Sally French



Looking at Las Vegas? Try Reno, Nevada

Reno has long lived in Las Vegas' shadow, but that's part of the appeal. You'll still find casinos, nightlife and glitzy entertainment, just without the overwhelming scale (and prices) of the Strip.

It's also incredibly easy to get your trip started: Reno-Tahoe International Airport is just a short drive from downtown, meaning you can be checked into your hotel or sitting down to dinner within minutes of landing.


And when it comes to where to eat, head straight to Midtown, the city's most vibrant, creative neighborhood. The standout is *Malaya*, a Filipino restaurant that's quickly become a local favorite. What started as a farmers market pop-up in 2023 grew into a food truck, then a full restaurant by early 2026. Today, it's a warm, community-driven space that captures the spirit of Reno's evolving food scene better than anywhere else.



4 Reasons To Visit Reno Right Now

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

By DeMarco Williams | Contributor | © DeMarco Williams on Forbes Travel Guide | Updated August 13, 2025, 10:25pm EDT



Myron Lake is the man often credited with founding Reno, Nevada. Back in the 1860s, he ran a toll bridge for supply wagons and envisioned a town along the Truckee River. Much has changed since then, of course. There are glistening lights everywhere. The sound of commerce cha-chings loudly.

TRENDING CLIPS

In early 2026, we noticed an emerging trend that saunas were booming in the wellness travel space, so we jumped into action highlighting a destination partner that epitomized the angle: Best Bet Motor Lodge's Reno Sauna Club.

The resulting coverage included top national outlets *The New York Times* & *Women's Health*.

The New York Times

How to Create Your Own Affordable Wellness Vacation

You don't need to spend a fortune to participate in one of travel's hottest trends. Here are some suggestions, including seaweed soaks, robotic massages, sound baths and sauna circuits.

By Elaine Glusac



Sauna Circuits

Traditional in Finland, saunas have been popping up worldwide. Sweating it out in dry heat for short periods has been [found](#) to reduce high blood pressure and increase immunity.

At the Best Bet Motor Lodge in Reno, Nev., the [Reno Sauna Club](#) offers an indoor sauna, cold showers and a second sauna in the courtyard installed in a converted 1950s trailer (admission is \$25).

Women's Health

All The Ways Sauna Can Benefit Your Skin, According To Dermatologists

By Melanie Rud



Five Spots With Cool Sauna Experiences

Reno Sauna Club, Reno, Nevada

If the thought of blowing out in a sauna conjures images of quiet wellness time, [Reno Sauna Club](#) aims to change all that by making the practice more of a *scene*. Located in the [Best Bet Motor Lodge](#), which traffics in the kitschy nostalgia of roadside motels, the two cedar saunas are open to both hotel guests and day trippers. The indoor room fosters a sense of connection, with a cold plunge and tiled relaxation area while the outdoor companion is built from a vintage 1950s teardrop trailer. You'll feel like one of the Rat Pack. Memberships are available.

MICE COVERAGE


This fiscal's coverage to-date includes 30+ trade pieces on top MICE outlets including features on *Sports Travel Magazine*, *Smart Meetings*, *Meetings Today* and beyond highlighting our growth, momentum as a meetings, events, and sports destination.

We've coordinated interviews with Mike Larragueta and *Smart Meetings* resulting in feature stories in the importance of USBC's four-month presence in Reno Tahoe as well as a case study following the American Bus Association Marketplace event.

We've continued to share our strong visitor growth stats with stories on the destination's success on *Meetings Today* and *Facilities & Destinations*.

Smartmeetings

Bowling Together: Four Months of Ten Pin in Reno-Tahoe
by Mike Anderson | April 9, 2020



While several elements of Robert D. Putnam's 2000 book *Bowling Alone: The Collapse and Revival of American Community* may be true, such as the decline of civic participation, club meeting attendance, religious participation, among many other downtrends, since the mid-1960s, Reno Tahoe is telling a different story.

Although United States Bowling Congress (USBC) is a step beyond your Saturday recreational bowling with friends and family, its increase in participation over the years tells a story of increased interest in team sports and the events that highlight them.

USBC hosts the largest participation sport in the world in the two championships, and this year is seeing the most participation since 2011, with more than 1,000 teams and 55,000 bowlers.

"We have been working with USBC going on six decades now," says Mike Larragueta, president and CEO of [Visit Reno Tahoe](#). "Back before when it was even USBC, and when the city of Reno approved to build [National Bowling Stadium](#) 30 years ago, that provided the venue to be able to host the largest bowling tournament in the country."

Smartmeetings

Case Study: American Bus Association Spotlights Impact of Motorcoach Travel
by Mike Anderson



The North American-based trade association, the American Bus Association (ABA), brought 2,800 attendees from the motorcoach, charter bus, group travel and tourism industries to the Reno-Sparks Convention Center for its Marketplace 2026 event.

"After hosting Marketplace in major cities such as Philadelphia and Detroit," says Mike Larragueta, president and CEO of [Visit Reno Tahoe](#). "ABA's decision to bring its milestone event to Reno is a testament to our city's premier capabilities, from our convention center and resort properties to the outstanding teams who brought the event to life." This was the event's 100th year, and the first time in 30 years it was brought this far west. The event's title, "The Road to Reno," held significant weight.

"We wanted ABA's centennial celebration to feel unique to Reno Tahoe from the moment attendees arrived," Larragueta says. "From locally inspired activations like a live mural by Terrence Hammond and a historic 1929 Chevy display from the National Automobile Museum to a ribbon-cutting with ABA leadership and state and local partners, every detail was designed to create a warm welcome."

sports
DESTINATION MANAGEMENT

REGIONAL FOCUS | MOUNTAIN REGION (CONTINUED FROM PAGE 2)

premier and 2,000-seat aquatic spa fits with flexible seating, spanning 20,000 square feet. Lake Viewpoint Center is the largest multi-purpose facility in the state with flexible configurations for events ranging from the College National Finals Rodeo, Professional Bull Riders and Wyoming State Championships to wedding, cocktail and celebratory events.

Additional venues include the Copper Rockwell and Sports Center's, featuring eight professional-grade indoor courts, and the Silver Lake Recreation Building Club, which supports tennis and water facilities, cross-country skiing, tennis and mountain biking trails.

Thanks to competition, Copper and Sunnys Canyon offer taking and trail centers on Copper Mountain, Silver Lake and North Flume Rino, water recreation at Sierra Recreation and impressive history of local tourism.

"Copper defines the best of Wyoming," said Andrew Price, CEO of Visit Copper. "From the convenience and safety of city streets with panoramic views to its open spaces, water recreation, adventure, backcountry history and a rich and vibrant community."

COLORADO SPRINGS, COLORADO



Between mountain drives, river rapids and a downtown scene brimming with dining and nightlife, Visit Reno Tahoe sets a dynamic stage to every sporting event.

Significant venues consistently available in Reno-Tahoe for recreational athletes on the regular agenda. The National Bowling Stadium, known as the "The Hub of Tenpin," features 16 lanes built for elite competition.

The Reno-Sparks Convention Center combines state-of-the-art technology throughout 800,000 square feet of single-level exhibition and meeting space with Nevada's only, World-Class, Track & Field coliseum and youth center.

Recently completed, 1.8 million square feet of artificial turf, Golden Eagle Regional Park and the 500-acre Boulder Sun Park, the Tahoe Cross Sports National World Series, USA Track and Field, and the Reno-Sparks Convention Center's new 100,000 sq ft, multi-level, multi-use arena, which has both indoor and outdoor areas, has welcomed the team.

With more than 13,000 hotel rooms, competitive rates and award-winning service, 20 percent before the national average, Reno Tahoe is also budget friendly.

"From championship-level facilities to a city that sets standards and high, Reno Tahoe gives sporting events the energy and infrastructure they need to succeed," says Mike Anderson, director of sports development at Visit Reno Tahoe.

meetings
REPLENISH PLACES TODAY

Nevada Holds on Via Stable Convention Traffic During Rough Year
December 26, 2020 | Jeff Lullman



Nevada's regional attitude struck record 42.5 million visitors in 2019. Las Vegas welcomed 41.7 million leisure and business arrivals last year to the state of \$55.1 billion in visitor spending, up 2.3% from 2020. This year, the choppy air of macroeconomic, political and other turbulence has buffeted leisure demand, while conventions, with double-digit increases in five of the nine months between January and September, are currently just ahead of 2020 numbers.

National and international media outlets, and unfortunately, local influencers, hooked the hearts of Vegas's diverse like-minded drivers in traffic, which reemerged and roiled in the echo chamber of social media.

Lullman, Vegas's barely dead, Criss is raising town over our six days during IMEX America in the Octobers. From Fremont Street to Mandalay Bay and multiple coordinates in between, I investigated houses bustling with business, leisure and gaming visitors.



LOCAL PUBLIC RELATIONS

GOODGIANT

RenoTahoe

NO ^{LIM} →
← ITS

LOCAL COVERAGE STATS

*Metrics from July 1, 2025 - May 31, 2026

450+

MENTIONS

234M+

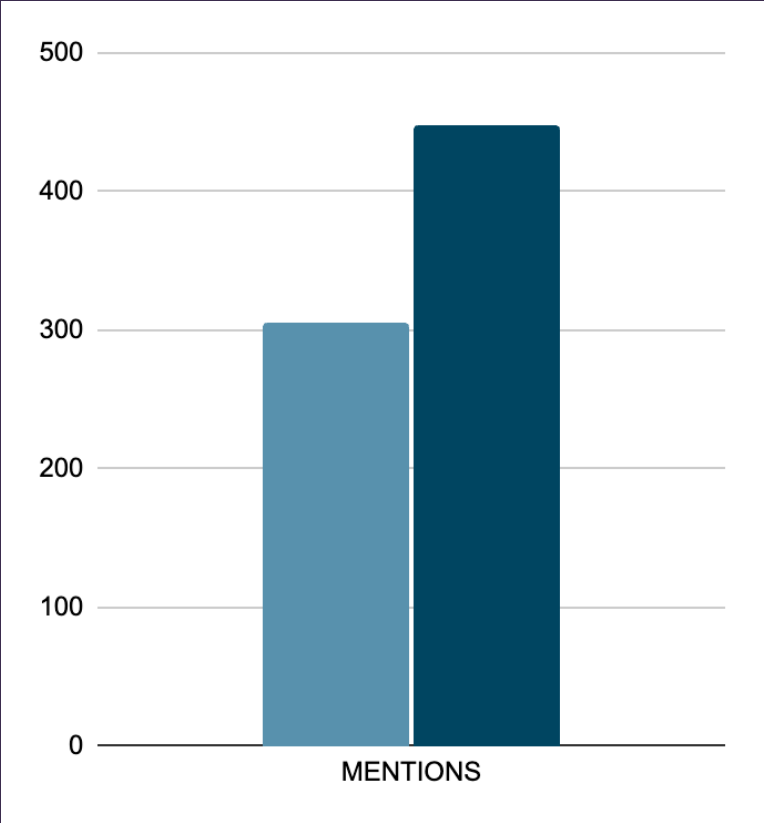
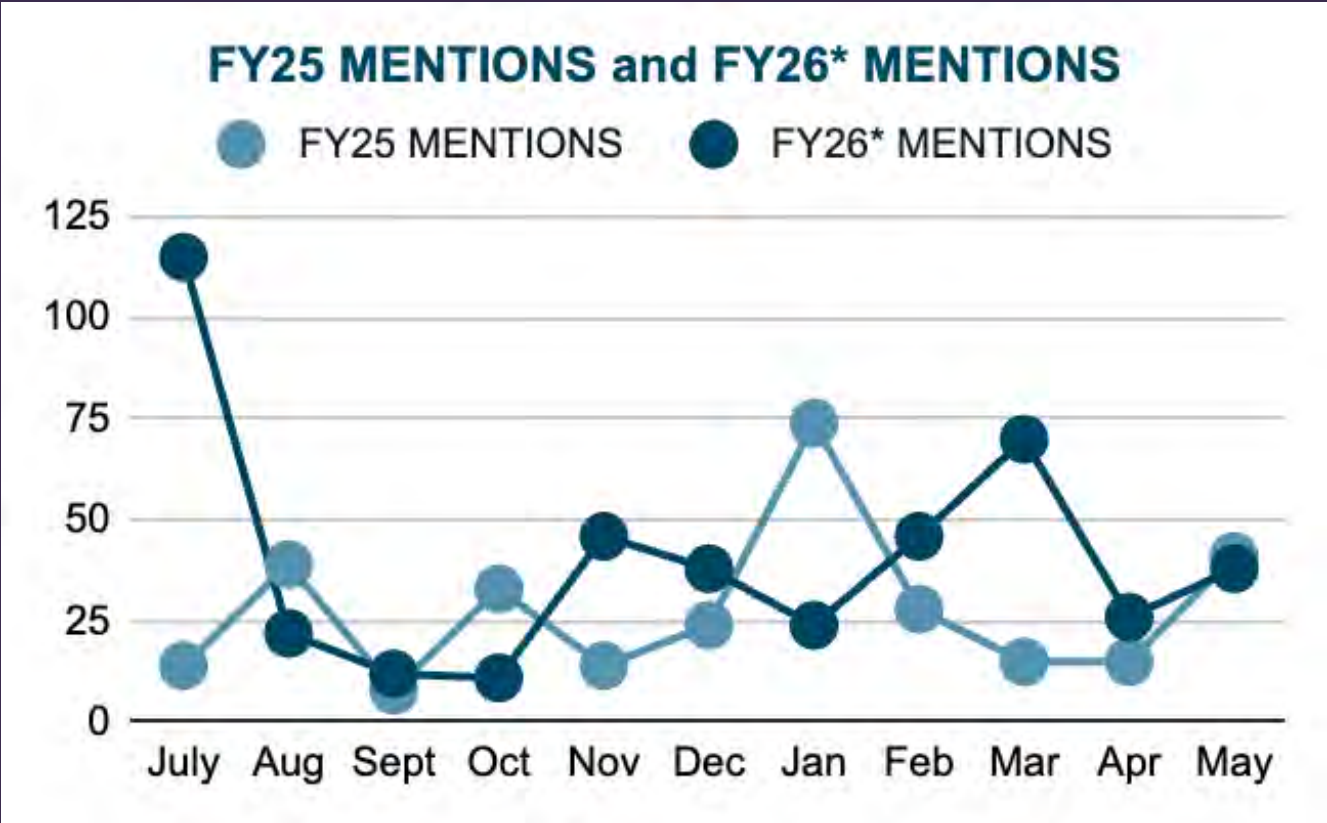
UVM

\$7M

AD VALUE

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

LOCAL MEDIA MENTIONS



*Metrics from January 1 - May 31, 2026

COVERAGE AT A GLANCE

This fiscal year, we've received over 450 mentions, with more than 70% of that coverage coming from broadcast. Coverage has been anchored by sports and event announcements and regional economic impact.

2NEWS NEVADA

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

USA ROLLER SPORTS NATIONAL CHAMPIONSHIPS HAPPENING NOW AT THE RENO-SPARKS CONVENTION CENTER

Reno Tahoe welcomed the 2025 USA Roller Sports National Championships, taking place all July at the RenoSparks Convention Center.

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

"On behalf of the entire destination, we are proud to host the USA Roller Sports National Championships. This is a great opportunity for our community to experience competitive roller skating and roller hockey. We are excited to have the event here in Reno, and we look forward to welcoming everyone to the Reno-Sparks Convention Center."

-Mike Larragueta, President and CEO - Reno Tahoe

The roller-skating event runs from July 2 through July 28 and features top national talent and a potential of up to 10,000 fans.

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

- Speed Skating - July 21
- Roller Hockey - July 22
- Roller Skating - July 23
- Roller Skating - July 24

NSN NEVADA SPORTSNET

RSCVA president weighs in on NIL deal with Wolf Pack, GSR Arena, hosting NCAA events

In May 2024, the Las Vegas Convention and Visitors Authority agreed to pay every member of the WNBA's Las Vegas Aces a \$100,000 sponsorship deal.

That same month, Mike Larragueta was hired as the president and CEO of the Reno-Sparks Convention Center and the Reno-Tahoe Visitors Authority.

...pocket a little more than \$1 million in the first few months of the year. The center is currently in the middle of a \$50 million renovation project that is expected to be completed in late 2025. The center is currently in the middle of a \$50 million renovation project that is expected to be completed in late 2025.

KOLO 8 NEWS NOW

Reno convention center to host second indoor track season

By Heidi Bost
Published Dec. 2, 2025 at 6:16 PM PST

RENO, Nev. (KOLO) — The Reno-Sparks Convention Center will host its second indoor track season in 2025-2026, featuring competitors from eight regions through managed partnerships.

...will serve as the season's marquee event.

...in the region, attracting thousands of athletes and fans.

...seasonal visitor spending throughout the season.

...one of the highest-impact outdoor sporting events in the region.

...operations at the convention center and the Reno-Tahoe Visitors Authority.

reno gazette journal

USBC Bowling Congress Open Championships in Reno sets an extra week as initial registrations sell out

The United States Bowling Congress Open Championships in Reno sets an extra week as initial registrations sell out.

Annex Hildan
Reno Gazette Journal

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

The 2026 USBC Open Championships — the 122nd iteration of the event — was originally scheduled to run from March 14 to July 5 at the 78-lane National Bowling Stadium in Reno. After seeing more than 10,000 teams register to date for the event, however, the USBC Open Championships will now be extended to July 12, the organization confirmed.

The event has already surpassed the numbers from the last time the championship was held in Reno in 2022, when it saw 9,565 team registrations. This year's event could post the highest team registration count for the championship in Reno since 2011, when 12,837 teams took part in the event, according to USBC. Last year's 2025 USBC Open Championships in Baton Rouge attracted 11,484 teams over 151 days.

NORTHERN NEVADA BUSINESS WEEKLY

A perfect game for Reno U.S. Bowling Congress Open Championships at National Bowling Stadium

The U.S. Bowling Congress Open Championships at the National Bowling Stadium in downtown Reno may not draw massive crowds to the region on a closing weekend like other premier special events, but tens of thousands of visitors will descend on Northern Nevada during the month-long tournament.

More than 11,000 teams encompassing 55,365 bowlers registered for the 2026 USBC Open Championships, which began last weekend and runs for the next 126 days into the middle of July. Bowlers are expected to contribute nearly \$84 million to the regional economy during the event, Visit Reno Tahoe President and Chief Executive Officer Mike Larragueta told NNWB.


It's the biggest number of bowlers registered for the tournament since 2011, Larragueta added. Bowlers booked nearly 138,000 room nights across the two-month tournament.

"Because of the demand from these bowlers, we extended the tournament for two weeks in the back half of July," Larragueta said. "They literally will be bowling from 7 a.m. until 3 in the morning."

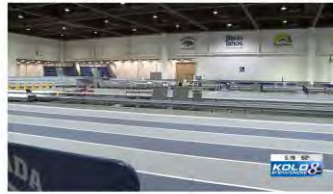
The USBC agreed in early March to host the tournament in Reno through 2028. The tournament rotates to host cities every third year, so the National Bowling Stadium will have the event again in 2029, 2032, 2035 and 2038. The USBC Open Championships features both male and female teams, but USBC Women's Championships, which returns to the National Bowling Stadium in 2028, 2033 and 2038, is just for female teams and individual bowlers.

SPORTS TOURISM

More than half of coverage to-date is tied directly to Reno Tahoe's sports tourism momentum, with features across all four major local network affiliates, Telemundo, and regional outlets cementing the destination's reputation as a hub for elite competition.



Reno convention center to host second indoor track season



The Reno-Sparks Convention Center will host its second indoor track season in 2025-2026, featuring competitions from youth leagues through collegiate championships.


Economic impact expected
Officials said the indoor track has become a viable anchor for sports tourism in the region, attracting thousands of athletes, families and fans to Reno-Tahoe.

The NCAA Mountain West Conference Indoor Track and Field Championships will serve as the season's in-season event.

Building on inaugural success
The announcement follows a successful inaugural year for indoor track competitions at the convention center.


Officials said the facility has helped establish Reno-Tahoe as a national sports tourism destination.

The Reno-Sparks Convention Center is located at 4580 S. Virginia St.



A perfect game for Reno

U.S. Bowling Congress Open Championships at National Bowling Stadium




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More than 11,000 teams encompassing 55,399 bowlers registered for the 2026 USBC Open Championships, which began last weekend and runs for the next 128 days into the middle of July. Bowlers are expected to contribute nearly \$84 million to the regional economy during the event, Visit Reno Tahoe President and Chief Executive Officer Mike Larraguetta told NEWS.


It's the biggest number of bowlers registered for the tournament since 2011, Larraguetta added. Bowlers booked nearly 138,000 room nights across the five-month tournament.

"Because of the demand from these bowlers, we extended the tournament for two weeks in the back half of July," Larraguetta said. "They literally will be bowling from 7 a.m. until 3 in the morning."

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



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

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

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

-Mike Larraguetta, President and CEO - Reno Tahoe

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

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

- Speed Skating - July 16
- Air Skating - July 17-18
- Airway Skating - July 19
- Roller Derby - July 20-24



Visit Reno Tahoe partners with Wolf Pack athletes on NIL deals to promote Northern Nevada



Several Nevada Wolf Pack athletes are padding their bank accounts to help promote Northern Nevada tourism.

Visit Reno Tahoe and Wolf Pack Sports Properties, LLC have established a partnership incorporating Nevada athletes into promotional destination content with a new name, image and likeness fund.

Thus far, Wolf Pack athletes Ky Woods (football), Charles Brown (football), Ryan Cooke (baseball), Elijah Price (men's basketball), Chyenne McEvans (women's basketball) and Karolyn Glover (softball) have participated in the partnership. Wolf Pack Sports Properties is responsible for contacting, contracting and payment with the Visit Reno Tahoe NIL budget for the current fiscal year \$242,000.

"Visit Reno Tahoe is one of very few destination marketing organizations leaving NIL," Visit Reno Tahoe President and CEO Mike Larraguetta said in a news release. "Many University of Nevada athletes are also visitors. They have great stories to tell about what makes Reno Tahoe an exciting place to live and visit, and they are authentic in their experience and their pursuit of greatness. Many Nevada athletes also have substantial social media followings, which can help Visit Reno Tahoe reach new audiences, inspiring visitors of the future."

LOCAL ECONOMIC IMPACT & THOUGHT LEADERSHIP

This year coverage includes consistent placements around Reno Tahoe's economic impact story, with Mike featured across local broadcast and digital outlets as a go-to voice on the destination's performance and resilience.

reno gazette journal

How Vegas became a tourist punching bag, and what the numbers say for Nevada's outlook

The U.S. tourism downturn is hitting some Nevada cities harder than others. What's going on?

Jason Hildreth
Reno Gazette Journal

Mike Larragueta, ESCVA president and CEO, says the Reno-Tahoe area's recovery since the COVID-19 pandemic "has been among the best in the country."

Larragueta pointed to diverse attractions outside of gaming as well as lower costs.

"The Reno-Sparks-North Lake Tahoe tourism market is faring well in light of national indicators and industry trends," Larragueta said. "The mix of outdoor adventure opportunities and the value this destination provides has a broad appeal."

The Reno area is not as dependent as Las Vegas on international tourism, which means overseas boycotts will not have as big an impact on its tourism, Larragueta said.

About a third of visitors to Reno-Tahoe come from its traditional "drive markets" in California, including Stockton, Sacramento and the Bay Area.

"Traditionally, only about 1% of Reno-Tahoe visitors come from outside the country," Larragueta said.

FOX 11

Visit Reno-Tahoe highlights strong 2025 tourism outlook for Washoe County

MIKE LARRAGUETA
PRESIDENT & CEO, VISIT RENO-TAHOE

Northern Nevada tourism officials are pointing to a strong 2025 in the area, with millions of visitors stopping in Washoe County.

The Reno-Sparks Convention and Visitors Authority reported that 3,857,199 visitors traveled to the area in 2025, an increase of more than 36,000 people from 2024.

Mike Larragueta, president and CEO of Visit Reno-Tahoe, said the organization tracks multiple measures to understand who is visiting the area. "We look at several metrics when we look at our visitor profile, from lodging to entertainment, to shopping to rent a car, to beverage spend, and really the metrics really defines who our customer is," Larragueta said. "We're performing at a very high level in Northern Nevada."

According to the 2025 visitor breakdown, 66% of visitors traveled to the area for vacation. Another 17% came to visit friends and family, and 17% visited for other reasons, including conventions and events.

Larragueta said businesses in downtown Reno, Midtown and Incline Village saw more visitors across the board, with outdoor recreation a major driver. "We have so much outdoor recreation and so many things to do in our region besides just coming to any city that they could visit across your country," he said. "It's just, we're just a little different in a very unique, positive way."

NEWS 4 ON YOUR SIDE

Reno Tahoe bucks national trends with 8.2% rise in November tourism sales room nights

Reno-Tahoe recorded gains across several key tourism indicators in October and November 2025, starting out as many U.S. destinations reported declining hotel demand, according to new data from Visit Reno-Tahoe.

The destination saw increases in room nights, occupancy, visitor counts and taxable room revenue during the fall months. These gains extended year-to-date through November, highlighting Reno-Tahoe's steady performance in a challenging national travel environment.

Tourism officials point to a balanced mix of leisure travel, group bookings and event-driven visitation as a key factor behind the region's resilience, particularly as travelers continue to prioritize destinations with strong amenities.

"Reno-Tahoe continues to demonstrate resilience in a shifting travel landscape," said Mike Larragueta, president and CEO of Visit Reno-Tahoe. He noted that accessibility, value and growth in meetings and sports tourism have helped sustain demand while delivering economic benefits to the region.

In November, taxable room nights rose 8.2% compared to the same month last year. Taxable room revenue increased 5.1% to \$27.4 million, while visitor counts grew 4.8%. Hotel occupancy reached 58.3%, marking a 2.0 percentage point increase year-over-year.

KUNR 3 HD

Tourism is up in Reno despite national trends being down

The majority of people coming to Reno are business travelers, said Mike Larragueta, CEO of Visit Reno-Tahoe. These companies are attracted to what he calls limited or select-service properties, hotels and lodging that provides various amenities, and these companies have seen an increase in investments from the city.

"I think that is a result of just development within the community and you know an exceptional job of bringing more business to relocate to Northern Nevada," Larragueta said.

This has made Reno a prime host city for many conventions. While Larragueta doesn't know exactly where people are spending their money, gaming revenue is high, especially when compared to Las Vegas.

"When you compare Reno-Tahoe versus Las Vegas and versus some of the national trends, Northern Nevada is really holding its own across the board. It's obviously [high] affordability and value, and outdoor recreation, which is generally either free or significantly discounted. So it's appealing," Larragueta said.

While anything can happen, Larragueta hopes this trend continues into 2026. He said that this year, Reno already has a lot of big events lined up, which he hopes will further increase the number of people visiting. It will also add to the revenue coming in, which he said, will lead to more investment in the city.

CREATING NEWS

We moved beyond event announcements and tourism updates to tell bigger stories about economic impact, community benefit, and regional growth.

- Turned tourism reports into economic development stories
- Positioned Visit Reno Tahoe as the source for visitor and industry insights
- Focused coverage on the value events bring to residents, businesses and the local economy
- Created news around partnerships, public art, and community initiatives
- Expanded coverage beyond the traditional tourism beat

NEWS 4 ON YOUR SIDE

Visit Reno-Tahoe highlights strong 2025 tourism outlook for Washoe County



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According to the 2025 visitor breakdown, 64% of visitors traveled to the area for vacation. Another 17% came to visit friends and family, and 17% visited for other reasons, including conventions and events.

Larraguetta said businesses in downtown Reno, Midtown and Incline Village saw more visitors across the board, with outdoor recreation a major driver. "We have so much outdoor recreation and so many things to do in our region besides just coming to any city that they could visit across your country," he said. "It's just, we're just a little different in a very unique, positive way."

100 YEARS OF NEVADA APPEAL Lahontan VALLEY NEWS

Special events have tourists running to Northern Nevada



The Reno-Reno Tahoe race trail features a mix of half marathons and a 10K and attracts 1,700 runners to Northern Nevada. Of those 1,700 runners, 70 percent were from out of state.

Courtesy: Visit Reno Tahoe

By Rob Rubin

Share this: Facebook X

Friday, May 28, 2025

Sticky high fuel costs and economic uncertainty as the lingering war with Iran approaches its third month haven't translated into muted tourism dollars flowing into Northern Nevada.

The region recorded its highest-ever taxable room revenue in the first quarter of 2025, buoyed by strong convention and sports tourism business. Taxable room revenue totaled \$106.8 million, the highest quarterly amount ever recorded for the destination, Visit Reno Tahoe said.

"We had an amazing Q1 with a lot of records broken, which is good for everyone," said Mike Larraguetta, president and chief executive officer of Visit Reno Tahoe.

The year started strong with the American Bus Association Motorshow, which brought more than 2,800 delegates to the region and generated more than 8,000 room nights. The convention led to an estimated \$3.8 billion in economic impact, Visit Reno Tahoe said.

The NEVADA INDEPENDENT

Why is Northern Nevada tourism flying high while the Strip plods along?

The smaller Reno and Tahoe gaming markets have avoided the headwinds facing Las Vegas resorts. Also, a new casino for Henderson.



Through February, South Lake Tahoe gaming revenue is up 6 percent over the same time last month. The market saw a 1.3 percent gaming revenue increase in all of last year compared with 2024. South Tahoe is benefiting from the expansion of new properties — Harvey's being opened with **Caesars Rewards**, and **Hard Rock Lake Tahoe**'s 150,000-sq-ft expansion into the **Golden Nugget**.

In Sparks, the investment by Colorado-based **Conroy Casino** in the **Regent Casino Resort** is beginning to show an increase in business, three years after the company acquired the nearly 4-acre resort property.

Washoe County revenue overall was up 9 percent in 2025, according to figures provided by the convention center.

Larraguetta and the Reno Sparks Convention Center is doing its part.

The American Bus Association held its 40th annual conference in Reno last week. The first time the group came to Reno in three decades. Not only did the group's attendees utilize local hotels, but also spent the organization's interest in the city.

"To expand the visit program to these operators, and we're anticipating a 20 to 30 percent lift in bookings in the area by hosting the conference," Larraguetta said.

Also, the convention center spent \$5.2 million to purchase indoor track and field equipment that was set up and used in host to cater to college conference championships between December and February to use of the large gymnasium. The equipment was aimed area to meet demand.

"These investments alone consisted of all collegiate teams between two weekends," Larraguetta said. "We'll do about 20,000 room nights this year so through before next."

NORTHERN NEVADA BUSINESS WEEKLY

Serving safety: Visit Reno Tahoe sets stage for spike in volleyball tourism



The Northern California Volleyball Association for Western National Qualifier marked a milestone in 2025 with a record of nearly 2,000 teams competing over three weekends this past April at the Reno Sparks Convention Center.

They're a 21 percent increase in the number of girls volleyball teams that attended the 2025 event. Total attendance for the tournament, which has been held in Reno for more than three decades, is estimated at 20,000 people, said Mike Larraguetta, president and chief executive officer of Visit Reno Tahoe.

Rooms for the NCAA tournament utilize every square inch of available floor space at the 600,000-square-foot convention center, with overflow play at the downtown Reno Events Center. The following weekend, on May 1-3, the USA Volleyball 2026 Girls Junior National Championship was held at the convention center and brought an additional 18,000 visitors to the region.

"We had four consecutive weekends of volleyball," Larraguetta said during an interview with NNBW. Combined, the two tournaments accounted for more than 32,000 room nights, Visit Reno Tahoe said.

The sheer volume of attendees, which includes thousands of players, along with coaches, parents, friends and family, and hundreds of convention center staff, necessitated the implementation of additional safety measures, as well as a new initiative initiative to reduce traffic congestion at the convention center.

Safety actions enabled during the three weekend NCAA event included multiple on-site measures to better direct traffic: flow and increase pedestrian safety. Directional signage was placed in front of the convention center to control traffic, and Visit Reno Tahoe had several security stations on both sides of Virginia Street by the convention center daily from start to finish to escort pedestrians across busy South Virginia Street.

By Tom Tuck

Share this: Facebook X

Wednesday, May 28, 2025

CHALLENGES

National

- Fewer "new" developments to drive traditional travel coverage
- Longer editorial lead times
- Increased competition among destinations

Local

- Tourism success isn't always considered breaking news
- Smaller newsrooms and limited resources
- Increased competition for local attention



OPPORTUNITIES AHEAD

The media landscape is changing, but we're evolving with it. We'll continue refining our tactics to drive greater impact.

National

- More media tours
- More data-driven storytelling
- More broadcast visibility

Local

- Stronger community impact narratives
- Greater alignment with strategic priorities
- Continued trust and transparency

Result: More visibility, stronger credibility, and greater understanding of tourism's value

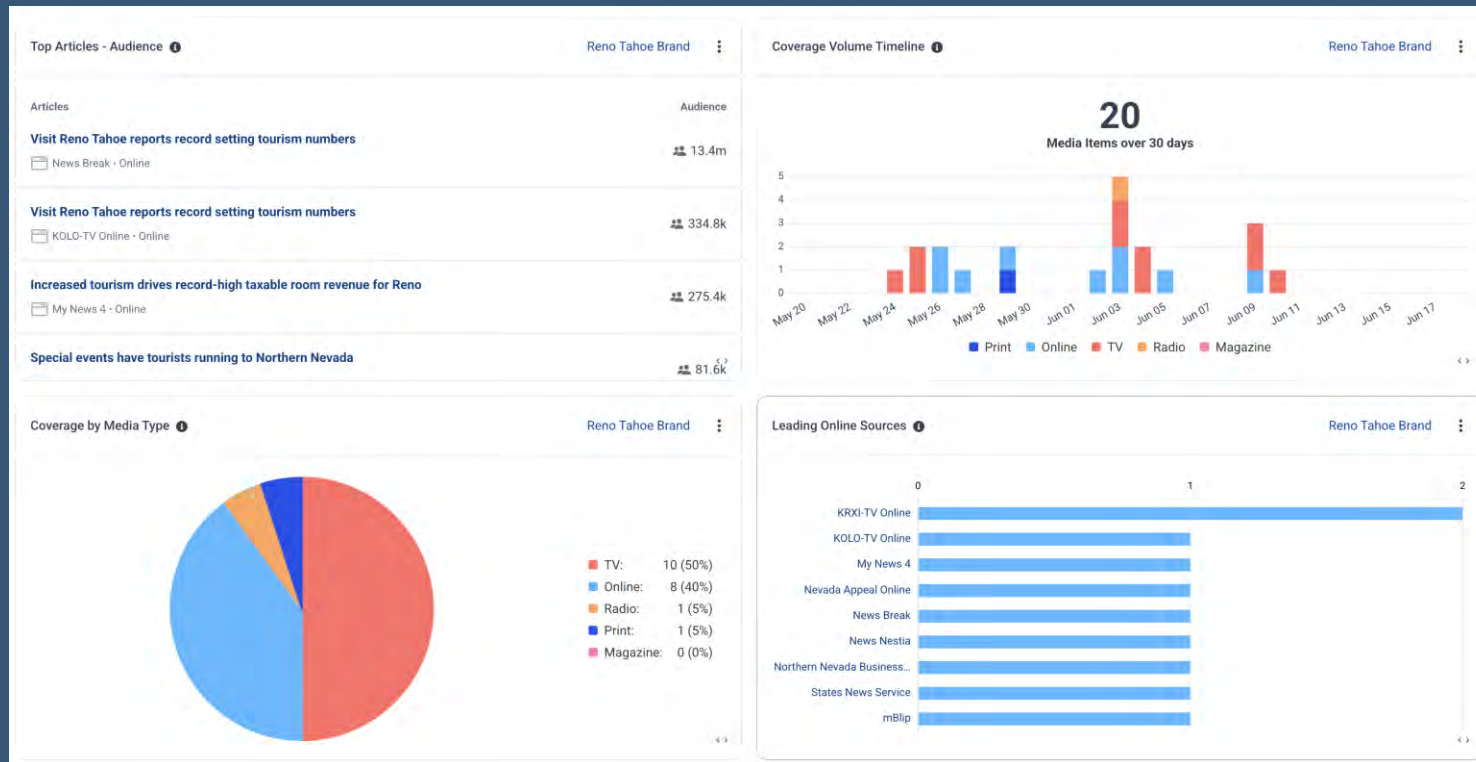


MEDIA COVERAGE & PERFORMANCE REPORTS

RenoTahoe



LOCAL MEDIA REPORTS TO YOUR INBOX



RenoTahoe

Table of Contents:

- Media Metrics Dashboard [view](#)
- Local Coverage [view](#)

Media Metrics Dashboard

For a deeper look at media performance, [Click here](#) to access the full media coverage dashboard. The dashboard includes additional insights such as top mentions, leading publications and outlets, and other key media performance metrics.

Local Coverage

The media coverage below is automatically generated based on keyword monitoring and media tracking tools. While it provides a broad overview of coverage captured during the reporting period, it may not include every mention or story featuring Visit Reno Tahoe. Coverage should be viewed as a representative snapshot of media activity throughout the month.



KRXI-TV Reno

Mornings on Fox 11 7:00am to 8:00am
Wednesday 10 June 2026, 7:45am PDT

Visit Reno Tahoe hosted its second annual Creator Camp, an immersive initiative designed to showcase the region's diverse activities and outdoor experiences to influential content creators. By inviting global influencers to document their experiences, Visit Reno Tahoe aims to increase tourism and introduce the area to new audiences worldwide.

Visit Reno Tahoe hosted its second annual Creator Camp, an immersive tourism initiative designed to introduce influential content creators to the area.

And we hope we would come back every year. All right. Visit Reno Tahoe says it hopes the program will continue to inspire more visitors to experience the region for themselves. Why did he have glitter on his face? Does anyone know like what they did?

Potential Audience: 3,356

[PLAY ARCHIVED TV ITEM](#) | [PLAY FULL TV ITEM](#)



Reno Tahoe tourism momentum

KRXI-TV Online By Katherine Nowicki
Tuesday 9 June 2026, 12:28pm PDT

Visit Reno Tahoe is experiencing a strong start to the summer season, driven by record tourism numbers, increased convention business, and high passenger traffic. CEO Mike Larraguetta is working with local partners to analyze this growth and its positive impact on the region's residents and businesses.

Visit Reno Tahoe President and CEO Mike Larraguetta joined ARC Reno to discuss what's driving the growth, what it means for local businesses and what visitors and residents can expect this summer.

Potential Audience: 14,425

[VIEW ONLINE](#)



THANK YOU

RenoTahoe

NO ^{LIM} →
← _{ITS}

EXECUTIVE UPDATES

BOARD OF DIRECTORS

JUNE 2026

RenoTahoe

NO LIMITS



RTX FAM & GOVERNOR'S DINNER



Celebrity Golf RTX FAM
DATE



WEDNESDAY, JULY 22, 2026
FEATURING URBAN MEYER



URBAN MEYER

CFB Analyst FOX Sports
College Football Hall of Fame
3x National Champion Head
Coach (Ohio State, Florida)
Career Record: 187-32

MAY 2026 ACTUAL VS MAY 2025 ACTUAL

OVERALL ROOM TAX REVENUE

▲ 27.8%

OVER

\$48,401,521
2026

\$37,859,614
2025

OVERALL ADR

▲ 6.4%

OVER

\$152.65
2026

\$143.47
2025

OVERALL OCCUPANCY

▲ 13.2%

OVER

71.9%
2026

63.5%
2025

TOURISM SALES ROOM NIGHTS

▲ 23.0%

OVER

71,003
2026

57,707
2025

GROUP SALES ROOM NIGHTS

▲ 538.2%

OVER

19,515
2026

3,058
2025

VISITOR COUNT

▲ 17.5%

OVER

375,271
2026

319,476
2025

CASH ROOMS

▲ 20.2%

OVER

317,081
2026

263,887
2025

COMP ROOMS

▲ 5.2%

OVER

79,151
2026

75,207
2025

EXEMPT ROOMS

▲ 5.3%

OVER

86,736
2026

82,374
2025

MAY 2026 ACTUAL VS MAY BUDGET

OVERALL ROOM TAX REVENUE

▲ 30.1%

OVER

\$48,401,521

RESULTS

\$37,189,860

BUDGET

OVERALL ADR

▲ 9.1%

OVER

\$152.65

RESULTS

\$139.87

BUDGET

OVERALL OCCUPANCY

▲ 15.0%

OVER

71.9%

RESULTS

62.5%

BUDGET

TOURISM SALES ROOM NIGHTS

▲ 24.2%

OVER

71,003

RESULTS

57,160

BUDGET

GROUP SALES ROOM NIGHTS

▼ 2.7%

UNDER

19,515

RESULTS

20,058

BUDGET

VISITOR COUNT

▲ 15.9%

OVER

375,271

RESULTS

323,771

BUDGET

CASH ROOMS

▲ 19.3%

OVER

317,081

RESULTS

265,881

BUDGET

COMP ROOMS

▲ 4.2%

OVER

79,151

RESULTS

75,982

BUDGET

EXEMPT ROOMS

▼ 1.4%

UNDER

86,736

RESULTS

87,964

BUDGET

JUL - MAY 2026 ACTUAL VS JUL - MAY 2025 ACTUAL

OVERALL ROOM TAX REVENUE

▲ 7.8%

OVER

\$447,876,386
2026

\$415,445,576
2025

OVERALL ADR

▲ 0.4%

OVER

\$145.79
2026

\$145.25
2025

OVERALL OCCUPANCY

▲ 4.8%

OVER

65.8%
2026

62.8%
2025

TOURISM SALES ROOM NIGHTS

▲ 10.5%

OVER

685,874
2026

620,639
2025

GROUP SALES ROOM NIGHTS

▲ 10.6%

OVER

305,038
2026

275,783
2025

VISITOR COUNT

▲ 6.0%

OVER

3,702,466
2026

3,493,653
2025

CASH ROOMS

▲ 7.4%

OVER

3,072,169
2026

2,860,127
2025

COMP ROOMS

▲ 0.0%

OVER

818,667
2026

818,533
2025

EXEMPT ROOMS

▲ 3.4%

OVER

949,642
2026

918,709
2025

JULY - MAY 25/26 ACTUAL VS BUDGET

OVERALL ROOM TAX REVENUE

▲ 13.6%

OVER

\$447,876,386

RESULTS

\$394,428,008

BUDGET

OVERALL ADR

▲ 4.2%

OVER

\$145.79

RESULTS

\$139.95

BUDGET

OVERALL OCCUPANCY

▲ 7.2%

OVER

65.8%

RESULTS

61.4%

BUDGET

TOURISM SALES ROOM NIGHTS

▲ 13.2%

OVER

685,874

RESULTS

605,990

BUDGET

GROUP SALES ROOM NIGHTS

▲ 2.0%

OVER

271,508

RESULTS

266,314

BUDGET

VISITOR COUNT

▲ 7.1%

OVER

3,702,466

RESULTS

3,457,655

BUDGET

CASH ROOMS

▲ 9.0%

OVER

3,072,169

RESULTS

2,818,375

BUDGET

COMP ROOMS

▼ 1.2%

UNDER

818,667

RESULTS

828,792

BUDGET

EXEMPT ROOMS

▲ 3.6%

OVER

949,642

RESULTS

916,626

BUDGET



THANK YOU

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

RTX: Celeb Golf Schedule of Events July 7-10, 2026

Tuesday, July 7, 2026

- Arrivals, Host hotel is Grand Sierra Resort
 - Airport transportation is provided via courtesy shuttle from Grand Sierra Resort. Shuttle departs every half hour on the quarter after and quarter till. Located outside of the D Doors near Baggage Claim - please follow the signs for Ground Transportation. No reservation required!
- **Welcome Reception, 6:00 – 8:00 PM; Capri Ballroom at Peppermill Resort Spa Casino**
 - 5:30 PM: Bus stages at GSR Valet
 - 5:45 PM: Depart for Peppermill Resort Spa Casino
 - 7:45 PM: Bus stages at Peppermill Resort Spa Casino
 - 8:00 PM: Depart for Grand Sierra Resort

Wednesday, July 8, 2026

- Choose your own adventure in Virginia City
 - 7:45 AM: Bus stages at GSR Valet
 - 8:00 AM: Depart for Virginia City
 - 9:00 AM – 9:45 AM: **Breakfast at Piper's Opera House**
 - 9:45 AM – 12:00 PM: All VC activities available
 - 12:00 PM: Bus stages at ***
 - 12:15 PM: Depart for Reno
- **Lunch and minigolf at Birdeez, 12:45 – 2:00 PM**
 - 12:45 – 2:00 PM: Enjoy free play and lunch
 - 1:45 PM: Bus stages at Birdeez
 - 2:00 PM: Depart for Grand Sierra Resort
- **Dinner and Presentations from Reno Tahoe, RTIA, and EDawn, 5:30 – 8:00 PM; Grand Ballroom at Atlantis Casino Resort Spa**
 - 5:00 PM: Bus stages at GSR Valet
 - 5:15 PM: Bus departs GSR Valet
 - 5:30 PM: Dinner and presentations
 - 7:45 PM: Bus stages at Atlantis Sportsbook entrance
 - 8:00 PM: Depart for Grand Sierra Resort

Thursday, July 9, 2026

- American Century (Celebrity Golf) Tournament, 8:30 AM to 2:30 PM
 - 8:15 AM – Bus stages at GSR Valet
 - Grab and go/box breakfast to be provided
 - 9:00 AM – Depart for Lake Tahoe
 - 10:00 AM – Arrive at Edgewood
 - 2:30 PM – Depart for Reno

- Downtime to freshen up

- Enjoy evening on own – Hospitality Suite open from 6:00 – 9:00 PM

Friday, July 10, 2026

- Departures
 - Transportation provided via courtesy shuttle from Grand Sierra Resort. Shuttle departs every half hour on the hour and half from 4:00 AM – 12:00 AM. Please meet the shuttle in valet. No reservation required!



June 12, 2026

Mike Larragueta
President & CEO
RSCVA
P.O. Box 837
Reno, NV 89504

RE: RTAA Submission for Trustee Appointment to the RSCVA Board

Dear Mr. Larragueta:

As you know, the Airport's current representative to the RSCVA Board is Cortney Young whose term with the RSCVA has expired.

The Reno-Tahoe Airport Authority Board of Trustees took action at their meeting on June 11, 2026, and submits the following two RTAA Trustees for consideration of appointment by the RSCVA Board as the new air service representative: Shaun Carey and Cortney Young. The Trustees may be contacted by email as follows:

Cortney Young at cyoung@renoairport.com
Shaun Carey at scarey@renoairport.com

Please feel free to contact me if you have any questions regarding this submission.

Sincerely,

A handwritten signature in blue ink, appearing to read "Cris Jensen", is positioned above the printed name and title.

Cris Jensen, A.A.E.
Interim President/CEO

cc: Shaun Carey
Cortney Young



To: RSCVA Board of Directors

From: Mike Larragueta, President and CEO

Cc: Hilary Schieve, RSCVA Board Chair

Date: June 25, 2026

Subject: Review, Discussion, and Possible Action to approve a one-year extension agreement for Public Relations Agency of Record and Local Media & Community Engagement services

Executive Summary

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve the authorization of the President and CEO to execute one-year extension agreements with The Decker/Royal Agency to act as Visit **Reno Tahoe's** National Public Relations Agency of Record in an amount not to exceed \$115,000; and with Good Giant for Local Media & Community Engagement services in an amount not to exceed \$45,000.

Background

In 2024, the Visit Reno Tahoe Marketing Department completed an RFP process soliciting bids for qualified agencies wishing to act as Visit Reno Tahoe's **national Public Relations Agency of Record** and agency wishing to expand on **Visit Reno Tahoe's** Local Media & Community Engagement efforts. Visit Reno Tahoe received five total bids and were evaluated by a five-member internal panel who **evaluated proposals which set out to demonstrate each agency's** capability to promote Reno Tahoe as a top travel destination across a variety of media segments and/or to create positive media and community engagement opportunities that highlight the value of tourism throughout the destination.

Decker/Royal Agency and Good Giant were presented as recommendations to the RSCVA Board of Directors which were each approved for a 2-year contract based on their experience, innovation, understanding of Visit Reno Tahoe, resources, rates and fees, measurement practices, relevant case studies, and account management.

Fiscal Impact

The expenses outlined in this report have been accounted for in the budget already approved by the Board of Directors for Fiscal Year 2026-2027.



Recommendation

Suggested motion: Move to authorize the President and CEO to execute one-year extension **agreements with The Decker/Royal Agency to act as Visit Reno Tahoe's** National Public Relations Agency of Record in an amount not to exceed \$115,000; and with Good Giant for Local Media & Community Engagement services in an amount not to exceed \$45,000.



To: Reno Tahoe Board of Directors

From: Mike Larragueta, President & CEO

Cc: Hillary Schieve, RSCVA Board Chair

Date: June 25, 2026

Subject: Review, Discussion and Possible Approval of an Interlocal Agreement with Travel Nevada in an Amount Not to Exceed \$150,000

Executive Summary

For the successful planning and execution of the 2026 **Governor's Conference on Tourism**, the Reno-Sparks Convention and Visitors Authority is entering an agreement with Travel Nevada. As part of this agreement, the RSCVA would assist with Venue Sourcing and Contracting, Payment of Conference-related Expenses, and hosting the Opening Reception.

Background

The Nevada Governor's Conference on Tourism is scheduled to be held in the Reno Tahoe destination in December 2026. In an effort to expedite planning for this year's event, the RSCVA is working with Travel Nevada to source appropriate venues for events and housing, and also to maximize efficiencies in the booking process by assisting with contracts and monetary transactions.

Fiscal Impact

The RSCVA will be reimbursed for all pre-approved expenses.

Recommendation

Staff is recommending approval of the interlocal agreement with Travel Nevada in an amount not to exceed \$150,000.

CETS #:	
Agency Reference #:	

INTERLOCAL CONTRACT BETWEEN PUBLIC AGENCIES

A Contract Between the State of Nevada
Acting by and through its

Public Entity #1:	Nevada Division of Tourism (Travel Nevada)
Address:	3480 GS Richards Blvd, Suite 202-203
City, State, Zip Code:	Carson City, NV 89703
Contact:	Rafael Villanueva, CEO
Phone:	775-220-2437
Fax:	
Email:	rvillanueva@travelnevada.com

Public Entity #2:	Reno Sparks Convention and Visitors Authority
Address:	4065 S.Virginia St., Suite 100
City, State, Zip Code:	Reno, NV 89502
Contact:	Mike Larragueta, President and CEO
Phone:	775-827-7660
Fax:	
Email:	MLarragueta@visitrenotahoe.com

WHEREAS, NRS 277.180 authorizes any one or more public agencies to contract with any one or more other public agencies to perform any governmental service, activity or undertaking which any of the public agencies entering into the contract is authorized by law to perform; and

WHEREAS, it is deemed that the services hereinafter set forth are both necessary and in the best interests of the State of Nevada.

NOW, THEREFORE, in consideration of the aforesaid premises, the parties mutually agree as follows:

1. **REQUIRED APPROVAL.** This Contract shall not become effective until and unless approved by appropriate official action of the governing body of each party.

2. **DEFINITIONS**

TERM	DEFINITION
State	The State of Nevada and any State agency identified herein, its officers, employees and immune contractors.
Contracting Entity	The public entities identified above.
Fiscal Year	The period beginning July 1 st and ending June 30 th of the following year.
Contract	Unless the context otherwise requires, 'Contract' means this document titled Interlocal Contract Between Public Agencies and all Attachments or Incorporated Documents.

CETS #:	
Agency Reference #:	

3. **CONTRACT TERM.** This Contract shall be effective as noted below, unless sooner terminated by either party as specified in *Section 4, Termination*.

Effective From:	July 1, 2026	To:	December 31, 2026
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4. **TERMINATION.** This Contract may be terminated by either party prior to the date set forth in *Section 3, Contract Term*, provided that a termination shall not be effective until **30** days after a party has served written notice upon the other party. This Contract may be terminated by mutual consent of both parties or unilaterally by either party without cause. The parties expressly agree that this Contract shall be terminated immediately if for any reason State and/or federal funding ability to satisfy this Contract is withdrawn, limited, or impaired.

5. **NOTICE.** All communications, including notices, required or permitted to be given under this Contract shall be in writing and directed to the parties at the addresses stated above. Notices may be given: (a) by delivery in person; (b) by a nationally recognized next day courier service, return receipt requested; or (c) by certified mail, return receipt requested. If specifically requested by the party to be notified, valid notice may be given by facsimile transmission or email to the address(es) such party has specified in writing.

6. **INCORPORATED DOCUMENTS.** The parties agree that this Contract, inclusive of the following Attachments, specifically describes the Scope of Work. This Contract incorporates the following Attachments in descending order of constructive precedence:

ATTACHMENT A:	SCOPE OF WORK AND DELIVERABLES
ATTACHMENT B:	ADDITIONAL ATTACHMENTS (if applicable)

Any provision, term or condition of an Attachment that contradicts the terms of this Contract, or that would change the obligations of the State under this Contract, shall be void and unenforceable.

7. **CONSIDERATION.** The parties agree that the services specified in *Section 6, Incorporated Documents* at a cost as noted below:

\$	per	
----	-----	--

Total Contract or installments payable at:	30 days of receipt of invoices
--	--------------------------------

Total Contract Not to Exceed:	\$150,000
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Any intervening end to a biennial appropriation period shall be deemed an automatic renewal (not changing the overall Contract term) or a termination as the result of legislative appropriation may require.

8. **ASSENT.** The parties agree that the terms and conditions listed in the incorporated Attachments of this Contract are also specifically a part of this Contract and are limited only by their respective order of precedence and any limitations expressly provided.

9. **INSPECTION & AUDIT**

A. **Books and Records.** Each party agrees to keep and maintain under general accepted accounting principles full, true and complete records, agreements, books, and document as are necessary to fully disclose to the State or United States Government, or their authorized representatives, upon audits or reviews, sufficient information to determine compliance with all State and federal regulations and statutes.

CETS #:	
Agency Reference #:	

- B. **Inspection & Audit.** Each party agrees that the relevant books, records (written, electronic, computer related or otherwise), including but not limited to relevant accounting procedures and practices of the party, financial statements and supporting documentation, and documentation related to the work product shall be subject, at any reasonable time, to inspection, examination, review, audit, and copying at any office or location where such records may be found, with or without notice by the State Auditor, Employment Security, the Department of Administration, Budget Division, the Nevada State Attorney General's Office or its Fraud Control Units, the State Legislative Auditor, and with regard to any federal funding, the relevant federal agency, the Comptroller General, the General Accounting Office, the Office of the Inspector General, or any of their authorized representatives.
- C. **Period of Retention.** All books, records, reports, and statements relevant to this Contract must be retained a minimum three years and for five years if any federal funds are used in this Contract. The retention period runs from the date of termination of this Contract. Retention time shall be extended when an audit is scheduled or in progress for a period reasonably necessary to complete an audit and/or to complete any administrative and judicial litigation which may ensue.
10. **BREACH - REMEDIES.** Failure of either party to perform any obligation of this Contract shall be deemed a breach. Except as otherwise provided for by law or this Contract, 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 but not limited to actual damages, and to a prevailing party reasonable attorneys' fees and costs. It is specifically agreed that reasonable attorneys' fees shall not exceed \$150.00 per hour.
11. **LIMITED LIABILITY.** The parties will not waive and intend to assert available NRS Chapter 41 liability limitations in all cases. Contract liability of both parties shall not be subject to punitive damages. Actual damages for any State breach shall never exceed the amount of funds which have been appropriated for payment under this Contract, but not yet paid, for the fiscal year budget in existence at the time of the breach.
12. **FORCE MAJEURE.** Neither party shall be deemed to be in violation of this Contract if it is prevented from performing any of its obligations hereunder due to strikes, failure of public transportation, civil or military authority, acts of public enemy, acts of terrorism, 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 Contract after the intervening cause ceases.
13. **INDEMNIFICATION.** Neither party waives any right or defense to indemnification that may exist in law or equity.
14. **INDEPENDENT PUBLIC AGENCIES.** The parties are associated with each other only for the purposes and to the extent set forth in this Contract, and in respect to performance of services pursuant to this Contract, each party is and shall be a public agency separate and distinct from the other party and, subject only to the terms of this Contract, shall have the sole right to supervise, manage, operate, control, and direct performance of the details incident to its duties under this Contract. Nothing contained in this Contract shall be deemed or constructed to create a partnership or joint venture, to create relationships of an employer-employee or principal-agent, or to otherwise create any liability for one agency whatsoever with respect to the indebtedness, liabilities, and obligations of the other agency or any other party.
15. **WAIVER OF BREACH.** Failure to declare a breach or the actual waiver of any particular breach of the Contract or its material or nonmaterial terms by either party shall not operate as a waiver by such party of any of its rights or remedies as to any other breach.
16. **SEVERABILITY.** If any provision contained in this Contract is held to be unenforceable by a court of law or equity, this Contract 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 Contract unenforceable.
17. **ASSIGNMENT.** Neither party shall assign, transfer or delegate any rights, obligations or duties under this Contract without the prior written consent of the other party.
18. **OWNERSHIP OF PROPRIETARY INFORMATION.** Unless otherwise provided by law any reports, histories, studies, tests, manuals, instructions, photographs, negatives, blue prints, plans, maps, data, system designs, computer code (which is intended to be consideration under this Contract), or any other documents or drawings, prepared or in the course of preparation by either party in performance of its obligations under this Contract shall be the joint property of both parties.

CETS #:	
Agency Reference #:	

19. **PUBLIC RECORDS.** Pursuant to NRS 239.010, information or documents may be open to public inspection and copying. The parties will have the duty to disclose unless a particular record is made confidential by law or a common law balancing of interests.
20. **CONFIDENTIALITY.** Each party shall keep confidential all information, in whatever form, produced, prepared, observed or received by that party to the extent that such information is confidential by law or otherwise required by this Contract.
21. **FEDERAL FUNDING.** In the event, federal funds are used for payment of all or part of this Contract, the parties agree to comply with all applicable federal laws, regulations and executive orders, including, without limitation the following:
- A. The parties certify, by signing this Contract, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any federal department or agency. This certification is made pursuant to Executive Orders 12549 and 12689 and Federal Acquisition Regulation Subpart 9.4, and any relevant program-specific regulations. This provision shall be required of every subcontractor receiving any payment in whole or in part from federal funds.
 - B. The parties and its subcontractors shall comply with all terms, conditions, and requirements of the Americans with Disabilities Act of 1990 (P.L. 101-136), 42 U.S.C. 12101, as amended, and regulations adopted thereunder, including 28 C.F.R. Section 35, inclusive, and any relevant program-specific regulations.
 - C. The parties and its subcontractors shall comply with the requirements of the Civil Rights Act of 1964 (P.L. 88-352), as amended, the Rehabilitation Act of 1973 (P.L. 93-112), as amended, and any relevant program-specific regulations, and shall not discriminate against any employee or offeror for employment because of race, national origin, creed, color, sex, religion, age, disability or handicap condition (including AIDS and AIDS-related conditions.)
 - D. Clean Air Act (42 U.S.C. 7401–7671q.) and the Federal Water Pollution Control Act (33 U.S.C. 1251–1387), as amended. Contracts and subgrants of amounts in excess of \$150,000 must contain a provision that requires the non-Federal award to agree to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. 7401–7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. 1251–1387). Violations must be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA).
22. **PROPER AUTHORITY.** The parties hereto represent and warrant that the person executing this Contract on behalf of each party has full power and authority to enter into this Contract and that the parties are authorized by law to perform the services set forth in *Section 6, Incorporated Documents*.
23. **GOVERNING LAW – JURISDICTION.** This Contract and the rights and obligations of the parties hereto shall be governed by, and construed according to, the laws of the State of Nevada. The parties consent to the exclusive jurisdiction of and venue in the First Judicial District Court, Carson City, Nevada for enforcement of this Contract.
24. **ENTIRE AGREEMENT AND MODIFICATION.** This Contract and its integrated Attachment(s) constitute the entire agreement of the parties and as such are intended as a 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 Contract specifically displays a mutual intent to amend a particular part of this Contract, general conflicts in language between any such Attachment and this Contract shall be construed consistent with the terms of this Contract. Unless otherwise expressly authorized by the terms of this Contract, no modification or amendment to this Contract shall be binding upon the parties unless the same is in writing and signed by the respective parties hereto, approved by the Office of the Attorney General.

CETS #:	
Agency Reference #:	

ATTACHMENT A

Scope of Work

Interlocal Agreement between Travel Nevada and RSCVA Governor’s Conference on Tourism – December 2026

Purpose

To define the roles and responsibilities between the Nevada Division of Tourism (Travel Nevada) and the Reno-Sparks Convention and Visitors Authority (RSCVA) for the successful planning and execution of the 2026 Governor’s Conference on Tourism.

RSCVA Responsibilities

- **Venue Sourcing and Contracting**
 - Identify and recommend a suitable venue for the 2026 Governor’s Conference on Tourism.
 - Upon Travel Nevada’s approval, contract directly with the selected venue.
- **Payment of Conference-Related Expenses**
 - Pay all direct costs associated with the Venue/Hotel selected:
 - Venue rental
 - Staff, speaker, and guest hotel rooms (as approved by Travel Nevada)
 - Food and Beverage expenses associated with:
 - Conference breakfasts, lunches, breaks and dinners
 - Serve as the direct point of contact for all conference-related expenses with selected venue, inclusive of venue rental, staff, speaker, and guest hotel rooms (as approved by Travel Nevada), audio visual support, and banquet event orders for all meal services.
- **Opening Reception**
 - Host the opening reception at a venue selected by RSCVA that reflects the local spirit and identity of Reno Sparks Convention and Visitors Authority (Reno Tahoe).
- **Invoicing and Reimbursement**
 - **Submit** detailed invoices to Travel Nevada for 100% reimbursement of pre-approved Venue/Host expenses. (Note: RSCVA will cover all costs of the Opening Reception)

Commented [TB1]: @Rafael Villanueva

Can we make this a little more direct?

Serve as the direct point of contact for all conference-related expenses with selected venue, inclusive of venue rental, staff, speaker, and guest hotel rooms (as approved by Travel Nevada), audio visual support, and banquet event orders for all meal services.

Commented [TB2]: @Rafael Villanueva

Suggest to add:

Work directly with event venue on detailed invoices that are then submitted to Travel Nevada for 100% reimbursement, applicable to pre-approved expenses. Note: RSCVA will cover all costs of the Opening Reception. Note: Travel Nevada cannot reimburse the purchase of alcohol.

CETS #:	
Agency Reference #:	

- Work directly with event venue on detailed invoices that are then submitted to Travel Nevada for 100% reimbursement, applicable to pre-approved expenses. Note: RSCVA will cover all costs of the Opening Reception. Note: Travel Nevada cannot reimburse the purchase of alcohol.
- Ensure total reimbursable costs do not exceed **\$150,000**.

Travel Nevada Responsibilities

- **Conference Planning and Management**
 - Lead the overall organization and execution of the conference.
 - Develop the agenda, manage logistics, and coordinate programming.
 - RSCVA's recommendations and support will be welcomed and considered throughout the planning process.

- **Marketing and Promotion**
 - Create and execute a comprehensive marketing and communications strategy.
 - Manage all social media, web, and print promotion efforts for the event.

- **Registration**
 - Manage attendee registration and customer service throughout the registration period.

- **Speakers and Content**
 - Identify, invite, and contract with keynote speakers and panelists.
 - Manage travel, accommodations, honoraria, and on-site logistics for all speakers.
 - Travel Nevada will pay and handle any speaker fees directly with speakers.

- **Sponsorships**
 - Secure and manage event sponsors.
 - Handle sponsorship agreements, benefits fulfillment, and sponsor communications.
 - If requested by RSCVA, Travel Nevada will assist in identifying and securing additional sponsors for the Opening Reception. Any sponsorship contributions secured for the reception shall be coordinated with RSCVA and applied in a manner mutually agreed upon by both parties.

- **Reimbursements**

CETS #:	
Agency Reference #:	

- Reimburse RSCVA for the approved and documented expenses related to venue, lodging, and F&B, not to exceed \$150,000.
-

Financial Terms

- Total reimbursable expenses by Travel Nevada to RSCVA shall not exceed **\$150,000**.
- All expenses submitted for reimbursement must be accompanied by proper documentation, including invoices and receipts.
- Travel Nevada will process reimbursement upon receipt, review and approval of complete documentation.



To: RSCVA Board of Directors

From: Robert Chisel
Finance Consultant

Date: June 25, 2026

Subject: A resolution concerning the financing of convention center facilities; directing notice to the Washoe County Debt Management Commission of a proposal to issue in the name and on behalf of Washoe County General Obligation (Limited Tax) Reno-Sparks Convention And Visitors Authority Convention Center Bonds additionally secured by pledged revenues in the maximum principal amount of \$25,000,000; and providing certain details in connection therewith.

Executive Summary

The Authority has approved the Fiscal Year 2027 budget. This budget includes the issuance of a \$25,000,000 bond for capital improvements at the Reno-Sparks Convention Center. To begin the process of issuing the bonds, the Board needs to adopt the attached resolution. **The Authority's general obligation bonds are issued pursuant to NRS 244A.597 through 244A.655 and NRS 350.500 through 350.720 and are issued by Washoe County on behalf of and in the name of the Authority.** This resolution represents the beginning of the process to issue bonds, and several additional steps must be taken by both the Authority and Washoe County before bonds are issued. Prior to issuance, the bonds will require approval of the Washoe County Commission and the Washoe County Debt Management Commission. Approval by these entities is anticipated later in 2026.

Background

The Authority's **FY 2027 budget**, approved by the Board on May 28, 2026, has the issuance of a \$25,000,000 bond, with an estimated sale date of December 2026/January 2027. The bond proceeds are to fund capital improvements at the Reno-Sparks Convention Center. The proposed bond will be a ten-year issue with the first payment due in FY 2028. Below is a tentative timeline of the milestones for the issuance of the new Bonds:



Date	Activity
6/25/2026	RSCVA Board adopts Debt Management Commission Notice Resolution
8/14/2026	Debt Management Commission adopts Approval Resolution
8/27/2026	RSCVA Board adopts Resolution of Intent
10/22/2026	RSCVA Board holds public hearing on proposed bonds
12/10/2026	RSCVA Board adopts Bond Resolution
12/15/2026	Washoe County Commission adopts Ratification Ordinance

Currently the Authority has one bond outstanding, a Series 2021A that was a refunding of earlier bonds used for the expansion and remodel of the Reno-Sparks Convention Center in 2000 to 2002. The Series 2021A Bonds are supported by pledged revenues which includes the proceeds of a 2% license tax imposed upon the rental of transient lodging within the County, General Room License Taxes (6%), and net Facilities Revenues. As of June 25, 2026, the outstanding principal on the debt is \$44,390,000. The Series 2021A Bonds also feature a Revenue Stabilization Fund, which is held by the bond trustee. The Stabilization Fund was created under a cooperative agreement between the Authority and the County, the balance in the Stabilization Fund is \$4,654,113.

Fiscal Impact

The issuance of the bonds is expected to result in proceeds to fund capital improvements at the Reno-Sparks Convention Center of \$25,000,000. Debt service on the bonds will accrue through fiscal year 2037, and estimated total interest on the bonds is \$9.3 million. The interest rate on the bonds has been estimated at 5%. After issuance, combined debt service on the 2021 bonds and the new bonds will be approximately \$9.4 million in fiscal years 2028 through 2032, and will decline afterwards to approximately \$5.6 million in fiscal years 2034 through 2037. The attached affordability analysis, provided by JNA Consulting Group, demonstrates the ability of the Authority to repay both the existing 2021 bonds and the new bonds with existing revenues.

Recommendation

Staff recommends approval of this resolution (1) finding that the revenues pledged to the bonds are at least equal to the annual debt service requirements of the bonds and that no increase in the rate of ad valorem tax is anticipated to be necessary and (2) directing notice to the Washoe County Debt Management Commission of a proposal to issue in the name and on behalf of Washoe County general obligation (Limited Tax) Reno-Sparks Convention And Visitors Authority Convention Center Bonds additionally secured by pledged revenues in the maximum principal amount of \$25,000,000; and providing certain details in connection therewith.



Summary - a resolution directing notice to the Washoe County Debt Management Commission.

RESOLUTION NO. _____

A RESOLUTION CONCERNING THE FINANCING OF CONVENTION CENTER FACILITIES; DIRECTING NOTICE TO THE WASHOE COUNTY DEBT MANAGEMENT COMMISSION OF A PROPOSAL TO ISSUE IN THE NAME AND ON BEHALF OF WASHOE COUNTY GENERAL OBLIGATION (LIMITED TAX) RENO-SPARKS CONVENTION AND VISITORS AUTHORITY CONVENTION CENTER BONDS ADDITIONALLY SECURED BY PLEDGED REVENUES IN THE MAXIMUM PRINCIPAL AMOUNT OF \$25,000,000; AND PROVIDING CERTAIN DETAILS IN CONNECTION THEREWITH.

WHEREAS, the Board of Directors (the "Board") of the Reno-Sparks Convention and Visitors Authority (the "Authority") proposes to issue in the name and behalf of Washoe County, Nevada (the "County") General Obligation (Limited Tax) Reno-Sparks Convention and Visitors Authority Convention Center Bonds (the "Bonds") additionally secured by a pledge of net revenues of the recreational facilities under the jurisdiction of the Authority and of proceeds of certain license taxes (room taxes) fixed and imposed by the County and the incorporated cities within the County and distributed to the Authority (the "Pledged Revenues") in the maximum principal amount of \$25,000,000 for the purpose of financing convention center facilities of the Authority, including, without limitation, buildings and other improvements at and in the vicinity of the Reno-Sparks Convention Center (the "Project"); and

WHEREAS, the Board pursuant to NRS 350.020(3) (subject to the approval of the proposal to issue general obligation bonds by the Washoe County Debt Management Commission), proposes to issue the Bonds; and

WHEREAS, based on the revenue study presented to the Board, which is attached hereto as Exhibit B, the Board hereby determines that the Pledged Revenues will at least equal the amount required in each year for the payment when due of interest and principal on the Bonds and that no increase in the rate of an ad valorem tax is anticipated to be necessary for the payment of such Bonds for the term thereof (the "Finding"); and

WHEREAS, the Board proposes to incur the Bonds (subject to the approval of the proposal to issue general obligation bonds by the Washoe County Debt Management Commission) without an election unless a petition signed by the requisite number of registered voters of the County is presented to the Board requiring the Board to submit to the qualified electors of the County for their approval or disapproval, the following proposal (the "Proposal"):

GENERAL OBLIGATION (LIMITED TAX) RSCVA CONVENTION CENTER BONDS (ADDITIONALLY SECURED BY PLEDGED REVENUES) PROPOSAL:

Shall the Reno-Sparks Convention and Visitors Authority be authorized to incur in the name and on behalf of Washoe County, Nevada, a general obligation indebtedness (additionally secured by pledged revenues) by the issuance at one time, or from time to time, of the County's general obligation (limited tax) convention center bonds, in one series or more, in the aggregate principal amount of not exceeding \$25,000,000 for the purpose of reconstructing, expanding, improving and equipping recreational facilities in the County, including, without limitation, buildings and other improvements at and in the vicinity of the Reno-Sparks Convention Center, and real property, structures, fixtures, furniture and equipment therefore and all appurtenances and incidental necessary, useful or desirable thereto, such bonds to mature commencing not later than five (5) years from the date or respective dates of the bonds and ending not later than thirty (30) years therefrom, payable from general (ad valorem) taxes (except to the extent pledged revenues and other monies are available therefor), and to be issued and sold at, above, or below par at an effective interest rate including any sale discount, as shall be determined at the time of the sale thereof, not exceeding the statutory maximum rate, if any, in effect at the time bonds are sold and otherwise to be issued in such manner, upon such terms and conditions, with such covenants and agreements, and with such other detail as the Board may determine, including at its option but not necessarily limited to provisions for the redemption of bonds prior to maturity without or with the payment of a premium?

WHEREAS, subsection 1 of NRS 350.014 provides, in relevant part, as follows:

"1. Before any proposal to incur a general obligation debt or levy a special elective tax may be submitted to the electors of a municipality . . . , or before any other formal action may be taken preliminary to the issuance of any general obligation debt, the proposed incurrence or levy must receive the favorable vote of two-thirds of the members of the [debt management] commission of each county in which the municipality is situated"; and

WHEREAS, subsection 1 of NRS 350.0145 provides, in relevant part, as follows:

"1. The governing body of the municipality proposing to incur general obligation debt . . . shall notify the secretary of each appropriate commission, and shall submit a statement of its proposal in sufficient number of copies for each member of the commission"

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE RENO-SPARKS CONVENTION AND VISITORS AUTHORITY:

Section 1. Based on the revenue study presented to the Board, the Board hereby approves the Finding and finds that no increase in the rate of an ad valorem tax is anticipated to be necessary for the payment of the Bonds described in the Proposal for the term thereof and requests the Washoe County Debt Management Commission (the "Commission") to approve the Proposal and the Finding. All action, proceedings, matters and things heretofore taken, had and done by the Board, and the officers thereof (not inconsistent with the provisions of this resolution) directed toward the Finding, the Proposal, the Project, and the financings thereof be, and the same hereby are, ratified, approved and confirmed.

Section 2. The officials of the Authority are hereby authorized and directed to notify the Secretary of the Commission of the Authority's Proposal; to submit to the Secretary a statement of the Proposal and Finding in sufficient number of copies for each member of the Commission; and to request the Commission to consider and approve the Proposal and the Finding. The Authority's Finance Consultant or designee is authorized to file any of the information required by NRS 350.013 to the extent required to comply with NRS 350.013.

Section 3. In order to permit the Authority to reimburse itself for prior expenditures relating to the Project with the proceeds of the Bonds, in one or more series, the Board hereby determines and declares as follows:

(a) The Authority reasonably expects to incur expenditures with respect to the Project prior to the issuance of the Bonds for financing the Project and to reimburse those expenditures from the issuance of the Bonds; and

(b) The maximum principal amount of the Bonds expected to be issued to reimburse such expenditures is \$25,000,000.

This resolution is intended to be a declaration of "official intent" to reimburse expenditures within the meaning of Treasury Regulation Section 1.150-2.

Section 4. The officers of the Authority are hereby authorized and directed to take all action necessary or appropriate to effectuate the provisions of this resolution.

Section 5. All resolutions, or parts thereof, in conflict with the provisions of this resolution, are hereby repealed to the extent only of such inconsistency. This repealer shall not be construed to revive any resolution, or part thereof, heretofore repealed.

Section 6. If any section, paragraph, clause or other provision of this resolution shall for any reason be held to be invalid or unenforceable, the invalidity or unenforceability of such section, paragraph, clause or other provision shall not affect any of the remaining provisions of this resolution.

Section 7. This resolution shall become effective and be in force immediately upon its adoption.

Passed and adopted June 25, 2026.

(SEAL)

President & CEO

Attest:

Secretary

STATE OF NEVADA)
) ss.
COUNTY OF WASHOE)

I am the duly chosen and qualified Secretary of the Reno-Sparks Convention and Visitors Authority (the "Authority"), Nevada, and in the performance of my duties as Secretary do hereby certify:

1. The foregoing pages constitute a true, correct and compared copy of a resolution passed and adopted by the Board at a meeting held on June 25, 2026. The original of such resolution has been approved and authenticated by the signature of the President & CEO and myself as Secretary, and has been recorded in the minutes of the Board kept for that purpose in my office, which record has been duly signed by such officers and properly sealed.

2. The members of the Board were present at the meeting on June 25, 2026, and voted on the passage of the resolution as follows:

Those Voting Aye:

Those Voting Nay:

Those Abstaining:

Those Absent:

3. All members of the Board were given due and proper notice of the meeting held on June 25, 2026.

4. Public notice of such meeting was given and such meeting was held and conducted in full compliance with the provisions of NRS 241.020. A copy of the notice of meeting (attached hereto as Exhibit A).

5. The revenue study referred to in the attached resolution is attached as Exhibit B.

IN WITNESS WHEREOF, I have hereunto set my hand on June 25, 2026.

Secretary

EXHIBIT A

(Attach Copy of Notice of Meeting)

EXHIBIT B

(Attach Revenue Study)

Washoe County, Nevada
General Obligation (Limited Tax)
RSCVA Convention Center Bonds, Series 2027
Pledged Revenue History

Fiscal Year Ended June 30	2021 (audited)	2022 (audited)	2023 (audited)	2024 (audited)	2025 (audited)	2026 (budgeted)
Revenues						
Local License Taxes ¹	\$19,597,770	\$27,424,811	\$28,701,119	\$27,935,185	\$27,568,258	\$29,260,665
Convention Center Room Taxes ²	6,532,590	9,141,604	9,567,040	9,311,728	9,189,419	8,833,407
Other Revenue ³	3,115,347	6,936,132	7,766,753	6,394,065	5,684,324	5,740,983
	-----	-----	-----	-----	-----	-----
Gross Pledged Revenues	\$29,245,707	\$43,502,547	\$46,034,912	\$43,640,978	\$42,442,001	\$43,835,055
	-----	-----	-----	-----	-----	-----
Less: Operation and Maintenance⁴	(10,930,479)	(14,608,086)	(19,569,777)	(23,106,187)	(20,838,056)	(23,799,488)
	-----	-----	-----	-----	-----	-----
Net Pledged Revenues⁵	\$18,315,228	\$28,894,461	\$26,465,135	\$20,534,791	\$21,603,945	\$20,035,567
Maximum Annual Debt Service ⁶	9,428,650	9,428,650	9,428,650	9,428,650	9,428,650	9,428,650
Coverage	1.943x	3.065x	2.807x	2.178x	2.291x	2.125x

¹ Local License taxes net of the collection allowance. Does not include the other Room Taxes collected by the Authority.

² Proceeds of the 2% State License Tax.

³ Includes Convention Center, Livestock Events Center (thru FY2026), and golf course revenues as well as interest earnings.

⁴ Includes certain General Government Expenditures (Finance, IT, Tax Audit, Human Resources, Exec/Board for the entire Authority as those costs are not allocated specifically by facility), Community Support - Facility Operations Expenditures, and Certain Community Support - Convention and Tourism promotion expenditures.

⁵ Pledged State Revenues are applied toward debt service on the bonds prior to the application of the Facilities Pledged Revenues and would not be offset in the event that the operation and maintenance expenses of the Facilities exceed both the gross revenues of the Facilities and the proceeds of the Local License Taxes.

⁶ Represents maximum annual debt service occurring in fiscal year 2029.

Washoe County, Nevada
General Obligation (Limited Tax)
RSCVA Convention Center Bonds, Series 2027
Fiscal Year Debt Service Coverage

Fiscal Year	Pledged Revenue ¹	Existing Debt Service	Proposed Bonds			Combined	
			Principal	Interest	Total	Debt Service	Coverage
2027	\$21,603,945	\$8,082,025	\$0	\$0	\$0	\$8,082,025	2.673
2028	21,603,945	8,082,025	0	1,159,722	1,159,722	9,241,747	2.338
2029	21,603,945	8,081,150	100,000	1,247,500	1,347,500	9,428,650	2.291
2030	21,603,945	8,083,525	100,000	1,242,500	1,342,500	9,426,025	2.292
2031	21,603,945	8,083,275	100,000	1,237,500	1,337,500	9,420,775	2.293
2032	21,603,945	8,084,525	100,000	1,232,500	1,332,500	9,417,025	2.294
2033	21,603,945	3,197,700	4,440,000	1,119,000	5,559,000	8,756,700	2.467
2034	21,603,945	0	4,670,000	891,250	5,561,250	5,561,250	3.885
2035	21,603,945	0	4,905,000	651,875	5,556,875	5,556,875	3.888
2036	21,603,945	0	5,160,000	400,250	5,560,250	5,560,250	3.885
2037	21,603,945	0	5,425,000	135,625	5,560,625	5,560,625	3.885
2038	21,603,945	0	0	0	0	0	n/a
2039	21,603,945	0	0	0	0	0	n/a
2040	21,603,945	0	0	0	0	0	n/a
2041	21,603,945	0	0	0	0	0	n/a
2042	21,603,945	0	0	0	0	0	n/a
		\$51,694,225	\$25,000,000	\$9,317,722	\$34,317,722	\$86,011,947	
Maximum Annual Debt Service Occurs in FY						9,428,650	2029

¹ Pledged revenue derived from the fiscal year 2025 audited results.



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Date: June 16, 2026
 To: Executive & Legislative Committee
 From: Mike Larragueta, President/CEO
 Subject: **Fiscal Year 2026/27 Proposed CEO Goals**

Strategic Goals	CEO Goal	FY 26/27 Target	Weighting	Process
Goal #1: Group Room Night Goal	Increase produced group room nights 8.87% over FY 25/26 Group Room Nights	307,569 Produced Group Room Nights for FY 26/27. Each regional Director has an annual group room night goal between 15,000 – 26,000 totaling 162,670. The Sports team has an annual group room night goal of 144,899.	20%	Bonus calculated on following scale: If 307,569 room nights produced, full bonus for this goal awarded. If 298,341 to 307,568 room nights produced, 90% bonus for this goal awarded. If 289,114 to 298,340 room nights produced, 80% bonus for this goal awarded. If 279,887 to 289,113 room nights produced 70% bonus for this goal awarded.
Goal #2: Marketing	Achieve Average Paid Media High-Intent Action Rate of 10%.	Achieve Average Paid Media High-Intent Action Rate of 10%.	10%	A minimum average High-Intent Action Rate of 10% is achieved by the end of FY27. The High-Intent Action Rate represents a blended measure of high-intent engagement across all paid media tactics, using each tactics primary performance metric and incorporating actions, such as video completions, clicks, conversions, interactions, landing page views, saves, and content engagements. If an average paid media engagement rate of 8% is realized, a 75% bonus for this goal would be awarded.
	Achieve Average AI Cited Pages of 115	Achieve Average AI Cited Pages of 115	10%	Fiscal-year-to-date average AI Cited Pages is at minimum 115 at the end of the FY27. This is a 15% increase from our current average. If an average AI Cited Pages of 111 is realized, a 75% bonus for this goal would be awarded.

	Achieve 230 Earned Media Placements.	Secure 230 or more earned media placements by the end of the fiscal year.	10%	Earned media placements are at minimum 230. Earned media placements are defined as each appearance, in individual media outlets and/or online publications, of a particular narrative generated from public relations activities and community engagement activities. If 226 Earned Media Placements are realized, a 75% bonus for this goal would be awarded.
Goal #3: Leisure Room Night Goal	Produce 711,459 cash hotel room nights.	711,459 cash hotel room nights will be recorded by 11 hotel properties via tourism sales third-party channels.	15%	Bonus calculated on following scale: If 711,459 room nights produced, full bonus for this goal awarded. If 690,115 to 711,458 room nights produced, 90% bonus for this goal awarded. If 668,771 to 690,114 room nights produced, 80% bonus for this goal awarded If 647,427 to 668,770 room nights produced, 70% bonus for this goal awarded
Goal #4 Facility Revenues	Achieve \$4,818,055 in total revenue for RSCC, NBS, and REC	Combination of revenues attained by the M&C, Sports Sales Team, and Venue sales and Events Team. <ul style="list-style-type: none"> • RSCC Budgeted Revenue: \$2,980,506 • NBS Budgeted Revenue: \$388,899 • REC Budgeted Revenue: \$1,448,650 	15%	Bonus calculated on following scale: If \$4,818,055 revenue produced, full bonus for this goal awarded. If \$4,673,513 to \$4,818,054 revenue produced, 90% bonus for this goal awarded. If \$4,528,972 to \$4,673,513 revenue produced, 80% bonus for this goal awarded. If \$4,384,430 to \$4,528,971 revenue produced 70% bonus for this goal awarded.

Goal #5 Community Engagement	35 Activities per year	Thirty-Five (35) community activities per year, including but not limited to public service, speaking engagements, charitable in-kind contributions, tradeshow partnerships with charitable organizations and participation in quarterly stakeholder and community leadership meetings.	5%	Bonus given if goal achieved
Goal #6 Human Resources Policies	Update six core Human Resources policies to ensure the RSCVA remains compliant with current laws, is aligned with best practice standards, and reflects evolving workplace needs.	Six H.R. Policies are updated. Legal Counsel had reviewed and approved six updated policies. Policies are presented to the RSCVA Board of Directors for approval by May 2027.	5%	Bonus given if goal achieved
Goal #7 Employee Survey's	Conduct one annual employee survey, and one mid-year pulse survey.	One pulse survey is distributed organization-wide in Q1-Q2 26/27 (July-September). Results are shared organization-wide no later than Dec 31, 2026. One annual employee survey is distributed organization-wide in Q#3 26/27 (Jan-March). Results are shared with President/CEO, and department leads in Q3, 26/27 and presented to the RSCVA Board of Directors in Q4 26/27.	5%	Bonus given if goal achieved
Goal #8 Finance	<ul style="list-style-type: none"> Financial Statements – Receive an unmodified (or "clean") audit opinion issued by independent certified public accountants. General Fund Reserves – Are maintained at a level of at least 15% of expenditures. Capital Reserves – Are maintained at a level of at least \$1,000,000. Rainy Day Fund - Maintain a \$1,000,000 Rainy Day Fund. 	<ul style="list-style-type: none"> Financial Statements – Receive an unmodified (or "clean") audit opinion issued by independent certified public accountants. General Fund Reserves – Are maintained at a level of at least 15% of expenditures. Capital Reserves – Are maintained at a level of at least \$1,000,000. Rainy Day Fund - Maintain a \$1,000,000 Rainy Day Fund. 	5%	Bonus given if goal achieved

FY 2026/2027 Group Room Night Goal

Goal #1: Increase group room night production 8.87% over FY 25/26

Criteria for the goal to be considered achieved: 307,569 produced group room nights for FY 26/27. Each Regional Director has an annual goal of 15,000 - 26,000 room nights, totaling 162,670. The Sports team has an annual group room night goal of 144,899.

FY 2024/2025 Group Room Night Goal	261,122
FY 2025/2026 Group Room Night Goal	282,523
FY 2026/2027 Group Room Night Goal Recommended	307,569

Justifications for FY 2026/2027 Group Room Night Goal Increase

Increased meetings & convention group room nights by territory are as follows:

Additional Regional Director added to the NE	
Northeast	95% increase
Southeast	3% increase
Upper Midwest & Upper Plain States	3% increase
Lower Midwest & Lower Plain States	3% increase
Southwest	3% increase
S. California	3% increase
N. California	16% decrease*

*Regional Director vacating N. California keeping legacy accounts representing 14,936 room nights.

Increases:

- Indoor Track – Based on 2025-2026 track season actuals, the sports team will contract twelve (12) meets and increase athlete participation by 5% for the upcoming 2026-2027 track season.

Decreases:

- Major Casino Hotel & Resort Group Budgets 2026
 - Resort #1 flat
 - Resort #2 flat 0% to 1% increase
 - Resort #3 flat 0%
 - Resort #4 flat 0%

Summary & Recommendations for FY 2025/2026 Group Room Night Goal

• FY 2025/2026 Goal	282,523
• Avg industry increases per year is 3% or	8,475
• Recommending an 8.87% increase over FY26/27	25,046
• Major Hotel 2026 Group RNT's Budgets	Flat
• Indoor Track Year3, increase in athletes	+500
 FY 2026/2027 recommended Group Room Night Goal	 307,569

Goal: Achieve Average Paid Media High-Intent Action Rate of **10.0%**

Criteria for the Goal to be Considered Achieved:

A minimum average High-Intent Action Rate of 10.0% is achieved by the end of FY27.

The High-Intent Action Rate represents a blended measure of high-intent engagement across all paid media tactics, using each tactic's primary performance metric and incorporating actions, such as video completions, clicks, conversions, interactions, landing page views, saves, and content engagements. If an average paid media engagement rate of 8% is realized, a 75% bonus for this goal would be awarded.

High-Intent Actions include:

- Completed Video Views
- Conversions
- Rich Media Interactions (expansions, gallery views, map interactions, etc.)
- Link Clicks
- Landing Page Views
- Saves and Other Planning-Oriented Social Engagements
- Custom Content Engagements and Interactions

Rational:

The FY27 paid media strategy evolves beyond measuring engagement volume alone and instead prioritizes the quality of traveler interactions with our advertising. While awareness remains important, success will increasingly be measured by actions that demonstrate meaningful travel consideration and trip-planning behavior.

Goal: Achieve Average AI Cited Pages of 115

Criteria for the goal to be considered achieved: Fiscal-year-to-date average AI Cited Pages is at minimum 115 at the end of the FY27. This is a 15% increase from our current average. If an average AI Cited Pages of 111 is realized, a 75% bonus for this goal would be awarded.

Benchmark: 100 (Jan 1, 2026-June 5, 2026 Average)

Target: 115 Average

Increase: 15%

Note: In the instance of significant measurement models changing, new AI search platforms entering the market, the opening or closing of any existing tools (if Claude becomes more open, for example), major changes in Google AI search (e.g., retiring AI Overviews), or any other

major shift in the AI landscape beyond our control, we may augment our goals based on those impacts and would present to the board for approval.

Rationale:

AI has fundamentally changed travelers' planning behavior. AI is increasingly where research is done and itineraries take shape. Our website no longer just serves travelers, it must also inform the responses within AI search results and LLMs. As AI-generated answers become the norm in travel search, destination websites must feed those responses. A goal that measures our website's influence and impact within AI means we're continuing to optimize for the future.

A **cited page** is a page on our website (visitrenotahoe.com) that is referenced or linked by an AI search engine or LLM (ChatGPT, Gemini, AI Mode, etc.) in its response. It means content on that webpage was used as a source of information for the AI's response to a query. A 15% increase represents meaningful growth while accounting for the inherent unpredictability of AI platforms.

Cited Pages are tied directly to our website efforts and are more stable than other AI visibility metrics in this new ecosystem (e.g., citations, mentions, impressions, share of voice). The 15% target pushes growth while giving us room to absorb platform-level changes outside our control.

Goal: Achieve 230 or more earned media placements by the end of the fiscal year.

Criteria for the goal to be considered achieved: Earned media placements are at minimum 230. Earned media placements are defined as each appearance, in individual media outlets and/or online publications, of a particular narrative generated from public relations activities and community engagement activities. If 226 Earned Media Placements are realized, a 75% bonus for this goal would be awarded.

RATIONALE:

When compared to the average number of earned media placements from Fiscal Year 2017-2018 through Fiscal Year 2025-2026 (~215 stories placed), proposed goal of 230 earned media placements represents an increase of about 7%.

Visit Reno Tahoe Fiscal Year Total Placements:
2017-2018: 156
2018-2019: 148
2019-2020: 309

2020-2021: 104
2021-2022: 202
2022-2023: 138
2023-2024: 205
2024-2025: 275
2025-2026: pacing towards ~400

As quality of placements is emphasized and coverage is never guaranteed for public relations efforts, earned media placements can fluctuate from year-to-year. With an emphasis on local public relations and community engagement paired with major events and conventions in market for Fiscal Year 2025/2026, earned media placements were reported at a record high. However, with a gap year in the return of major conventions and events that contributed record coverage, the goal for Fiscal Year 2026/2027 remains aggressive yet attainable.

Tourism Sales Room Nights – FY26/27

Revised Goal

Produce 711,459 cash hotel room nights.

Criteria for the goal to be considered achieved:

711,459 Leisure hotel room nights will be recorded in Washoe County by 11 hotel properties via tourism sales third-party channels which include:

- **Online Travel Agencies (OTA's)**
- Retail Travel Agencies via Global Distribution Systems (GDS)
- Tour Operators
- Receptive Operators
- Wholesalers
- Motor Coach Operators
- Retail Golf and Ski segments

Reporting Properties:

- Atlantis Casino Resort Spa
- Circus Circus Hotel and Casino
- Eldorado Reno Resort Casino
- Grand Sierra Resort and Casino
- Hyatt Regency Lake Tahoe Resort Spa and Casino
- J Resort
- Nugget Casino Resort
- Peppermill Hotel Resort
- Renaissance Reno Downtown Hotel and Spa
- Silver Legacy Resort Casino
- Whitney Peak Hotel

Rationale:

- The goal for FY27 is based on actualized leisure room nights from **FY25**, which totaled **677,580**. **FY25** is used as the baseline because it is the most recent year in which we did not host a USBC Tournament.
- The goal for **FY27** of **711,459** room nights was calculated based on a 5% increase (33,879 room nights) over **FY25** actualized Leisure room nights.
- Reno Tahoe continues to hold a strong presence within drive markets, making it an accessible destination for consumers considering value travel.
- Hotel partners are projecting a flat year, or single digit increase for convention room nights in 2027, thus increasing the room inventory and favorable rates available for third party channels to sell, therefore mitigating FIT/group declines.

Justifications:

- Tariffs & inflation continue to be factors for consumers, creating demand for domestic travelers seeking budget-friendly travel to outdoor destinations.
- Gas prices remain unstable at best and trending on higher end of average.
- Cost of goods, services, travel, food, rent, etc. have all increased putting strain on disposable income often allocated toward travel.
- Reno-Tahoe International Airport is projecting continuous passenger growth and expansion of nonstop flight routes.

Facilities Goals

Goal: Achieve combined facility (RSCC, NBS and REC) revenues, totaling \$4,818,055

Criteria for the goal to be considered achieved: This is a combination of revenues attained by the M&C, Sports, Venue Sales and Events Teams, to include, rent, Audiovisual, IT, parking, labor, equipment rental, facility fees and other revenues.

Rational:

This goal is based on the approved FY 2027 budgeted venue revenue targets for the Reno-Sparks Convention Center (RSCC), Reno Events Center (REC), and National Bowling Stadium (NBS), which together total \$4,818,055. The target reflects the organization's planned revenue expectations across core facility-related income streams, including rent, audiovisual, information technology, parking, labor, equipment rental, facility fees, and other event-related revenues. Establishing the goal at the budgeted level provides a clear, measurable benchmark aligned with the fiscal plan and reinforces accountability for maximizing venue utilization, event conversion, and cross-department execution throughout the year. Achieving this target will demonstrate effective coordination across the Meetings and Conventions, Sports, and Venue Sales and Events teams while supporting overall organizational revenue performance.

FY 2027 Budget	
	Total Facilities Revenues
RSCC	2,980,506
RSLEC	-
REC	1,448,650
NBS	388,899
	\$ 4,818,055

These are budgeted venue revenues for FY 2027.

Community Engagement

Goal #5: 35 community activities per year

Criteria for the goal to be considered achieved: Thirty-five (35) community activities per year, including but not limited to public service, speaking engagements, charitable in-kind contributions, tradeshow partnerships with charitable organizations and participation in quarterly stakeholder and community leadership meetings.

Forty-three (43) activities will be completed by the end of FY25/26.

Rational: Community engagement and improved communication is a pillar of the President and CEO's priorities and leadership. Educating and being visible in the local community is paramount to the RSCVA's continued success.

Human Resources- Goals FY26/27

1. Human Resources policies

Update six core Human Resources policies to ensure the RSCVA remains compliant with current laws, is aligned with best-practice standards, and reflects evolving workplace needs.

Criteria for the goal to be considered achieved:

Six HR policies are updated.

Legal counsel has reviewed and approved six updated policies.

Policies are presented to the RSCVA Board of Directors for approval, by May 2027.

Background:

Updating key HR policies ensures the organization remains aligned with legal requirements, reflects modern best practices, and provides employees and managers with clear, reliable guidance.

Labor laws and regulations change frequently. Updating policies protects the organization from legal exposure and ensures practices remain compliant. Additionally, clear, updated policies reduce ambiguity, support fair decision-making, and help managers apply standards consistently across teams.

Employees rely on policies to understand expectations, rights, and processes. Outdated or unclear policies can lead to inconsistent practices, grievances, or compliance issues. Updating them proactively reduces these risks.

Human Resources- Goals FY26/27

2. Employee Surveys

Conduct one annual employee survey, and one mid-year pulse survey.

Criteria for the goal to be considered achieved:

One **pulse survey** is distributed organization-wide in Q1-Q2 26/27 (July-September). Results are shared organization-wide no later than Dec 31, 2026.

One **annual** employee survey is distributed organization-wide in Q#3 26/27 (Jan-March). Results are shared with President/CEO, and department leads in Q3, 26/27 and presented to the RSCVA Board of Directors in Q4 26/27.

Background:

Two annual surveys have been completed by all employees at the RSCVA. The results and data are a baseline of employee sentiment, engagement, and organizational effectiveness.

They reveal strengths and challenges that influence productivity, and the employee experience, and identify focus areas needing improvement which could impact long-term strategic outcomes.

However, annual data alone cannot capture how employee experience shifts in response to new initiatives, leadership changes, or external pressures. This is where pulse surveys play a critical role.

Pulse surveys offer timely, focused checkpoints that allow leaders to monitor progress against the goals set at the beginning of the year. They help validate whether actions taken after the annual survey are having the intended impact, and they surface emerging issues before they become costly problems.

Together, the annual survey and pulse surveys create a continuous feedback loop that supports and reinforces a culture of transparency and accountability.

Financial Goals

- Financial Statements – Receive an unmodified (or "clean") audit opinion issued by independent certified public accountants.
- General Fund Reserves – Are maintained at a level of at least 15% of expenditures.
- Capital Reserves – Are maintained at a level of at least \$1,000,000.
- Rainy Day Fund - Maintain a \$1,000,000 Rainy Day Fund.



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Date: May 14, 2025
 To: Executive & Legislative Committee
 From: Mike Larragueta, President/CEO
 Subject: **Fiscal Year 2025/26 Approved CEO GOALS - REVISED**

Strategic Goals	CEO Goal	FY 25/26 Target	Weighting	Process
Goal #1: Group Room Night Goal	Increase produced group room nights 8.2% over FY 24/25 Group Room Nights	282,523 Produced Group Room Nights for FY 25/26. Each regional Director has an annual group room night goal between 14,000 – 28,000 totaling 144,699. The Sports team has an annual group room night goal of 137,824.	20%	Bonus calculated on following scale: If 282,523 room nights produced, full bonus for this goal awarded. If 274,047 to 282,522 room nights produced, 90% bonus for this goal awarded. If 265,825 to 274,046 room nights produced, 80% bonus for this goal awarded. If 257,850 to 265,824 room nights produced 70% bonus for this goal awarded.
Goal #2: Marketing	Achieve Average Paid Media Engagement Rate of 10%.	Achieve an average paid media engagement rate of 10.0% or higher by the end of the fiscal year.	10%	Engagement rate was at minimum 10.0% average at the end of the FY26. Engagement is defined as clicks on advertising, watching a video to completion, commenting on an ad, reacting to an ad (likes and saves) and sharing an ad. If an average paid media engagement rate of 8% is realized, a 75% bonus for this goal would be awarded.
	Increase Enhanced Website Engaged Sessions to Achieve 733,080 sessions.	Achieve enhanced website engaged sessions of 733,080.	10%	Enhanced website engaged sessions was at minimum 733,080 at the end of the FY26. Enhanced website engaged session is defined as 3 or more pages per session, partner referral, AI chat interaction, and itinerary builder completion. If enhanced website engaged sessions of 659,772 is realized, a 75% bonus for this goal would be awarded.

	Achieve 215 Earned Media Placements.	Secure 215 or more earned media placements by the end of the fiscal year.	10%	Earned media placements are at minimum 215. Earned media placements are defined as each appearance, in individual media outlets and/or online publications, of a particular narrative generated from public relations activities and community engagement activities. If 193 Earned Media Placements are realized, a 75% bonus for this goal would be awarded.
Goal #3: Leisure Room Night Goal	Produce 675,470 cash hotel room nights.	675,470 cash hotel room nights will be recorded by 11 hotel properties via tourism sales third-party channels.	15%	Bonus calculated on following scale: If 675,470 room nights produced, full bonus for this goal awarded. If 655,205 to 675,469 room nights produced, 90% bonus for this goal awarded. If 635,548 to 655,204 room nights produced, 80% bonus for this goal awarded If 616,481 to 635,547 room nights produced, 70% bonus for this goal awarded
Goal #4 Facility Revenues	Achieve \$7,382,276 in total revenue for RSCC, NBS, REC, RSLEC	Combination of revenues attained by the M&C, Sports, Director of REC Operations and Venue sales and events team for the four venues. <ul style="list-style-type: none"> • RSCC Budgeted Revenue: \$2,993,638. • RSLEC Budgeted Revenue: \$1,346,539. • REC Budgeted Revenue: \$1,647,960. • NBS Budgeted Revenue: \$1,394,409. 	15%	Bonus calculated on following scale: If \$7,382,276 revenue produced, full bonus for this goal awarded. If \$7,160,807 to \$7,382,275 revenue produced, 90% bonus for this goal awarded. If \$6,939,339 to \$7,160,806 revenue produced, 80% bonus for this goal awarded. If \$6,717,871 to \$6,939,338 revenue produced 70% bonus for this goal awarded.

Goal #5 Community Engagement	30 Activities per year	Thirty (30) community activities per year, including but not limited to public service, speaking engagements, charitable in-kind contributions, tradeshow partnerships with charitable organizations and participation in quarterly stakeholder and community leadership meetings.	10%	Bonus given if goal achieved
Goal #6 Staff Survey's	Successfully oversee the development and execution of an employee satisfaction survey that includes a component for CEO feedback, ensuring insightful and actionable results to improve workplace culture and leadership effectiveness, and achieve an employee response rate of 75%.	Staff Survey – 75% Response rate	5%	Bonus given if goal achieved
Goal #7 Employee Survey Satisfacti on Rate	Maintain employee satisfaction rate of 96% based on survey results.	Maintain a 96% employee satisfaction rate.	5%	Bonus given if goal achieved

FY 2025/2026 Group Room Night Goal

Goal #1: Increase group room night production 8.2% over FY 24/25

Criteria for the goal to be considered achieved: 282,523 produced group room nights for FY 25/26. Each Regional Director has an annual goal between 14,000 - 28,000 room nights, totaling 144,699. The Sports team has an annual group room night goal of 137,824.

FY 2024/2025 Group Room Night Goal	261,122
FY 2024/2025 Group Room Night Actual as of 3.31.25	251,596
FY 2024/2025 Group Room Night (Forecasted)	270,425
FY 2025/2026 Group Room Night Goal Recommendation	282,523

Justifications for FY 2025/2026 Group Room Night Goal Increase

Increased meetings & convention group room nights by territory are as follows:

Northeast	6% increase
Southeast	8% increase
Upper Midwest & Upper Plain States	19% increase
Lower Midwest & Lower Plain States	9% increase
Southwest	10% increase
S. California	7% increase
N. California	5% increase*

*(12,302 group room nights from legacy/annual accounts)

Increases:

- Indoor Track – Based on 2024-2025 track season actuals, the sports team will contract five (5) additional meets equating to 10,000 room nights for the upcoming 2025-2026 track season.
- Regional Directors of Convention Sales are seasoned and have great momentum. The director with the least seniority has been in position nearly two years and has been the most successful in surpassing her 2024-2025 goal.

- Annual legacy account, *Wild Sheep Foundation*, saw an increase of 2,000 room nights or an increase of 13% in YoY room night growth that will be accounted for in the 2025-2026 goals.
- Air service capacity for Reno Tahoe International Airport up 8.4%.

Decreases:

- Federal government per diem bookings are down 9% YTD, future bookings 20% below 2024.-hotelinvestmenttoday.com
- Overall U.S. room night volume is down 1% YoY and pacing 4% below 2024.-hotelinvestmenttoday.com
- Overall Hotel occupancy & revenues within +1% of 2024 levels. -STR
- U.S. RevPAR growth in 2025 forecasted to see .4% growth vs 1.4%.
-Goldman Sachs
- Major Casino Hotel & Resort 2026 Group Budgets vs 2025
 - Resort #1 increase of 10%
 - Resort #2 flat 0% to 2% increase
 - Resort #3 flat 0%
 - Resort #4 flat 0%
 - Resort #5 No Comment

A measurable statistic is looking at group leads produced for pre-pandemic production in FY 18/19 versus forecasted FY 24/25. Total group leads for forecasted FY 24/25 represent 104% of group leads from FY 18/19.

Another measurable statistic is group room nights from leads for forecasted FY 24/25 versus group room nights from leads for pre-pandemic production in FY 18/19. Total group room nights from leads in forecasted FY 24/25 will represent 88% of group room nights from leads for FY 18/19.

Forecasted FY 24/25 group room night production should be 88% of FY 18/19 room night production due to a forecasted conversion rate of 35%, vs 30% for FY 18/19.

Summary & Recommendations for FY 2025/2026 Group Room Night Goal

- FY 2024/2025 Goal 261,122
- Air service capacity for RNO is up 8.4%
- Avg industry increases per year is 3% or 7,834 RNT's
- Recommending an 8.2% increase over FY24/25 21,412
- Major Hotel 2026 Group RNT's Budgets 2.5% Avg Increase
- Indoor Track Year-2, five (5) additional meets +10,000
- Wild Sheep Foundation YoY RNT Increase +2,000

Extracting the 12,000 RNT's (10,000 RNT's for indoor track & 2,000 RNT's for Wild Sheep) exceeds the FY 2024/2025 group room night goal by 3.6%.

FY 2025/2026 recommended Group Room Night Goal **282,523**

Marketing Goals

Goal: **Achieve Average Paid Media Engagement Rate of 10%**. (FY25 Goal was 5%)

Criteria for the goal to be considered achieved: **Engagement rate was at minimum 10.0% average at the end of the FY26.** Engagement is defined as clicks on advertising, watching a video to completion, audio completions, commenting on ads, reacting to an ad (likes, saves, etc.) and sharing an ad. If an average paid media engagement rate of 8% is realized, a 75% bonus for this goal would be awarded.

Rational: Under new leadership at the RSCVA, we set out to redefine marketing goals in FY25 to focus on strategies that drive measurable engagement rather than historical upper-funnel impression-based goals. Driving the brand forward requires us to focus on strategies that can drive awareness as well as support mid- to lower-funnel engagements and conversions.

Using national benchmarking as our baseline in FY25, we finalized our goal to achieve a 5% media engagement rate by the end of the fiscal year.

Forecasted actuals for FY25 will likely end around 17% with a major focus on engagement and lower funnel conversion. An increased focus on video engagement along with conversion centric optimizations within paid social (to support partner referral rate) contributed to our over delivery.

Using this goal, we can blend results across various engagement factors, allowing our teams to develop larger-scale, more impactful plans that include tactics such as OTA direct, strategic brand and sports partnerships.

As we look to balance strategies that drive awareness as well as mid- to lower-funnel campaigns, we recommend an engagement rate of 10% for FY26. This is up from FY25's goal of 5%. The recommended engagement rate percentage accounts for digital paid media opportunities, plus opportunities like large-scale brand partnerships and OTA buys that will likely not drive traffic to VisitRenoTahoe.com.

One of the most important outcomes for our advertising efforts is commanding attention. With information being so abundant, capturing headspace is crucial. Inspiring future travel begins by engaging interest and increasing affinity through meaningful engagements. These engagements occupy the headspace for longer periods and enhance recall when target audiences are ready to make their travel decisions.

Engagements will be tracked through various means, including channels (i.e., Meta, Google), third-party ad serving (Google Campaign Manager) and where necessary, vendor reporting. We believe the most effective KPI is media engagement rate, which takes total media engagements as defined above and divides them by the number of times our ads were seen (impressions). Having a rate versus specific quantities allows for flexibility with fluctuating budgets.

Goal #2: **Increase Enhanced Website Engaged Sessions to Achieve 733,080 Sessions**
(Estimated 5% increase over FY24)

Criteria for the goal to be considered achieved: **Enhanced website engaged sessions are at minimum 733,080 at the end of the FY26.** Enhanced website engaged session is defined as 3 or more pages per session, partner referral, chat interaction, and itinerary builder completion. If enhanced website engaged sessions of 659,772 is realized, a 75% bonus for this goal would be awarded.

Rational:

Instead of solely focusing on partner referrals, this year we'll focus on a custom, enhanced engagement metric that would include referrals along with other engagement triggers specific to our website and its users. This gives us a more holistic look at the website's performance and modern traveler.

Enhanced engagement includes:

- 3 or more pages/session: Indicates an engaged user consuming more content than our average user.
- Partner referrals: Indicates an engaged user actively considering and planning to be in-market.
- Itinerary Builder Completion: Indicates an engaged user considering and exploring Reno Tahoe as a destination.
- Chat Interaction: Indicates an engaged user interacting with, considering and planning to be in-market.

We will track each of these four engagement triggers individually, but also roll them up into an overall enhanced engagement metric for the website.

In FY25 we are estimating by June 30th, there will be 698,158 engaged sessions. The new targeted number of engaged sessions anticipates a 5% increase year over year.

An engaged session is a session in which a user triggers any of the engagement events defined above. If a user were to trigger multiple engagement events within their session, that would still just be one engaged session.

Goal #3: Achieve 215 or more earned media placements by the end of the fiscal year.
(Estimated flat over FY25)

Criteria for the goal to be considered achieved: Earned media placements are at minimum 215. Earned media placements are defined as each appearance, in individual media outlets and/or online publications, of a particular narrative generated from public relations activities and community engagement activities. If 193 Earned Media Placements are realized, a 75% bonus for this goal would be awarded.

RATIONALE:

When compared to the average number of Earned Media Placements from Fiscal Year 2017-2018 through Fiscal Year 2024-2025 (~184 stories placed), proposed goal of 215 Earned Media Placements represents an increase of 16.8%.

Reno Tahoe Fiscal Year Total Placements:

2017-2018: 156
2018-2019: 148
2019-2020: 309
2020-2021: 104
2021-2022: 202
2022-2023: 138
2023-2024: 205
2024-2025: Pacing for ~215

As quality of placements is emphasized and coverage is never guaranteed for public relations efforts, Earned Media Placements can fluctuate from year-to-year. With more of an emphasis on local PR and community engagement, the goal is attainable yet aggressive.

Tourism Sales Room Nights – FY25/26

Revised Goal

Produce 675,470 cash hotel room nights.

Criteria for the goal to be considered achieved:

675,470 cash hotel room nights will be recorded by 11 hotel properties via tourism sales third-party channels to include:

- **Online Travel Agencies (OTA's)**
- Retail Travel Agencies via Global Distribution Systems (GDS)
 - Includes all Washoe County Properties
- Tour Operators
- Receptive Operators
- Wholesalers
- Motor Coach Operators
- Retail Golf and Ski

Reporting Properties

- Atlantis Casino Resort Spa
- Circus Circus Hotel and Casino
- Eldorado Reno Resort Casino
- Grand Sierra Resort and Casino
- Hyatt Regency Lake Tahoe Resort Spa and Casino
- J Resort
- Nugget Casino Resort
- Peppermill Hotel Resort
- Renaissance Reno Downtown Hotel and Spa
- Silver Legacy Resort Casino
- Whitney Peak Hotel

Rationale:

- FY25 - 634,111 room nights goal.
- FY25 final room nights 696,699. **Revised to 677,580.**
 - Room nights based on actuals: July'24 – June'25
- FY26 goal of 675,470 room nights based on: **Rationale was to apply the decrease in hotel cash rooms and calculate the revised % of tourism rooms.**
 - 0.3% decrease being projected for FY26 final cash room nights for overall Washoe County. **The hotel budget for FY25/26 is 0.3% under actual for FY25/26.**
 - 26.6% of cash hotel room nights projected. **The revised percent is now 26.6% which lowered the goal.**

- Reno Tahoe continues to hold a strong presence within drive markets, making it an accessible destination for consumers considering value travel.
- Hotel partners are projecting a flat year, or single digit increase for convention room nights in 2026, thus increasing the room inventory and favorable rates available for third party channels to sell, therefore mitigating FIT/group declines.

Justifications:

- FY26 USBC Open Championship returns – some attendees will book “outside” the block
- Tariffs & inflation continue to be factors for consumers, creating demand for domestic travelers seeking value travel to outdoor destinations.
- Reno continues to be a growing city making it desirable destination for travelers to visit friends and family.
- Reno-Tahoe International Airport is projecting continuous passenger growth and expansion of nonstop flight routes.
- Discussions with third-party channel companies and hotel directors of sales.
- Slowdown of outbound international travel and cruise bookings.
- International inbound downturn due to tariffs and political climate.
 - Mexico office will continue to operate on a limited basis and continue to build upon the increased market share we have established in Guadalajara and surrounding areas.
 - Reno-Tahoe International Airport has:
 - Not reported significant flight reductions from Volaris Airlines.
 - Reported increase in Mexico origination passengers –

YTD June 2025 YOY % diff.

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

Source: Diiio Fmi

Facility Revenues

Goal #1:

Achieve \$7,382,276 in total revenue for RSCC, NBS, REC, RSLEC

Criteria for the goal to be considered achieved:

Combination of revenues attained by the venue sales and events team, to include rent, audio visual, IT, parking, labor, equipment rental, facility fees and other ancillary revenues.

- The RSCC Sales & Events Team has an annual goal of \$2,928,638
- The RSLEC Sales & Events Team has a goal of \$1,326,539.
- The REC Sales & Events Team has a goal of \$1,562,690.
- The REC/NBS Events Team has a goal of \$1,304,409.
- The Sponsorship and Sales Manager has an annual goal of \$260,000.

Rational:

FY 2026 Budget		FY 2025 Budget (Revised/Projections)		Difference	
	Total Facilities Revenues		Total Facilities Revenues	Total Facilities Revenues	Total Facilities Percentage
RSCC	\$2,993,638		\$3,093,461	\$99,823	-3.22%
RSLEC	\$1,346,539		\$1,195,498	\$151,041	12.63%
REC	\$1,647,690		\$1,036,385	\$611,305	58.98%
NBS	\$1,394,409		\$340,309	\$1,054,100	55.09%
	\$7,382,276		\$6,706,750	\$1,716,623	25.6%

Budgeted Revenue Explanations:

RSCC:

40% of the convention center’s revenues come from group room night conventions and sporting events (group room night events).

In FY 24/25 we had a total of 18 group room night events out of 210 total events.

In FY 25/26 we have 16 group room night events, with 3 considered citywide conventions and not having a rent requirement.

With additional track meets and the Venue Sales Team selling smaller events 12 months and in. We hope to get to a goal of 235 events to make up mos of this deficit.

The addition of the Sponsorship Sales Manager will bring in an additional \$65,000 in revenue.

Room night convention bookings are budgeted based on the following criteria:

- Stakeholder hotel mix strategy
- Inflation/Recession
- Competition
- Inflated Expenses

We are forecasting \$10,925 or 1% up from FY2025 and 3% or \$99,823 down from projections for FY2025.

RSLEC:

The RSLEC is booked at capacity with 47 out of 52 weeks sold each year. (33 non-event days)

In FY 24/25 we will have 75 events at the RSLEC, with 17 group events.

We have lost USA BMX a room night group to another city (\$62K) and a Hispanic Concert, Sin Fronteras (\$76K) compared to FY23/24

In FY 25/26 we expect to have 75 events again with 16 group events on the books and forecasting lower than our FY2025 budget by \$45,998 or 3% less, but up 12.63% from our revised projections due to some new room-night events (WCRHA Star Spangled Slide 2025, World Gay Rodeo Finals and Western Bison Conference 2025).

The Sponsorship Sales Manager will bring in an additional \$20,000 in a mix of cash and trade.

REC:

There is opportunity at the REC.

In FY 24/25 we will have 40 events, with 9 concerts.

We had anticipated 19 concerts like FY23/24.

In FY 25/26 we are forecasting 45 events with 15 of those being concerts (6 of them will be RSCVA bought concerts). Those 6 additional concerts will add \$600K+ to our revenues.

This is \$134,880 (or 7.6%) less than FY24/25 Budget

The Venue Sales Team will continue to sell non-room night events 12 months and in, to add to the total of 45 events.

The addition of the Sponsorship Sales Manager will bring in \$85,000 in new revenue based on the additional concerts.

NBS:

USBC will be holding a Championship Tournament in FY 25/26.

FY 24/25 Our revenues are expected to be \$62,534 or 23% higher than budgeted.

We held 74 events in FY23/24 compared to 123 in FY24/25

FY 25/26 we are forecasting an increase from FY24/25 in revenue of \$1,026,432 or 310%.

The Sports Sales Team and Venue Sales Team will book an additional 60 events in the shoulder months (61 total with USBC).

The addition of the Sponsorship Sales Manager will add \$90,000 in cash and trade.

Community Engagement

Goal #1: 30 community activities per year

Criteria for the goal to be considered achieved: Thirty (30) community activities per year, including but not limited to public service, speaking engagements, charitable in-kind contributions, tradeshow partnerships with charitable organizations and participation in quarterly stakeholder and community leadership meetings.

Forty six (46) activities will be completed by the end of FY24/25.

Rational: Community engagement and improved communication is a pillar of the President and CEO's priorities and leadership. Educating and being visible in the local community is paramount to the RSCVA's continued success.

Goal #6

Staff Survey – 75% Response rate

Successfully oversee the development and execution of an employee satisfaction survey that includes a component for CEO feedback, ensuring insightful and actionable results to improve workplace culture and leadership effectiveness, and achieve an employee response rate of 75%.

Criteria for the goal to be considered achieved:

- Execution of an employee satisfaction survey, incorporating feedback on the CEO through an integrated or separate section.
- Ensure a strong participation rate of 75% by fostering open communication and promoting the survey across all levels of the organization.
- Analyze and summarize survey results, identifying key trends and areas for improvement.
- Share findings with stakeholders and establish a plan for addressing feedback to enhance employee satisfaction and leadership transparency.

Background:

Conducting a staff satisfaction survey, including a component for CEO feedback, is an important goal for the CEO and for the RSCVA as a whole.

This survey will provide insights into employee satisfaction and engagement levels. By understanding these sentiments, we can identify areas for improvement and implement strategies to enhance employee morale and retention.

By obtaining feedback from employees, we can identify inefficiencies and obstacles hindering productivity for the RSCVA. This will allow us to implement and enhance initiatives to allocate resources effectively.

A 75% response rate is 40% above the national average and demonstrates the extraordinary level of trust and commitment RSCVA employees have in the organization.

Goal #7

Staff Survey – Maintain a 96% employee satisfaction rate

Maintaining an employee satisfaction rate of 96% demonstrates leadership effectiveness and commitment to employee engagement.

Criteria for the goal to be considered achieved:

Survey results demonstrate a combined satisfaction and happiness rate of 96% or higher.

Background:

Happy and satisfied employees tend to be more engaged, productive, and committed to their work. They're driven by a feeling of purpose and are more likely to take initiative and demonstrate creativity.

Happy employees contribute to the happiness of customers and clients, produce high-quality work, complete more sales, and improve teamwork.