

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
REGULAR MEETING OF THE BOARD OF DIRECTORS  
REVISED AGENDA**

**Thursday, February 28, 2019, at 9:00 A.M.  
Reno-Sparks Convention and Visitors Authority  
4001 S. Virginia Street, Board Room  
Reno, Nevada**

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**BOARD OF DIRECTORS:  
Commissioner Bob Lucey, Chairman**

Mr. Nat Carasali  
Mr. Lee Dillard  
Councilman Ed Lawson  
Mr. Rick Murdock

Mayor Hillary Schieve  
Mr. Mark Sterbens  
Mr. Bill Wood  
Mr. Vick Wowo

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THIS MEETING IS IN COMPLIANCE WITH THE NEVADA OPEN MEETING LAW AND HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

Reno-Sparks Convention & Visitors Authority (RSCVA)  
Reno City Hall  
Sparks City Hall  
National Bowling Stadium  
RSCVA Website: [www.rscva.com/public-meetings](http://www.rscva.com/public-meetings)

Reno-Sparks Convention Center  
Washoe County Administration Bldg.  
Washoe County Courthouse  
Online at <http://notice.nv.gov/>

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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. Support materials are made available when they are provided to the Board, or if provided during the meeting, support materials will be made available at the meeting at the same time as they are made available to the Board. Support materials are also available at the RSCVA administrative offices and at the scheduled meeting. The designated contact to obtain support materials is Corie Carlsen, 4001 South Virginia Street, Suite G, Reno, NV (775) 827-7618.

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## AGENDA

**A. OPENING CEREMONIES**

Call to Order  
Pledge of Allegiance  
Roll Call

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

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period, or on "action" items immediately before board discussion of such "action" items. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the RSCVA clerk at the meeting. No action may be taken on a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken. Public comments may not be accepted after the Chairman closes any period for public comment.

**C. APPROVAL OF THE AGENDA**

For possible action.

**D. APPROVAL OF MINUTES OF JANUARY 24, 2019 BOARD OF DIRECTORS' REGULAR MEETING**

For possible action.

**E. APPROVAL OF MINUTES OF FEBRUARY 7, 2019 BOARD OF DIRECTORS' SPECIAL MEETING**

For possible action.

**F. PRESENTATIONS**

**F1. Reno Beauty Pageant**

The Board of Directors will be provided a presentation regarding a proposed Reno Beauty Pageant.

This is an information item. Not an action item.

**F2. RSCVA Staff Update**

Phil DeLone, President/CEO, and RSCVA staff will deliver updates on Executive Office, Marketing, Sales, and Finance, including the Corporate Scorecard.

This is an information item. Not an action item.

**F3. SMG Quarterly Update**

Michael Day, General Manager of SMG - Reno, will provide a financial report for the fourth quarter, 2018 and an update on the SMG managed facilities.

This is an information item. Not an action item.

**F4. The Reno-Tahoe Regional Air Service Corporation (RASC) Update**

Carl Ribaud, Managing Director, Regional Air Service Corporation (RASC) will update the board on RASC's 2019 Actions Plans.

This is an information item. Not an action item.

**G. MARKETING DIVISION**

**G1. Review, discussion and possible action for a new contract for professional integrated marketing services with Birdsall, Voss & Associates, Inc. (BVK), the existing marketing services vendor**

The Board of Directors is being asked to review, discuss and approve the renewal of the contract with Birdsall, Voss & Associates, Inc. (BVK) for integrated marketing services for the next three years (May 1, 2019, through April 30, 2022) in an amount not to exceed \$340,000 per year.

For possible action.

## **H. INFORMATIONAL UPDATE**

### **H1. Wildcreek Update**

Phil DeLone will deliver an update on Wildcreek Golf course and the pending transfer to Washoe County.

This is an information item. Not an action item

### **H2. Legislative Update**

A representative of the law firm of Fennemore Craig will provide an update on the Legislative Session and issues of interest to the RSCVA. The Board may discuss and provide direction to staff regarding legislative issues as may be deemed by the Chair or Board of Directors to be of critical significance to the RSCVA.

For possible action.

## **I. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS**

This is an information item. Not an action item.

## **J. 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.

## **K. ADJOURNMENT**

For possible action.

Persons are invited to submit written remarks for all matters, both on and off the agenda. Written remarks presented for inclusion in the Board of Directors' minutes must be flat, unfolded, on paper of standard quality, and 8 ½ by 11 inches in size. Written remarks shall not exceed five (5) pages in length. The RSCVA will not accept for filing any submission that does not comply with this rule. On a case-by-case basis, the Board of Directors may permit the filing of noncomplying written remarks, documents, and related exhibits under NRS 241.035(1)(e). Board of Directors' meeting rooms are accessible to persons with disabilities. If special arrangements are required, please contact Corie Carlsen at 775-827-7618.

For information or questions regarding this agenda, please contact:  
The RSCVA Executive Office  
P.O. Box 837, Reno, NV 89504  
775-827-7618



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**Reno-Sparks Convention & Visitors Authority  
Board of Directors Meeting Minutes  
January 24, 2019**

The Regular Meeting of the Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 9:00 a.m., January 24, 2018, at the Reno-Sparks Convention and Visitors Authority, 4001 S. Virginia Street, Reno, NV. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

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**A. OPENING CEREMONIES**

**Call to Order**

Chairman Bob Lucey called the meeting to order at 9:00 a.m.

**Pledge of Allegiance led by Vick Wowo**

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**Board Members Present:**

Nat Carasali  
Lee Dillard  
Councilman Ed Lawson  
Commissioner Bob Lucey  
Rick Murdock  
Mark Sterbens  
Vick Wowo  
Bill Wood

**Board Members Absent:**

Mayor Hillary Schieve

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**RSCVA Executive Staff Present:**

Phil DeLone, President/Chief Executive Officer  
Jennifer Cunningham, Executive Vice President  
Michael Larragueta, Vice President of Sales  
Art Jimenez, Executive Director of Tourism Sales  
Esther Isaac, Director of Marketing  
Ben Kennedy, Legal Counsel  
Molly Rezac, Legal Counsel

**RSCVA Executive Staff Absent:**

Robert Chisel, Director of Finance  
Sheri Nill, Director of Human Resources

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

**C. APPROVAL OF THE AGENDA**

**MOTION:** Member Rick Murdock made a motion to approve the January 24, 2019 agenda. Seconded by Member Vick Wowo. **Motion carried unanimously.**

**D. APPROVAL OF MINUTES OF DECEMBER 6, 2018 REGULAR MEETING**

**MOTION:** Member Rick Murdock made a motion to approve the Minutes of December 6, 2018, Regular Meeting. Seconded by Member Bill Wood. **Motion carried unanimously.**

## **E. PRESENTATIONS**

### **E1. RSCVA Staff Update**

Phil DeLone, President/CEO introduced and welcomed Michael Day, General Manager with SMG. Mr. DeLone reported that Travel Nevada has increased funding for the Regional Air Service Corporation (RASC) by an additional \$50,000 per year. This brings the total funding from Travel Nevada to \$100,000. Mr. DeLone thanked Brenda Nebesky and Travel Nevada for their generous contribution. He added that Carl Ribaldo will be the Managing Director of RASC. Mr. DeLone went on to say he has attended two advisory meetings for the Downtown Reno Business Improvement District (BID), also known as Downtown Reno Partnership. He stated that the Downtown Reno Partnership currently has fourteen ambassadors, 13 of which are working directly on the streets downtown. He added that the goal is to increase the number of ambassadors to 30. Mr. DeLone gave the board an update on Incline Village Crystal Bay Visitors Bureau (IVCBVB) lease renewal. He stated that the lease is written to reflect that the IVCBVB is responsible for the maintenance of the building and parking lot, in addition to being responsible for the surrounding park. Mr. DeLone announced that RFP's (Request for Proposal) for the demolition of the Exhibit Hall for Livestock Event Center are out and walkthroughs will take place on site Tuesday, January 29, 2019. He stated that the RSCVA is pleased to announce that the inspection of the Exhibit Hall showed that it does not contain asbestos. Mr. DeLone added that a similar walkthrough for the Indoor Arena Roof will take place tomorrow January 25, 2019. He also stated that the preliminary Armory asbestos report has been completed and the RSCVA is working collaboratively with Washoe County to obtain a written permit for abatement. Mr. DeLone reported that the Board of County Commissioners meeting for Washoe County will be held on Tuesday, February 12, 2019 where the Wildcreek agreement will be reviewed and the and the transfer of property will be voted on.

In addition to the staff update, Mr. DeLone gave the board a brief recap on the RSCVA Board Retreat on December 6, 2018. He stated that the four priorities are as follows: Destination Awareness - Go deeper in core markets (LA Basin and Bay Area) to increase the destination awareness – through increased marketing spend (tradition and digital) and tourism sales efforts. Maintain Seattle presence with a continued focus on increase air service in partnership with RTAA. Group Sales & Tourism Sales - Continue current group sales efforts that have resulted in city-wide conventions and consistent growth in the group business. Maintain current level of effort in Tourism Sales via programs in the US and China. Facilities - Continue to pursue the RSCC Expansion – significant strategic effort for the short and mid-term. Fully leverage the RSCVA/SMG relationship to take advantage of the opportunities and expertise SMG brings to the organization and the four RSCVA facilities. Organizational Sustainability - Maintain the importance of organizational sustainability and continue community engagement.

Ms. Jennifer Cunningham, Executive Vice President, presented an update on the RSCVA Corporate Scorecard. She stated that November was looking good, despite the overall occupancy being slightly down. Ms. Cunningham stated that the Average Daily Rate (ADR) was up almost 13% at \$101.82. She said that translates to an increase in taxable revenue of 5%. Ms. Cunningham went on to say that air passengers were up 8% from last November. She added that the RTAA reported that flights were up 13.6% and the number of seats into the market had a 7.2% increase from last November. Ms. Cunningham stated that the Star Report showed that South Lake Tahoe saw an increase of 30% occupancy from last November leading the RSCVA to believe that travelers were escaping the California fires.

Ben McDonald, Senior Communications Manager, presented a 2018 year-end review from Decker Royal, the RSCVA's public relations firm based out of New York. He stated that one of the functions of bringing Decker Royal on was to increase the number of journalists to the area. The RSCVA brought in 17 writers including freelance journalists, online publications and several FAM trips. A few of the journalists that wrote about their time in the area included stories in Thrillist, Elite Daily, Britain & Co and Hemisphere Magazine. The collaboration with Decker Royal also produced over 128 online articles along with several daytime TV mentions.

Mike Larragueta, Vice President of Sales, brought the board's attention back to the Corporate Scorecard. He stated that the sales team secured 16 groups representing 11,032 Room Nights (RN), against a goal of 18,863 RN for November. He added that December saw 10,265 RN, against a goal of 18,429 RN. Mr. Larragueta went on to say that the RSCVA is sitting at 85% of its goal for the first

six months of the fiscal year. He went to say that January and February look very strong and he feels very confident that the sales team will be back on pace by March 2019. Mr. Larragueta announced that the RSCVA has hired David Diomedes as the Regional Sales Director for the Southwest Region. David comes to us with a background in hotel sales and resides in Rancho Cucamonga, California. Mr. Larragueta added that the RSCVA will open an office in Dallas, Texas. He stated that the position was posted and there are two strong candidates being considered.

Mr. Art Jimenez, Executive Director of Tourism Sales, gave the board an update on tourism sales. He stated that November monthly room nights came in at 53,222, a decrease of 1,500 room nights from last November. He added that tourism sales is at 87% of target at 62,474 room nights. Year-to-date room nights are at 337,795, however we are 13,844 room nights last years. Mr. Jimenez touched on the Partnership Market with Expedia, Priceline and Travelport. He stated that bookings are up an average 9-10% and ADR is also up for the properties that have participated with the RSCVA. He stated that booking windows have been extended to 40-day range. Mr. Jimenez reported on the China front and PHG. He stated that the year-end report shows that PHG made 137 in-face sales calls and 67 one-on-one media calls which resulted in 319 media placements in China.

Chairman Lucey asked Mr. Larragueta if the RSCVA has airlift information on Dallas.

Mr. Larragueta stated that the RSCVA does not have the exact number of seats. However, both American and Southwest airlines have direct flights to Reno.

**E2. EMC Research Update**

Sara LeBatt of EMC Research presented the Summary of Results from the latest Brand Tracking Surveys conducted in the Bay Area, Los Angeles Basin and Seattle markets. Ms. LeBatt covered EMC's findings on Reno Tahoe Brand Rating, Top Brand Attributes, and Past Visitation & Intent to Visit.

Information only. Non-action item.

**E3. Legislative Update**

Jesse Wadhams of Fennemore Craig provided an update and report on the upcoming Legislative Session, issues of interest to the RSCVA and the Legislative reporting process. He stated that working on broadly speaking will be funding mechanisms for a possible convention center expansion and remodel, public records, open meeting law, and employer/employee relationships and localized tax issues that may or may not affect transient room tax. The day-to-day operation, a weekly report on bill and bill drafts to senior management accompanied with a newsletter "This Week in Carson."

**F. MARKETING DIVISION**

**F1. RSCVA Special Events Funding**

Esther Isaac, Director of Marketing, drew the board's attention to the Events and Festivals brochure presented at each seat that showcases over 300 events coming to the area. Ms. Isaac briefly reviewed the process for special event funding and referred to the detailed report presented in the board packet. She stated that 25 organizations applied for funding and the RSCVA team is recommending that 24 of the 25 application receive special funding.

Vice Chair Lawson stated that he is in favor of increasing special event funding from \$500K to \$650K.

**MOTION:** Member Nat Carasali made a motion to approve the Special Events Funding as recommended. Seconded by Member Rick Murdock. **Motion carried unanimously.**

**F. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS**

None

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

Member Lee Dillard requested that the Downtown Reno Business Improvement District (BID), also known as Downtown Reno Partnership, present an update at a future board meeting.

**H. ADJOURNMENT**

**Meeting adjourned at 12:07 p.m.**



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**Reno-Sparks Convention & Visitors Authority  
Board of Directors Special Meeting Minutes  
February 7, 2019**

The Special Meeting of the Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 3:00 p.m., February 7, at the Reno-Sparks Convention Center, 4001 S. Virginia Street, Reno, NV. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

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**A. OPENING CEREMONIES**

**Call to Order**

Chairman Bob Lucey called the meeting to order at 3:00 p.m.

**Pledge of Allegiance led by Vick Wowo**

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**Board Members Present:**

Nat Carasali  
Lee Dillard  
Ed Lawson (via telephone)  
Bob Lucey (via telephone)  
Rick Murdock  
Mayor Hillary Schieve (via telephone)  
Vick Wowo  
Bill Wood (via telephone)

**Board Members Absent:**

Mark Sterbens

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**RSCVA Executive Staff Present:**

Phil DeLone, President/Chief Executive Officer  
Robert Chisel, Director of Finance  
Ben Kennedy, Legal Counsel

**RSCVA Executive Staff Absent:**

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

Richard Jay, chairman of the Business Advisory Council of SOS Washoe, spoke on behalf of SOS Washoe in favor of building a high school on the Wildcreek property.

**C. APPROVAL OF THE AGENDA**

**MOTION:** Member Vick Wowo made a motion to approve the February 7, 2019, Special Board Meeting agenda. Seconded by Member Rick Murdock. **Motion carried unanimously.**

**D. PRESENTATIONS**

**D1. Appointment of Board Member Under NRS 244A.601(1)(d)(4)**

Ben Kennedy, Legal Counsel for the RSCVA, drew the boards attention to the letter contained in the board materials from Virginia Valentine, CEO of the Nevada Resort Association (NRA), nominating Mr. Lee Dillard, Vice President and General Manager of Harrah's Reno, for reappointment to the RSCVA Board. Mr. Kennedy stated that Mr. Dillard's term was up in January 2019 and under NRS 24A.601(1)(d)(4), the NRA has nominated Mr. Dillard for another two-year appointment. Mr. Kennedy opened the floor for discussion and reminded the board that this item would be voted on by elected officials only.



Member Nat Carasali recommended that the elected officials reappoint Mr. Lee Dillard to the RSCVA Board of Directors.

Vice Chairman Ed Lawson stated his concern with the fact that the NRA only presented one name for the vacant position.

Member Vick Wowo agreed that Mr. Dillard be reappointed; however, he asked if the appointment should be pushed back to give the NRA time to submit additional names.

Chairman Lucey asked Ben Kennedy, Legal Counsel for the RSCVA, for clarification on the process.

Mr. Ben Kennedy said that statute indicates that the elected officials are entitled to a list of nominees, nominees being plural, meaning two or more. However, the elected officials are not required to consider two nominations. He stated that the elected officials have considered one nominee in the past and that it is up to the discretion of those three officials that are voting. He went on to say that the board can put the nomination to a voted today or request that the NRA supply additional names for consideration.

Mayor Schieve stated that she would make the motion to reappoint Lee Dillard, with the stipulation that the NRA supply the board with two or more names for consideration moving forward.

***Chairman Bob Lucey joined the meeting in person at 3:09 pm.***

Vice Chair Ed Lawson stated for the record that he opposes the nomination for the fact that the RSCVA board elected officials have asked that two or more names be presented for consideration.

Chairman Lucey agreed that the board had requested two or more names be submitted when considering a board appointment. However, he added that he spoke with the NRA board and its members, at which time the membership discussed at length the nomination to the RSCVA Board of directors. He stated that the NRA membership decided to put forth Mr. Dillard's name as this is a reappointment of a sitting member, not an open seat.

**MOTION:** Mayor Schieve made a motion to approve to reappoint Lee Dillard to the RSCVA Board of Directors, with the stipulation that the NRA supply the board with two or more names for consideration moving forward. Seconded by Chairman Lucey. With a nay voted from Vice Chairman Ed Lawson. **Motion carried 2 to 1.**

**D2. Board Review and Possible Approval of the Cooperative Agreement to Transfer Wildcreek Golf Course and Related Assets to Washoe County and Authority to Proceed.**

Chairman Lucey brought the boards attention to the Cooperative Agreement for Wildcreek Golf Course Property (the "Agreement") by and among the RSCVA, Washoe County and Washoe County School District included in the board information packet.

Ben Kennedy, Legal Counsel for the RSCVA, clarified that this agreement has been approved by the Washoe County School District and will go before the Washoe County Commissioners at the upcoming board of county commissioners meeting on February 19, 2019, at 10:00 am. He stated that the board is being asked to approve the agreement, to authorize Mr. Phil DeLone, in conjunction with legal counsel, to finalize any remaining details and to execute the agreement and any related exhibits.

**MOTION:** Member Nat Carasali made a motion to approve the agreement to authorize Mr. Phil DeLone, in conjunction with legal counsel, to finalize any remaining details and to execute the agreement and any related exhibits. Seconded by Member Vick Wowo. **Motion carried unanimously.**

**E. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS**

Board member Lee Dillard thanked the elected officials and the board for its vote and kind comments. He stated that he looks forward to serving a second term on the RSCVA Board of Directors.

Chairman Lucey reminded the board that the Wildcreek Cooperative Agreement would be presented to the Washoe County Commissioners at the upcoming board of county commissioners meeting on February 19, 2019, at 10:00 am.

**F. COMMENTS FROM THE FLOOR BY THE PUBLIC**

**G. ADJOURNMENT**

Meeting adjourned at 3:18 p.m.

## RSCVA Monthly Snapshot: December 2018

Strategic Plan Priority #1: Visitor Growth & Awareness					
OVERALL VISITOR GROWTH		December'18	December'17	Y/Y%	Monthly Goal
Marketing Goals	Visitor Volume	377,240	401,984	-6.2%	420,344
	# of Web Sessions - National Overall	155,543	137,944	12.8%	142,082
	Number of web session partner referrals	6,000	4,556	31.7%	4,647
	SF: Web Sessions	39,549	30,474	29.8%	31,083
	Seattle: Web Sessions	5,238	3,767	39.0%	3,880
	LA Basin: Web Sessions	14,777	11,928	23.9%	12,405
	<b>MARKET PERFORMANCE/CASH OCCUPIED ROOMS</b>				
<b>Washoe County Total</b>					
	Room Inventory	743,790	743,272	0.1%	746,260
	Cash Room Nights	271,623	288,203	-5.8%	306,360
	Comp Room Nights	63,764	68,025	-6.3%	-
	Overall Occupancy	62.0%	65.9%	-5.9%	68.3%
	Taxable Revenue	\$29,766,488	\$28,595,172	4.1%	\$30,591,483
	A.D.R.	\$109.59	\$99.22	10.5%	\$99.85
	Rev Par	\$45.13	\$39.77	13.5%	-
	Gaming Win	\$73,473,726	\$74,524,154	-1.4%	-
<b>Hotel Market Segment</b>					
	Room Inventory	500,191	493,157	1.4%	501,282
	Cash Room Nights	233,189	247,587	-5.8%	265,577
	Comp Room Nights	63,566	67,557	-5.9%	-
	Overall Occupancy	61.2%	66.1%	-7.4%	68.4%
	Taxable Revenue	\$26,005,827	\$25,239,964	3.0%	\$27,163,235
	A.D.R.	\$111.52	\$101.94	9.4%	\$102.28
	Rev Par	\$53.44	\$53.14	1%	-
<b>AIRLIFT</b>					
	Air Passengers	341,283	326,989	4.4%	-

  

Strategic Plan Priority #2: Direct Room Night Growth						
TOURISM SALES GOALS		December'18	December'17	Y/Y%	Monthly Goal	
Marketing	Travel Wholesaler	648	1,333	-51.4%	1,413	
	International/Domestic Receptive Operators	316	1,147	-72.4%	1,216	
	Online Travel Agent	50,431	51,220	-1.5%	54,293	
	Travel Agent	10,400	13,261	-21.6%	14,057	
	Group Tour/Motorcoach	1,786	2,477	-27.9%	2,626	
	Ski and Golf Production	2	1	100.0%	1	
<b>TENTATIVE SALES PIPELINE</b>						
Sales Goals	# of Leads Issued	48	59	-18.6%	56	
	# of Room Nights for Leads Issued	76,578	67,528	13.4%	-	
	# of Outstanding Leads in Sales Pipeline	334	280	19.3%	-	
	# of Room Nights in Sales Pipeline	662,287	647,364	2.3%	776,000	
	<b>PRODUCED ROOM NIGHTS</b>					
	Gross Produced Room Nights	11,366	93,102	-87.8%	18,429	
	Net Produced Room Nights	10,265	93,102	-89.0%	18,429	
	Net Produced Room Nights % of Goal	55.7%	505.2%	-89.0%	100%	
	Convention Produced Room Nights	9,501	24,683	-61.5%	14,873	
	Sports Produced Room Nights	764	68,419	-98.9%	3,556	
<b>ACTUAL ROOM NIGHTS (RNs Realized This Year)</b>						
	Groups/Conventions Actual Room Nights	4,159	185	2148.1%	110	
	Sports Actual Room Nights	5,300	-	100.0%	5,300	
	Total Actual Room Nights	9,459	185	5013.0%	5,410	
	Number of concert events at REC	2	8	-75.00%	-	

  

Strategic Plan Priority #3: Facility Efficiency					
OPERATING MARGIN		December'18	December'17	Y/Y%	Monthly Goal
GM Goals	Reno-Sparks Convention Center	-\$206,076	-\$107,573	-91.6%	-\$185,178
	Reno Events Center	-\$101,900	\$60,902	-267.3%	\$16,931
	National Bowling Stadium	-\$169,422	-\$141,152	-20.0%	-\$147,136
	Reno-Sparks Livestock Events Center	-\$111,378	-\$84,232	-32.2%	-\$94,030

  

<b>Legend:</b>	
<b>Comparison of current actual to the monthly goal</b>	
Green	>= 95% of target
Yellow	80-95% of target
Red	< 80% of target
<b>*Note that for goals without targets, color coding is based on the same period the previous year</b>	

## RSCVA Monthly Snapshot: Year-to-Date December 2018

Strategic Priority #1: Visitor Growth & Awareness						
OVERALL VISITOR GROWTH		FY 18-19	FY 17-18	YTD Target	Y/Y%	Annual Goal
<b>Marketing Goals</b>	Visitor Volume	2,557,831	2,717,064	2,765,663	-5.9%	5,307,864
	# of Web Sessions - National Overall	1,415,477	1,449,325	1,511,102	-2.3%	3,325,906
	Number of web session partner referrals	29,040	18,446	23,071	-20.0%	52,252
	SF: Web Sessions	307,860	295,422	301,327	4.2%	635,479
	Seattle: Web Sessions	81,093	90,855	93,416	-10.7%	233,289
	LA Basin: Web Sessions	191,267	237,908	248,619	-19.6%	616,857
	<b>MARKET PERFORMANCE/CASH OCCUPIED ROOMS</b>					
<b>Washoe County Total</b>						
Room Inventory	4,311,109	4,353,205	4,344,004	-1.0%	8,637,162	
Cash Room Nights	1,826,941	1,974,481	2,026,535	-7.5%	3,892,802	
Comp Room Nights	454,876	458,072	448,965	-0.7%	-	
Overall Occupancy	70.3%	73.8%	75.4%	-4.7%	73.7%	
Taxable Revenue	\$213,107,619	\$208,217,168	\$215,546,653	2.3%	\$404,375,720	
A.D.R.	\$116.65	\$105.45	\$106.36	10.6%	\$103.88	
Rev Par	\$54.85	\$52.61	-	4.3%	-	
Gaming Win	\$453,648,042	\$444,767,875	-	2.0%	-	
<b>Hotel Market Segment</b>						
Room Inventory	2,909,141	2,889,649	2,920,220	0.7%	5,838,032	
Cash Room Nights	1,535,271	1,662,350	1,713,543	-7.6%	3,299,555	
Comp Room Nights	453,047	455,357	446,250	-0.5%	-	
Overall Occupancy	70.7%	75.6%	76.2%	-6.5%	73.2%	
Taxable Revenue	\$187,854,987	\$184,133,343	\$190,781,973	2.0%	\$359,425,421	
A.D.R.	\$122.36	\$110.77	\$111.34	10.5%	\$108.93	
Rev Par	\$66.49	\$65.71	-	0.01	-	
<b>AIRLIFT</b>						
Air Passengers	2,184,861	2,103,242	-	3.9%	-	

Strategic Priority #2: Direct Room Night Growth							
TOURISM SALES GOALS		FY 18-19	FY 17-18	YTD Target	Y/Y%	Annual Goal	
<b>Marketing</b>	Traditional Wholesaler	8,667	11,678	12,379	-25.8%	23,455	
	International/Domestic Receptive Operators	6,931	15,053	15,957	-54.0%	26,111	
	Online Travel Agency	274,229	268,401	284,504	2.2%	537,617	
	Travel Agent	82,520	90,504	105,236	-8.8%	209,221	
	Group Tour/Motorcoach	18,386	25,535	27,067	-28.0%	50,420	
	Ski and Golf Production	10,645	9,907	10,501	7.4%	16,644	
<b>TENTATIVE SALES PIPELINE</b>							
<b>Sales Goals</b>	# of Leads Issued	343	362	332	-5.2%	668	
	# of Room Nights for Leads Issued	459,972	626,236	-	-26.5%	-	
	# of Outstanding Leads in Sales Pipeline	334	292	-	14.4%	-	
	# of Room Nights in Sales Pipeline	662,287	721,304	776,000	-8.2%	776,000	
	<b>PRODUCED ROOM NIGHTS</b>						
	Gross Produced Room Nights	97,800	159,988	114,103	-38.9%	280,000	
	Net Produced Room Nights	96,699	155,329	114,103	-37.7%	280,000	
	Net Produced Room Nights % of Goal	84.7%	160.6%	100.0%	-47.2%	100%	
	Convention Produced Room Nights	69,956	71,847	92,333	-2.6%	209,221	
	Sports Produced Room Nights	26,743	83,482	21,770	-68.0%	70,779	
<b>ACTUAL ROOM NIGHTS (RNs Realized This Year)</b>							
Groups/Conventions Actual Room Nights	84,817	96,522	83,104	-12.1%	135,441		
Sports Actual Room Nights	23,502	10,592	23,183	121.9%	96,611		
Total Actual Room Nights	108,319	107,114	106,287	1.1%	232,052		
Number of concert events at REC	10	23	-	-56.5%	-		

Strategic Priority #3: Facility Efficiency						
OPERATING MARGIN		FY 18-19	FY 17-18	YTD Target	Y/Y%	Annual Goal
<b>GM Goals</b>	Reno-Sparks Convention Center	-\$847,630	-\$532,509	-\$910,058	-59.2%	-\$1,111,190
	Reno Events Center	-\$245,232	-\$148,708	-\$85,989	-64.9%	-\$187,575
	National Bowling Stadium	-\$867,256	-\$691,739	-\$812,385	-25.4%	-\$1,149,766
	Reno-Sparks Livestock Events Center	-\$473,899	-\$305,817	-\$274,954	-55.0%	-\$715,922

**Legend:**  
**Comparison of current actual to the Year to Date Target**  
**Green**                                     >= 95% of target  
**Yellow**                                    80-95% of target  
**Red**                                        < 80% of target  
**\*Note that for goals without targets, color coding is based on the same period the previous year**



To: RSCVA Board of Directors

From: Esther Isaac, Director of Marketing

Cc: Phil DeLone, President & CEO  
Jennifer Cunningham, Executive Vice President  
Bob Lucey, Board Chair

Date: February 28, 2019

Subject: **Review, Discussion and Possible Action regarding a new contract for BVK, the RSCVA's integrated marketing agency of record**

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#### Executive Summary

Birdsall, Voss & Associates, Inc. DBA BVK has been the contracted vendor for RSCVA's integrated marketing agency since May 2016. We are ending the first three-year contract. BVK's professional services include marketing services in conjunction with the mission and goals as identified in the RSCVA's strategic plan.

BVK was the key driver of the new Reno Tahoe branding which rolled out in May 2017. At the same time as the rebrand, BVK assisted in launching our advertising campaign into additional geographic markets. Since then, the awarding-winning campaign has proven to be successful and key performance indicators show very positive results.

#### Background/Analysis

BVK has been a valuable partner in RSCVA's marketing for the last three years. They were awarded the integrated marketing agency contract through a formal RFQ bid in December 2015. The current contract expires on April 30, 2019 and has no provisions for automatic renewal.

BVK has been developing and executing the new Reno Tahoe brand and advertising campaign which involved thorough evaluation of the existing customer, reviewing research, understanding the RSCVA strategic plan, and aiding in building the marketing plan as part of their marketing services. They are responsible for advertising concepts across all platforms that effectively deliver the Reno Tahoe brand messages while distinctly positioning Reno Tahoe as a tourism destination for individual, wholesale and business audiences.



During the course of working on RSCVA advertising and marketing projects, they collaborate with EXL Media, Inc, RSCVA's media agency, EMC Research, RSCVA's research vendor, and Noble Studios, the RSCVA's web development vendor. Their relationship with each of the vendors is an important element to the success of our integrated marketing. To keep the continuity of the relationships and branding and advertising campaigns, staff is recommending award of a contract to BVK pursuant to NRS 332.115(1)(b) which excludes professional services from the requirements of the competitive bidding process.

#### Fiscal Impact

Funds for the marketing services under this contract are budgeted in the fiscal year 2018/2019 marketing department budget. The regular retainer of \$20,000.00 per month (\$240,000.00 per year) is covered under the Surcharge funds. We are recommending including an additional monthly amount of \$6,500.00 (\$78,000.00 per year) for strategic and creative services tied to social media advertising efforts. Social media marketing has vastly grown since our first contract and is an impactful marketing channel to reach our target audience. The funds for this piece will be budgeted in the regular marketing department budget. The fiscal impact is a total of \$318,000.00 per year.

#### Recommendation

Staff is recommending the RSCVA Board of Directors authorize the President/CEO to renew a contract with Birdsall, Voss & Associates, Inc. DBA BVK for integrated marketing services for another three years (May 2019 through April 2022).