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RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
MEETING OF THE BOARD OF DIRECTORS
Thursday, October 22, 2026, at 10:00 a.m.
Reno-Sparks Convention and Visitors Authority
4065 S. Virginia Street, Board Room
Reno, Nevada

BOARD OF DIRECTORS:
Ms. Cortney Young, Chair

Councilwoman Charlene Bybee
Mayor Hillary Schieve
Mr. Greg Long
Mr. Richard Jacobs
Commissioner Clara Andriola
Mr. John Farahi
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

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

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 October 22, 2026, Regular Meeting of the Board of Directors

For Possible Action

C2. Approval of the Minutes of the September 24, 2026, Regular Meeting of the Board of Directors

For Possible Action

C3. **Approval of the 2027 renewal of Anthem Blue Cross Blue Shield of Nevada for medical insurance, and MetLife for dental, vision, life, and short-term and long-term disability, with a total increase of 6.00% in premiums costs for a total amount not to exceed $2,198,395.00**.

For Possible Action

C4. **Review, Discussion and Possible Action to approve staff's recommendation to award** Flooring Solutions of NV, Inc., for the purchase of new MityLite banquet chairs and racking system for the Reno Events Center and Reno-Sparks Convention Center by use of a Government Cooperative Purchasing Program, pursuant to NRS 332.195. (BuyBoard Contract #789-25) In an amount not to exceed $3,130,336.07. (This includes a 10% contingency)

For Possible Action

C5. Review, Discussion and Possible Action to Approve a Professional Service contract with BJG Architecture and Engineering to Design and Develop the Scope of Work for the Renovation of the Main and North Entrances at the Reno-Sparks Convention Center pursuant to NRS 332.115. In an amount not to exceed $565,628.00. (This includes a 10% contingency)

For Possible Action

D. PRESENTATIONS

D1. Presentation: Miles Partnership

Visit Reno Tahoe's agency of record, Miles Partnership, will provide an update on Reno Tahoe's marketing initiatives, with a focus on the evolving role of artificial intelligence in travel planning, destination marketing and visitor engagement. The presentation will highlight advancements in paid media, audience insights, brand strategy, website optimization and public relations, demonstrating how these efforts work together to strengthen Reno Tahoe's competitive position and drive visitation.

Informational Only

D2. The Decker/Royal Agency Public Relations Update

Decker/Royal, Visit Reno Tahoe's national public relations agency, will share insights into the evolving media landscape, including the growing influence of AI on how travelers discover destinations and what these changes mean for earned media in 2027. The team will highlight how its strategies are adapting to keep Reno Tahoe competitive, along with recent earned media successes, national coverage and initiatives that are elevating the destination's visibility and reputation.

Informational Only

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

Informational Only

E. BOARD MATTERS

E1. Review, Discuss, and Possible Action to support transfer of the real property commonly known as 771 Southwood Boulevard, Incline Village, Nevada, from the Tahoe Transportation District to the Reno Housing Authority for future development as a workforce housing project.
Washoe County Commissioner, Alexis Hill, will present and discuss the proposed transfer of 771 Southwood Boulevard, Incline Village, Nevada, from the Tahoe Transportation District to the Reno Housing Authority for future development as a workforce housing project. Commissioner Hill is requesting that the RSCVA Board of Directors take action to indicate its support of the foregoing transfer.

For Possible Action

E2. Public hearing on the intent of the Board of Directors of 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 aggregate principal amount of $25,000,000 for the purpose of financing convention center facilities.

For Possible Action

E3. Public hearing and review, discussion, and possible action to approve the sale of 255.20 acre-feet of uncommitted water rights currently owned by the RSCVA (Permit numbers 80501 and 80502) to the Truckee Meadows Water Authority for $7,500 per acre-foot for a total amount of $1,914,000.
The Board will conduct a public hearing pursuant to NRS 533.550 soliciting public comment regarding the proposed sale of 255.20 acre feet of water rights represented by Permits 80501 and 80502 to the Truckee Meadows Water Authority for a total purchase price of $1,914,000.00. At the conclusion of the public hearing, the Board is being asked to review, discuss, and take possible action to: (i) adopt the written findings required pursuant to NRS 33.550(1)(a)-(d); (ii) approve the sale of the foregoing water rights; and (iii) authorize the RSCVA President/CEO to execute the documents necessary to complete the transaction.

For Possible Action

E4. Presentation, Discussion, and Potential Approval of a Proposed Budget Augmentation to the General Fund in the amount of up to $1,914,000 and the Capital Projects Fund in the amount of up to $400,000 for the Reno-Sparks Convention and Visitors Authority.
The Board is being asked to review, discuss, and take possible action to approve an augmentation to the RSCVA Fiscal Year 2026/2027 Budget in the amount of $1,914,000 in additional revenue to the

General Fund and in the amount of $400,000 in additional revenue to the Capital Projects Fund.

For Possible Action

E5. Review, Discussion and Possible Approval Regarding Longevity Pay and Deferred Compensation Benefits

The Board is being asked to review, discuss, and take possible action to approve two benefit programs for all full-time RSCVA employees. If approved, all full-time RSCVA employees will have the opportunity during open enrollment to elect to participate in one of the following programs. The liability associated with each program is anticipated to be within each Department's approved budget, with each Department covering the costs associated with its employees.

1. A five percent (5%) deferred compensation program match. The projected liability associated with the Deferred Compensation Program based on anticipated employee participation is estimated at approximately $202,837 annually, with a potential maximum estimated at $500,000.00 if all full-time employees participate in this program at the full five percent (5%) level.
2. Longevity Pay- After one year of continuous service, an annual longevity payment ranging from $1,000-$5,000 based on years of service. The projected liability associated with the Longevity Pay Benefit is estimated at approximately $85,000 annually based on anticipated employee participation, with a potential maximum estimated at $156,000 if all full-time employees elect to participate in this program.

These costs may vary based on employee participation, which is estimated to be less than the maximum.

If approved by the Board, staff will prepare proposed policies for Board consideration at a future meeting with implementation of the foregoing programs contingent on Board adoption of the requisite policies.

For Possible Action

E6. Approval of the December 2026 RSCVA Board of Directors Meeting to be moved to December 11, 2026.

The RSCVA Board of Directors is being asked to review, discuss, and possibly take action to approve the change of the regularly scheduled board meeting from December 10th to December 11th.

For Possible Action

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

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

Informational Only

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

H. ADJOURNMENT

For Possible Action

For information or questions regarding this agenda please contact:

The RSCVA Executive Office
P.O. Box 837, Reno, NV 89504
775-827-7618

Reno, NV 89504 USA
t: 775.827.7600
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Reno-Sparks Convention & Visitors Authority
Meeting held Thursday, September 24, 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, September 24, 2026. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

A1. Call to Order
Chair Young called the meeting to order at 10:01 a.m.

A2. Pledge of Allegiance
Chad Peters, Executive Director of Facilities, led the pledge.

A3. Roll Call
The Clerk of the Board took roll call.

Board Members Present:
Cortney Young, RSCVA Chair
Councilwoman Charlene Bybee, (Zoom)
Glenn Carano, RSCVA Board Member (Zoom)
John Farahi, RSCVA Board Member
Greg Long, RSCVA Board Member
Hillary Schieve, RSCVA Board Member (Zoom)
Ryan Bellows, RSCVA Board Member
Richard Jacobs, Board Member

Board Members Absent:
Commissioner Clara Andriola, RSCVA Vice Chair

RSCVA Executive Staff Present:
Mike Larragueta, President and Chief Executive Officer
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 and Board Clerk

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B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Chair Young opened the floor to public comment; there was none.

C. CONSENT AGENDA

Item C1 and Item C3 were pulled from the consent agenda.

C1. Approval of the Agenda of the September 24, 2026, Regular Meeting of the Board of Directors

Chair Young opened Item C1 on the consent agenda and requested removal of Item E1 from the meeting agenda for additional information.

On a motion made by Board Member Farahi, seconded by Board Member Jacobs, it was resolved to approve the removal of Item E1 from the September 24, 2026, meeting agenda. The motion was APPROVED by a vote 8-1-0. Motion carried.

C2. Approval of the Minutes of the August 27, 2026, Regular Meeting of the Board of Directors

On a motion made by Board Member Bellows, seconded by Board Member Long, it was resolved to approve Item C2 on the consent agenda as presented. The motion was APPROVED by a vote 8-1-0. Motion carried.

C3. Review, Discuss, and Possible Action to Approve S**taff's** Recommendation to Award JC Pro Inc., for the purchase of BSS Soundweb Omni 512p and 32e Processor Hardware as Replacement Equipment for the Current PA System at the Reno-Sparks Convention Center, Pursuant to NRS 332.115(1)(g) In an Amount Not to Exceed $277,102.00. (This Includes a 10% Contingency)

Chair Young opened Item C3 for further discussion. Staff provided a brief overview of the proposed public address system upgrade, noting it is a CPI priority item that can proceed using existing capital funds. The upgrade would modernize facility-wide communication and safety functions and replace the system's core technical infrastructure. Staff also confirmed that a sound engineer completed the scope of work and that the project qualifies for a competitive bidding exemption due to its integration with the existing system. Board Member Farahi expressed concern about proceeding without broader market comparison and requested the sound engineer's report, while legal counsel clarified that bidding is optional. Several members noted the project had been previously included in the approved capital plan.

On a motion made by Board Member Schieve, seconded by Board Member Jacobs, it was resolved to approve Item C3 on the consent agenda as presented. The motion was APPROVED by a vote 5-1-3. Motion carried.

D. PRESENTATIONS

D1. Presentation: Business Development Update, Marcus Johnson, Director of Business Development

Marcus Johnson, Director of Business Development, provided an update on RSCVA's local business development efforts for fiscal year 2025/2026 through the current fiscal year,

outlining targeted markets, key companies, outreach strategies, collaborative partnerships, and emerging opportunities. Board Members discussed resource needs, challenges converting local corporations into meeting business, and the effectiveness of current marketing and outreach tools. Staff addressed questions related to association-based lead generation, digital campaigns, walkability concerns, and the strategic plan's inclusion of an additional FTE to support business development.

D2. Public Relations Update

Nicolle Lowe, Director of Communications, provided a brief public relations update on earned media attention surrounding Visit Reno Tahoe's record year across major markets and national trade publications. She noted strong regional and national pickup of the announcement, and Board Members expressed appreciation for the coverage and recognized staff and leadership for driving the success.

D3. Reno-Sparks Convention & Visitors Authority Department Updates

Members of the senior leadership team presented updates on current activities and initiatives. Board Member Farahi noted continued regional economic growth, major reinvestment by hotel-casino properties, and the resulting increases in occupancy and ADR, emphasizing that sustained investment in local hospitality assets will further strengthen long-term performance.

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Chair Young provided an update on airport activities, highlighting preparations for the October 1 inaugural flight to Nashville and thanking Visit Reno Tahoe and Board Member Schieve for their support during recent promotional events. She also commended Chief Executive Officer Mike Larragueta for his strong representation at the Washington, D.C. conference and noted productive client meetings aimed at securing new and returning business. Chair Young concluded by expressing appreciation for the Board's continued dedication and hard work on behalf of the organization.

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

H. ADJOURNMENT

Chair Young adjourned the meeting at 11:25 a.m.
The meeting may be viewed at the following:
09/24/2026 RSCVA BOD Mtg https://www.youtube.com/watch?v=Sb4oj3ys1Ec

To:RSCVA Board of Directors

From: Lori Tange, Executive Director Human Resources

Cc: Mike Larragueta, President & CEO

Date: October 22, 2026

Subject: RSCVA Employee Benefit Plans for 2027 Plan Year

Summary

The RSCVA provides employee health benefits of medical, dental, vision, short-term and long-term disability to its employees, dependents, and eligible retirees. The health benefits are through a HDHP/HSA plan. A HDHP/HSA plan is a High-Deductible Health Plan combined with a Health Savings Account. This arrangement allows you to pay lower monthly premiums in exchange for a higher deductible, while the HSA provides a tax-advantaged way to save and pay for medical expenses.

Each year RSCVA, through its broker LP Insurance, conducts a comprehensive analysis of the costs and benefits offered by various health plan organizations. LP was directed to market all coverages. For medical coverage the process yielded quotes from United Health Care, Anthem, and Prominence. Anthem Blue Cross Blue Shield of Nevada (Anthem) has offered the RSCVA an annual renewal with a 6% increase in health insurance premiums.

RSCVA's ancillary lines of coverage are currently under contract with MetLife and Guardian (dental, vision, life, short-term and long-term disability) and no increases are tied to these benefit.

Background

The RSCVA Finance team budgeted for a 10% increase for the 2026-2027 Benefit Plan year.

Fiscal Impact

Funds for health benefits for the period July 1, 2026, to June 30, 2027, is budgeted in the Fiscal Year 2026-27. The annual amount totals $2,198,395.00 for Anthem coverage, and $13,700 for a proposed $100 per employee increase to the Health Savings Account.

Recommendation

Staff recommends that the Board of Directors approve the renewal of the comprehensive employee health benefits plan and Health Savings Account in the amount of $2,211,395.00.

RSCVA

Renewal & Cost Analysis

	Current & Renewal	Option 1	Option 2
Carrier	Anthem	United Healthcare	Prominence
Plan Name	HDHP w/ HSA	HDHP w/ HSA	HDHP w/ HSA
Network	Anthem PPO	Choice Plus PPO	Freedom Beyond PPO

Plan Design Comparison

Member Cost Exposure			
Individual Deductible	$3,400 -> $3,500	$3,500	$3,500
Family Deductible	$6,800 -> $7,000	$7,000	$7,000
Individual Out-of-Pocket Maximum	$5,000	$5,000	$6,900
Family Out-of-Pocket Maximum	$10,000	$10,000	$13,800
Office & Virtual Care			
Primary Care	20% after deductible	20% after deductible	10% after deductible
Specialist	20% after deductible	20% after deductible	10% after deductible
Anthem VPC	20% after deductible	20% after deductible	10% after deductible
Immediate Care			
Urgent Care	20% after deductible	20% after deductible	10% after deductible
Emergency Room	20% after deductible	20% after deductible	10% after deductible
Diagnostics - Freestanding Facility			
Lab	20% after deductible	20% after deductible	10% after deductible
X-Ray	20% after deductible	20% after deductible	10% after deductible
Advanced Imaging (MRI/PET/CT)	20% after deductible	20% after deductible	10% after deductible
Outpatient Services			
Outpatient Surgery - Freestanding	20% after deductible	20% after deductible	10% after deductible
Outpatient Surgery - Hospital	20% after deductible	20% after deductible	10% after deductible
Hospital Services			
Inpatient Hospitalization	20% after deductible	20% after deductible	10% after deductible
Prescription Drugs			
Rx Deductible	none	none	none
Generic	$10 after deductible	$10 after deductible	10% after deductible
Preferred Brand	$35 after deductible	$35 after deductible	10% after deductible
Non-Preferred Brand	$70 after deductible	$70 after deductible	10% after deductible
Specialty	20% after deductible	20% after deductible	10% after deductible

Premium Comparison

Active Employee Rates		**Current**	**Renewal**	**Proposed**	**Proposed**
Employee Only	**95**	$552.75	$585.92	$660.51	$546.40
Employee + Spouse	**9**	$1,127.60	$1,195.26	$1,347.44	$1,114.65
Employee + Child(ren)	**16**	$1,520.07	$1,611.27	$1,816.40	$1,502.62
Employee + Family	**16**	$2,293.91	$2,431.54	$2,741.12	$2,267.57
	136				
Estimated Monthly Premium		**$123,683**	**$131,105**	**$147,796**	**$122,263**
Estimated Annual Premium		**$1,484,200**	**$1,573,256**	**$1,773,549**	**$1,467,155**
Total $ Over/Under Current		**-**	**$89,056**	**$289,349**	**-$17,045**
Total % Over/Under Current		**-**	**6.0%**	**19.5%**	**-1.1%**

$15,000 Wellness Credit

To: RSCVA Board of Directors

From: Mike Larragueta, President/CEO
Renee McGinnes, Vice President of Venue Operations

Cc: Cortney Young, RSCVA Board Chair

Date: October 22, 2026

Subject: Review, discuss and possible action to approve Staff's recommendation to award Flooring Solutions of NV, Inc. for the purchase of 12,000 new banquet chairs and related stacking racks for use at the Reno-Sparks Convention Center and Reno Events Center by use of a Government Cooperative Purchasing Program, Nevada Revised Statute 332.195. (BuyBoard #789-25) In an amount not to exceed $3,130,336.07. (This includes a 10 % contingency)

Executive Summary

The purpose of this agenda item is to review staff's recommendations to award a proposal for the purchase of 12,000 new banquet chairs and related stacking racks for the use at the Reno-Sparks Convention Center and the Reno Events Center, through a government cooperative purchasing program. The new chairs and stacking racks will be purchased from Flooring Solutions of NV, Inc., in the amount of $2,845,760.07, with a contingency in the amount of $284,576, for a total of $3,130,336.07. This will make the total contract for an amount not to exceed $3,130,336.07. The purchase will be through the use of a joinder to the Government Cooperative Purchasing Program (BuyBoard #789-25) under Nevada Revised Statutes 332.195. This allows local government governing bodies, authorized representatives, and the State of Nevada to join or use existing contracts solicited by other governmental entities or cooperative purchasing organizations, provided the contracting vendor authorizes it.

This project is included in the Capital Projects Fund budget for fiscal year 2026-2027, with a budget amount of two million six hundred twenty-five thousand dollars ($2,625,000) as previously presented to the board of directors. Staff proposes using contingency funds from the Capital Projects budget to offset the extra expense of the chairs.

Background

To address specific high-volume event demands, the procurement scope has been expanded from the originally approved 10,500 chairs to a revised total of 12,000. This strategic 1,500-chair increase is driven by the immediate requirements of Veterans of Foreign Wars whose multi-year booking depends on a higher seating capacity than our current active inventory can support.

The convention center's current inventory of banquet chairs was purchased decades ago and has surpassed its standard operational lifespan. Posing immediate risks to guest comfort and operational efficiency.

Over two decades of high-frequency use across thousands of conventions, trade shows, and corporate galas has caused severe structural and aesthetic degradation. The current chairs exhibit visible defects, including worn or torn fabric, collapsed foam cushioning, and bent metal frames. Substandard seating leads to physical discomfort during long-form conferences, reducing overall attendee engagement and negatively impacting client satisfaction. The aging chairs have compromised stacking mechanisms and frames, increasing setup and teardown times for floor staff.

Fiscal Impact

Payment Schedule

Deposit Percentage	Dollar Amount	Due Date
50%	$ 1,422,880.03	Deposit
25%	$ 711,440.07	At 10 weeks
25%	$ 711,439.97	Upon Arrival

This amount is included in the Capital Projects Fund budget for fiscal year 2026-2027.

Recommendation

RSCVA staff is recommending approval of the award of the purchase of 12,000 new banquet chairs and related stacking racks to Flooring Solutions of NV, Inc. under the BuyBoard Contract #789-25 as allowed pursuant to NRS 332.195 in the amount of two million eight hundred forty-five thousand seven hundred sixty dollars and seven cents. ($2,845,760.07) with a contingency of two hundred eighty-four thousand five hundred seventy-six dollars ($284,576) for total not to exceed three million one hundred thirty thousand three hundred thirty-six dollars and seven cents. ($3,130,336.07)

Proposed Motion

I move to award the proposal for the new banquet chairs and stacking racks to Flooring Solutions of NV, Inc., in an amount not to exceed three million one hundred thirty thousand three hundred thirty-six dollars and seven cents. ($3,130,336.07)



To: RSCVA Board of Directors

From: Mike Larragueta, President/CEO
Renee McGinnes, Vice President of Venue Operations

Cc: Cortney Young, RSCVA Board Chair

Date: October 22, 2026

Subject: Review, Discussion and Possible Action to Approve a Professional Service Contract with BJG Architecture and Engineering to Design and Develop the Scope of Work for the Renovation of the Main and North Entrances at the Reno-Sparks Convention Center pursuant to NRS 332.115. In an amount not to exceed $565,628.00. (This includes a 10% contingency)

Executive Summary

The purpose of this agenda item is to review staff's recommendations to award BJG Architecture and Engineering a professional service contract for the design and development fees for the scope of work only, to renovate both the main and north entrances at the Reno-Sparks Convention Center. As allowed under Nevada Revised Statutes 332.115 which allows the RSCVA to enter into a professional services agreement without a competitive solicitation.

This project is included in the Capital Projects Fund budget for fiscal year 2026-2027, with a budget amount of one million five hundred thousand dollars ($1,500,000.00) as previously presented to the board of directors.

Background

The prominent steel structure at the front entrance of the convention center has served as an architectural feature of the property. However, due to upcoming facility modernization plans and the structural wear, the removal of this feature has been deemed necessary. Along with the structure removal the redesign will create a consistent look and feel between the main and north entrances, helping to unify the overall appearance of the facility.

The steel feature is tied directly to the main convention center building elements. A structural engineer must analyze the load-bearing impacts of the removal to ensure that adjacent walls, roofs, and foundations are not destabilized during or after the demolition. Once the removal is complete the scope of work for the entry redesign will include:

- Entry canopy expansion - Expand and enhance covered entry areas, including structure, architectural finishes, lighting, and outdoor comfort systems.

- Digital display and graphic wall redevelopment - Remove the existing graphic wall, restore affected construction, and integrate two new exterior digital displays with supporting structure, power, and communications.

- Frontage activation - Develop shade pavilions, seating and activity areas, integrated planters, planting, irrigation, lighting, and associated site improvements.

- North Entry Redesign - Demolish and replace with existing secondary-entry canopy/arrival elements; create a more visible welcoming entry with a new canopy and structure, integrated lighting and illuminated entry marker, relandscape, and improved pedestrian circulation and crosswalks.

BJG will serve as the prime architect and the RSCVA's primary point of contact. BJG will contract with and manage the mechanical/plumbing, electrical/technology, civil/survey, landscape, and cost-estimating consultants required for the services described in this report.

Fiscal Impact

Architectural and Engineering Services	Total Proposed Price
BJG Architecture & Engineering	$514,207.50

This amount is included in the Capital Projects Fund budget for fiscal year 2026-2027.

Recommendation

Based on the staff's evaluation of the qualifying proposal received, staff recommends the proposal be awarded to BJG Architecture & Engineering, in the amount of five hundred fourteen thousand two hundred seven dollars and fifty cents. ($514,207.50)

Staff is also recommending a 10% contingency in the amount of fifty-one thousand four hundred twenty dollars and fifty cents ($51,420.50). This will make the total amount of the contract not to exceed five hundred sixty-five thousand six hundred twenty-eight dollars. ($565,628.00)

Proposed Motion

I move to award the proposal for the design and development of the scope of work for the renovation of the main and north entrances to BJG Architecture & Engineering, in an amount not to exceed five hundred sixty-five thousand six hundred twenty-eight dollars. ($565,628.00)

RENO SPARKS CONVENTION CENTER ENTRY REDESIGN

BJG ARCHITECTURE + ENGINEERING

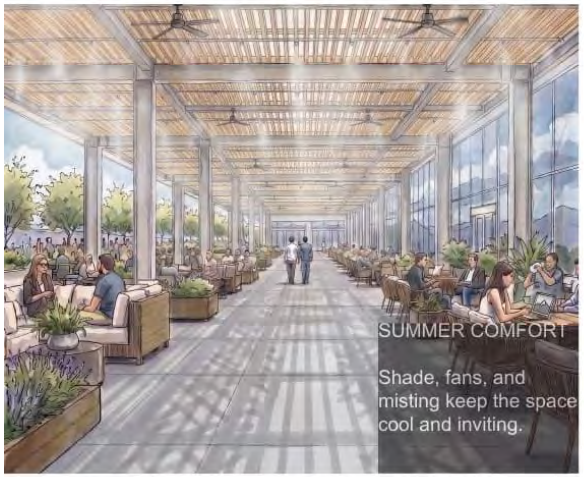


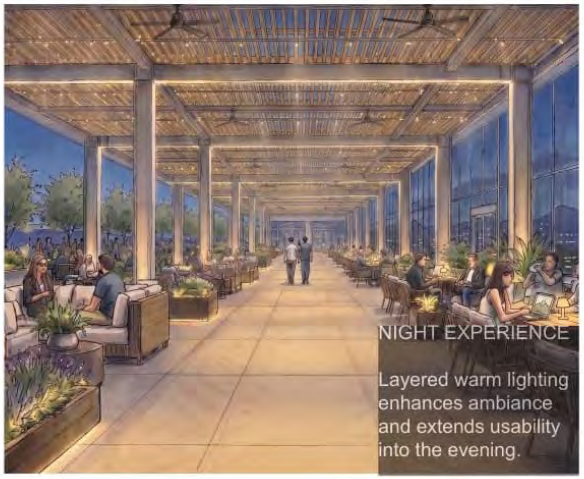

OPTION-1
RENO
SPARKS CONVENTION CENTER
RENO
SPARKS CONVENTION CENTER

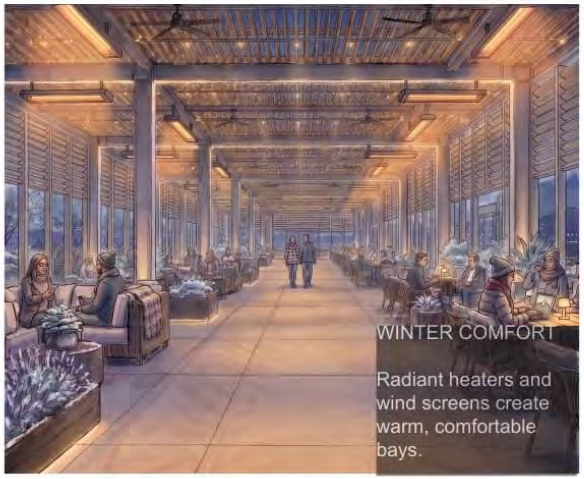
SIGHTLINE STUDY




OPTION -1
WOOD SLAT CANOPY

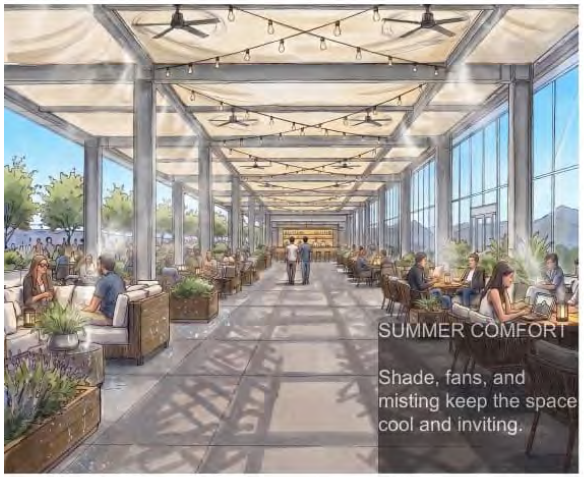

SUMMER COMFORT
Shade, fans, and misting keep the space cool and inviting.

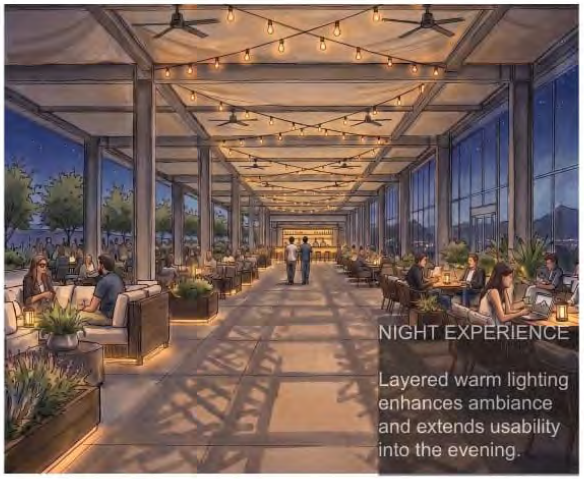

NIGHT EXPERIENCE
Layered warm lighting enhances ambiance and extends usability into the evening.


WINTER COMFORT
Radiant heaters and wind screens create warm, comfortable bays.

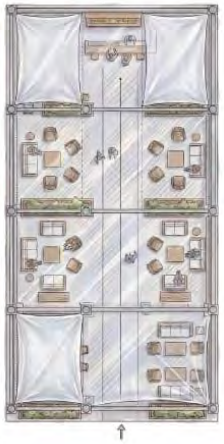



OPTION -2
TENSIONED FABRIC CANOPY


SUMMER COMFORT
Shade, fans, and misting keep the space cool and inviting.


NIGHT EXPERIENCE
Layered warm lighting enhances ambiance and extends usability into the evening.


WINTER COMFORT
Radiant heaters and wind screens create warm, comfortable bays.



Convention Center Graphic Wall Renovation

Progress Review

George Ghusn Jr, SE
Selena Huang, Architect
BJG Architecture + Engineering

August 6, 2026

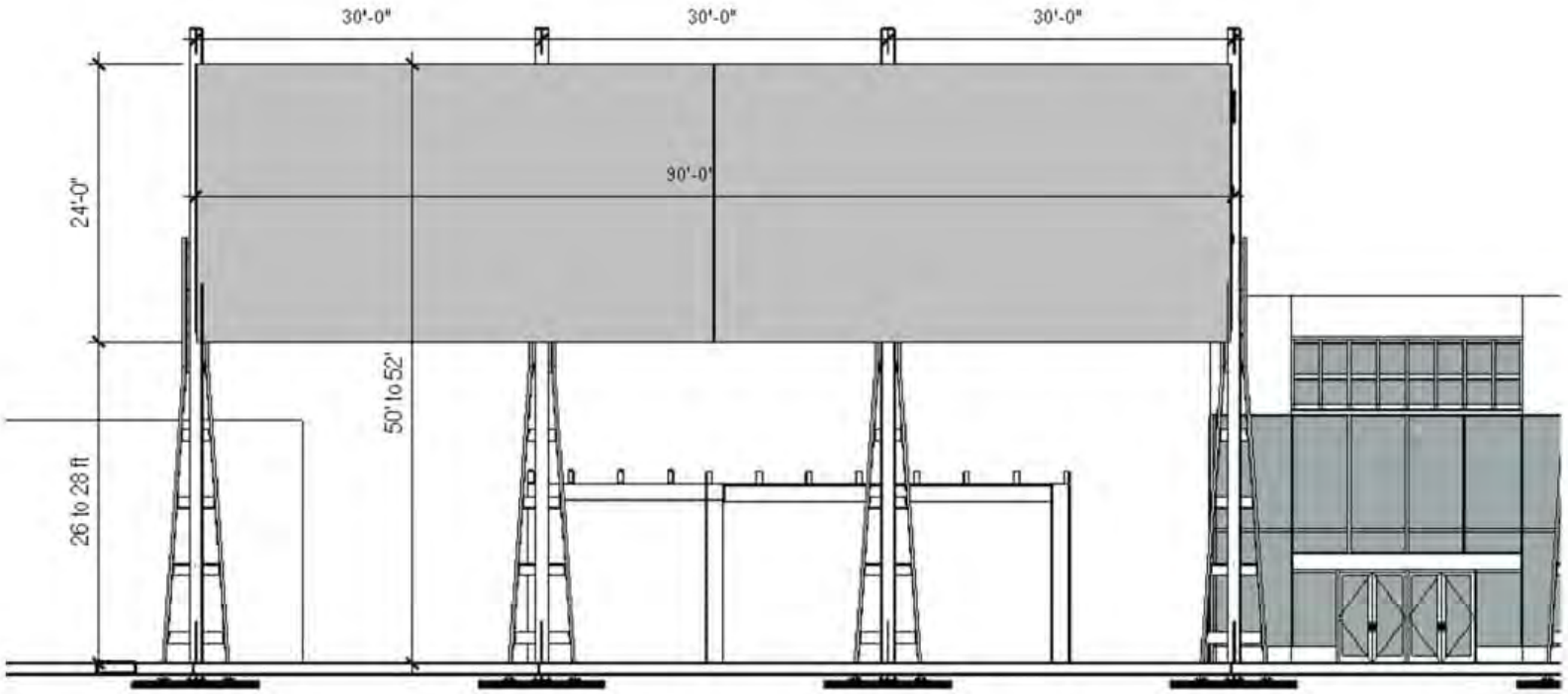




RenoTahoe

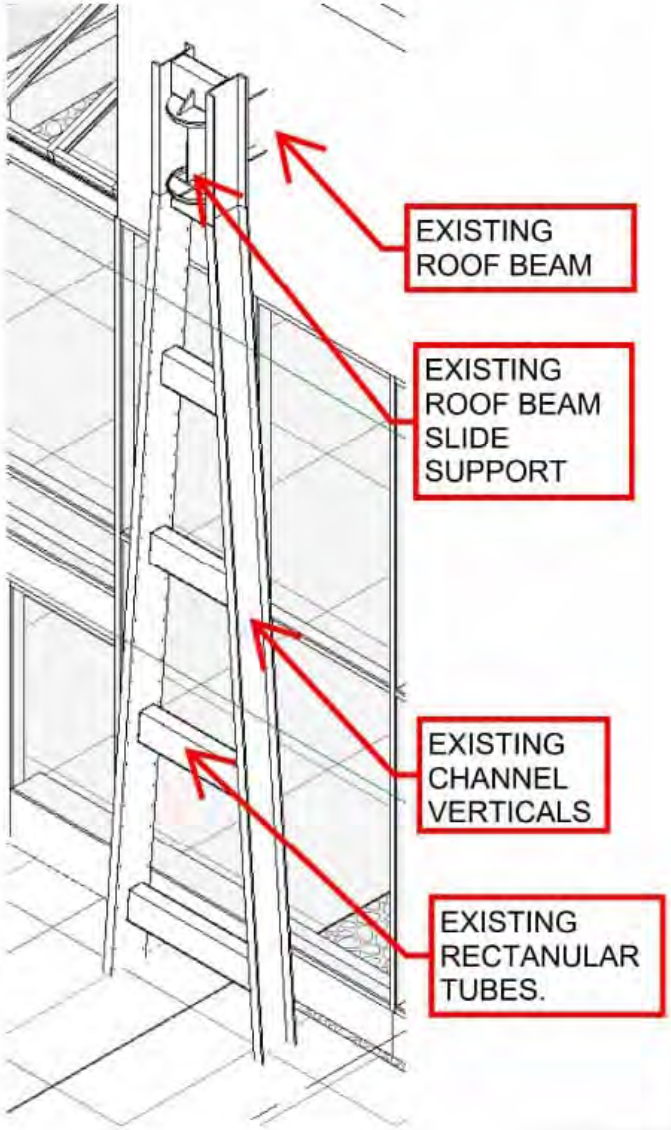
CELEBRATING 30 YEARS 1992 2022
BJG
ARCHITECTURE & ENGINEERING

Current Display Design



Stanchions Support the Roof

- The roof beams extend through the wall and sit on a slide bearing to isolate the stanchion from the movements of the graphic wall.
- With the graphic wall removed and the "kicker" demolished, the slide bearing will be fixed in place using steel welded to the end of the beam.

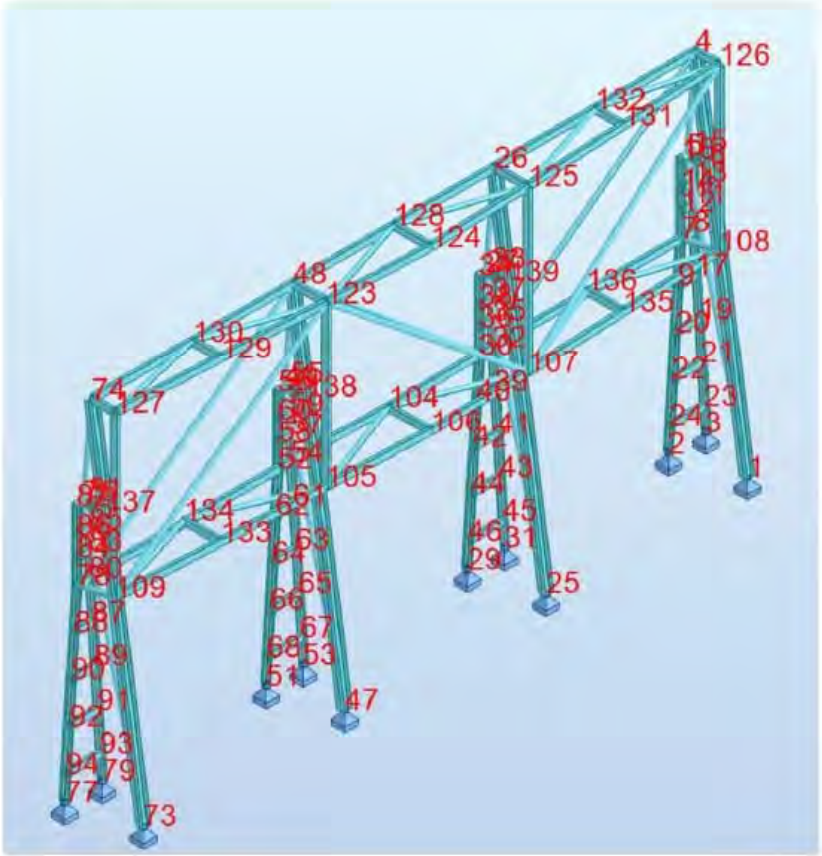


Roof Support at Stanchion



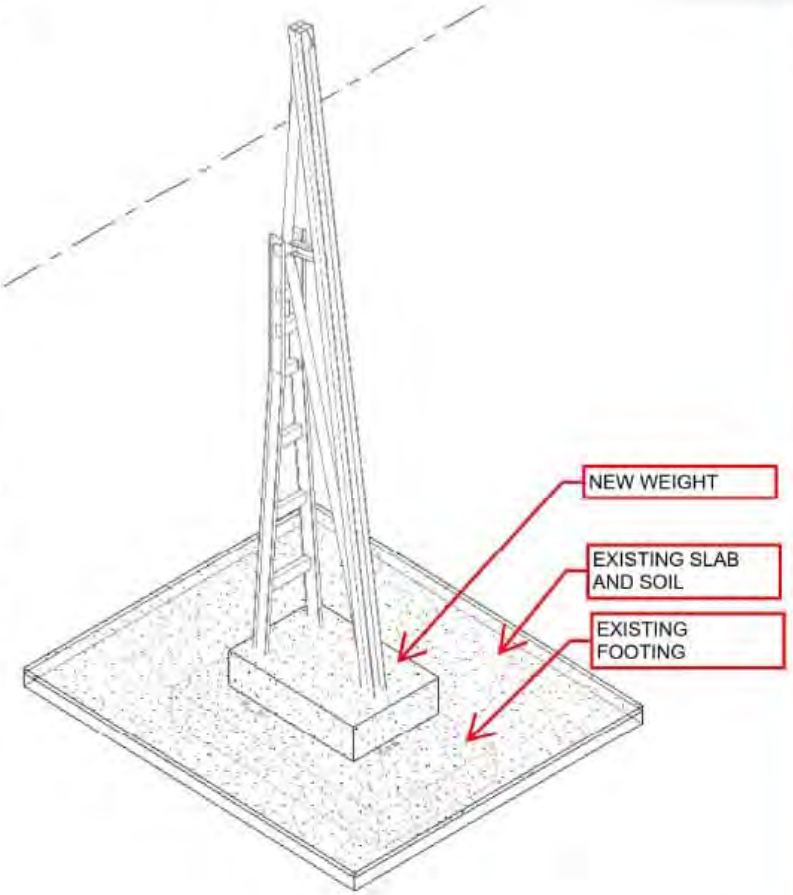
Structural Model

- The structural model contains the four stanchions roughly centered on the entry.
- Additional framing shown to carry the displays.
- Intent is to enclose the backside of the framing with an access space between the back of the display and the closure wall.



Structural Issues

- A few members and connections will need strengthening.
- Foundation is inadequate for the new displays under current code.
  - The code wind loads have changed substantially for free-standing signs.
  - There are two options for increasing the foundation capacity:
    - Excavate around the existing footing and add concrete below grade. The existing footing is 20' x 11' x 3' thick.
    - Add a "blob" of concrete at the legs: 11' x 8' x 2-1/2' thick. Make a bench all around. This possible solution is preliminary.
- Option: Reduce the size of the displays. Use (2) 35' X 20' ?
- Option: Lower the displays by as much as 10 feet.
- Combination of options above.



View from Virginia Street





Proposed View from Plaza

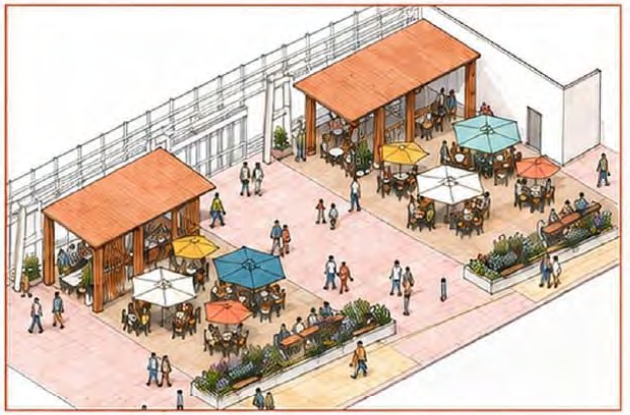


The entry is cut back to behind the displays.

Reno-Sparks Convention Center

Frontage Activation Concept

Transform the existing convention center sidewalk into a series of small outdoor social rooms while preserving clear circulation and bus-loading zones aligned with the existing entrances.



OUTDOOR SOCIAL ROOMS + SHADE PAVILIONS



Choice
A variety of outdoor seating options that invite people to gather, relax, and connect

Activation
Active frontages and engaging spaces bring energy to the courtyard.

Separation
Landscape buffers and shade pavilions define occupiable outdoor activity spaces.

Circulation
Clear pedestrian paths and bus-loading zones to maintain intuitive flow of traffic.

Reno-Sparks Convention Center



Overall Design Logic

A simple three-part framework organizes the front plaza into functional layers that support comfort, movement, and activity.

1 Street Buffer / Landscape Edge

The landscape edge separates people from traffic while integrating seating, lighting, and placemaking.



2 Social Rooms Under Shade Structures

Repeated shade structures create small outdoor rooms for dining, waiting, and gathering.



3 Open Circulation / Queue Zones

Open bays aligned with entrances accommodate queuing, bus loading, and event surges.



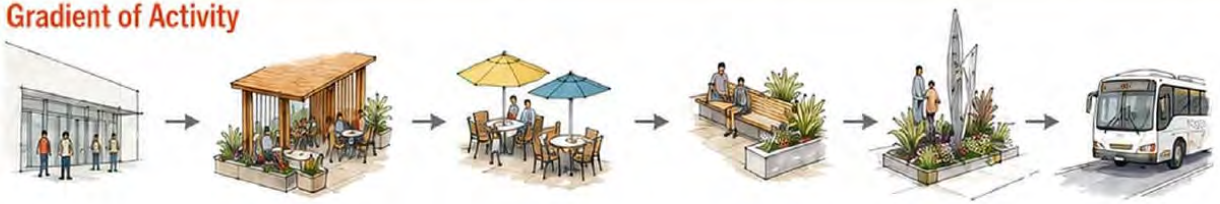
Frontage Organization

The frontage is organized as a repeating sequence of activity pockets and clear operational zones aligned with the convention center entrances.



Activity Pocket → Entrance / Queue Bay → Activity Pocket → Entrance / Queue Bay → Activity Pocket

Gradient of Activity



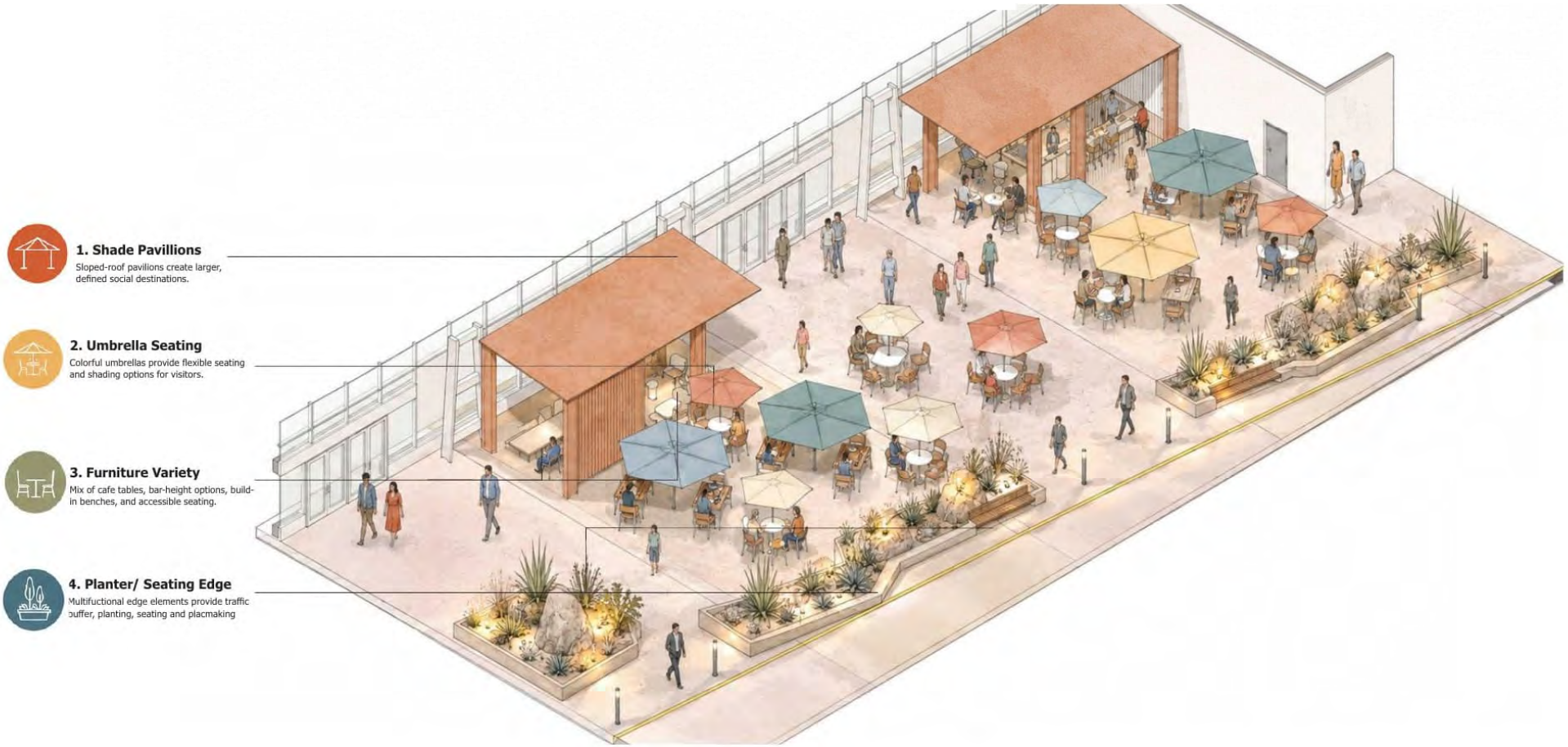
Convention Center → Shaded Social Pockets → Flexible Umbrella Seating → Built-in Seating → Landscape / Art Buffer → Bus / Street

Operational Clarity

- Protect open bays for circulation
- Keep bus-loading intuitive
- Separate gathering from primary discharge paths

Reno-Sparks Convention Center

Key Design Elements



Visitor Experience

The concept creates a welcoming, human-scaled environment for gathering, dining, waiting, and informal social activity.





SHADED PAVILIONS + OUTDOOR SOCIAL ROOMS



ACTIVATED FRONTAGE FROM DAY TO EVENING

Multiple seating choices

A variety of table types and arrangements accommodate individuals, small groups, and larger gatherings.

Colorful flexible umbrellas

Moveable umbrellas add comfort and personality while adapting to sunlight and weather conditions.

Shaded social rooms

Pavilions and planter edges create defined places to gather, rest, dine, and connect in comfort.

Indoor-outdoor activity

Large glass openings connect indoor spaces to the patio, encouraging a lively flow between inside and out.

Together, these elements transform the frontage from pass-through space into an active outdoor destination.

EXHIBIT E - CONCEPT DESIGN REFERENCE - NORTH / SECONDARY ENTRY REDESIGN

SECONDARY ENTRY REDESIGN

Existing Condition & Design Goals

A more visible, welcoming, and comfortable secondary entry that enhances the arrival experience for all guests.



RECESSED & HARD TO SEE
The secondary entry is set back from the drive and lacks a strong visual presence, making it difficult for guests to locate.

LIMITED SHADE & DATED
The open steel canopy provides limited shade and feels dated, offering minimal protection and identity.

DARK & UNDER-ACTIVATED
The space reads dark, uninviting, and under-activated, with minimal lighting and little sense of arrival or place.

DESIGN INTENT
Improve visibility, expand shade and weather protection, enhance lighting, and create a more welcoming, functional entry experience for all guests.

RSCVA
Reno-Sparks Convention Center

Produced by BJG

DAYTIME ARRIVAL EXPERIENCE

A Welcoming and Memorable Entry

A refreshed secondary entrance with stronger identity, better shade, and a clearer pedestrian arrival experience.



BEACON SIGN
A tall illuminated entry marker improves visibility from the drive and strengthens identity.

REFRESHED CANOPY
A lighter canopy with integrated lighting and a warmer finish creates a more welcoming arrival.

ARRIVAL PATH
Clear crosswalk alignment and a more defined pedestrian zone guide guests to the entry.

LANDSCAPE EDGE
Low-maintenance planting and planters help frame the entrance and soften the approach.

RSCVA
Reno-Sparks Convention Center

Produced by BJG

AXONOMETRIC OVERVIEW

Entry Extension and Site Organization

The redesign clarifies arrival, strengthens visibility, and extends the entry presence toward the drive while preserving the existing structure.



EXTENDED ENTRY
The canopy extends farther out toward the drive to make the secondary entry more visible and easier to find.

EXISTING + NEW COLUMNS
The concept keeps the existing columns and adds one new pair of columns so the entry can extend outward with a stronger presence.

PEDESTRIAN CROSSING
Aligned crosswalks and a more legible paved arrival zone improve circulation and safety.

LANDSCAPE FRAME
Planting islands and edge planters define the entry sequence without major reconstruction.

RSCVA
Reno-Sparks Convention Center

Produced by BJG

EVENING IDENTITY & LIGHTING

A Welcoming Arrival After Dark

Lighting transforms the secondary entrance into a more visible, safer, and memorable nighttime destination.



ILLUMINATED BEACON
A glowing entry sign strengthens identity and improves wayfinding after dark.

LANTERN CANOPY
Integrated linear lighting gives the canopy a warm civic presence and increases comfort.

SAFER NIGHT ARRIVAL
Layered lighting at the entry improves visibility and reinforces the pedestrian route.

ACCENT LANDSCAPE LIGHTING
Subtle uplighting highlights trees and planting while adding depth and welcome.

RSCVA
Reno-Sparks Convention Center

Produced by BJG



Monthly

Board Meeting

October 22

RenoTahoe

TODAY'S AGENDA

TODAY'S AGENDA

- IMPACT OF AI ON TRAVEL
- MEDIA, INSIGHTS & BRAND
- SEARCH & WEBSITE
- EARNED MEDIA & PR
- HOW IT CONNECTS



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TRENDS

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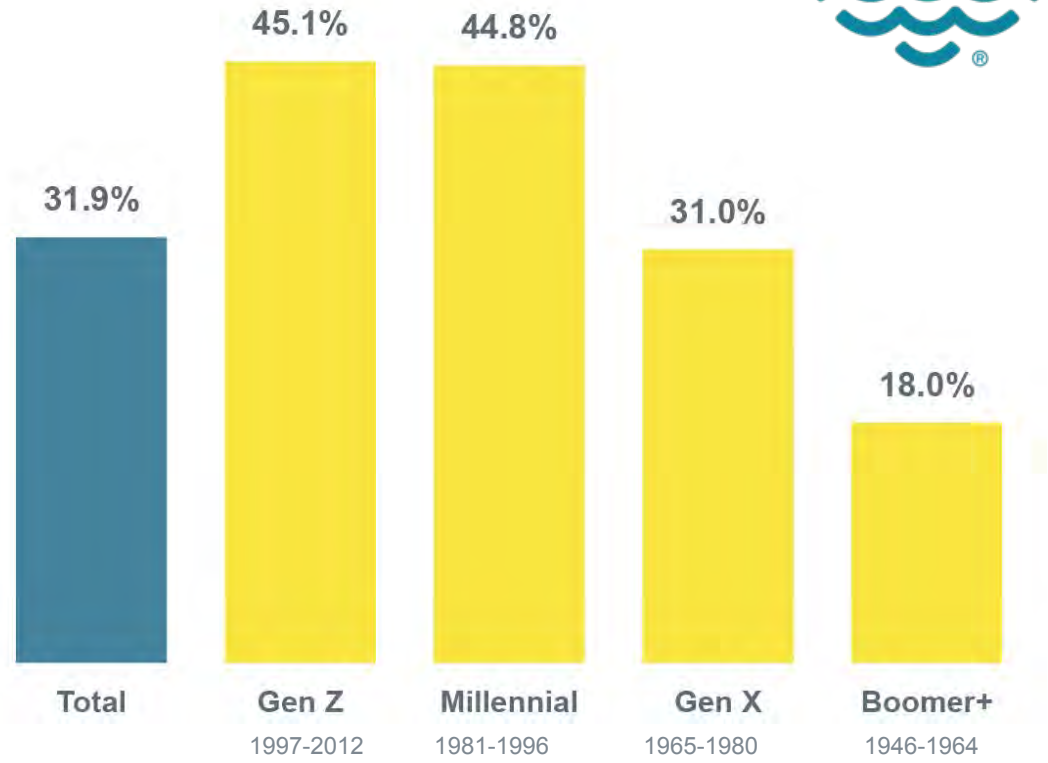
Common AI Interaction Points

When we say “travelers are using AI,” what does that mean?

- **Chatbots** like ChatGPT, Gemini, or Claude
- **AI Assistants** like GuideGeek
- **Review Summaries** on TripAdvisor, Expedia, etc.
- **Google AI Overviews** on traditional search

AI trip planning is climbing, and it's climbing fastest for younger travelers

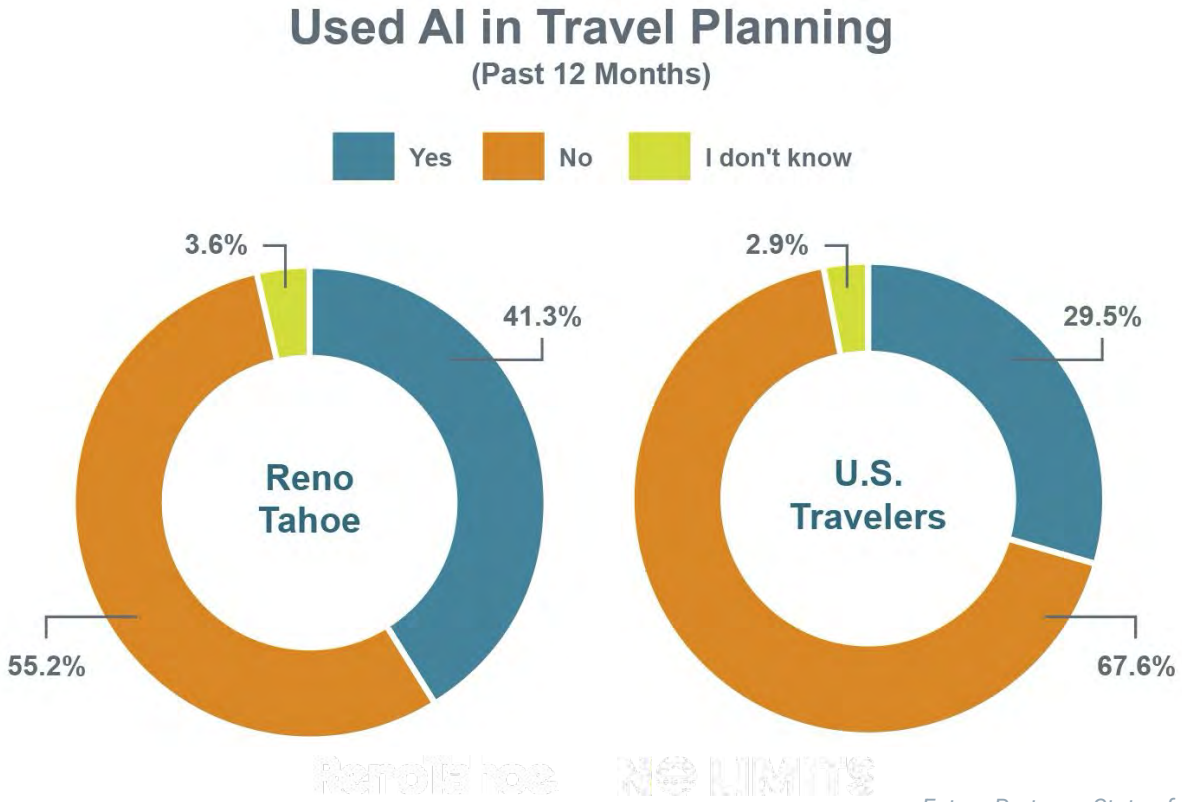
Roughly one in three travelers used an AI tool to plan a trip in the past year, up from about 17% two years ago.



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Future Partners, State of the American Traveler, Sept 2026

What about our travelers?



Future Partners, State of the American Traveler, Sept 2026

AI is becoming the gatekeeper of discovery

AI does more than hand people ideas. It decides which places make the shortlist.

40%

Of travelers discovered a destination through AI they would not have found on their own

50%

Of destinations believe AI is redirecting travelers to different places right now

29%

Of respondents changed their destination choice because of an AI recommendation

RenoTahoe

AI Readiness Report, MMGY / Mindtrip, Apr 2026

The AI-assisted traveler is worth prioritizing

The majority who plan with AI are younger, wealthier, travel more, and spend more. They also use official resources more than the average traveler does.

4.1
Trips expected next year vs 3.6 avg

$7,184
Annual leisure travel budget vs $5,340 avg

40.8%
Use of official destination websites vs 23.6% avg

$122.8k
Avg household income, 20% above average

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It’s not just leisure, planners leverage AI

69.6% of planners agree that they often **use AI tools** like ChatGPT to source meetings destinations.



Future Partners / Miles, The Future of the Meetings Industry 2026

RenoTahoe

AI OPENER FOR DESTINATIONS

INVESTING IN AI

100+
HOURS OF PROGRAMMING

100+
DMOS

300+
DMO PROFESSIONALS

HOW IT SHAPES OUR WORK

- **INSIGHTS:** Shared problems from destinations across two continents surface patterns no single organization would spot alone, and every participant gets the benefit.
- **STRATEGY:** Search and discovery approaches get tested against real use cases from peers, so the playbooks that emerge are practical and usable across the industry.



MEDIA & INSIGHTS

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AI IN MEDIA: WHERE WE ARE TODAY

We already target and optimize with AI

Traditional



AI-ENABLED



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GOOGLE AI CAMPAIGNS

TWO NATIVE AI CAMPAIGNS

- **AI Max (Search):** Reaches travelers who are actively searching and closer to booking, including conversational queries. Shows on Search results, AI Overviews and AI Mode.
- **Performance Max:** Finds likely responders and adjusts bids in real time. Shows on Search, AI Overviews, AI Mode, YouTube, Display, Discover, Gmail and Maps.



	AI Max	Performance Max
July–Sept CTR	23.6%	15.5%
July–Sept CPC	$0.49	$0.16
July–Sept Eng. Rate	68.7%	90.2%

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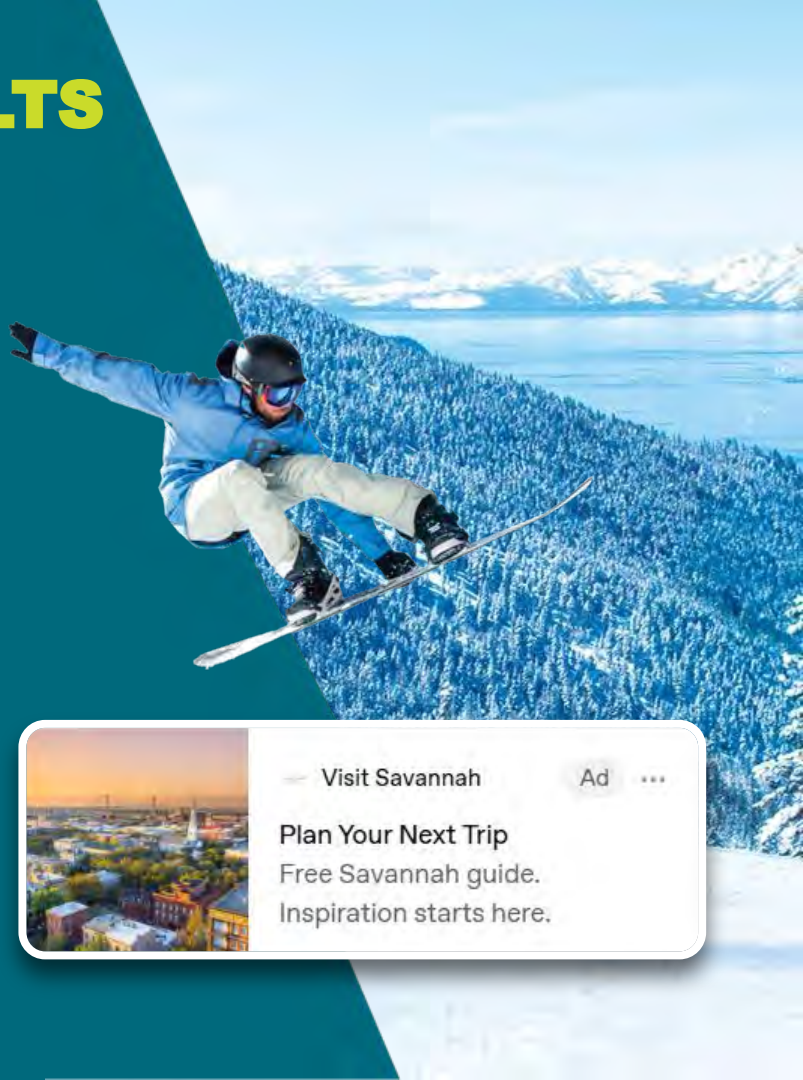
CHATGPT ADS: PILOT RESULTS

Clicks-optimized strategies beat views-optimized ones for the same spend

NEARLY 4X THE CONVERSIONS

LOWER COST PER CONVERSION

BEST PERFORMING TOPICS: ITINERARIES AND EVENTS



RESULT COMPARISON

- DMO Test: $2.03 CPC and 1.3% CTR
- RSCVA SEM: $0.15 CPC and 23% CTR

RenoTahoe | NO LIMITS



BRAND

RenoTahoe

THE KEY POINT

AI commoditizes the ordinary.
Our job is to protect the extraordinary.

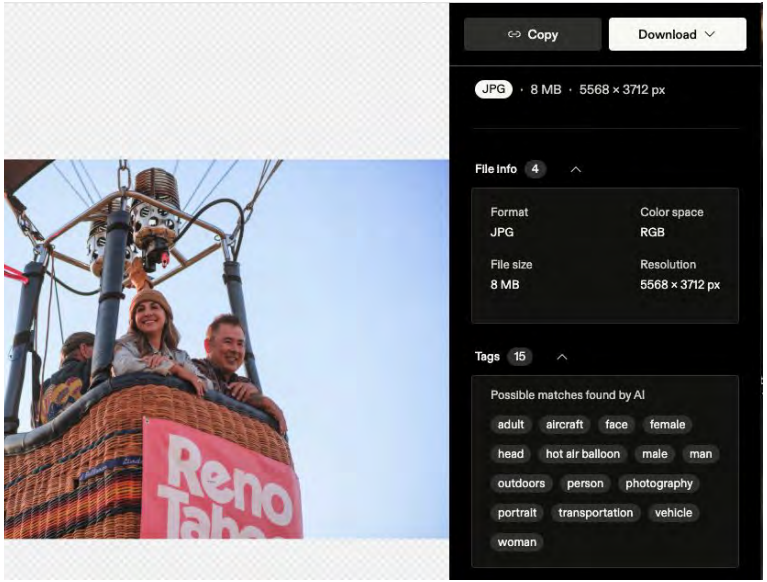




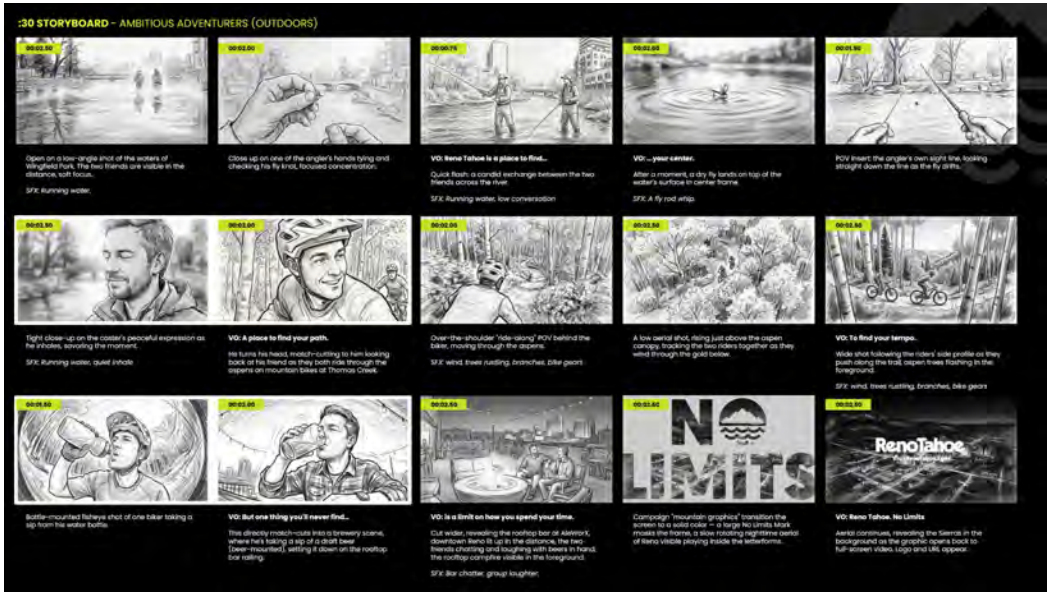
AI removes friction.
People capture what the destination actually feels like.

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EFFICIENCIES WITHOUT COMPROMISE



Tagging



Storyboarding

RenoTahoe



SEARCH & WEBSITE

RenoTahoe

ON THE WEBSITE

BUILT ON SANITY

We built the Visit Reno Tahoe site on Sanity, which is uniquely positioned to lead the next evolution of content management in the age of AI.

With structured, flexible content and innovations like Content Agent, Sanity helps teams work smarter, deliver content across emerging channels and adapt as AI transforms digital experiences. Beyond powering the website, it's helping RSCVA prepare for what's next.

OUR FOCUS THIS YEAR

01 Faster, easier content management for editors

02 AI that’s easy and intuitive to use for visitors



FASTER, EASIER EDITING

FOR CONTENT EDITORS

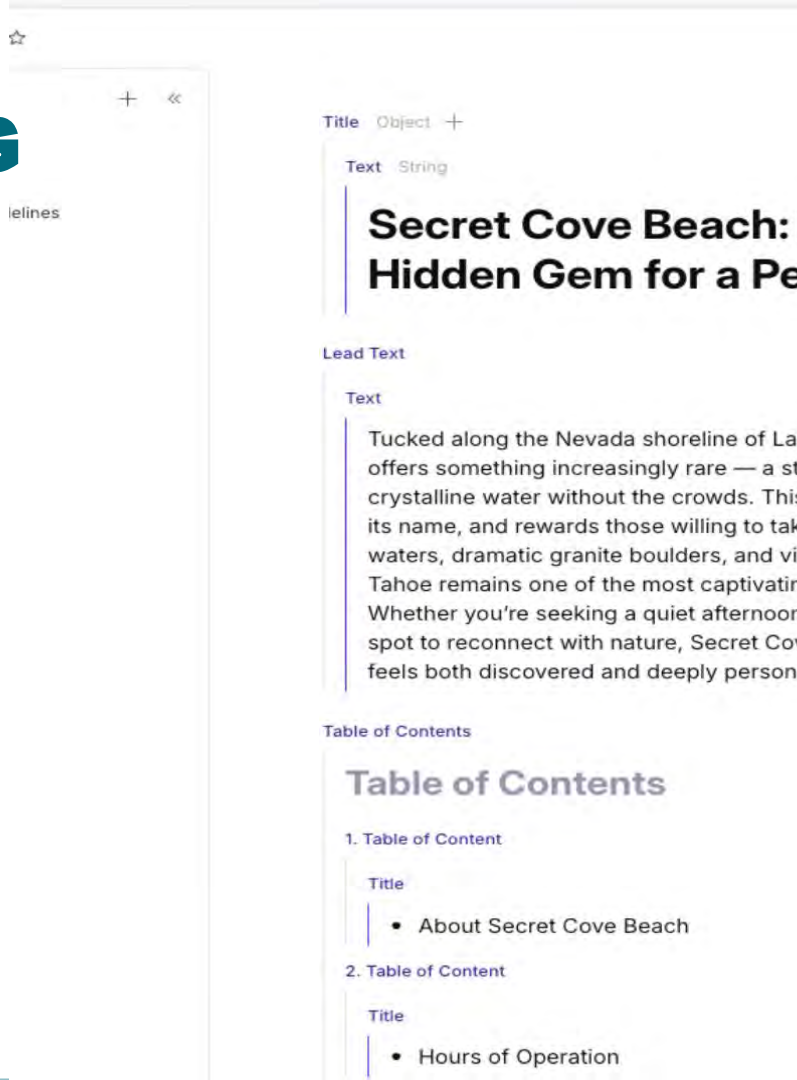
SANITY CANVAS

A writing space inside our CMS where editors draft freely, then AI helps shape the draft into structured, publish-ready content.

Takes ideas into draft mode in minutes, with structured data and designed blocks.

SANITY CONTENT AGENT

A chat interface built into Sanity. It's like an AI-powered assistant that helps the team continuously improve, optimize and evolve the site, all while keeping editors in control.



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LESS MANUAL WORK

FOR CONTENT EDITORS

IMAGE TAGGING

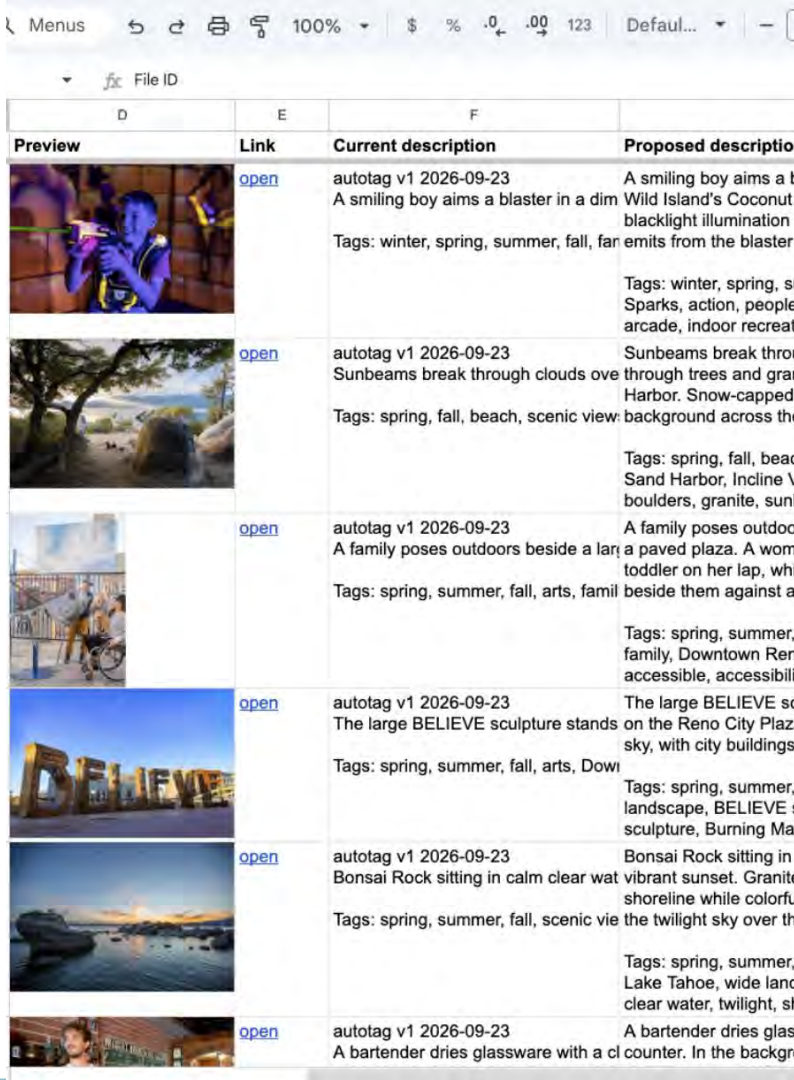
AI suggests tags and alt text as photos are uploaded, so the image library stays searchable and accessible without hours of manual entry.

25k+ images tagged with meta data in minutes.

AI STRUCTURED CONTENT

AI fills in the structured fields, like summaries, metadata and related content, that keep the site consistent and easy for AI to read.

Saves hours of manual work.



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AI THAT'S EASY TO USE

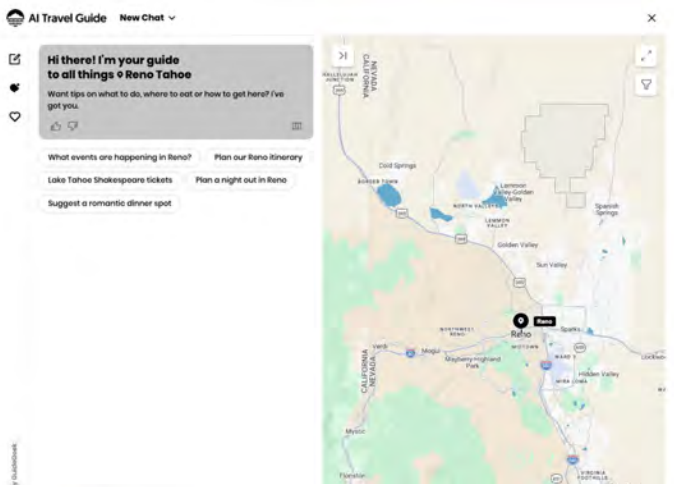
FOR VISITORS

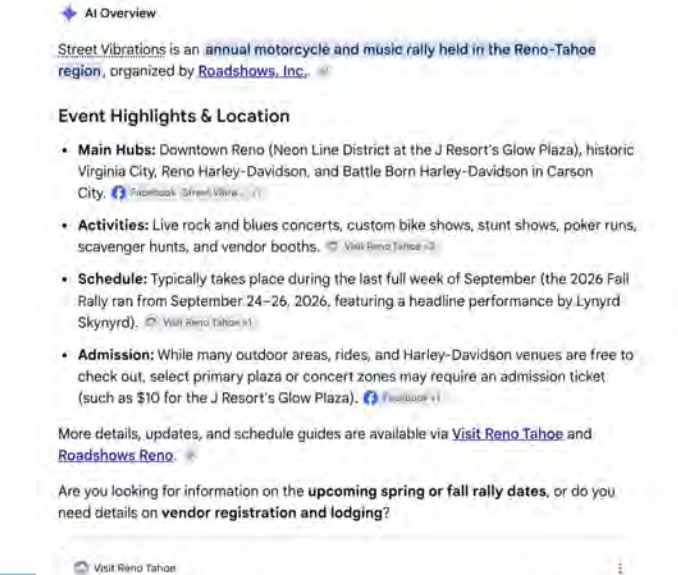
GUIDEGEEK

An AI travel assistant that answers trip-planning questions in plain language and points visitors to Reno Tahoe experiences.

ASK & ANSWER CONTENT

Pages built around the real questions visitors ask, with direct answers up top. Easy for people to scan, and easy for AI search to quote.





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KPS3'S 5 PILLARS OF AI SEO

IN SEARCH

1

TECHNICAL FOUNDATION

Can AI read your site?

2

BRAND IDENTITY

Does AI know who you are and what you do?

3

CONTENT

Are you quotable?

4

CONSENSUS

Are you credible?

5

VISIBILITY

Are you showing up? **The scoreboard for the other four.**



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PUTTING IT INTO PRACTICE

FOR RSCVA

01 Increasing AI-cited pages

High-intent content that shows up as the answer

02 Human vibes, AI-informed

Trip types and vibes that let people feel their trip instantly

03 Template evolution

Key templates overhauled for discoverability, brand and video



AI SEO IN PRACTICE

INCREASING AI-CITED PAGES

We're focusing on specific, high-intent content that shows up as the answer to what people are prompting.

AI-CITED PAGES

19%

ABOVE GOAL YTD

QUICK DEFINITIONS

AI Mention
The brand is named in an AI answer, with or without a link.

AI Citation
An AI answer uses our site as a source for what it says.

AI-Cited Page
A specific page on our site that AI answers cite as a source.

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FROM PROMPT TO CITATION

THE PROMPT

A traveler asks AI a specific question

↓

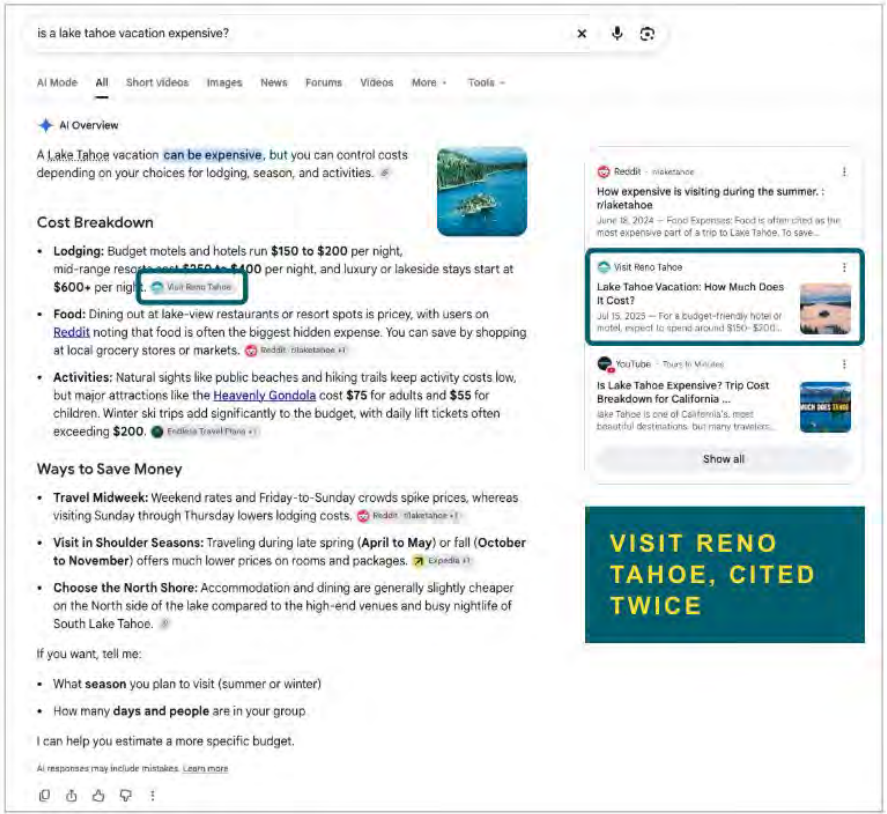
THE CONTENT

A focused Reno Tahoe page answers it

↓

THE CITATION

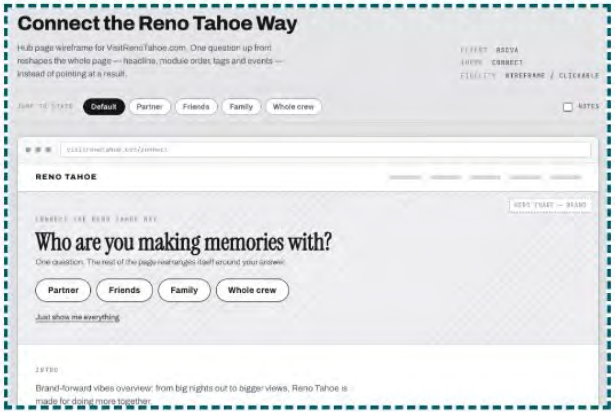
AI cites Reno Tahoe in its answer



AI SEO IN PRACTICE

HUMAN VIBES, AI-INFORMED

Trip types and vibes give people a way to feel their trip instantly.



01 · DONE

ANALYZE

We studied search and AI prompt behaviors.

02 · DONE

PRIORITIZE

We built a scorecard to decide which trip types and vibes come first.

03 · IN PROGRESS

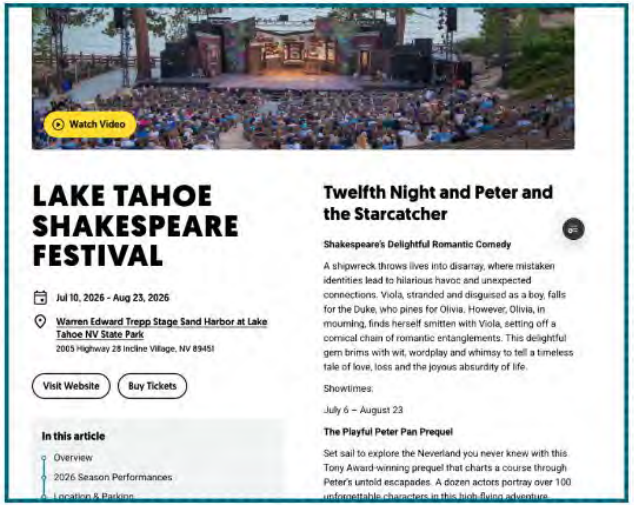
PROTOTYPE

We're designing dynamic hubs that connect with the 6 reasons to visit Reno Tahoe.

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TEMPLATE EVOLUTION

AI SEO ANALYSIS	Outlines enhancements for discoverability and cited pages
NEW BRANDING	Brings in new brand elements across each template
VIDEO	Adds video to bring key templates to life



IN DEVELOPMENT

EVENTS

NEXT

ITINERARIES

THEN

THINGS TO DO



EARNED MEDIA & PR

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AI IS BECOMING MAINSTREAM IN JOURNALISM

STATE OF JOURNALISM

- AI is already mainstream in journalism. Muck Rack's 2026 State of Journalist survey of nearly 1,100 journalists found **82% have used AI tools in their work,** up from 77% last year. ChatGPT is used by 47%, AI transcription tools by 40%, Gemini by 22% and Claude by 12%
- The important distinction is *how* they're using it. The direction across major newsrooms is essentially: **AI does not replace reporting, sourcing, editorial judgement or verification, it assists it.**



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THE MEDIA INDUSTRY ISN'T ANTI-AI IT'S PRO-HUMAN OVERSIGHT

EARNED MEDIA

- There's tension worth noting: **usage is going up at the same time concern is going up.** Muck Rack found concern about unchecked AI use among journalists rose from 18% in 2025 to 26% in 2026.
- The media position isn't "AI is bad" it's closer to: AI can make journalism faster but accuracy, sourcing originality and accountability have to sit with the journalist.
- Confidentiality is a also major concern: no confidential information, unpublished reporting sensitive sources or proprietary material in public AI tools.



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IMPORTANCE IN PR

WHAT THIS MEANS FOR PR

- **The role of PR has never been more important**

  As AI reshapes how people discover information, earned media is becoming even more valuable. Muck Rack's 2026 research found **84% of AI citations come from earned media.**

- **Earned Media**

  Publicity for a brand through media coverage without directly paying for it. It is gained through third party sources such as journalists.



HUMAN INTERACTION IS MORE IMPORTANT THAN EVER

Our differentiator becomes judgement

If both journalists and PR professionals have access to the same productivity tools, knowing what is actually a story, understanding a journalist's beat, connecting the right expert and bringing them information they couldn't simply generate themselves, is PR's superpower.

HOW PR WORKS WITH JOURNALISTS

- **Don’t assume an AI-assisted journalist wants an AI-written pitch.** If anything, as inboxes full with increasingly generic AI-generated outreach, specificity, original information and actual relationships become more valuable
- **Make source material easier to verify.** Journalists still want accuracy, so clean data sourcing links to original research, access to spokespeople, specific expert credentials and clear attribution become more important.
- **Originality becomes a bigger currency.** AI can summarize what already exists extremely well. What it cannot independently produce is proprietary data, a new announcement. Exclusive access, firsthand experience or a genuinely informed human POV.



AI IS CHANGING DISCOVERY

Search is increasingly becoming an answer, shaping impressions before consumers click through. Listicles still offer valuable exposure, but deeper narrative stories give AI more information to cite. We're working with journalists to develop these stories and shape the answers travelers receive.



TimeOut

10 popular winter destinations that are even better in the summer

Great weather and gorgeous natural scenery make these U.S. winter hot spots ideal for exploring in the summertime

4. Reno, Nevada

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



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'

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 tourist 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 boutiques, 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 Malaya to Italian staples at Piatto Reno. It's a nice way to swap lakefront serenity for an eclectic urban vibe before going back to Tahoe for sunset.

HIGH AI VISIBILITY IN D/R COVERAGE

NOT ALL MEDIA EQUATES TO AI INFLUENCE. A traditional “top-tier” outlet is not automatically a top AI source. Muck Rack found journalism citations span 20,000+ outlets, and which sources matter varies by platform, topic and question. For PR, this creates a new layer of media strategy: understanding which publications and journalists AI is actually citing for the conversations a brand wants to own.

D/R uses Muck Rack’s AI Visibility tool to identify the outlets cited across AI-generated response platforms. AI Visibility designations are based on how frequently and consistently that outlet or journalist is cited for a given topic.


BUSINESS INSIDER

I've traveled around all 50 states. Here are 10 of the best state parks I've ever visited in the US.

Head west to Lake Tahoe, an all-season escape in the mountains.

For my next choice, we're heading across the country and swapping the salty Atlantic Ocean for the fresh waters of Lake Tahoe.

The Lake Tahoe Nevada State Park system covers more than 14,000 acres of sandy shores and backcountry. I first visited in the summer and spent hours swimming and kayaking through the aquamarine waters.

Since then, I've returned nearly every winter — ostensibly for skiing, but often to hike through the forested mountain paths up to Monkey Rock, and enjoy panoramic views of the glittering lake below (a sight that doesn't get old with repeat visits).


Forbes

Beyond New England—8 Stunning Destinations For Spectacular Fall Foliage

Reno Tahoe, Nevada


TRAVEL+ LEISURE

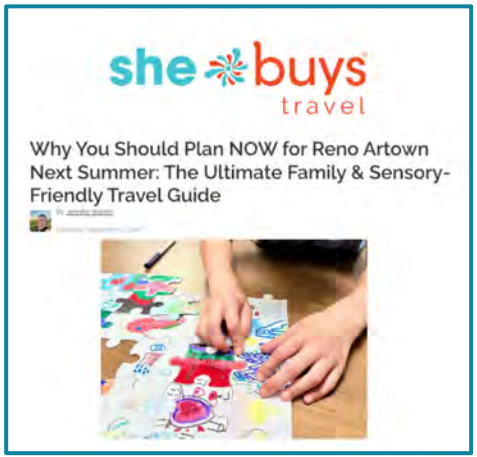
15 Natural Lazy Rivers Across the U.S. to Float Down This Summer—No Water Park Required

06 Truckee River, Reno, Nevada

It's surreal to float on a tube through downtown Reno on the Truckee River. You can start your journey by hopping into a tube at Mayberry Park, four miles west of Reno. Then float to Idlewild and Wingfield Parks, stopping off at the outdoor container bar at The Eddy for a refreshment and to play some outdoor games along the way. If you're looking for more action, there's the Whitewater Park with 11 drop pools at Wingfield Park. Rent tubes and kayaks from Sierra Adventures.

VISIT TO REALITY - AI EDITION

AI IN PRACTICE



THE SACRAMENTO BEE

Miami Herald

THE NEWS TRIBUNE

Hosting a SheBuysTravel journalist gives the coverage a commercial purpose: content formatted for AI visibility helps your business appear when travelers ask AI platforms where to stay, eat and go for Artown.

9.5M
UNIQUE MONTHLY VISITORS

29
SYNDICATION S
(amplification to other news sites)

36
AI CITATIONS

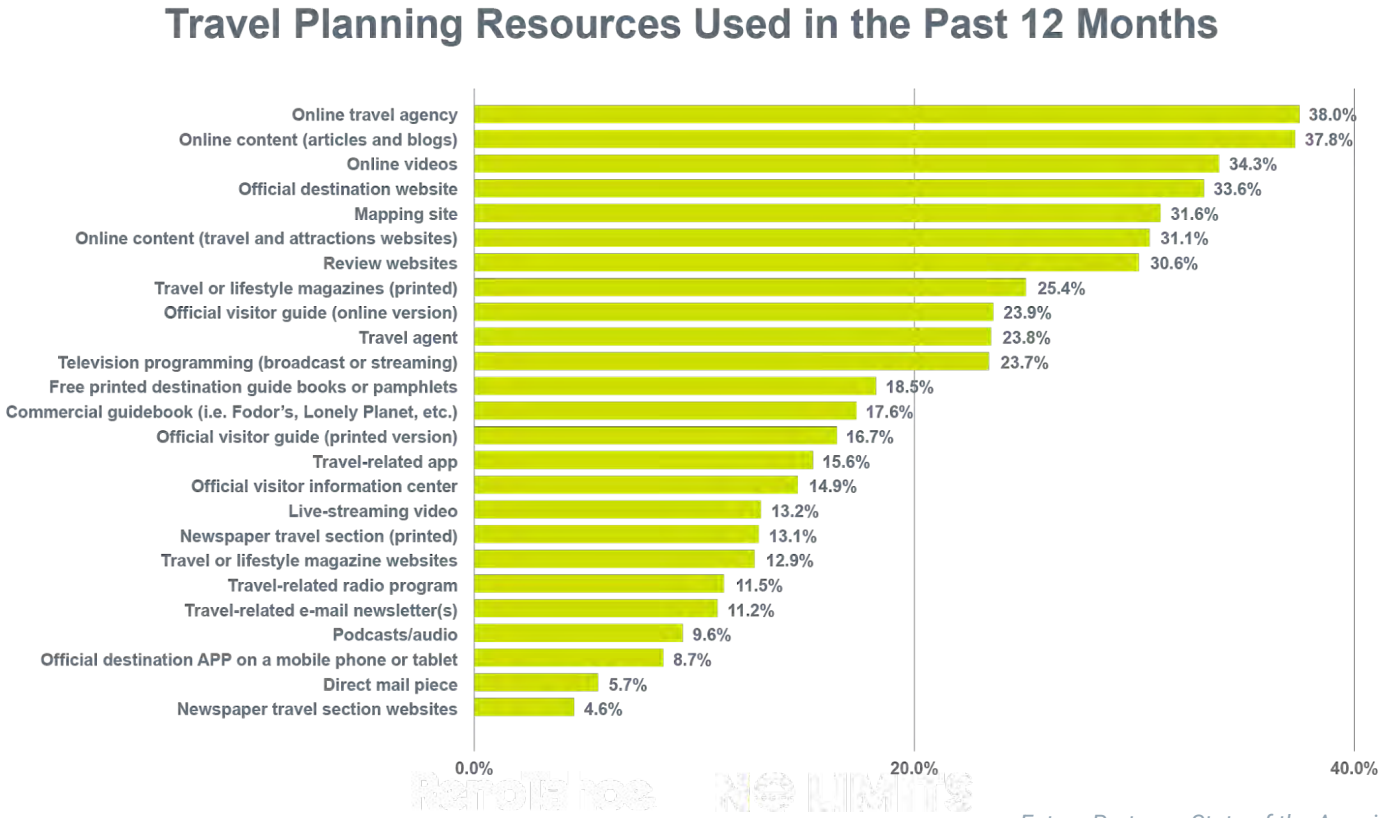
RenoTahoe



HOW IT CONNECTS

RenoTahoe

TRAVEL PLANNING FRAGMENTATION



Future Partners, State of the American Traveler, Sept 2026

EVERY AGENCY, EVERY PILLAR

HOW WE WIN IN AI TOGETHER

TECHNICAL FOUNDATION

Web + AI SEO

BRAND IDENTITY

AI SEO + PR + Social + Paid Media

CONTENT

Web + AI SEO + PR

CONSENSUS

PR + Social + Community Management

VISIBILITY IS THE RESULT.

We only win if we all push in every pillar.

RenoTahoe | NO LIMITS

THE VERIFICATION

What happens *after* an AI recommendation?

- 53% search Google or Bing
- 49% visit the website
- 42% click the AI's citations
- 28% check reviews
- 20% check social profiles



RenoTahoe

Yext 2026 Consumer Report

LET'S CONTINUE LEARNING!



REGISTER HERE

Join **Elise Hickel**, who leads **Google's Global Destinations Partner Program**, and **Kim Palmer**, **Program Director of Destination Optimization at Miles Partnership,** for a conversation about what AI-powered search means for destination visibility and how destinations can adapt.

From emerging AI search experiences and new Google features to real-world examples, Elise and Kim will explore what's changing in travel discovery and what destinations can do about it.

You'll learn:

- How emerging AI search experiences and new Google features are reshaping travel planning
- Google's best practices for optimizing short-form videos, events and "things to do" content for AI discovery
- Why accurate local business information matters and how to work with your community to strengthen your destination's digital presence

RenoTahoe



THANK YOU

RenoTahoe



THE DECKER/ROYAL AGENCY

PR UPDATE

October 22, 2026

RenoTahoe

TODAY'S AGENDA

- FY 25-26 RECAP
- FY 26-27, *SO FAR*
- THE MEDIA LANDSCAPE
- WHAT'S TRENDING
- YOUR STORIES TO TELL
- MEDIA VISITS
- BEYOND TRADITIONAL PR



RenoTahoe



A LOOK BACK AT FY 25-26

RenoTahoe

OUR NATIONAL IMPACT

FY 25-26 BY THE NUMBERS

STORIES

302

190 FY25

58% ▲ YoY CHANGE

UNIQUE MONTHLY VISITORS

4.9B

4.8B FY25

1% ▲ YoY CHANGE

BACKLINKS

1,330

314 FY25

323% ▲ YoY CHANGE

FEATURE STORIES

160

109 FY25

46% ▲ YoY CHANGE

THOUGHT LEADERSHIP QUOTES

42

28 FY25

50% ▲ YoY CHANGE

HIGH-IMPACT HITS

COVERAGE THAT COUNTS


Parade

7 Gorgeous Destinations To Travel to in June Before Everyone Else Does

2. Reno Tahoe, Nevada: Rodeo Dust and Craft Brews


NEW YORK POST

Snow kidding: Family-friendly ski trips to take this winter — sans the stress


The New York Times

How to Create Your Own Affordable Wellness Vacation

Sauna Circuits

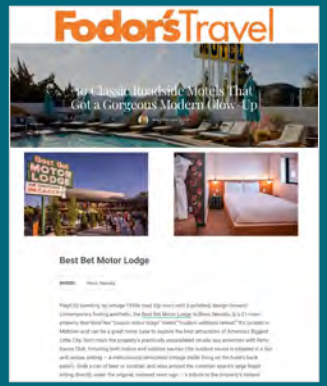

TRAVELPULSE

5 Kid-Friendly Spring Break Destinations for Families on a Budget

Reno Tahoe, Nevada


AFAR

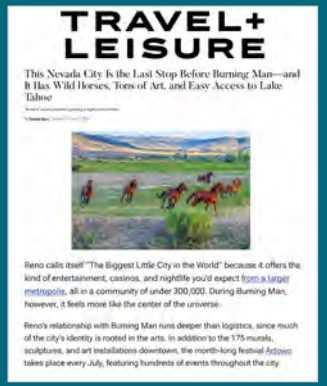
The One Food You Should Travel for in Each State


Fodor's Travel

Best Bet Motor Lodge


USA TODAY

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


TRAVEL+ LEISURE

This Nevada City Is the Last Stop Before Burning Man—and It Has Wild Horses, Tons of Art, and Easy Access to Lake Tahoe

Reno Tahoe

We connect Reno Tahoe to travel trends and timely stories through proactive pitching and close collaboration with journalists, reaching readers through leading travel and consumer outlets. Last fiscal year, we had growth in both feature stories and backlinks included, providing deeper destination coverage and direct paths to trip planning, with added visibility in AI search.

KEY MESSAGES IN ACTION

TOP QUOTES

"Reno calls itself "The Biggest Little City in the World" because it offers the kind of entertainment, casinos, and nightlife you'd expect from a larger metropolis, all in a community of under 300,000…Reno isn't just the last stop before Burning Man. It's also a place with its own personality and many reasons to visit." - *Travel + Leisure*

"For an escape that effortlessly transitions from pristine outdoor adventure to high-energy city festivals, Reno Tahoe is hitting its stride this month. The region is famous for early-summer paddleboarding on Lake Tahoe, floating down the Truckee River right through downtown Reno and hiking mountain trails" - *Parade*

"Calling all travelers with children who love having access to the best of both worlds: urban entertainment and immersive nature activities. If that sounds like your brood, look no further than Reno Tahoe, a destination offering vibrant arts and culture, along with easy access to nearby outdoor adventures in alpine and desert terrain." - *TravelPulse*

RenoTahoe



REACHING PLANNERS

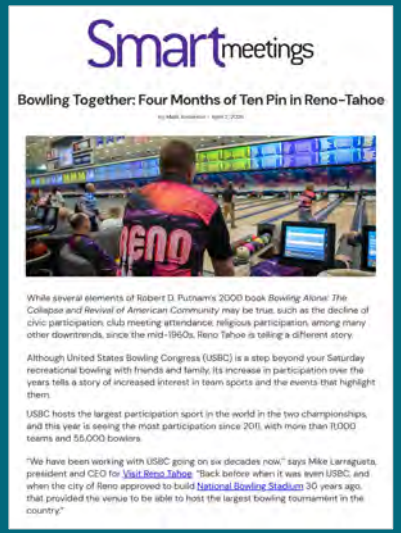
SPOTLIGHT ON MICE

We secured over 30 placements across 13 meetings, sports and group travel publications last fiscal year, including BizBash, Meetings & Conventions, SportsTravel and Group Tour Magazine. Through targeted pitching and insights from Mike Larragueta, we showcased Reno Tahoe's venues and event successes to planners and organizers considering their next destination.



meetings TODAY

Nevada Holds on Via Stable Convention Traffic During Rough Year



Smartmeetings

Bowling Together: Four Months of Ten Pin in Reno-Tahoe

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 11,000 teams and 55,000 bowlers.

"We have been working with USBC going on six decades now," says Mike Larragueta, president and CEO for 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."



sports DESTINATION MANAGEMENT



Facilities & Destinations

VISIT RENO TAHOE REPORTS RECORD-BREAKING TAXABLE ROOM REVENUE IN Q1 2026, FUELED BY CONVENTIONS AND DRIVE MARKET GROWTH

Reno Tahoe

RENO, Nev. – Visit Reno Tahoe recorded the highest taxable room revenue ever for the first quarter of 2026 and the highest cash occupied room nights in recent years. These trends gains build on the strong end to 2025, driven by robust convention business and corporate travel in early 2026.

"Visit Reno Tahoe's continued record-breaking performance underscores our destination's growing strength as a premier hub for conventions, sporting events and year-round visitation," said Mike Larragueta, President and CEO of Visit Reno Tahoe. "As we head into our peak events season, we're exceptionally well-positioned to build on this momentum and sustain strong growth throughout 2026 and beyond."

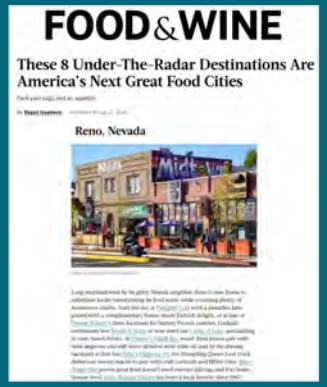
The destination's strong convention business in the first months of 2026 as January, Visit Reno Tahoe hosted the American Bus Association Marketplace, welcoming more than 2,600 delegates for more than 6,000 room nights, with an estimated $3.8 million economic impact. The destination's convention momentum has continued into the spring, supported by the United States Bowling Congress (USBC) Open Championships, which, when finished in July, will generate an estimated 140,000 room nights and $84 million in economic impact. In January of 2026,

The continued growth of tourism to the destination can be seen across the industry, with the Reno-Tahoe International Airport reporting an increase of 1.5% in air travel in the first quarter of 2026. Drive enabled visitation also remained steady throughout the winter as cold weather made the destination more accessible for travelers driving by car.

RenoTahoe

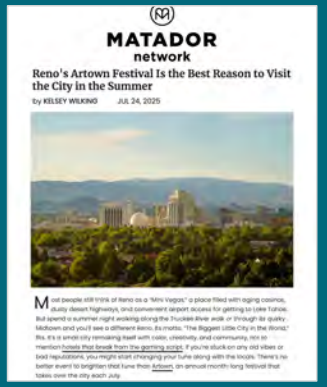
EMPLOYEES

FIRST-HAND EXPERIENCE


FOOD & WINE

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

Reno, Nevada


MATADOR network

Reno's Artown Festival Is the Best Reason to Visit the City in the Summer

by KELSEY WILKINO JUL 24, 2025


Family Vacationist

I'm a Reno local, and these are my fave family-friendly spots

A Reno local shares her favorite spots for traveling families.


WINE ENTHUSIAST

Putting the Amer in America: How a Basque Aperitif Tradition Lives on in Nevada


Forbes

4 Reasons To Visit Reno Right Now

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


BBC

How Europe's oldest language ended up on US trees

Haley Harrison


EATER

The Oldest Restaurant in Nevada Celebrates 88 Years of Red-Sauce Tradition

by Rob Kachmirieu


instinct

50th Gay Rodeo Weekend in Reno: Where Pride Meets the Wild West

WRITTEN BY ADAM DUPUIS

Reno: Where Pride Meets the Wild West

Stay in Style: The Grand Sierra Resort

Rodeo, Royalty, and Rainbow Spurs

Media visits are our top strategy, immersing journalists in Reno Tahoe so they can tell its story through their own experiences.

160+
FY26 stories from media visits

1.8 billion
total potential reach

$17 million+
in ad val

RenoTahoe

SYNDICATION = AMPLIFICATION

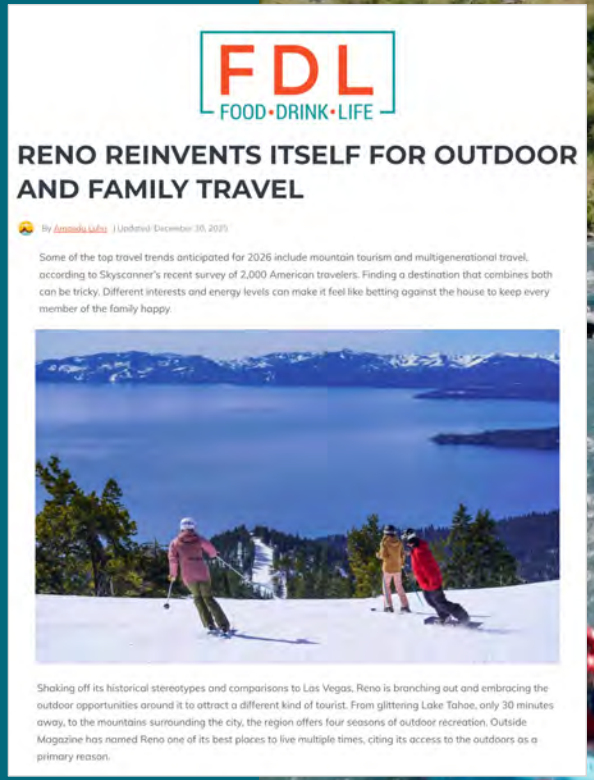
“Shaking off its historical stereotypes and comparisons to Las Vegas, Reno is branching out and embracing the outdoor opportunities around it to attract a different kind of tourist. From glittering Lake Tahoe, only 30 minutes away, to the mountains surrounding the city, the region offers four seasons of outdoor recreation.

Combined with the amenities offered by Reno’s large resorts, such as pool complexes, spas, kid zones, multiple on-site restaurants and live performances, it’s easy to see why travelers on a multigenerational trip would find the city appealing.”

-Food, Drink, Life **- with 90+ syndications across local U.S. publications**

SFWEEKLY The Seattle Times

RenoTahoe



FDL
FOOD•DRINK•LIFE

RENO REINVENTS ITSELF FOR OUTDOOR AND FAMILY TRAVEL

By [redacted] | Updated December 30, 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 glittering Lake Tahoe, only 30 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.

EXPERT VOICE

THOUGHT LEADERSHIP

We position Mike Larragueta as an expert source on tourism and the meetings industry, connecting his insights to the stories journalists are covering. Last fiscal year, we secured 42 thought leadership quotes, up 50%, elevating Reno Tahoe's voice in both consumer and trade coverage.



THE EVERYGIRL

The Best Budget-Friendly Destinations to Visit in 2026

written by KARA THOMPSON

9. Reno, Nevada

Reno stands out as one of the most affordable Western destinations to fly to in 2026, with round-trip direct flights often dipping under $300 from cities like Chicago, Los Angeles, and Austin. According to Mike Larragueta, president and CEO of Visit Reno Tahoe, the destination's accessibility paired with consistently affordable lodging—often under $200 per night—makes it an easy choice for travelers looking to stretch their budget without sacrificing experiences.



THE MANUAL

From alpine golf to nighttime kayaking: Unforgettable things to do in Lake Tahoe

Things to do in Lake Tahoe that locals actually love

By Amanda Teague Published July 5, 2025

Whether you're in flip-flops or your finest, Tahoe has a table for you. For casual eats, Mike Larragueta recommends T's Mesquite Rotisserie for juicy, flavorful meats and Inclined Burgers & Brews for a laid-back bite with local brews.

Looking for something upscale? Wander's Chief of Staff, Matt Kowalewski, suggests Riva Grill On the Lake, known for its lakefront views and award-winning cocktails. Another favorite is Jake's On the Lake, a family-owned spot serving up Hawaiian- and SoCal-inspired dishes for over 40 years.



HUFFPOST

Is 'Blue Mind Theory' The Secret To A Great Vacation?

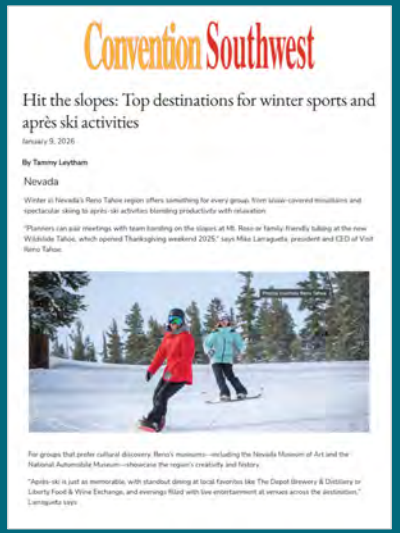
This travel trend could be exactly what your brain needs.

By Caroline Bologna

Aug 6, 2025, 07:00 AM EDT | Updated Aug 7, 2025

When it comes to planning the ideal vacation, many people focus on checking off famous sites, hitting up popular restaurants and covering as much ground as possible. But what if the secret to a truly fulfilling trip isn't about how much you do but rather, your proximity to water?

"The beauty of blue mind travel is how accessible it is," said Mike Larragueta, president and CEO of Visit Reno Tahoe. "Simply spending time near water, whether it's a lake, river, pool, or a Northern Nevada hot spring, can ease stress. It's a reminder that some of the best forms of wellness are the simplest."



Convention Southwest

Hit the slopes: Top destinations for winter sports and après ski activities

January 9, 2026

By Tammy Leytham

Nevada

Winter in Nevada's Reno Tahoe region offers something for every group, from snow-covered mountains and spectacular skiing to après-ski activities blending productivity with relaxation.

"Planners can pair meetings with team bonding on the slopes at Mt. Rose or family-friendly tubing at the new Wildslide Tahoe, which opened Thanksgiving weekend 2025," says Mike Larragueta, president and CEO of Visit Reno Tahoe.

For groups that prefer cultural discovery, Reno's museums—including the Nevada Museum of Art and the National Automobile Museum—showcase the region's creativity and history.

"Après-ski is just as memorable, with standout dining at local favorites like The Depot Brewery & Distillery or Liberty Food & Wine Exchange, and evenings filled with live entertainment at venues across the destination," Larragueta says.

RenoTahoe



FY 26-27, SO FAR

RenoTahoe

FY27 BY THE NUMBERS

OUR NATIONAL IMPACT

STORIES

73

50	46 ▲
Q1 FY26	YoY CHANGE

UNIQUE MONTHLY VISITORS

214M

1B	79% ▼
Q1 FY26	YoY CHANGE

BACKLINKS

207

88	135% ▲
Q1 FY26	YoY CHANGE

FEATURE STORIES

27

11	145% ▲
Q1 FY26	YoY CHANGE

THOUGHT LEADERSHIP QUOTES

3

3	0%
Q1 FY26	YoY CHANGE

STRONG START TO FY27

EMPLOYEES

BUSINESS INSIDER

I've traveled around all 50 states. Here are 10 of the best state parks I've ever visited in the US.

Head west to Lake Tahoe, an all-season escape in the mountains.



Forbes

Beyond New England—8 Stunning Destinations For Spectacular Fall Foliage



Reno Tahoe, Nevada

Sunset

These Iconic Cities Deliver a True Taste of the West

Reno Tahoe, Nevada



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

she buys travel

Why You Should Plan NOW for Reno Artown Next Summer: The Ultimate Family & Sensory-Friendly Travel Guide



NEW YORK POST

We flew with two dogs on JSX, here's what it was really like





PRIDE JOURNEYS

LGBTQ TRAVEL NEWS. EVERY JOURNEY. EVERY STORY.

Out, Proud and Spooky: Your Guide to LGBTQ-Welcoming Halloween Celebrations



Reno Tahoe

TRAVELPULSE BY NORTHSTAR

Top Events in the United States This July



Shakespeare Festival - Lake Tahoe, Nevada

Lake Tahoe Shakespeare Festival (July 3 – August 31) is back to offer up the perfect way to spend a northern Nevada summer evening: combining classic theater with the natural beauty of Lake Tahoe. Held each year at the iconic Sand Harbor stage, the 2026 season features performances of Macbeth and The Heart of Robin Hood will take place with pine trees framing the set and the still waters of the lake shimmering in the background. Yep, it's as magical as it sounds.

Northstar MEETINGS GROUP

HONORING EXCELLENCE IN THE MEETINGS INDUSTRY

NORTHSTAR Stella Awards CELEBRATING 10 YEARS

Stella Awards 2026: Best Convention Center

Silver: Reno-Sparks Convention Center

Smartmeetings

Breaking Meetings News: Hospitality News Updates

Sports Tourism Drives Reno Tahoe's Record High Revenue

August 25, 2024 –Visit Reno Tahoe's (RTT-2026) fiscal year reported its highest taxable room revenue on record, at nearly $500 million and increasing 8.9% year-over-year (YOY), according to preliminary data from fiscal 2026.

Every month from January through June a new taxable room revenue record was set, 6 totally 30% increase and reported compared to the same six months of 2025. Sample sales room nights increased 20% YOY to 3,453,676, with August room night now to 718,883, a 12% increase.

"This record-breaking year showed real momentum by across Reno Tahoe's visitor economy," said Mike Larrigueta, president and CEO of Visit Reno Tahoe. "We're seeing growth in leisure travel, conventions, sporting events and air access, all while continuing to invest in the services and experiences that make Reno Tahoe competitive. Nearly half a billion dollars in taxable room revenue is an impressive milestone, but what matters most is what that collection means for our hotels, restaurants, attractions, small businesses and the people who call this region home."

Various sporting events have brought tens of thousands of visitors to the city. United States Bowling Congress' (USBC) Open Championships brought more than 50,000 competitors to Reno across 39 days from March through July. Reno-Sparks California Volleyball Association's (NCVA) Fall Western National Qualifier brought nearly 2,000 teams over three weekends in 2025, an increase of more than 5% from 2024.

Smart Meetings says: Reno Tahoe is the new city of many large-scale events, driving plenty of tourism dollars into the region. According to Visit Reno Tahoe, they're investing $10 million to enhance the destination's venue. Increased room rates translate to an even better destination for conventions and events.

SMALL MARKET MEETINGS

Get Well Soon

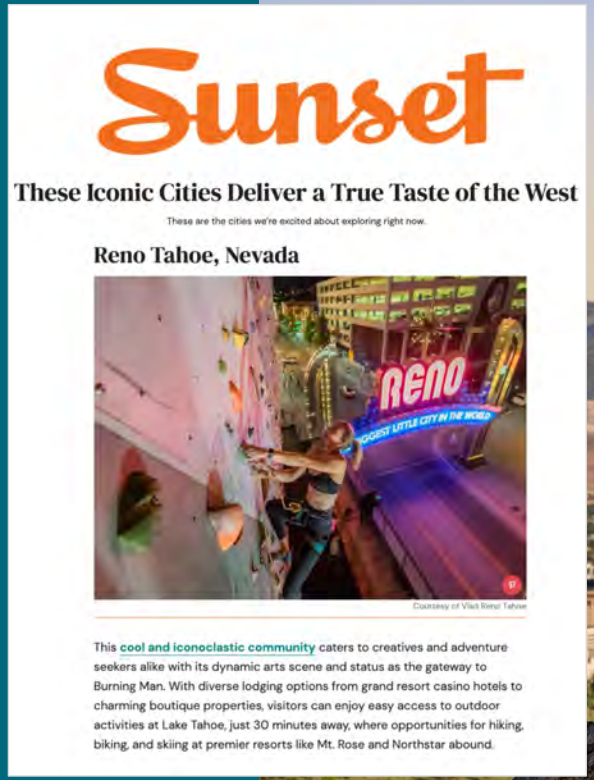


Reno-Tahoe Region, Nevada

RenoTahoe

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

-Sunset Magazine Travel Awards



Sunset

These Iconic Cities Deliver a True Taste of the West

These are the cities we're excited about exploring right now.

Reno Tahoe, Nevada

Courtesy of Visit Reno Tahoe

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

RenoTahoe



LOOKING AHEAD

RenoTahoe

FY 26-27 STRATEGY

THE 2027 MEDIA LANDSCAPE

THE ROLE OF PR HAS NEVER BEEN MORE IMPORTANT

84%
AI citations from earned media

53%
PR is important to journalists' success

86%
Some stories come from a PR pitch

Travel media is moving fast. Journalists today save pitches and treat their inbox as a searchable archive, often returning to ideas months later when the right assignment comes up.

The takeaway: AI is changing how information is discovered, but trusted media, strong storytelling and journalist relationships still determine what earns credibility and breaks through. No reply does not necessarily mean no interest. Succinct, searchable pitches, strong subject lines and media relationships matter more than ever.

*From Muck Rack State of Journalism 2026

RenoTahoe



FY 26-27 STRATEGY

WHAT BREAKS THROUGH NOW

The strongest ideas have an immediate reason to care, whether that is fresh data, cultural relevance, exclusive access, firsthand experience or a sharp “why now?” Traditional PR plays still earn headlines when there is a bigger idea behind them. The hook needs to be useful, timely, exclusive or impossible to ignore.

WHAT’S WORKING

- **Trend + Data:** Proprietary insights and real traveler behavior give editors something new to report.
- **Cultural Tie-Ins:** Nostalgia, fandom, sports, food and broader lifestyle moments can turn brand programming into a timely story
- **Unexpected Hospitality:** Caviar hotlines, hyper-specific concierges, over-the-top suites and unusual amenities work when the concept is instantly understood and visually strong
- **Access > Amenities:** Private access, hard-to-book experiences, experts and behind-the-scenes opportunities give writers something a press release cannot.
- **Media Visits:** Firsthand access remains one of the strongest ways to turn interest into richer, experience-led coverage, particularly for hotels and destinations that need to be seen, tasted or experienced to tell the full story.



FY 26-27 STRATEGY

STORIES WE'RE TELLING

OUTDOOR ADVENTURE
Year-round escapes from mountain trails to the lake

ARTS & CULTURE
An eclectic art & events scene

FAMILY TRAVEL
Urban basecamp adventures for every generation

BITES & BREWS
Local flavors worth planning a trip around

HOTEL HAPPENINGS
Fresh stories behind Reno Tahoe's distinctive stays

RenoTahoe



TRENDS INTO STORIES

FY 26-27 STRATEGY

VACATION-VETTING -
Arts & Culture + Bites & Brews

Travelers are using vacations to test-drive a potential move, trading sightseeing for everyday experiences that help answer "could I live here?" Priceline's 2027 Where to Next? Travel Trends Report found 66% of Americans have wondered whether a destination would be a better place to live than their hometown, and 21% have already moved somewhere they first visited as tourists. For Reno Tahoe, this creates an opportunity for us to showcase what a weekend visit could look like as everyday life, from neighborhood coffee shops and the growing arts scene to time on the trails after work.

- *Press Headline: Your Next Vacation Could Be a Trial Run for a New Life*

SWEAT JETTING
Hotel Happenings + Outdoor Adventure

Travelers are taking their fitness goals on the road, from maintaining daily routines to planning vacations around their next personal best. Tripadvisor Trendcast reports bookings for athletic experiences increased 11% year over year, and Skyscanner found 48% of Gen Z and 42% of Millennials prioritize hotels with fitness facilities. Reno Tahoe will speak to the full experience, pairing hotel gyms and outdoor adventures with races that give travelers a reason to train and spa experiences that make recovery part of the itinerary.

- *Press Headline: The Next Great Fitness Destination Goes Beyond the Workout*

RenoTahoe



TRENDS INTO STORIES

FY 26-27 STRATEGY

INLAND APPEAL

Arts & Culture + Bites & Brews + Outdoor Adventure

Travelers are looking beyond coastal hotspots for inland destinations with distinctive food and arts scenes and access to the outdoors. Expedia's Unpack '27 report found nearly 65% of surveyed travelers vacationed in non-coastal destinations in the past year, drawn by local culture, exploration, fewer crowds and affordability. Reno Tahoe brings that appeal to life through Burning Man art and the Nevada Museum of Art, alongside craft breweries and all-you-can-eat sushi, with the Sierra Nevada within reach.

- *Press Headline: Travelers Are Trading Ocean Views for Local Discoveries*

THE MICRO-TRAVEL MINDSET

Hotel Happenings + Outdoor Adventure + Family Travel

Travelers are choosing shorter, more frequent escapes that fit around busy schedules. Hilton's 2027 trends report found 21% are adding more short trips to their plans, and 26% of U.S. travelers say shorter trips make it easier to visit destinations that are quick or easy to reach. Reno Tahoe lends itself to a weekend that feels like a full vacation, pairing time in the mountains with neighborhood dining and casino nightlife, all from one hotel base.

- *Press Headline: A Shorter Trip Doesn't Have to Mean a Smaller Vacation*

RenoTahoe



CAPTURING THE MEETINGS INDUSTRY



MEETINGS & CONVENTIONS

Reno Tahoe is a premier meetings and conventions destination that's attracting higher level events every year. With three CVB-owned facilities, a large selection of accommodations and easy access into the RNO airport and West Coast drive markets, we highlight why it's the ideal affordable, destination for meeting planners - *Visit Reno Tahoe is Making a Name for Itself in the Meetings Industry*



TOURISM GROWTH

Reno Tahoe is continuing to break records with strong taxable room revenue and increased travel demand bucking the national trend. We'll continue to spotlight what the destination is doing to keep meetings and business travelers coming to the destination.

- *How Visit Reno Tahoe Sustains its Growing Momentum Year After Year*

RenoTahoe



SPORTS TOURISM

Reno Tahoe is making a name for itself as a sports tourism destination. The indoor track brings runners and their families from all over the country to compete and explore the destination while the NBS's extended contract will bring bowlers to Reno for years to come. Add in the new Revel Reno marathon and future soccer stadium and there's plenty of opportunities for Reno in the sports world

- *Competition Brings Them Here. Reno Tahoe Gives Them a Reason to Stay.*

FY 26-27 STRATEGY

PERENNIAL STORYTELLING

NEWSJACKING
Inserting the destination into unexpected trending moments

TARGETED COLUMNS
From print long-leads to ‘Where to Go’ columns

NEW & NOTEWORTHY
Spotlighting new developments in an evolving destination

SALES & DEALS
Noteworthy deals and contests from Visit Reno Tahoe and its partners

CALENDAR MOMENTS
Conversations around key calendar moments and holidays

RenoTahoe



THOUGHT LEADERSHIP







DESTINATION EXPERTISE

We'll offer Mike for comment on a variety of story topics levering his expertise in the destination for stories about the best family travel, affordable ski season and arts and culture destinations. When journalists need experts for advice on how to make the most of a spring break getaway, where to eat, stay and play in Lake Tahoe and where to find the best public art in the US, we'll make sure Mike is the the go-to source.

NEWS COMMENTARY

From unpredictable airfare prices to erratic weather patterns or a surprise spotlight in pop culture we'll make sure Mike is at the ready to comment on any breaking news that comes across our desks.

THE MEETINGS INDUSTRY

Reno Tahoe is continuing to establish itself as a premiere meetings and conventions destination. From world class facilities to top-rated hotels, exceptional convention services and a growing number of air routes across the country, the destination is easily becoming a the best choice for meeting planners. We'll continue to position Mike as a leader in the MICE space offering his expertise on everything from how to attract more large-scale groups to growing Reno Tahoe's presence in the sports travel industry.

RenoTahoe

SEEING IS BELIEVING

ONLINE









BROADCAST



SOCIAL



RenoTahoe

We coordinate top-tier **individual media visits** and **2-3 small group press trips** throughout the year that align with Reno Tahoe's iconic events and activities for journalists to experience the destination first-hand.

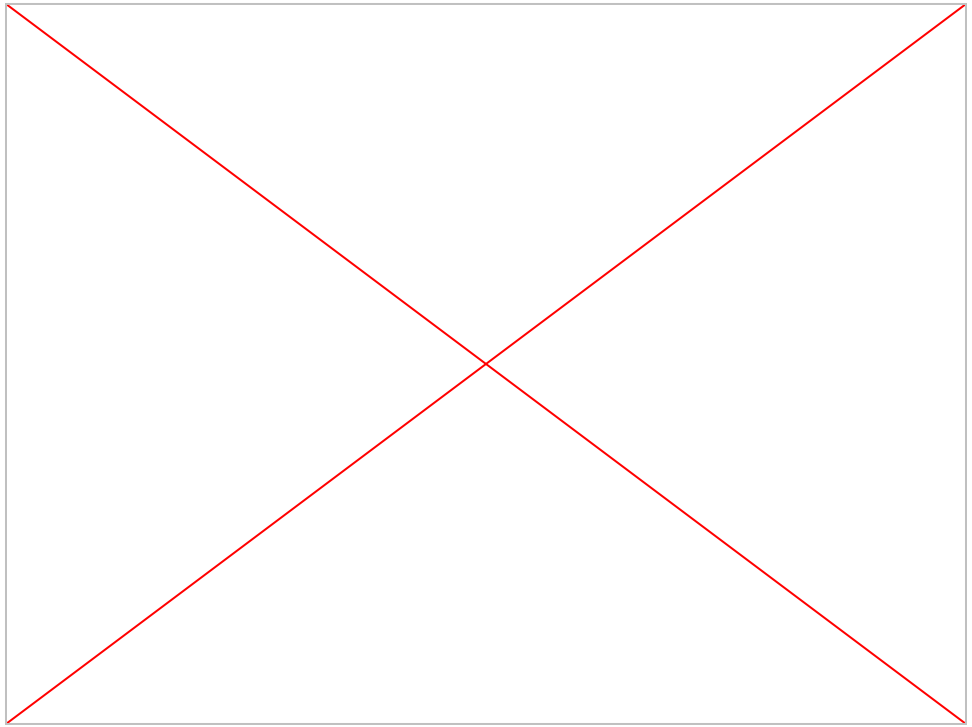








WHAT MEDIA ARE SAYING



RenoTahoe

RENO ON TV

EXPANDING BROADCAST

For 20+ years, Emily Kaufman, The Travel Mom, has been a staple in the travel community as a television journalist and travel expert. You may have seen her as a recurring guest on popular national TV shows such as Good Morning America, The Kelly Clarkson Show, NBC Nightly News, The Today Show, and The Steve Harvey Show, to name a few. From where to celebrate Grandparents Day to the best US holiday destinations, Emily can spotlight Reno Tahoe as a top travel destination on major broadcast networks in Western markets including Sacramento, LA, Phoenix and more.

SAMPLE TOPICS:

- Family Spring Break Travel
- Winter Mountain Getaways
- Affordable Domestic Destinations



GOOD MORNING AMERICA

CBS NEWS NEW YORK

abc 7

FOX 26 KRIV · HOUSTON

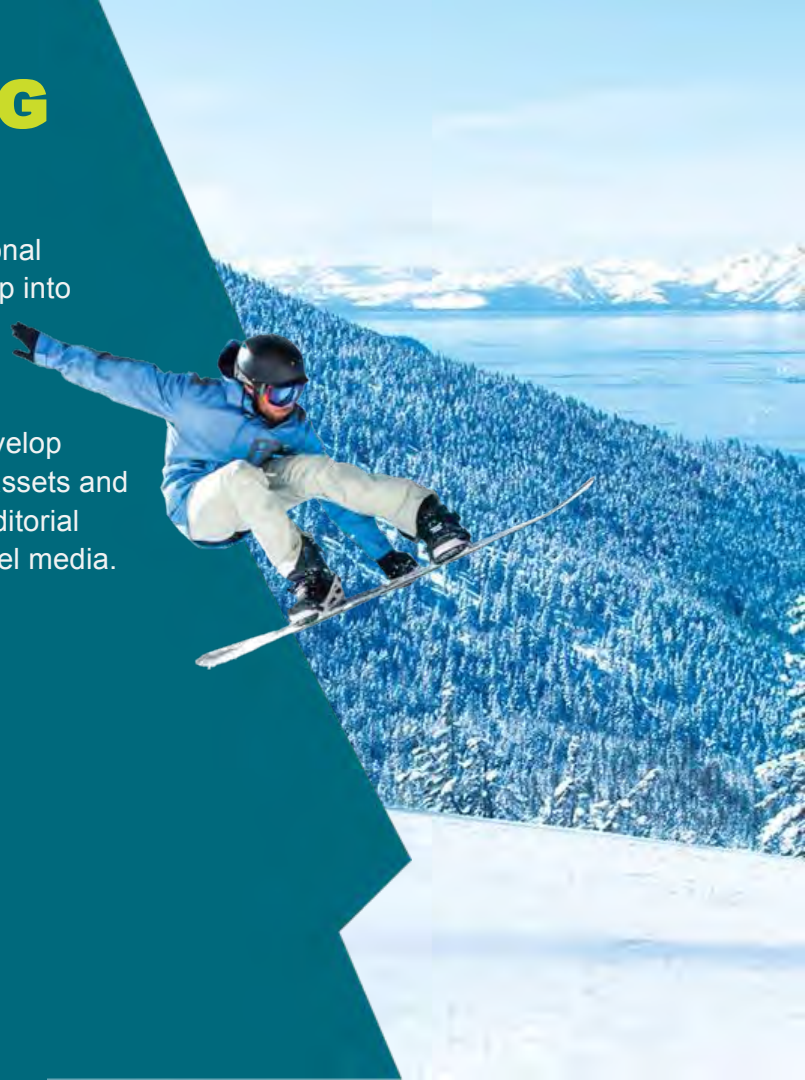
NBC BAY AREA NEWS

RenoTahoe

DATA-DRIVEN STORYTELLING

Original research offers Reno Tahoe an opportunity to move beyond traditional destination storytelling and become a source of newsworthy insights that tap into broader travel, lifestyle and cultural conversations.

Working with a research and distribution partner such as Talker, we can develop compelling, media-ready stories supported by custom infographics, visual assets and targeted outreach—creating opportunities for national coverage, ongoing editorial storytelling and greater visibility for Reno Tahoe well beyond traditional travel media.



SAMPLES TOPICS

- **The Either/Or Vacation Trap**
- **The Inspiration Vacation**
- **The Ultimate Confidence Boost**

RenoTahoe | NO LIMITS



THANK YOU

RenoTahoe



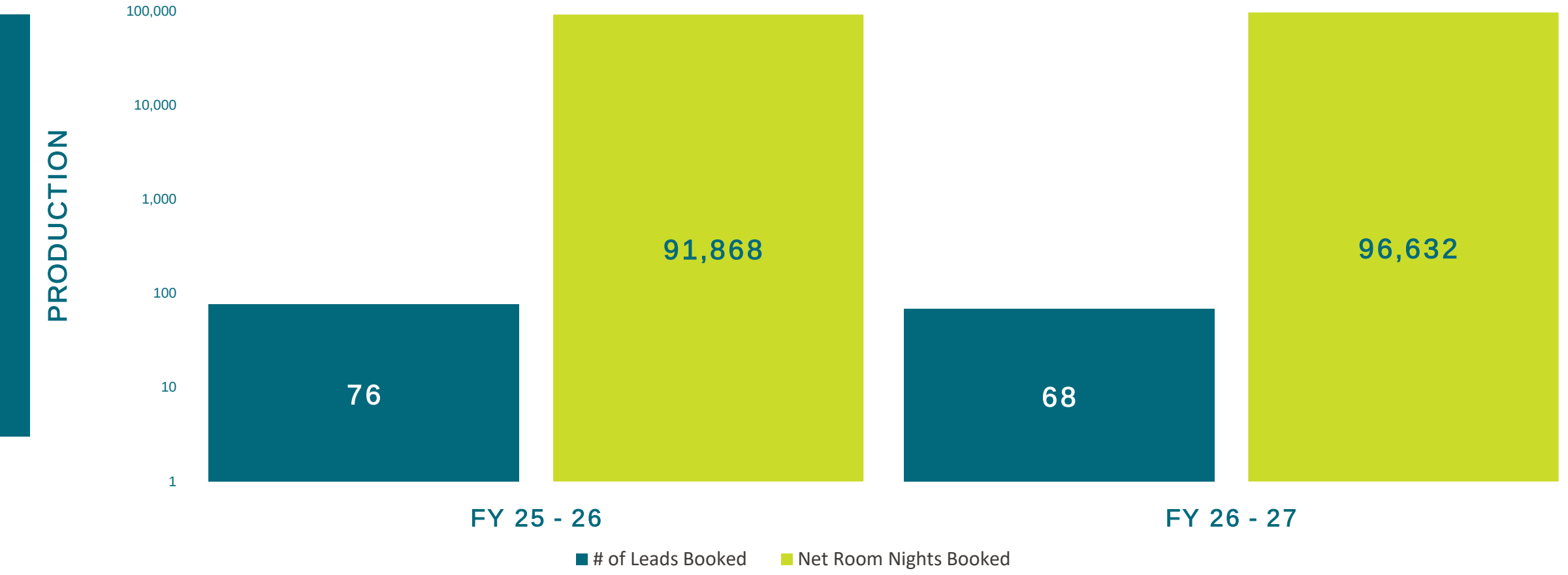
MEETINGS & CONVENTIONS

BOARD OF DIRECTORS
OCTOBER 2026

RenoTahoe

M&C BOOKING PRODUCTION

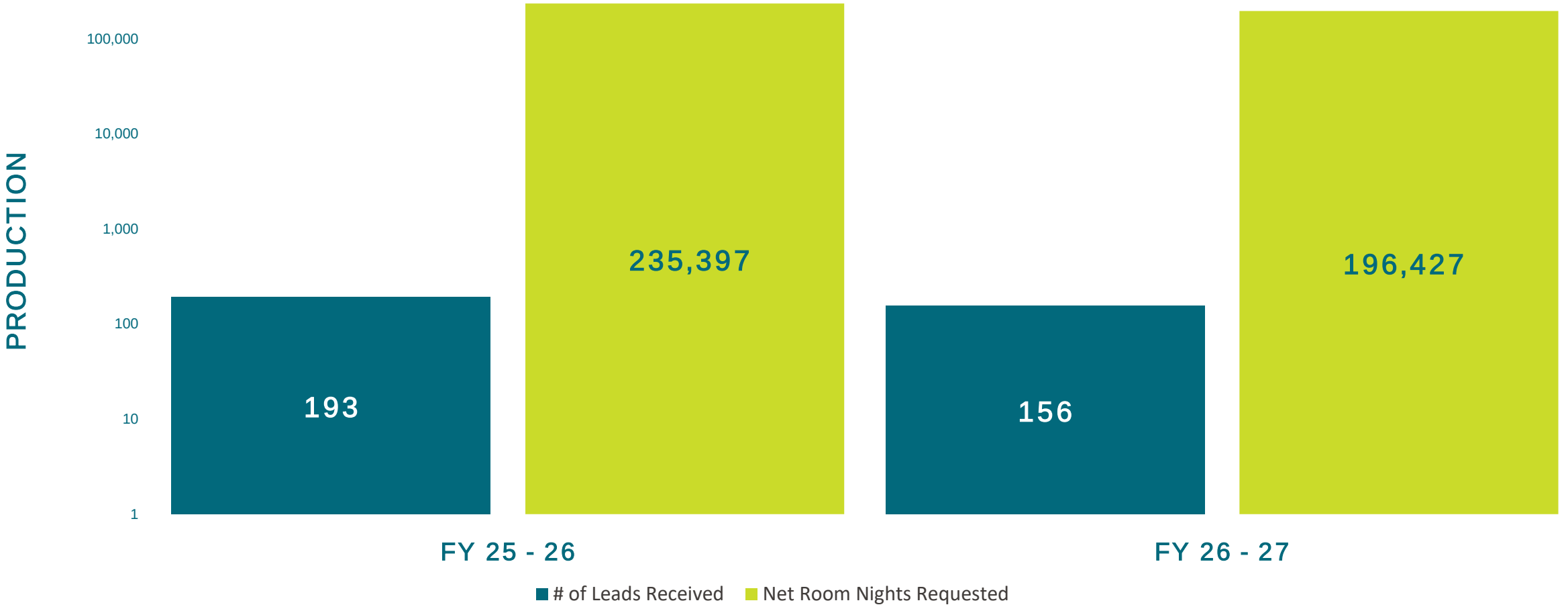
YTD Through Q1



RenoTahoe

M&C LEADS RECEIVED

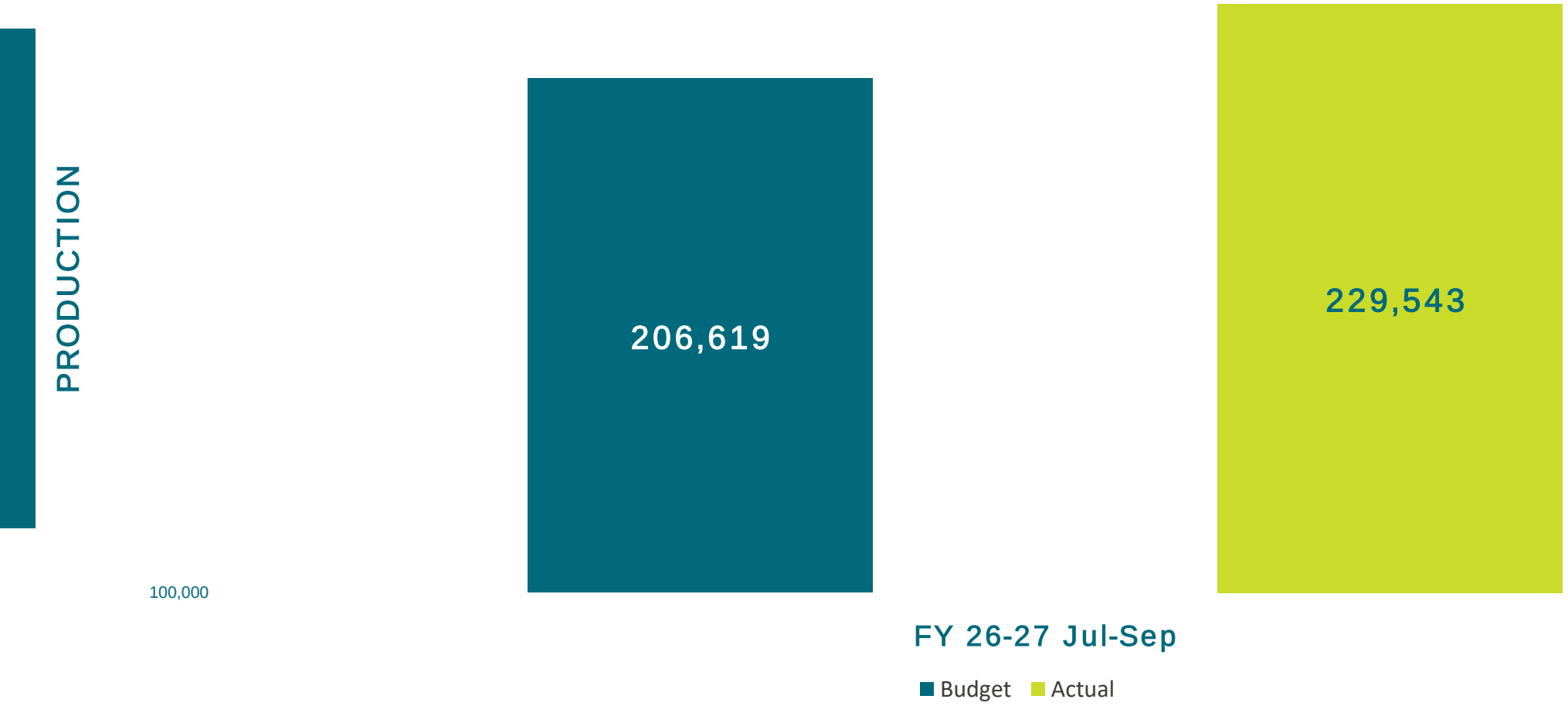
YTD Through Q1



RenoTahoe

TOURISM ROOM NIGHTS CONSUMED BUDGET VS ACTUAL

YTD Through Q1



RenoTahoe

MEETINGS MARKET HIGHLIGHTS

Q2 2026

Bookings indicated a smaller room-night mix: Aggregate Q2 bookings grew 3.0% while contracted room nights declined 3.6%.

The West led positive room night growth: Southwest contracted room nights increased, and West/Pacific turned positive in Q2, while other regions declined.

First-half lead generation reached a new high: Year-to-date lead volume was 26.9% above the 2019 baseline — the highest post-pandemic level.

Lead growth was strong all around: Q2 leads increased for hotels, convention centers, and eachDMO category.

Convention demand grew but conversion remained soft: Convention center leads rose 8.9%, while bookings fell 5.0%.

Market segmentation performance remained uneven: Finance, Insurance, and Manufacturing were the only segments contracting significantly more room nights YoY —while lead demand is up for almost every segment.

RenoTahoe

GRANICUS Destinations

OUT & ABOUT



LAMONTCO AXS

July 21-23
Las Vegas, NV



ASAE MEETING & EXPO

August 15-18
Indianapolis, IN



CONNECT MARKETPLACE 2026

August 24-26
Tampa Bay, FL



NASHVILLE INNAUGURAL FLIGHT

October 2
Nashville, TN



RENO TAHOE MOVEMENT FAM

October 5-9
Reno Tahoe



IMEX AMERICA 2026

October 12-13
Las Vegas, NV



MEXICO REVERSE SALES MISSION

October 19
Reno Tahoe

UPCOMING TRADESHOWS

Connect Winter Marketplace by informa	CONNECT WINTER MARKETPLACE November 18-20 · Palm Beach, FL
	HOLIDAY SHOWCASE December 2-3 · Chicago, IL
US SPORTS 20th ANNIVERSARY CONGRESS	US SPORTS CONGRESS 2026 December 6-9 · Punta Gorda, FL
SEASONAL Spectacular Dec 15 - 16, 2026 • Sacramento, CA	ASSOCIATIONS WEST SEASONAL SPECTACULAR December 15-16 · Sacramento, CA
	PCMA CONVENING LEADERS January 10-13 · Miami Beach, FL



THANK YOU

RenoTahoe

To: RSCVA Board of Directors

From: Robert Chisel
Finance Consultant

Date: October 22, 2026

Subject: Public hearing on the intent of the Board of Directors of 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 aggregate principal amount of $25,000,000 for the purpose of financing convention center facilities

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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 continue in the process of issuing the bonds, the Board needs to conduct a public hearing and receive public comment, if any. No other action is required.

The proposed general obligation bonds (additionally secured by pledged revenues) are issued pursuant to NRS 244A.597 through 244A.655, NRS 350.020(3) and NRS 350.500 through 350.720 and are to be issued by the Authority in the name and on behalf of Washoe County.

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.

On June 25, 2026, the Board adopted a notice resolution to the Debt Management Commission to request that the Washoe County Debt Management Commission adopts an approval resolution for the issuance of the Bonds.

On August 14, 2026, the Washoe County Debt Management Commission adopted an approval resolution for the issuance of the Bonds.

The Authority has issued public notices, as required NRS on September 16, 2026, September 23, 2026, and September 30, 2026.

The Board will adopt a Bond Resolution at the meeting of December 11, 2026, for the issuance of the Bonds. This will need to be followed up with the Washoe County Commission adopting a Ratification Ordinance on December 15, 2026. The Bond sale is proposed for January 2027.

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 October 22, 2026, the outstanding principal on the debt is $38,345,000. The Series 2021A Bonds also feature a Revenue Stabilization Fund of $4,654,113, which is held by the bond trustee. The Stabilization Fund was created under a cooperative agreement between the Authority and the County.

Fiscal Impact

The issuance of the bonds is to result in proceeds to fund capital improvements at the Reno-Sparks Convention Center in the amount of $25,000,000. Debt service on the bonds will accrue through fiscal year 2037. 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.

Recommendation

Staff recommends the Board open the Public Hearing and receive public comment, if any, and close the Public Hearing. This is a non-action item.

To: RSCVA Board of Directors

From: Robert Chisel
Finance Consultant

Date: October 22, 2026

Subject: Public Hearing and Review, Discussion, and Possible Action to approve the sale of 255.20 acre-feet of uncommitted water rights currently owned by the RSCVA (Permit numbers 80501 and 80502) to the Truckee Meadows Water Authority for $7,500 per acre-foot for a total amount of $1,914,000

Executive Summary

In January 2009 the Authority closed the Northgate Golf Course. Associated with the golf course was 255.20 acre-feet of Truckee River water rights. The Authority has an additional sited credit of 32.20 acre-feet of water rights which are associated with and currently utilized at the Reno-Sparks Convention Center.

Truckee Meadows Water Authority has proposed to purchase the 255.20 acre-feet of Truckee River water rights, and Staff is recommending the sale of the water rights to the Truckee Meadows Water Authority at $7,500 per acre foot for a total amount of $1,914,000. RSCVA will retain the 32.20 acre-feet sited credit which is associated with and currently utilized at the Reno-Sparks Convention Center. TMWA is the community owned water utility for Washoe County.

Background

As part of the operation of the Northgate Golf Course, the Authority obtained 255.20 acre-feet of water rights. These water rights are composed of the following:

Permit Number	Source	Use	Acre Feet	Beneficial Use Through
Permit 80501	Truckee River	Municipal	220.00	5/26/2027
Permit 80502	Truckee River	Municipal	35.20	5/26/2027
			255.20	

The Northgate Golf Course closed in January 2009, and the Authority kept these water rights associated with the golf course. Since 2009 the Authority has renewed the permit with the

State of Nevada State Engineer for proof of beneficial use to maintain the water rights. Prior extensions have been for two year periods, the most recent extension, approved September 24, 2026, is through May 26, 2027 (see attached).

In addition, to the 255.20 acre-feet of water rights, the Authority has a site credit of 32.2 acre-feet associated with the Reno-Sparks Convention Center, which the Authority will retain.

Staff believes there is no need for the 255.20 acre-feet of water rights, and could not foresee any development that would require that amount of water rights. Currently, the Reno-Sparks Convention Center has had a five year average usage of approximately 30 acre-feet. With the additional 32.2 acre-feet associated with the Reno-Sparks Convention Center Staff believes there is enough water rights available for any potential expansion.

Fiscal Impact

The revenue from the sale of the 255.20 acre-feet at $7,500 per acre foot, for a total amount of $1,914,000, will go to other revenue. Staff will present a budget augmentation for the use of the funds.

Procedure

If approved, the water rights will be sold to the Truckee Meadows Water Authority pursuant to NRS 533.550. NRS 533.550 requires the RSCVA to hold at least one public hearing for the purpose of soliciting public comment, and requires the Board to adopt certain written findings prior to approval of a sale. Proposed written findings are attached hereto as Exhibit A.

Recommendation

Staff Recommends the Board: (i) adopt the proposed written findings attached hereto as Exhibit A; (ii) approve the sale a total of 255.20 acre-feet of water rights, composed of Permit 80501 220.00 acre-feet and Permit 80502 35.20 acre feet, to the Truckee Meadows Water Authority for the amount of $7,500 per acre-foot for a total of $1,914,000; and (iii) authorize the RSCVA President/CEO to execute such documents as are necessary to complete the forgoing sale.

Proposed Motion

I move to: (i) adopt the written findings contained in the meeting materials as presented; (ii) approve the sale of a total of 255.20 acre-feet of water rights identified as Permit 80501 and Permit 80502, to the Truckee Meadows Water authority for the amount of $7,500 per acre-

foot for a total of $1,914,000; and (iii) authorize the RSCVA President/CEO to execute such documents as are necessary to complete the foregoing sale.

EXHIBIT A

Written Findings Pursuant to NRS 533.550

After conducting a public hearing at which public comment was solicited concerning the proposed sale of Water Right Permit Nos. 80501 and 80502 (collectively, the "Water Rights") to Truckee Meadows Water Authority ("TMWA"), and after considering the information presented to the Board, the terms of the proposed transaction, the nature and intended use of the Water Rights, and the public purposes served by RSCVA and TMWA, the Board hereby makes the following findings pursuant to NRS 533.550:

1. Prudent, Long-Term Management of Water Resources.

The Board finds that the sale of the Water Rights to TMWA is consistent with the prudent, long-term management of water resources within Washoe County. RSCVA does not operate a municipal water utility and does not require the Water Rights for the present or reasonably anticipated future operation of its facilities or fulfillment of its statutory purposes. TMWA is the regional public water authority responsible for acquiring, managing and maintaining water resources for municipal water service within the Truckee Meadows. Upon acquisition, TMWA will incorporate the Water Rights into its existing portfolio of publicly held water resources for management as part of its regional water supply. The transaction therefore transfers the Water Rights from one public entity to the regional public water provider charged with managing water resources for existing and future public water demands, rather than removing the Water Rights from public ownership or placing them into private or speculative use.

2. Reasonable Access to Water Resources for Growth and Development.

The Board finds that the sale of the Water Rights will not deprive residents or businesses within Washoe County of reasonable access to water resources for growth and development. RSCVA does not provide retail water service to residents or businesses and has no identified present or reasonably foreseeable need to retain the Water Rights to satisfy water demands associated with its facilities or statutory functions. In contrast, TMWA maintains water resources for the purpose of serving existing customers and accommodating future municipal demand within its service territory. Because the Water Rights will be added to TMWA's existing public water-resource inventory, the transaction preserves the Water Rights for regional public water-supply purposes and makes them available to support the long-term water needs, growth and development of the Truckee Meadows.

3. Reasonable Means of Promoting Development and Use of the Water Rights. The Board finds that the sale to TMWA is a reasonable means of promoting the development and beneficial use of the Water Rights. TMWA possesses the institutional capability, water-resource management expertise, infrastructure, administrative processes and statutory

authority necessary to integrate water rights into a regional municipal water-supply portfolio and to put such rights to beneficial use in accordance with applicable Nevada water law and State Engineer requirements. Transferring the Water Rights to TMWA places them with the regional public water provider that is positioned to administer, protect, transfer, manage and utilize the Water Rights as part of the regional water supply, thereby promoting their continued beneficial use and avoiding the potential underutilization of water rights that are not necessary to RSCVA's core governmental functions.

4. Actual Value or Comparable Economic Benefits.

The Board finds that the means by which the Water Rights are being sold reasonably ensures that RSCVA will receive the actual value of the Water Rights or comparable economic benefits. TMWA has offered to purchase the Water Rights for $7,500 per acre-foot. In determining that the proposed consideration satisfies NRS 533.550(1)(d), the Board has considered the Truckee River Water Rights Valuation Estimate prepared by DOWL, LLC, and the costs, uncertainty and administrative burdens that could accompany marketing the Water Rights through an alternative disposition process.

The Board further finds that the transaction provides economic and public benefits in addition to the monetary purchase price. The sale provides RSCVA with a negotiated cash return for water rights that RSCVA has determined are not required for its present or reasonably anticipated operations; eliminates future administrative and ownership burdens associated with maintaining the Water Rights; provides transaction certainty with a regional public water authority; and retains the Water Rights within public ownership for incorporation into TMWA's regional water-resource portfolio. Based upon the totality of these considerations, the Board finds that the negotiated sale reasonably ensures that RSCVA will receive the actual value of the Water Rights or comparable economic benefits.

5. Public-Purpose Considerations.

The Board further finds that the proposed transaction advances a public purpose by transferring water resources that are not required for RSCVA's governmental operations to the regional public water authority responsible for managing and supplying water resources within the Truckee Meadows. The Water Rights will remain in public ownership and will become part of TMWA's existing public inventory of water resources used to support reliable municipal water service and future regional needs.

Based upon the foregoing findings, the Board determines that the proposed sale of Water Right Permit Nos. 80501 and 80502 to TMWA satisfies the requirements of NRS 533.550 and approves the sale upon the terms presented to the Board.

TO: Robert Chisel, RSCVA Finance-Consultant
FROM: Sarah Hope
REVIEWED: Laine Christman
DATE: 10/12/2026
PROJECT: Reno-Sparks Convention & Visitors Authority Water Rights
SUBJECT: Truckee River Water Rights Valuation Estimate
\\dowl.com\j\Projects\63\001677-01\00WaterRights\01_Forms\TM\Truckee River Memo Final.docx

The Reno-Sparks Convention & Visitors Authority (RSCVA) is considering selling 255.20 acre-feet annually (AFA) of Truckee River water rights to Truckee Meadows Water Authority (TMWA). Currently, TMWA buys water rights at $7,500 per AFA. Under Nevada Revised Statutes (NRS) 533.550, before it can sell any water rights, RSCVA must first ensure it will receive the actual value of the water rights. RSCVA requested DOWL, LLC's (DOWL) assistance in performing a valuation of recent Truckee River water rights sales to estimate this "fair market" price.

BACKGROUND

RSCVA owns Permits 80501 and 80502 within the Truckee Canyon Segment hydrographic basin in Washoe County, Nevada. DOWL filed Applications for Extension of Time for Filing Proof of Beneficial Use under both permits in August 2026. Both permits remain in good standing with the Nevada Division of Water Resources.

Table 1. RSCVA Water Rights

Permit	Source	Duty (AFA)	Diversion Rate (CFS)	Manner of Use
80501	Truckee River	220.0	0.95	Municipal & Domestic
80502	Truckee River	35.2	0.15	Municipal

METHODS

DOWL used the Washoe County Recorder's Office's digital database to research Truckee River water rights sales within Washoe County from August 2025 to July 2026.[1] DOWL identified twelve sales of Truckee River water rights during the relevant timeframe, as provided in Table 3. DOWL excluded water rights transactions in which Real Property Transfer Tax was not assessed.[2]

FINDINGS

Based on this sales data, DOWL calculated the minimum, average, and maximum price per AFA for Truckee River water rights, as shown in Table 2. Comparing the results to a purchase price of

[1] The Washoe County Recorder's Office did not separate water rights deeds from real property deeds prior to June 2025.
[2] Total sale price could not be determined without Real Property Transfer Tax.

$7,500 per AFA, TMWA's purchase price falls within the range of value for Truckee River water rights.

Table 2. Truckee River Water Rights Purchase Price Statistics (Per AFA)

Minimum	Average	Maximum
$ 1,812	$ 4,724	$ 7,500

Table 3 represents the sales data DOWL collected to calculate the current fair market value of Truckee River water rights.

[*Continued on following page*]

Table 3. Truckee River Water Rights Purchase Price (Per Acre-Foot)

Washoe County Doc No.	Sale Year	TR Claim No(s).	Permit Type	Duty (AFA)	Real Property Transfer Tax	Total Price	Price/AFA
5636389	7/10/2026	191	DEC	1.35	$41.00	$10,000.00	$7,407.41
5600033	2/10/2026	345 (81412)	PER	1.5	$45.10	$11,000.00	$7,333.33
5566606	9/5/2025	477/479 (52282, C.12814)	DEC/CER	2	$61.50	$15,000.00	$7,500.00
5567028	9/8/2025	165	DEC	2.53	$47.15	$11,500.00	$4,545.45
5566607	9/5/2025	477/479 (52282, C.12814)	DEC/CER	3	$86.10	$21,000.00	$7,000.00
5575564	10/16/2025	650/651	DEC	4.75	$77.90	$19,000.00	$4,000.00
5636016	7/9/2026	718 (91670)	PER	5	$71.75	$17,500.00	$3,500.00
5544479	6/5/2025	86	DEC	6.14	$102.50	$25,000.00	$4,071.66
5607971	3/7/2026	335/336	DEC	13.6	$139.40	$34,000.00	$2,500.00
5651951	9/15/2026	179; 221-222	DEC	23.76	$487.90	$119,000.00	$5,008.42
5588232	12/12/2025	715/715a (92228)	DEC/PER	47.73	$354.65	$86,500.00	$1,812.28
5564493	8/26/2025	220/75a/730	DEC	120	$986.05	$240,500.00	$2,004.17

Truckee Meadows Water Authority
Quality. Delivered.

September 16, 2026

Rober Chisel
RSCVA Finance-Consultant
Sent: RSChisel@visitrenotahoe.com

Water Rights Offer Letter

Truckee Meadows Water Authority (TMWA) would like to offer to purchase 255.20 acre-feet (AF), specifically Permits 80501 (220 AF) and 80502 (35.20 AF) from the Reno Sparks Convention and Visitor Authority (RSCVA) subject to the following terms and conditions:

1. Purchase price for these water rights are valued by TMWA at $7,500 per AF for a total purchase amount of $1,914,000.

2. TMWA acknowledges that the RSCVA also holds a site credit of 32.2 AF, which is difference between the current dedication and the current usage of the convention center property. This site credit can be used on site as well as other parcels in our service territory, where surface water is being delivered. TMWA acknowledges this amount is owned by RSCVA and therefore available for RSCVA future water right dedications and related developments.

We look forward to hearing from you on this offer. Please let me know if you have any questions.

Sincerely,

Eddy Quaglieri

Eddy Quaglieri, P.E.

TMWA Natural Resources Manager

To: RSCVA Board of Directors

From: Robert Chisel
Finance Consultant

Date: October 22, 2026

Subject: Presentation, Discussion, and Potential Approval of a Proposed Budget Augmentation to the General Fund in the amount of up to $1,914,000 and the Capital Projects Fund in the amount of $400,000 for the Reno-Sparks Convention and Visitors Authority

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Executive Summary

The Reno-Sparks Convention and Visitors Authority Board of Directors is being asked to approve a budget augmentation in the amount of $1,914,000. Public notice was duly noticed on October 16, 2026.

The Authority's annual budget was adopted on May 28, 2026, for Fiscal Year 2027 (July 1, 2026 to June 30, 2027). The annual budget is the overall plan for revenues and expenditures for the Authority. This augmentation is to allocate the additional $1,914,000 in revenue to the budget of the General Fund and the Capital Projects Fund.

Background

The fiscal year 2026-2027 budget for the Authority is required to be augmented by June 30 if actual expenditures are anticipated to exceed budgeted expenditures. Budget augmentations must be adopted by resolution of the Board with the information forwarded to the Nevada Department of Taxation for approval.

The Authority's annual budget for the General Fund was adopted on May 28, 2026, for Fiscal Year 2027 with budgeted revenues of $54,677,274, beginning Fund Balance of $24,008,364, and total expenditures of $62,794,679, resulting in a budgeted ending Fund Balance of $15,890,959.

The Authority's annual budget for the Capital Projects Fund was adopted on May 28, 2026, for Fiscal Year 2027 with budgeted revenues of $28,440,000 and a beginning Fund Balance of $10,248,069, and total expenditures of $37,301,150, resulting in a budgeted ending Fund Balance of $15,890,959.

The source of these funds would be from sale of surplus water rights in the amount of $1,914,000. The Board agenda item for the approval of the sale of the water rights is included in the October 22, 2026 Board Meeting.

The following is the changes proposed to the budget.

Fund	Dept	Item	Augmentation				
			Salaries and Wages	Employee Benefits	Service and Supplies	Capital	Total
General	Finance	Transfer of position from Finance to Purchasing.	$(64,700)	$ (23,700)	$ -		$ (88,400)
General	RSCC	Transfer of position from Finance to Purchasing. Adding Project Coordinator.	$ 64,700	$ 23,700			$ 88,400
General	Convention Sales	Increase to Booking Incentive. Providing incentives to new groups and conventions to book RenoTahoe properties or facilities.			$ 500,000		$ 500,000
General	Convention Sales	Creation of a Customer Advisory Board. Revive the program to bring client and potential client leaders to provide vision, experience, and input on how RenoTahoe can improve.			$ 75,000		$ 75,000
General	Convention Sales	CVENT budgeted at $55,000 coming in at $139,000.			$ 84,000		$ 84,000
General	Convention Sales	New Position -Director of Business Development - To begin 02/2027. Position to increase RenoTahoe prospecting resources.	$ 55,000	$ 28,000			$ 83,000
General	Marketing	Leisure Media Buys - Increase to advertising to keep pace with rising media costs while expanding into new channels and opportunities, including ChatGPT advertising, Podcasts, long-form Youtube videos and more.			$ 500,000		$ 500,000
General	Marketing	PR / Earned Media Management - This additional investment would allow us to expand beyond traditional PR efforts into higher-impact national opportunities. Funding will support proactive broadcast outreach, research that can generate compelling national storylines, and programs that elevate authentic local voices			$ 97,000		$ 97,000
General	Marketing	Promotional Items - No Limits apparel and promotional merchandise to increase community visibility, develop local/partner brand ambassadors and help drive future demand through e-commerce and the Visitor Center.			$ 65,000		$ 65,000
General	Marketing	Research, Data & Insights - Flexible AI investment to work with our agency partners to identify, test and implement opportunities around AI search/discovery, trip planning, personalization, audience insights and marketing optimization.			$ 45,000		$ 45,000
General	Marketing	Special Events Promotion - Fund a dedicated Reno Tahoe events campaign with targeted paid media and event-specific creative to increase awareness and attendance for events.			$ 65,000		$ 65,000
Capital Projects	Capital	Capital match for City of Reno RDA Funds - Award of $400,000 of capital for lighting at the NBS and REC resulted in an unexpected match of funds.				$400,000	$ 400,000
			$ 55,000	$ 28,000	$ 1,431,000	$400,000	$1,914,000

Attached is the Budget Augmentation Resolution. In addition, the Nevada Department of Taxation budget augmentation document is included.

Fiscal Impact

The Authority is augmenting its 2026-2027 budget by appropriating an additional $1,914,000 from the sale of surplus water rights to the General Fund and Capital Projects Fund, thereby increasing its appropriations in the General Fund from $59,776,483 to $61,690,486, the Capital Projects Fund from $37,301,150 to $37,701,150.

Recommendation

Staff Recommends the Board approve the budget augmentation as presented in compliance with NRS 35.626.

Proposed Motion

Move to adopt budget augmentation Resolution #607, as presented and to authorize the Chair to sign the resolution and to forward the resolution and attachments to the Nevada Department of Taxation.

Fiscal Year 2026-27 Budget Augmentation Resolution
Resolution #608

RESOLUTION TO AUGMENT THE 2026-27 BUDGET OF THE RENO-SPARKS CONVENTION & VISITORS AUTHORITY (RSCVA),

WHEREAS, the resources of certain funds of the RSCVA were budgeted to be the following on July 1, 2026:

General Fund	$76,194,859
Capital Projects Fund	$38,688,069

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

General Fund	$78,108,859
Capital Projects Fund	$39,088,069

WHEREAS, said resources are as follows:

General Fund	Revenues higher than anticipated	$1,914,000
	Total	$1,914,000

Capital Projects Fund	Revenues higher than anticipated	$400,000
	Total	$400,000

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

NOW, THEREFORE, IT IS HEREBY RESOLVED, THAT the RSCVA shall augment its 2026-27 budget by appropriating $1,914,000 for use in the General Fund (thereby increasing its appropriations from $59,776,486 to $61,690,486), appropriating $400,000 in the Capital Projects Fund (thereby increasing available resources from $38,688,069 to $39,088,069). A detailed schedule is attached to this Resolution and by reference is made a part hereof.

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

PASSED, ADOPTED, AND APPROVED this 22nd day of October 2026, by the Governing Body consisting of 9 members

_____
Ayes

_____
Nays

_____
Absent

_____
Chairman

_____
Abstain

Attest: _____
Treasurer

REVENUES	FINAL BUDGET	REVISIONS	REVISED REVENUE RESOURCES
Taxes:			
Room tax (net)	44,289,432	-	44,289,432
Subtotal	44,289,432	-	44,289,432
Miscellaneous:			
Interest earnings	1,020,000	-	1,020,000
Rents and royalties	4,974,656	-	4,974,656
Convention & Visitors Services	388,200	-	388,200
Other	516,098	-	516,098
Sale of Capital Assets	-	1,914,000	1,914,000
Subtotal	6,898,954	1,914,000	8,812,954
SUBTOTAL REVENUE ALL SOURCES	51,188,386	1,914,000	53,102,386
OTHER FINANCING SOURCES			
Transfers In (Schedule T)			
SUBTOTAL OTHER FINANCING SOURCES	-	-	-
BEGINNING FUND BALANCE	25,006,473	-	25,006,473
Prior Period Adjustments			
Residual Equity Transfers			
TOTAL BEGINNING FUND BALANCE	25,006,473	-	25,006,473
TOTAL AVAILABLE RESOURCES	76,194,859	1,914,000	78,108,859

RENO-SPARKS CONVENTION & VISITORS AUTHORITY
Schedule B - General Fund
REVISED REVENUE SCHEDULE

Page 1

EXPENDITURE BY FUNCTION AND ACTIVITY	FINAL BUDGET	REVISIONS	REVISED EXPENDITURES
General Government			
Salaries and wages	2,306,251	(64,700)	2,241,551
Employee benefits	1,538,542	(23,700)	1,514,842
Services and supplies	3,137,636	-	3,137,636
Capital outlay	174,000	-	174,000
Subtotal	7,156,429	(88,400)	7,068,029
FUNCTION SUBTOTAL	7,156,429	(88,400)	7,068,029

RENO-SPARKS CONVENTION & VISITORS AUTHORITY
Schedule B - General Fund
FUNCTION: GENERAL GOVERNMENT

Page 2

EXPENDITURE BY FUNCTION AND ACTIVITY	FINAL BUDGET	REVISIONS	REVISED EXPENDITURES
COMMUNITY SUPPORT			
OTHER - FACILITY OPERATION			
Salaries and wages	4,537,000	64,700	4,601,700
Employee benefits	2,654,121	23,700	2,677,821
Services and supplies	6,941,180	-	6,941,180
Capital outlay	-	-	-
Subtotal	14,132,301	88,400	14,220,701
Other - Convention & Tourism Promotion			
Salaries and wages	4,794,208	55,000	4,849,208
Employee benefits	2,642,681	28,000	2,670,681
Services and supplies	17,155,293	1,431,000	18,586,293
Capital outlay	-	-	-
Subtotal	24,592,182	1,514,000	26,106,182
Other - Community Grants & Miscellaneous			
Salaries and wages	-	-	-
Employee benefits	-	-	-
Services and supplies	2,155,574	-	2,155,574
Capital outlay	-	-	-
Subtotal	2,155,574	-	2,155,574
FUNCTION SUBTOTAL	40,880,057	1,602,400	42,482,457

RENO-SPARKS CONVENTION & VISITORS AUTHORITY
Schedule B - General Fund
FUNCTION: COMMUNITY SUPPORT

EXPENDITURE BY FUNCTION AND ACTIVITY	FINAL BUDGET	REVISIONS	REVISED EXPENDITURES
FUNCTION SUMMARY			
General Government	7,156,429	(88,400)	7,068,029
Community Support	40,880,057	1,602,400	42,482,457
SUBTOTAL EXPENDITURES	48,036,486	1,514,000	49,550,486
OTHER USES			
Contingency	200,000	-	200,000
Operating Transfers	11,540,000	400,000	11,940,000
SUBTOTAL OTHER USES	11,740,000	400,000	12,140,000
TOTAL EXPENDITURES AND OTHER USES	59,776,486	1,914,000	61,690,486
ENDING FUND BALANCE			
Reserved			
Unreserved	16,418,373	-	16,418,373
TOTAL ENDING FUND BALANCE			
Prior Period Adjustments			
Residual Equity Transfers			
TOTAL FUND COMMITMENTS AND FUND BALANCE	76,194,859	1,914,000	78,108,859

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

EXPENDITURE BY FUNCTION AND ACTIVITY	FINAL BUDGET	REVISIONS	REVISED REVENUES
Interest Earnings		-	-
Other	-	-	-
Subtotal	-	-	-
OTHER FINANCING SOURCES:			
Operating Transfers In (Schedule T)			
General	3,440,000	400,000	3,840,000
Debt Service	25,000,000	-	25,000,000
TOTAL BEGINNING FUND BALANCE	10,248,069	-	10,248,069
TOTAL RESOURCES	38,688,069	400,000	39,088,069

EXPENDITURE BY FUNCTION AND ACTIVITY	FINAL BUDGET	REVISIONS	REVISED EXPENDITURES
Capital Outlay	37,301,150	400,000	37,701,150
Subtotal	37,301,150	400,000	37,701,150
OTHER USES			
CONTINGENCY (not to exceed 3% of total expenditures)			
Transfers Out (Schedule T)	-	-	-
ENDING FUND BALANCE	1,386,919	-	1,386,919
TOTAL COMMITMENTS & FUND BALANCE	38,688,069	400,000	39,088,069

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

To: RSCVA Board of Directors

From: Lori Tange, Executive Director of Human Resources

Date: September 24, 2026

Subject: Discussion and possible action to provide full-time RSCVA employees additional benefit choices to include either a five percent (5%) Deferred Compensation Program match or a Longevity Pay benefit of ranging from $1K-$5K based on years of service.

Executive Summary

The RSCVA is proposing an employee benefit that the Authority shall contribute One Dollar ($1.00) for each One Dollar ($1.00) deferred and invested by the employee in the RSCVA approved Deferred Compensation program, up to a maximum RSCVA contribution equal to five percent (5.0%) of the employees biweekly base wage not to exceed a total RSCVA contribution of one-half of the limit established by Federal Law for the Standard Limit for 457(b) plans, and a Longevity program whereby the RSCVA will make an annual payment to each participating employee in an estimated amount ranging from $1K-$5K based on years of service and employee base wage.

Background

To remain competitive in today's challenging talent market, the RSCVA must continue to evaluate and enhance its total rewards strategy. Approving and offering additional benefit options through deferred compensation and/or longevity pay will strengthen the organization's ability to attract and retain highly qualified employees by providing meaningful incentives for long-term employment, reward dedicated service, support succession planning and ensure workforce stability. Additionally, implementing these benefit options will help align the RSCVA's compensation and benefits practices with those offered by comparable agencies and regional employers, ensuring the organization remains competitive in recruiting and retaining top talent, and reinforce the RSCVA's commitment to employee retention.

Fiscal Impact

The liability associated with each program is anticipated to be within each Department's approved budget, with each Department covering the costs associated with its employees. The maximum projected liability associated with the Deferred Compensation Program based on anticipated employee participation is estimated at approximately $202,837, with a potential maximum of $500,000 annually if all full-time employees participate at the five percent (5%) level.
The projected liability associated with the Longevity Pay Benefit is estimated at approximately $85,000 annually based on anticipated employee participation, with a potential maximum estimated at $156,000 if all full-time employees participate in the Longevity Pay program.

These costs of each program may vary based on employee participation.

Recommendation

It is recommended that the Board of Directors approve establishment of the RSCVA Deferred Compensation Program and Longevity Pay benefit.

Proposed Motion

I move to approve the creation of the RSCVA Deferred Compensation and Longevity Pay benefits programs on the terms presented, and direct staff to prepare proposed policies implementing such programs for Board review and approval at a future Board meeting.

Facility Worker vs. Government	Rank 2nd Lowest	
City of Reno	Custodian	$ 38,417.60
RSCVA	Facility Worker	$41,600.00
Washoe County	Laborer	$ 44,948.80
City of Sparks	Community Maint Worker I	$ 49,358.40
Washoe County	Maintenance Worker- Facilities	$ 49,400.00

Facility Worker vs. Warehouse	Rank Lowest	
RSCVA	Facility Worker	$41,600.00
Tesla	Production Associate	$ 45,760.00
Amazon	Warehouse Associates	$ 45,760.00
Chewy	Fulfillment Specialist	$ 45,760.00
Renewal by Anderson	Warehouse Associates	$ 45,760.00
Tire Rack	Warehouse Associates	$ 46,800.00
Arrow Electronics	Picking Associate	$ 49,920.00
PetSmart	Dist Warehouse Handler	$ 49,920.00
Uline	Material Handler	$ 54,080.00

Facility Worker vs. Casino	Rank Mid	
Grand Sierra	Housekeeping/Room Attendent	$ 37,440.00
Peppermill	Cleaning Specialist	$ 39,520.00
RSCVA	Facility Worker	$41,600.00
Atlantis	Guest Room Attendent	$ 43,680.00
Ceasers	Guest Room Attendent	$ 43,680.00
Atlantis	Custodial I	$ 48,048.00

Program	RSCVA	City of Reno	City of Sparks	Washoe County	TMWA
Vacation	0-2 years 80 Hours 2-5 years 120 Hours 5-9 years 145 Hours 9+ years 169 Hours	0-5 years 156 hrs 5-10 Years 183 hrs 10-15 years 208 hrs 15+ Years 234 hrs	0-5 years- 80 hours 5-10 years- 120 hours 10-20 years- 160 hours 20+ years- 200 hours	0-3 years 120 Hours 3-5 Years 160 Hours 5-20 years 200 Hours 20+ Years 240 Hours	0-5 years 88 hours 6-12 years 128 hours 13-19 years 168 hours 20-26 years 208 hours 27+ Years 248 hours
Vacation Accrual Max.	0-24 Months 160 Hours 25-60 Months 240 Hours 61-108 Months 288 Hours 109 + Months 336 Hours	0-60 months 156 hrs 60-120 183 hrs 120-180 208 hrs 180+ 234 hrs	Less than 5 years: 4.6 hours/biweekly (119.6 hrs/year); 5+ years: 7.0 hours/biweekly (182 hrs/year); 10+ years: 7.6 hours/biweekly (197.6 hrs/year); 15+ years: 8.4 hours/biweekly (218.4 hrs/year); 20+ years: 8.9 hours/biweekly (231.4 hrs/year). Maximum accrual: 560 hours.	All 240 Hours	0-5 years 160 hours 6-12 years 240 hours 13-19 years 320 hours 20-26 years 400 hours 27+ Years 480 hours
Holidays	12 Days	12 Days	12 days	12 Days	13 Days
Sick	0-10 Years 120 Hours 10+ Years 144 Hours	104 hours	130 hours	0-10 Years 120 Hours 10+ Years 145 Hours	120 hours
Sick Payout	Current Liability $160,957 For All $996,648	Ranges from 40%-90%; For 5 - 23 years of service	Retirement eligible employees with at least 10 years continuous service may elect either Sick Leave Conversion to retiree health or Cash-Out Receive 20% of the cashed-out hours as paid compensation. Maximum annual payout equals 80 hours for any hours over 400.	10+ Years Over 300 Hrs 50% Up to 800 Hours	Employees may cash out up to 48 hours annually of sick leave balances exceeding 700 hours. At retirement, 100% of unused sick leave over 700 hours is converted to a Retirement Health Savings (RHS) account.
Longevity	Proposed Ranging from $1K-$5K based on years of service. 1-3 years $1,000 4-6 years $1,500 7-10 years $2,000 11-15 years $2,500 16-20 years $3,000 21-25 years $3,500 26-30 years $4,000 31+ years $5,000	After 5 Yrs of continuous service 0.5% of base pay for each year of service up to a maximum of 12.5% after 25 years. 5 years = 2.5% 10 years = 5.0% 15 years = 7.5% 20 years = 10.0% 25 years = 12.5% (maximum)	After 5 Yrs of continuous service annual longevity payment equals 0.5% of base salary for each year of service, up to 10% of base salary. Maximum payment is $4,500 annually.	5 Yrs $1,500 18 Yrs $3,800 6 Yrs $1,600 19 Yrs $3,900 7 Yrs $1,700 20 Yrs $4,000 8 Yrs $1,800 21 Yrs $4,100 9 Yrs $1,900 22 Yrs $4,200 10 Yrs $3,000 23 Yrs $4,300 11 Yrs $3,100 24 Yrs $4,400 12 Yrs $3,200 25 Yrs $4,500 13 Yrs $3,300 26 Yrs $4,600 14 Yrs $3,400 27 Yrs $4,700 15 Yrs $3,500 28 Yrs $4,800 16 Yrs $3,600 29 Yrs $4,900 17 Yrs $3,700 30+ Yrs $5,000	N/A
Deferred Comp Match	Proposed One Dollar ($1.00) for each One Dollar ($1.00) up to a maximum RSCVA contribution equal to five percent (5.0%) of the employees biweekly base wage not to exceed a total contribution of one-half of the limit established by Federal Law	$1.00 for $1.00 up to 5% of EE biweekly pay	Employee contributes minimum $125 per pay period and City matches up to $125 per pay period.	N/A	$1.00 for $1.00 up to 5% (after 1 year of service) 97% participation rate
Retiree Health	N/A	Yes	Sick leave conversion account: 50%-100% based on years of service. May convert accumulated sick leave into a retiree health account: 10 Yrs = 50%, 15 Yrs = 75%, 20 Yrs = 85%, 22 Yrs = 90%, 23 Yrs = 95%, 25+ Yrs = 100% of accrued sick leave value available for future premium payments		Paid through VEBA/OPEB after 10 years of service upon retirement. Employees pay a premium
Other				Use 0-16 hours of sick leave earn 12 hours of personal leave; use 16.01-20 hours of sick leave receive 4 hours of personal leave.	

Years of Service	Longevity	Def Comp 5.0%	Chosen on Wage
12.24	$ 2,500.00	$ 8,172.32	$ 8,172.32
4.76	$ 1,500.00	$ 6,754.80	$ 6,754.80
4.58	$ 1,500.00	$ 5,004.48	$ 5,004.48
3.15	$ 1,000.00	$ 4,177.68	$ 4,177.68
3.56	$ 1,000.00	$ 4,167.28	$ 4,167.28
8.74	$ 2,000.00	$ 2,627.04	$ 2,000.00
1.37	$ 1,000.00	$ 2,439.84	$ 1,000.00
2.11	$ 1,000.00	$ 2,228.72	$ 1,000.00
21.83	$ 3,500.00	$ 4,956.64	$ 4,956.64
4.58	$ 1,500.00	$ 5,864.56	$ 5,864.56
1.18	$ 1,000.00	$ 4,356.56	$ 4,356.56
1.08	$ 1,000.00	$ 2,356.64	$ 1,000.00
4.97	$ 1,500.00	$ 4,366.96	$ 4,366.96
3.90	$ 1,000.00	$ 2,575.04	$ 1,000.00
3.95	$ 1,000.00	$ 3,376.88	$ 1,000.00
2.40	$ 1,000.00	$ 2,250.56	$ 1,000.00
2.40	$ 1,000.00	$ 2,587.52	$ 1,000.00
3.10	$ 1,000.00	$ 3,552.64	$ 1,000.00
2.57	$ 1,000.00	$ 3,510.00	$ 1,000.00
4.58	$ 1,500.00	$ 2,627.04	$ 1,500.00
5.43	$ 1,500.00	$ 4,567.68	$ 4,567.68
2.40	$ 1,000.00	$ 3,485.04	$ 1,000.00
3.96	$ 1,000.00	$ 2,411.76	$ 1,000.00
1.73	$ 1,000.00	$ 4,291.04	$ 4,291.04
7.94	$ 2,000.00	$ 7,915.44	$ 7,915.44
3.88	$ 1,000.00	$ 4,140.24	$ 1,000.00
22.55	$ 3,500.00	$ 6,081.92	$ 6,081.92
5.45	$ 1,500.00	$ 5,999.76	$ 5,999.76
4.09	$ 1,500.00	$ 3,450.72	$ 1,500.00
15.59	$ 2,500.00	$ 11,960.00	$ 11,960.00
5.25	$ 1,500.00	$ 4,612.40	$ 4,612.40
0.87	$ -	$ 2,749.76	$ -
15.74	$ 2,500.00	$ 7,796.88	$ 7,796.88
0.51	$ -	$ 8,749.52	$ 8,749.52
4.63	$ 1,500.00	$ 6,897.28	$ 6,897.28
8.79	$ 2,000.00	$ 3,648.32	$ 2,000.00
3.00	$ 1,000.00	$ 4,598.88	$ 4,598.88
2.16	$ 1,000.00	$ 5,058.56	$ 5,058.56
1.71	$ 1,000.00	$ 2,439.84	$ 1,000.00
4.58	$ 1,500.00	$ 2,602.08	$ 1,500.00
7.79	$ 2,000.00	$ 6,637.28	$ 6,637.28
3.10	$ 1,000.00	$ 2,627.04	$ 1,000.00
4.58	$ 1,500.00	$ 3,616.08	$ 1,500.00
7.12	$ 2,000.00	$ 7,118.80	$ 7,118.80
2.50	$ 1,000.00	$ 2,318.16	$ 1,000.00
3.48	$ 1,000.00	$ 6,407.44	$ 6,407.44
2.21	$ 1,000.00	$ 3,448.64	$ 1,000.00
11.84	$ 2,500.00	$ 5,923.84	$ 5,923.84
4.01	$ 1,500.00	$ 3,939.52	$ 1,500.00
4.58	$ 1,500.00	$ 3,259.36	$ 1,500.00
3.00	$ 1,000.00	$ 3,616.08	$ 1,000.00

3.82	$ 1,000.00	$ 3,013.92	$ 1,000.00
13.45	$ 2,500.00	$ 6,817.20	$ 6,817.20
2.67	$ 1,000.00	$ 2,613.52	$ 1,000.00
1.37	$ 1,000.00	$ 3,213.60	$ 1,000.00
9.86	$ 2,000.00	$ 12,250.00	$ 12,250.00
27.60	$ 4,000.00	$ 7,195.76	$ 7,195.76
4.44	$ 1,500.00	$ 4,119.44	$ 1,500.00
4.57	$ 1,500.00	$ 4,258.80	$ 4,258.80
12.37	$ 2,500.00	$ 5,518.24	$ 5,518.24
3.68	$ 1,000.00	$ 2,926.56	$ 1,000.00
1.79	$ 1,000.00	$ 6,179.68	$ 6,179.68
4.42	$ 1,500.00	$ 4,389.84	$ 4,389.84
4.94	$ 1,500.00	$ 3,604.64	$ 1,500.00
3.82	$ 1,000.00	$ 3,355.04	$ 1,000.00
4.58	$ 1,500.00	$ 3,616.08	$ 1,500.00
10.15	$ 2,000.00	$ 4,534.40	$ 4,534.40
4.58	$ 1,500.00	$ 9,750.00	$ 9,750.00
2.96	$ 1,000.00	$ 3,348.80	$ 1,000.00
4.58	$ 1,500.00	$ 5,628.48	$ 5,628.48
2.92	$ 1,000.00	$ 3,151.20	$ 1,000.00
0.62	$ -	$ 2,080.00	$ -
3.55	$ 1,000.00	$ 4,160.00	$ 4,160.00
4.47	$ 1,500.00	$ 4,284.80	$ 4,284.80
32.22	$ 5,000.00	$ 6,978.40	$ 6,978.40
8.83	$ 2,000.00	$ 7,000.24	$ 7,000.24
0.59	$ -	$ 2,132.00	$ -
2.32	$ 1,000.00	$ 2,228.72	$ 1,000.00
9.29	$ 2,000.00	$ 4,189.12	$ 4,189.12
2.92	$ 1,000.00	$ 8,054.80	$ 8,054.80
3.79	$ 1,000.00	$ 4,723.68	$ 4,723.68
3.84	$ 1,000.00	$ 5,042.96	$ 5,042.96
1.52	$ 1,000.00	$ 2,272.40	$ 1,000.00
4.58	$ 1,500.00	$ 2,992.08	$ 1,500.00
1.35	$ 1,000.00	$ 2,132.00	$ 1,000.00
0.64	$ -	$ 3,120.00	$ -
1.20	$ 1,000.00	$ 6,300.32	$ 6,300.32

Service	Longevity	Def Comp 5.0%	Chosen on Wage
3.75	$ 1,000.00	$ 3,386.24	$ 1,000.00
2.57	$ 1,000.00	$ 3,476.72	$ 1,000.00
7.93	$ 2,000.00	$ 3,309.28	$ 2,000.00
0.87	$ -	$ 2,249.52	$ -
13.27	$ 2,500.00	$ 5,411.12	$ 5,411.12
4.58	$ 1,500.00	$ 3,521.44	$ 1,500.00
1.58	$ 1,000.00	$ 2,185.04	$ 1,000.00
2.92	$ 1,000.00	$ 6,366.88	$ 6,366.88
4.58	$ 1,500.00	$ 3,616.08	$ 1,500.00
8.58	$ 2,000.00	$ 3,799.12	$ 2,000.00
4.38	$ 1,500.00	$ 6,065.28	$ 6,065.28
3.42	$ 1,000.00	$ 7,035.60	$ 7,035.60
2.84	$ 1,000.00	$ 3,616.08	$ 1,000.00
3.13	$ 1,000.00	$ 4,262.96	$ 4,262.96
0.92	$ -	$ 5,775.12	$ 5,775.12

3.19	$ 1,000.00	$ 5,047.12	$ 5,047.12
1.75	$ 1,000.00	$ 3,901.04	$ 1,000.00
2.23	$ 1,000.00	$ 7,930.00	$ 7,930.00
9.54	$ 2,000.00	$ 7,858.24	$ 7,858.24
1.42	$ 1,000.00	$ 3,862.56	$ 1,000.00
4.57	$ 1,500.00	$ 2,306.72	$ 1,500.00
2.40	$ 1,000.00	$ 2,463.76	$ 1,000.00
1.51	$ 1,000.00	$ 2,488.72	$ 1,000.00
22.68	$ 3,500.00	$ 5,946.72	$ 5,946.72
4.62	$ 1,500.00	$ 3,713.84	$ 1,500.00
	$ 156,000.00	$ 507,094.48	$ 395,393.76

$ 202,837.79

40%