

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
REGULAR MEETING OF THE BOARD OF DIRECTORS
Thursday, September 26, 2024, at 9:00 a.m.
Reno-Sparks Convention and Visitors Authority
4065 S. Virginia Street, Board Room
Reno, Nevada**

**BOARD OF DIRECTORS:
Mayor Hillary Schieve, Chair**

Councilwoman Charlene Bybee
Mr. Stephen Ascuaga
Mr. Greg Long
Mr. John East

Commissioner Alexis Hill
Mr. Rick Murdock
Mr. Richard Jay
Mr. Eddie Ableser

THIS NOTICE AND AGENDA HAVE BEEN POSTED PER NRS REQUIREMENT, AT LEAST THREE BUSINESS DAYS BEFORE THE MEETING, IN ACCORDANCE WITH NRS 241.020, AT THE MEETING LOCATION AND AT THE FOLLOWING PUBLIC LOCATIONS:

Evelyn Mount Northeast Community Center
Reno Municipal Court
Reno-Sparks Convention & Visitors Authority (RSCVA)
Washoe County Administration Building
RSCVA Website: www.rscva.com/public-meetings

Reno City Hall
Sparks City Hall
McKinley Arts & Culture Center
Washoe Co. Reno Downtown Library
Online at <http://notice.nv.gov/>

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

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

AGENDA

A. OPENING CEREMONIES

Call to Order
Pledge of Allegiance
Roll Call

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

C. CONSENT AGENDA:

C1. Approval of the Agenda of the September 26, 2024, Regular Meeting of the Board of Directors

For Possible Action

C2. Approval of the Minutes of the July 25, 2024, Regular Meeting of the Board of Directors

For Possible Action

C3. Review, Discuss and Possible Action to approve Staff's Recommendation to Award the Request for Proposal 2024-OP01 PWP-WA-2024-263 for the Reno-Sparks Livestock Events Center - Purchase and Installation of a New Scoreboard from RTS Solutionz, Inc., not to exceed \$548,061.64.

For Possible Action

C4. Review, Discuss and Possible Action to approve Staff's Recommendation to use the State of NV contract for the purchase and installation of office furniture for the RSCVA from Create Spaces, not to exceed \$303,137.01.

For Possible Action

C5. Review, Discuss and Possible Action to approve Staff's Recommendation to Award the Request for Proposal 2024-OP02 PWP-WA-2024-382 for the Reno Events Center-Arena Lighting Retrofit, to Nelson Electric Company, Inc. not to exceed \$168,900.00.

For Possible Action

D. PRESENTATIONS

D1. Presentation: Decker/Royal Agency and Good Giant

The RSCVA's Public Relations Agency of Record, The Decker/Royal Agency will provide an update on how they interact with national travel media to promote tourism and generate overnight visitation to Washoe County lodging properties. Cathy Decker, Stacy Royal and the D/R team will discuss recent and past successes, strategy, measurement, and future planning. In addition, Jen Eastwood from Good Giant will give a brief overview and answer questions about the agency's new role as Reno Tahoe's local public relations and advocacy agency, helping to educate the community on the benefits of tourism throughout Northern Nevada.

Information Only

D3. Reno-Sparks Convention and Visitors Authority Department Updates

Members of the Senior Leadership Team will deliver updates on current activities and initiatives.

Information Only

E. BOARD MATTERS

E1. The Reno-Sparks Convention and Visitors Authority Board of Directors will review, discuss and possibly approve the revised Unsolicited Proposals policy.

The RSCVA Executive and Legislative Committee and Mike Larragueta, President and CEO, will present the second revised Unsolicited Proposal policy for review, discussion, and possible approval by the RSCVA Board. This item was presented to the Executive and Legislative Committee on July 22, 2024, and was approved in an advisory capacity for recommendation to the full RSCVA Board of Directors.

For Possible Action

E2. Review, Discussion and Possible Approval of the Fiscal Year 2024-2025 Annual Business Plan

The Board of Directors is being asked to review, discuss and possibly approve the annual business plan, which will provide staff with specific direction, initiatives and goals for Fiscal Year 2024-2025.

For Possible Action

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

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

Information 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



To: RSCVA Board of Directors

From: Jose Martinez, Vice President of Venue Operations

Cc: Hilary Schieve, RSCVA Board Chair

Date: September 26, 2024

Subject: Review, Discuss and Possible Action to approve Staff's Recommendation to Award the Request for Proposal #2024-OP01 PWP-WA-2024-263 for the Reno-Sparks Livestock Events Center – Purchase and Installation of a New Scoreboard.

Executive Summary

The purpose of this agenda item is to review staff's recommendations to award Request for Proposal 2024-OP01 for the Reno-Sparks Livestock Events Center – Purchase and Installation of a New Scoreboard. The Scoreboard project was included in the Capital Improvement Plan for the fiscal year 2022-2023, as previously presented to the Board of Directors.

Background

A Request for Proposal for the Reno-Sparks Livestock Events Center – Purchase and Installation of a New Scoreboard was released to the public on March 19, 2024. Included in the RFP was the requirement for the proposers to remove the old score board and install the new score board at the Reno-Sparks Livestock Events Center.

The replacement of the antiquated scoreboard with a modern system is essential to improve the efficiency, functionality, and aesthetic appeal of the Reno-Sparks Livestock Events Center Main Arena. This proposal aims to address the challenges presented by the outdated infrastructure and enhance the overall experience for our clients and event attendees. By upgrading to a state-of-the-art scoreboard, we can ensure that our facility meets the expectations of our users and maintains its competitive edge.

On April 12, 2024, two proposals were submitted to the RSCVA from: RTS Solutionz, Inc. and Fair-Play Corporation. Unfortunately, both proposals were deemed non-responsive, and the RFP was put back out to bid again with a new due date of May 15, 2024.

On May 15, 2024, one proposal was submitted to the RSCVA from: RTS Solutionz Inc. Staff evaluated the proposal and concluded that all the necessary requirements set forth in RFP 2024-OP01 were met by the proposer.



Fiscal Impact

Company Name	Bid Price
RTS Soutlionz Inc.	\$548,061.64

For Fiscal Year 2023 the Board approved \$200,000.00 in the capital budget for this project. There are two completed capital projects that have come under budget and staff propose using the savings to offset the extra expense for the scoreboard.

- RSCC Air Wall-Replacement/Repairs savings of \$257,779.28
- RSCC Exhibit Hall Painting savings of \$142,320.00

There are currently 24 contracted events at the Reno-Sparks Livestock Events Center that account for 12,560 room nights and 1.4 million dollars in venue revenue, and clients have expressed the need for a state-of-the-art scoreboard. Please refer to exhibit A.

Recommendation

Based on staff's evaluation of the qualifying proposal received, staff recommends the award of RFP 2024-OP01 to RTS Solutionz Inc. in the amount of five hundred forty-eight thousand sixty-one dollars and sixty-four cents (\$548,061.64). RTS Solutionz Inc. was the only responsive bidder and met all necessary requirements set forth in the RFP.

Proposed Motion

I move to award the contract for the Reno-Sparks Livestock Events Center Purchase and Installation of a New Score Board to RTS Solutionz Inc. under the terms presented and as set forth in Request for Proposal 2024-01.



Exhibit A
Clients for Scoreboard Usage

**2023-2024 Scoreboard
Usage/Revenue -
LIVESTOCK**

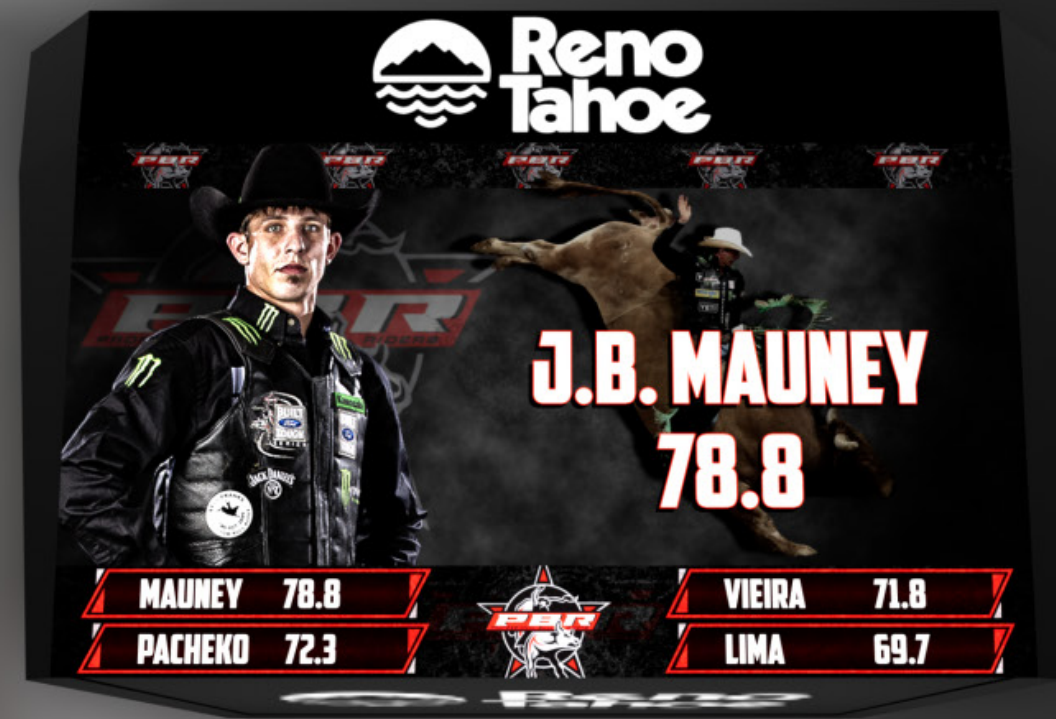
Yellow highlights =
room night events

Booking Name	Account Name	Start Date	End Date	Total Room Nights	Venue Revenue	Notes
USA BMX 2023	American Bicycle Association	7/3/2023	7/10/2023	1,000	\$84,000	Scheduled to come back in 2026
Sin Fronteras Las Fiestas de mi Tierra	Sin Fronteras	7/12/2023	7/17/2023		\$105,000	
PCCHA Road to Reno '23	Pacific Coast Cutting Horse Association	7/20/2023	7/30/2023	787	\$64,000	Since 2003, Scheduled through 2027
Reno Kennel Club All Breed Dog Shows '23	Reno Kennel Club	8/17/2023	8/20/2023	458	\$13,000	Since 2014, Scheduled through 2025
Region 3 Arabian Championship Horse Show 2023	Region 3 Arabian Horse Association	8/24/2023	9/3/2023	499	\$60,000	Since 2003, Scheduled through 2027
Reno Snaffle Bit Futurity '23	Reno Snaffle Bit Association	9/7/2023	9/18/2023	1,571	\$107,000	Since 2017, Scheduled through 2025
Western States Finals	Cinch Ranch Sorting National Championships	9/27/2023	10/2/2023	485	\$58,000	Since 2013, Scheduled through 2025
Redwood Circuit Finals	Nevada Reined Cow & Cutting Horse Association	10/12/2023	10/15/2023		\$15,000	Since 2022
ACTRA Championships '23	American Cowboy Team Roping Association	10/18/2023	10/30/2023	1,751	\$148,000	Since 2003, Scheduled through 2025
Bet on Red/Red Western Classic	Western States Red Angus Association	10/31/2023	11/5/2023	120	\$20,000	Since 2003, scheduled through 2024
Kicker Monster Truck Show	Kicker Motorsports Events	11/8/2023	11/12/2023		\$57,000	Since 2020
AMA Endurocross	Kicker Motorsports Events	11/15/2023	11/19/2023		\$63,000	Since 2020

Western Nugget National Hereford Show	Western States Hereford Association, Inc.	11/26/2023	12/3/2023	473	\$26,000	Since 2003, Scheduled through 2024
UCS Spirit Pole Vault Summit '24	UCS Spirit	1/9/2024	1/14/2024	2,200	\$51,000	Since 2008, Scheduled through 2028
Monster Jam	Feld Motor Sports	1/18/2024	1/21/2024		\$92,000	Since 2010, Scheduled through 2028
High Desert Hustle	Kevin Sharrah Designs	1/28/2024	2/5/2024	598	\$71,000	Since 2024, Scheduled through 2025
AMA Arenacross Championships	AX Promotions	2/7/2024	2/12/2024		\$151,000	Since 2023, Scheduled through 2025
Rumble in Reno	RMN Events	2/22/2024	2/24/2024	465	\$40,000	Since 2023
Eagala 2024 Bi-Annual Conference	Equine Assisted Growth and Learning Association	3/20/2024	3/21/2024	1,200	\$12,000	
Spring Fling Cutting	Nevada Reined Cow & Cutting Horse Association	4/2/2024	4/8/2024		\$35,000	Since 2022
Western National Angus Futurity 2024	Western National Angus Futurity	4/9/2024	4/15/2024	467	\$37,000	Since 2004, Scheduled through 2028
WSGHC 2024	Western States Gypsy Horse Club	4/24/2024	4/29/2024		\$20,000	
85th Nevada Junior Livestock Show	NV Jr Livestock Show Board c/o Depart of Agriculture	5/6/2024	5/13/2024		\$35,000	Since 2004
Xtreme Million	Burns Events	5/28/2024	6/3/2024	486	\$61,000	Since 2023, Scheduled through 2025

TOTALS:

12,560 \$1,425,000



- Identification Panel (Backlit) @4
2' x 13.12'
- 5.9mm Video Display
378x672 pixels
7.38' x 13.12'
- Bottom Canvas
Printed Mesh

RENO-SPARKS LIVESTOCK EVENTS CENTER

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To: RSCVA Board of Directors

From: Jose Martinez, Vice President of Venue Operations

Cc: Hilary Schieve, RSCVA Board Chair

Date: September 26, 2024

Subject: Review, Discuss and Possible Action to approve Staff's Recommendation to use the State of NV contract MBPO# 99SWC-NV23-14120 for the purchase and installation of office furniture for the RSCVA from Create Spaces, not to exceed \$303,137.01.

Executive Summary

The purpose of this agenda item is to review staff's recommendations to purchase and install new office furniture for the RSCVA using the State of NV contract MBPO# 99SWC-NV23-14120 from Create Spaces not to exceed \$303,137.01

New office furniture was included in the Capital Improvement Plan for the fiscal year 2023-2024, as previously presented to the Board of Directors. The total approved budget amount for this project is \$350,000.00.

Background

The last time furniture was purchased on a large scale was in 2003. RSCVA Staff are requesting to purchase new furniture for offices that are showing severe wear and tear such as stains, scratches, or broken parts. Per the President/CEO, staff was directed to conduct a survey on the needs of each facility and only offices that were shown to have severe wear and tear were selected. Staff would like to replace forty offices/workstations and two conference rooms with new updated furniture. This includes both front and back of the house operations in all venues. The total listed includes the purchase and installation, along with the removal of the old furniture.

Recommendation

Based on staff's evaluation of the qualifying proposal received, staff recommend the award of the Create Spaces proposal in the amount of three hundred three thousand one hundred and thirty-seven dollars and one cent (\$303,137.01).

Proposed Motion

I move to award the proposal for the purchase of new office furniture to Create Spaces under the terms presented



To: RSCVA Board of Directors

From: Jose Martinez, Vice President of Venue Operations

Cc: Hilary Schieve, RSCVA Board Chair

Date: September 26, 2024

Subject: Review, Discuss and Possible Action to approve Staff's Recommendation to Award the Request for Proposal 2024-OP02 PWP-WA-2024-382 for the Reno Events Center-Arena Lighting Retrofit to Nelson Electric Company, Inc., not to exceed \$168,900.00

Executive Summary

The purpose of this agenda item is to review staff's recommendations to award Request for Proposal 2024-OP02 for the Reno Events Center-Arena Lighting Retrofit. This project was included in the Capital Improvement Plan for fiscal year 2022-2023, as previously presented to the Board of Directors.

Background

A Request for Proposal for the Reno Events Center – Arena Lighting Retrofit was released to the public on May 14, 2024. Included in the RFP was the requirement for the proposers to submit a base bid. The base bid included removing one hundred twenty-three metal halide light fixtures and replacing them with sixty-three new round high bay LED fixtures. The upgraded lighting will transform the look of the venue, making it more visually appealing to clients and attendees.

A mandatory pre-proposal meeting for this RFP was held at the Reno Events Center on May 23, 2024. YESCO LLC., Nelson Electric Company, Inc., and Intermountain Electric were all in attendance.

On September 13, 2024, two proposals were submitted to the RSCVA, YESCO LLC., and Nelson Electric Company, Inc.

Staff evaluated the proposals and concluded that all the necessary requirements set forth in RFP 2024-OP02 were met by each bidder.



Fiscal Impact

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

Contractor	Total Base Bid
Nelson Electric Company, Inc.	\$168,900.00
YESCO, LLC	\$183,664.39

Recommendation

Based on staff's evaluation of the qualifying proposal received, staff recommends the award of RFP 2024-OP02 to Nelson Electric Company, Inc. in the amount of one hundred sixty-eight thousand nine hundred dollars (\$168,900.00). Nelson Electric Company, Inc. met all the necessary requirements set forth in the RFP.

Proposed Motion

I move to award the contract for the Reno Events Center – Arena Lighting Retrofit under Request for Proposal 2024-OP02 to Nelson Electric Company, Inc. under the terms presented and as set forth in Request for Proposal 2024-OP02 and I direct staff to negotiate and execute the final agreement.

DECKER/ROYAL

RSCVA BOARD OF DIRECTORS
MEETING

SEPTEMBER 26, 2024

hello

WE ARE D/R

92%

of clients stay more than 5+ years



**CATHY DECKER/
PRINCIPAL**



**STACY ROYAL/
PRINCIPAL**



**DEVYN BARKER/
SR. VICE PRESIDENT**



**KRISTIN SLUYK/
ACCOUNT DIRECTOR**



**MELANNIE AROLICK/
ACCOUNT SUPERVISOR**

70+

Awards from industry peers including two of the coveted HSMIA Platinum Awards



**LINDSAY STEIN/
MEDIA RELATIONS
DIRECTOR**



**ALY WICHMANN/
SR. ACCOUNT
EXECUTIVE**



**ALEXIA SAUCEDO/
ACCOUNT
COORDINATOR**

90%

of employees stay more than 4+ years

**Inc. Best
Workplaces**

DECKERROYAL

“

The more we experience, the better we can help our clients. Our storytelling is vivid, because we've lived it.

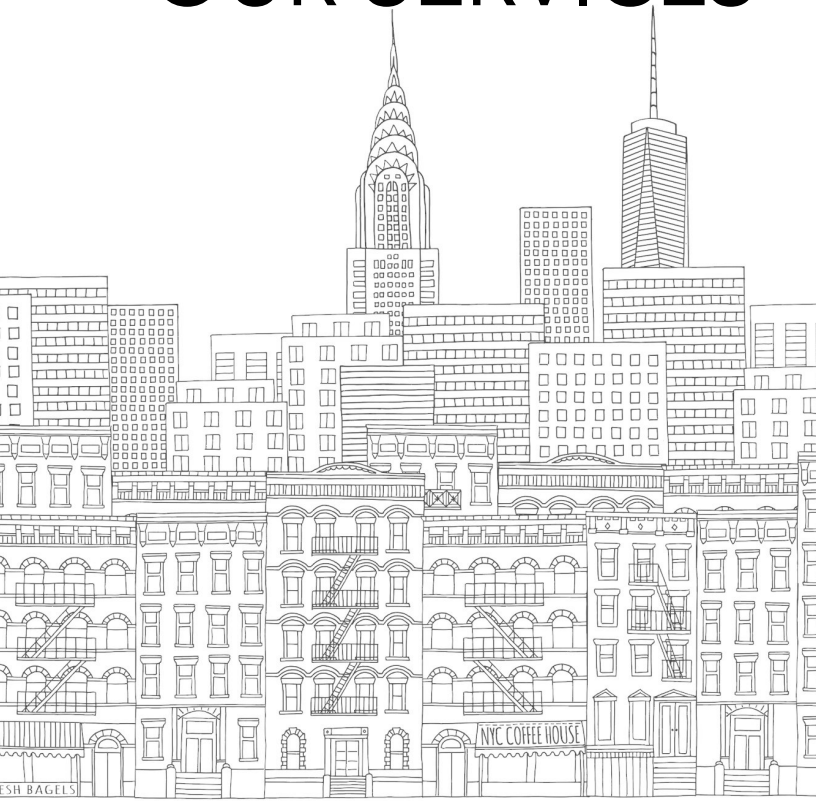
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/ D/R /

hola

WHAT WE DO

/ OUR SERVICES



MEDIA RELATIONS



PROMOTIONS + INTEGRATIONS



BRAND STRATEGY



CRISIS COMMUNICATIONS



SOCIAL AMPLIFICATION



PARTNERSHIPS



CONTENT CREATION



INFLUENCER MARKETING



TALENT PROCUREMENT



EVENTS + ACTIVATIONS



OUR CLIENTS

Sandals

TRAFALGAR


Holland America Line®

TRAVEL+
LEISURE

Beaches

RenoTahoe™

 BRENDAN
VACATIONS

APP IN THE AIR


le barthélemy
HOTEL & SPA

TOURISM
FIJI

 Lindblad
Expeditions

PANORAMA


ROYAL CHAMPAGNE
HOTEL & SPA

LUXURY GOLD

UNIWORLD®
BOUTIQUE RIVER CRUISE COLLECTION®


downtown
new haven


THE
Claremont
SOUTHWEST HARBOR, MAINE

contiki

The Wanderer
KENNEBUNK BEACH

THE
LINCOLN
HOTEL

AN ERA IN THE MAKING: TAYLOR YOUR CONTIKI

/ THE SITUATION

Contiki, a social tour company for travelers aged 18-35, saw an opportunity to tap into the excitement surrounding the anticipated European leg of Swift's Eras Tour announced in summer 2023.. D/R conceived the "Taylor Your Contiki" campaign, offering Europe trips tied to concert dates and with a 13% discount (Taylor's lucky number). The destinations spotlighted aligned with Swift albums, with unique Swiftie experiences like dedicated day songs and walking tours. PR efforts were timed to key announcements such as the beginning of Swift's European tour, the Eras Tour movie, and the release of 1989 (Taylor's Version).

/ THE HIGHLIGHTS

22%

INCREASE IN REFERRAL
TRAFFIC TO CONTIKI SITE

 **CNN** travel

The New York Times

**Condé Nast
Traveler**

/ THE RESULTS

287

ARTICLES

825M

IMPRESSIONS

\$13M

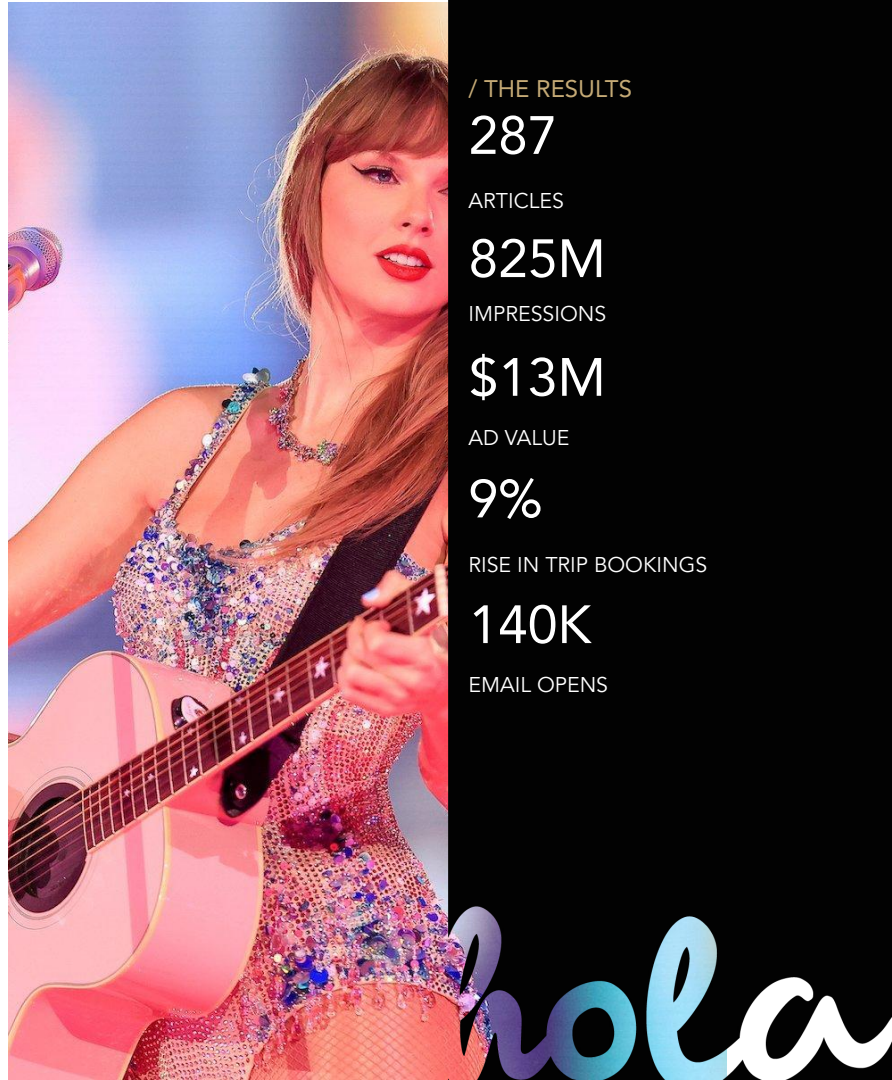
AD VALUE

9%

RISE IN TRIP BOOKINGS

140K

EMAIL OPENS



LAUNCHING A NEW HOTEL IN THREE MONTHS

/ THE SITUATION

Hotelier and real estate developer Tim Harrington purchased The Dunes on the Waterfront in Ogunquit, Maine to expand his portfolio of boutique Maine properties under his hotel management company, Atlantic Hospitality. The Dunes on the Waterfront was a beloved, family-owned cottage property that had been welcoming guests for 85 years. Following an extensive renovation in the off-season, Harrington reopened The Dunes in May 2024 as a completely transformed, design-forward coastal Maine property, while still keeping the historic charm.

Bookings opened late for the summer season in March 2024 and travelers had a slew of options to choose from for their New England summer getaway. Our primary goal for the campaign was to generate buzz around the property to increase brand visibility and drive bookings for the summer 2024 season and beyond.

DECKERROYAL

/ HIGHLIGHTS

90%
SOLD DURING FIRST SEASON

Forbes

VOGUE

**TRAVEL+
LEISURE**



/ THE RESULTS

26.7B

IMPRESSIONS

213

STORIES

71

BACKLINKS WITH DA OVER 60

17

MEDIA VISITS IN THREE MONTHS

hello

PIZZA OR APIZZA: NEW HAVEN ANSWERS

/ THE SITUATION

The age old question: *who has the best pizza?* Following Connecticut Governor Ned Lamont's proclamation that Connecticut was "The Pizza Capital of America" and in time for National Pizza Day, D/R created a contest for entrants to engage on Instagram to win a free year of *apizza*. The clickbait headline continued to land NH in the news and led to a second generation of the the news cycle, with a delegation of over 100 Connecticut pizza makers, legislators and community leaders went to Washington, D.C. joined U.S. Congresswoman Rosa DeLauro, who entered a statement into the Congressional Record declaring "New Haven the Pizza Capital of the United States."

/ THE HIGHLIGHTS

225

ARTICLES ABOUT
NEW HAVEN APIZZA

The New York Times

NEW YORK POST



/ THE RESULTS

3.2B

IMPRESSIONS

1200+

ENTRANTS INTO CONTEST

MULTIPLE

CELEB ENDORSEMENTS INCLUDING
DAVE PORTNOY, MICK JAGGER

TOP 10

CONTENT DRIVER TO MNH WEBSITE



WE DRIVE DEMAND

AND CREATE MEASURABLE RESULTS

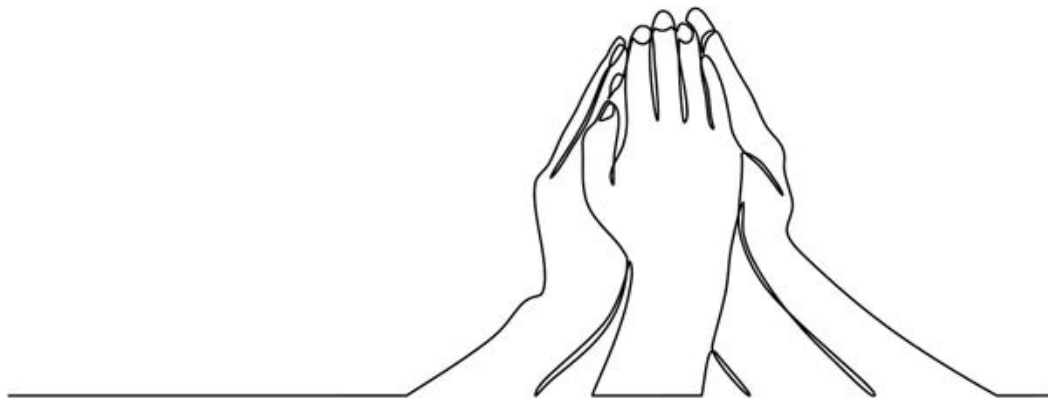
- Nearly 10% of all Lindblad-National Geographic sales in 2023 converted from PR, following first year of publicity for brand with outside agency; a recent article on *Insider* converted \$700k worth of sales
- Created branded suites for Club Wyndham in partnership with Hallmark, selling out inventory within seven hours of launch
- Record Black Friday and Cyber Monday sales for Holland America Line in 2023 following a 40% YOY increase in deal coverage



WE BUILD LASTING RELATIONSHIPS

WITH SHARED SUCCESS AS AN EXTENSION OF YOUR TEAM

- Sandals Resorts International - 30+ years
- Trafalgar - 8 years
- Contiki - 8 years
- Le Barthelemy Hotel & Spa - 8 years
- Uniworld Boutique River Cruises - 7 years
- Reno Tahoe - 7 years
- Royal Champagne Hotel & Spa - 6 years
- Travel + Leisure Co. - 4 years



OUR APPROACH

OUR SECRET STRENGTH LIES SOLELY IN OUR TENACITY

WE ARE SUPREMELY FOCUSED ON RESULTS.

PROVEN SUCCESS

WHY D/R FOR RENO TAHOE

SEVEN YEARS OF PROVEN SUCCESS OF ENHANCING THE DESTINATION REPUTATION



HUFFPOST

How Reno Became More Than My Favorite Road Stop

One of the first journalists we hosted, Christopher Elliott, helped rebrand the destination with his coverage in top outlets throughout the years.

2017

2018

Landed our first segment on The TODAY Show, highlighting Reno's "comeback" ahead of holiday travels. Then in 2019, we secured an additional segment where on air hosts praised 'Reno's new energy'

2019

COSMOPOLITAN

If You Avoid Nevada Because Vegas, Try Reno Tahoe

Continuing to score new outlets outside of the travelsphere, establishing Reno's brand affinity in the lifestyle space.

The Washington Post

How travel destinations are staying visible (and tidying up) during the pandemic

During Covid-19, we highlighted the destination's resilience through offers for virtual visitors.

680+

All time total stories at the end of the '19-'20 FY

2020

Always on-top of perennial news stories, we continue to secure coverage for Reno in hard-to-reach publishers.

BAZAAR

The Top Romantic Getaways Around the World

The total potential reach at the end of our first fiscal year together.

14B+

We helped journalists discover Reno Tahoe's artsy side, resulting in coverage amongst top cities such as Denver and Dallas.

11 American Cities With Surprising Street Art Scenes



Los Angeles Times

In Reno, Burning Man's vibe burns bright all year long

Leveraging nearby Burning Man, LA Times spotlighted Reno Tahoe for year-round creatives.

BestCities.org named Reno the #1 Small City in America which we amplified in our pitching.

Forbes

The 'Biggest Little City In The World' Was Just Named The Best Small City In America

WHY D/R FOR RENO TAHOE

SEVEN YEARS OF PROVEN SUCCESS OF CHANGING PERCEPTIONS

UPROXX

Where To Play, Stay, Eat,
And Drink In Reno, Nevada

2021

Following a group press trip, trendy outlet UPROXX featured a full destination guide.

2022

To reach top MICE publications, we shared information widely about the destination's event venues and offerings including quotes with leadership.

2023

A press trip feature guide was published on a site created for African-American travelers, reaching target demographics.

2024

In six years, we've evolved with the media landscape, pivoting and adapting strategy to continue to deliver consistent coverage and SOV in the press, increasing total reach by 32% by 2024.

+32%

meetings
PEOPLE + PLACES TODAY

Reno-Tahoe is the All-Season, All-Purpose Land of Plenty for Groups

EBONY
YOUR GETAWAY GUIDE TO RENO, NEVADA

Smart meetings
Meet with a Breath of Fresh Air
The "Biggest Little City" is better than ever

Fodor's Travel

Skip the Snobby Slopes. Check Out These Under-the-Radar Ski Destinations Instead

87%

YoY growth in stories from 2020-2022.

As domestic travel took center stage, we leveraged Reno Tahoe's international charm.

A feature story from a visit syndicated across the nation 100+ times with a total potential reach of over 25M.

SunSentinel
Hartford Courant
HOMETOWN WEEKLY

Journalists who visit the destination are often captivated by the cities diverse art offerings with similar coverage on outlets such as Matador Network, Outside, Culture Trip, and more in the last two years.

Forbes
Check Out These Four U.S. Destinations With European Charm

The Mercury News
Nevada travel: Reno adventures, spas and craft breweries to explore

thrillist
'The World's Biggest Little City' Goes Big on Art

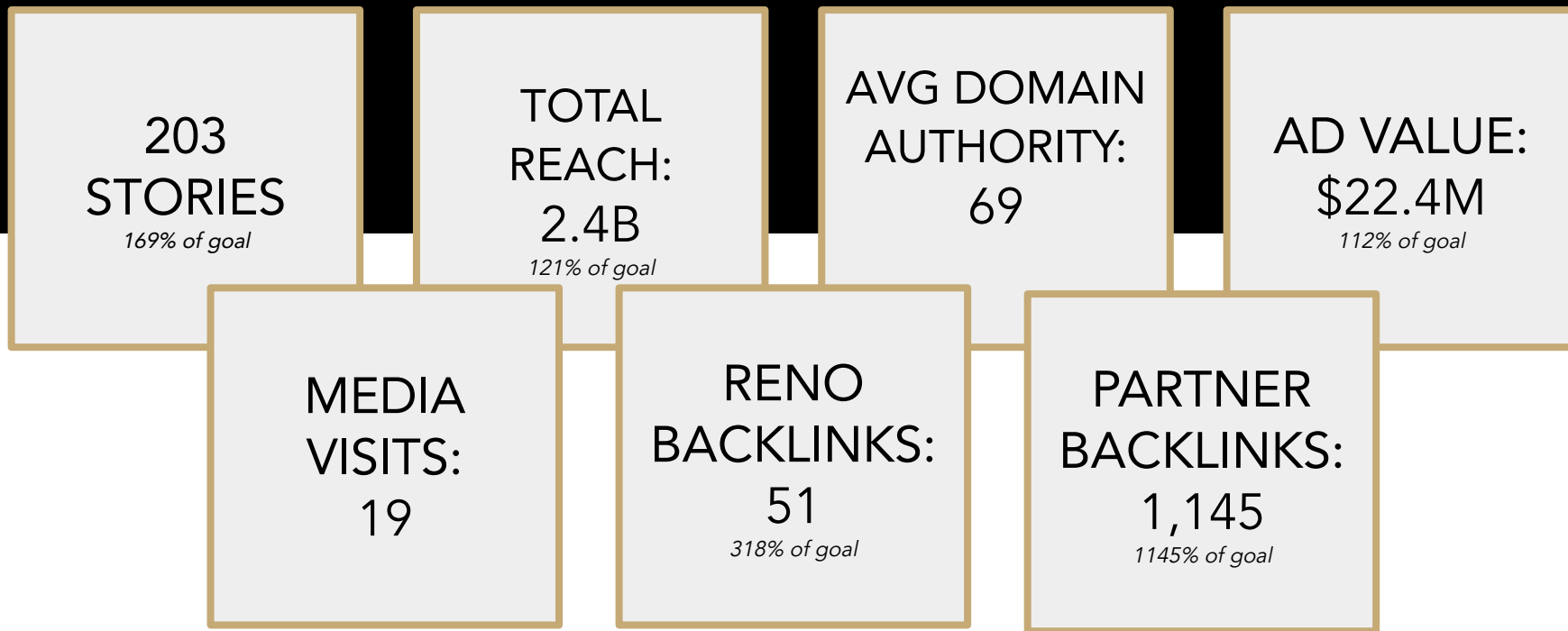
CONSISTENTLY SEEKING RECOGNITION

AWARDING THE INDUSTRY'S BEST FOR MEETING PROFESSIONALS

- 2x Stella Awards winner by Northstar Meetings Group for the Reno-Sparks Convention Center in the Best Convention Center (Far West) category and a winner in the Best CVB/DMO (Far West) category for the DMO.
- Recognized as a Smart Stars winner in the Best CVB/DMO category by Smart Meetings.
- Winner of the BizBash Event Experience Awards for Best City to Host a Meeting for the CVB and Best Convention Center for the Reno-Sparks Convention Center.
- 2x finalist for the Skift Meetings Awards in the Best Convention Center (U.S.) category for the Reno-Sparks Convention Center.



LAST YEAR: BY THE NUMBERS



OUTDOOR ADVENTURE

Through targeted pitching and media visits during ski season, we secured coverage in top ski and lifestyle outlets to enhance Reno Tahoe's reputation as a premier winter sports destination.

As a result of hosting the journalist in Reno Tahoe, *Lonely Planet* featured the top trails for biking and hiking around the lake.

In 2023, Reno was named the Happiest Place to Live In the US by *Outside Magazine*. We leveraged this news and secured additional coverage on *House Beautiful*, *FOX News* and more.

CountryLiving

Discover Unexpectedly Epic Skiing In These 6 US States

1 Nevada



When we say Nevada, we're not talking about Las Vegas's well-known slot in the western United States that often takes a back seat to its famous namesake. California explains the title. There are several Nevada's hidden skiing treasures. Some have never on our list for enjoying the largest concentration of ski resorts in the country, with pointers toward the [Sierra Nevada](#) and [Mt. Rose](#) a short drive away.

Water sports enthusiasts can't help but love the world-class skiing experience on stretches of open water with crystal-clear views of Lake Tahoe. What distinguishes Nevada as the most scenic and budget-friendly state to visit is the state's excellent choice for those seeking a ski getaway without the typical back and forth. Among the standout resorts, [Sierra Nevada](#) in the Tahoe, [Blackheaven](#) in the [Sierra Nevada](#) ski resort, [Mojave](#) resort with its readily accessible and the highest base elevation in Tahoe at 8,200 feet. Hitting over 60 trails and eight lifts, [Mt. Rose](#) offers 1,200 acres of diverse terrain suitable for all skill levels.

POWDER

Slopes and Style -- Rediscovering My Passion for Skiing with Vintage Flair in Idaho

A once-reluctant skier conquers her fears and embraces skiing in a retro ski suit.



At the end of the day, I was no longer focused on turns or even how I looked, but I was in awe of what Idaho Skiing offered. It had instilled in me that sense of adventure I would have missed out on so much -- one with my husband, meeting every skibender. Out of those that up conversations while going up the ski lift, and finding the courage to overcome my anxiety. Not only did I succeed, but that night, I had the most fun sking in the Reno Tahoe area, such as [Northstar California](#) and [Mt. Rose](#). But most of all, I can't wait to head out next spring to wear my retro ski suit and see what other powder-filled adventures lie ahead.

Outside

The 15 Happiest Places to Live in the U.S.



Reno, Nevada
Population: 272,000
Median House Price: \$350,000
Median Rent: \$1,500
Percentage of Population Who Live Within a Two-Mile Radius of a Park: 100%
Walk Score: 90
Bike Score: 85
Neighborhood Equity Index Score: 100
Demographics: 40% White, 20% Asian, 15% Black, 15% Other

One town for exploring and another, [Bishop](#), has a number of mountain towns, with a vibrant park, multiple dining areas, a walking museum area, a number of local breweries, and what are considered some of the best hiking trails in the state. The [Sierra Nevada](#) is the state's largest public land and contains the most miles of water for people looking for a great getaway.

A diverse and beautiful location for those that love the Blue Ridge, there is no real trail that is longer than the one. The [Tahoe National Forest](#) is one of the largest and most scenic, and it's the best of the best. It's a beautiful area with a lot of trails, and it's a great place to visit. The [Sierra Nevada](#) is the state's largest public land and contains the most miles of water for people looking for a great getaway.

"You can always find a trail," says resident [Lynn Ellis](#), owner of [Caden and Driscoll](#) in the Lake Tahoe area. "You can always find a trail, and you can always find a trail, and you can always find a trail."

lonely planet

8 of the best hiking and biking trails in Lake Tahoe



3. Tahoe East Shore Trail

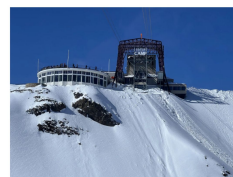
Best accessible hike for strollers and wheelchair users
#1 miles out and back, 2 hours, easy

The 10K-wide paved Tahoe East Shore Trail was constructed by ADA (Americans with Disabilities Act) standards, ensuring that everyone has access to some of the best views in Lake Tahoe. The path follows the shoreline between [Sand Harbor State Park](#) and the [Tahoe Grand Canal](#) in Incline Village, showcasing panoramic views of Tahoe's steep waters framed by the rugged peaks of the Sierra Nevada. Along the way, you'll encounter interpretive signage about the indigenous Washoe people, railroad, logging and steamship history.

There are limited paid parking spots at the trailhead in Incline Village. Summon a ride with [TAXI Connect](#), North Lake Tahoe's free, on-demand, point-to-point shuttle service instead.

Snow Brains

Palisades Tahoe, CA, is Every Skier's or Snowboarder's Dream Mountain



Lake Tahoe is a world-renowned ski region that has unparalleled terrain, breathtaking views, and some of the best snow conditions in the United States. There are plenty of ski resorts around Lake Tahoe which have great ski conditions and terrain, but those resorts just do not have the area and size that Palisades Tahoe offers in the Tahoe region. There is no other resort in the Tahoe region that has the terrain, views, and area that Palisades Tahoe makes it a world-class destination too. Palisades Tahoe is located in California and is a world-class ski resort that offers the best of snowboarders would love to visit. There are an incredible amount of ski lifts and snowboarders looking for an epic resort in the Tahoe region. Palisades Tahoe provides the best of all. Palisades Tahoe would exceed from a ski resort in the Sierra Nevada. It's a lot better than any other international resort and offers a huge variety of trails and offers some of the most challenging and fun terrain in the United States.

MICE

We kept the meetings, incentives, conventions, and events media up to date with top RSCVA news to reinforce Reno Tahoe as a top destination for planners, emphasizing how our owned facilities and group events contribute to successful, memorable experiences.

SportsTravel featured Reno Tahoe's new indoor track.

Southwest Meetings + Events shared that Visit Reno Tahoe began managing all four key meeting venues.

Smart Meetings & Meetings Today published deep dives on top meeting locations, dining options and beyond.

Smart Meetings' Smart Stars Awards named Reno-Sparks Convention & Visitors Authority one of the top CBV/DMO's for 2023



Reno-Tahoe, Nevada Athletics to Host Indoor Track Meets
New indoor track slated to debut at the Reno-Sparks Convention Center in November 2024



The Reno-Sparks Convention and Visitors Authority Board of Directors has approved the acquisition of an indoor track, which is expected to be finished by late 2024.

Colleges and universities as well as AAU, USA, Track & Field, Masters and high school competitions are expected to utilize the new track over its lifetime. The portable track will be assembled in half of the Reno-Sparks Convention Center and will join the University of Nevada's new track, allowing athletes to practice track training and providing the opportunity to host track meets closer than ever.

"After analyzing the feasibility study and speaking with knowledgeable track professionals and consultants, it became clear that our new track could open the door to previously untapped opportunities," said RSCVA Vice President of Sports Mike Larraguna. "Being an outdoor competitor in the recreation during the winter months fits a need for the local tourism economy while providing the Premier 10, with world-class training and competition used. This is a huge win for the University of Nevada, for regional athletics and for sports development throughout Northern Nevada."

In 2021, the RSCVA commissioned a study into the potential of bringing indoor track to the region. The study found several competitors throughout the United States and international opportunities for significant economic activity, supporting indoor track competitors could bring in up to 20,000 more visitors a year and up to 50,000 more nights a year.



Visit Reno Tahoe Managing Four Key Venues

By Beth Baubler



Visit Reno Tahoe owns and operates the Reno-Sparks Convention Center and began overseeing operations at the state-owned Reno-Sparks Livestock Events Center and city-owned Reno Events Center and National Bowling Stadium in mid-2023. The venues were under a third-party management agreement since July 2018.

After more than 18 years working in management, maintenance, and operations at the four Visit Reno Tahoe-managed facilities, Trent Laferrere was promoted to vice president of facilities in tandem with the transition.

visitrenotahoe.com



MEET WITH A BREATH OF FRESH AIR
THE "BIGGEST LITTLE CITY" IS BETTER THAN EVER

BY KARA ANDERSON

It's difficult to know when the night, twinkling city and pristine lakes have reached their zenith at the Reno Tahoe. From the glowing light of Mount Verdi, "Mount Tallac" (MT) and the Reno-Sparks Convention Center, which offers world-class amenities.

Reno's Meet with a Breath of Fresh Air is a wealth of exciting activities that make your destination part of a trip that's unforgettable. From outdoor sports like a fishing or golfing, it offers the picturesque scenic views of every corner to visit within the Reno-Tahoe area. From historical landmarks and sites and the night-time views of the city.

LOCAL EXPERT TIP: Reno-Tahoe is one of the world's most scenic destinations, so you'll want to make the most of it. Take a scenic drive to get a view of the great outdoors or experience a boat therapy on Lake Tahoe. In fact, Reno-Tahoe has over 100 miles of shoreline, offering a variety of water sports, including water skiing, wakeboarding, and more. For a truly unforgettable experience, take a scenic drive to the Reno-Tahoe area, where you'll find a variety of scenic views, including Lake Tahoe, Lake Tahoe, and Lake Tahoe.

5 NANTIC PLACES TO MEET



Tahoe West-Sparks Center is located in the downtown area of Reno, Nevada. It's a modern meeting space with a variety of amenities, including a full-service restaurant, a bar, and a lounge. It's a great place to meet for a variety of reasons, including its location, its amenities, and its atmosphere.

Reynolds Tahoe Resort is a luxury resort located in Reno, Nevada. It's a great place to meet for a variety of reasons, including its location, its amenities, and its atmosphere.

Mariposa Hills Tahoe is a luxury resort located in Reno, Nevada. It's a great place to meet for a variety of reasons, including its location, its amenities, and its atmosphere.

Reno-Sparks Center is a modern meeting space located in Reno, Nevada. It's a great place to meet for a variety of reasons, including its location, its amenities, and its atmosphere.

108



Group Dining Experiences in Reno and Lake Tahoe



Reno and South Lake Tahoe are growing fast, with their meetings game upping significantly. In 2023, Tahoe Blue Event Center opened in South Lake Tahoe and down the street from major casino hotels appear for meetings. Harvey Law Tahoe Hotel & Casino and Star's Law Tahoe Hotel & Casino, giving the destination a destination event space for conventions, trade shows and other events.

With its entrepreneurial spirit and recent recognition as Outside's "happiest place to live in America," the Reno-Sparks region is on the rise, too. Investing in its core meetings properties and offering a burgeoning dining and entertainment scene.

So, it's likely Reno and Lake Tahoe are on your radar for your next meeting or event. And one of the most important components of a program is the food. From happy offerings to destination restaurants and venues, there is a full range of options in Reno and Lake Tahoe for post-meeting dining. Following are just a few of the ones.



RENO TAHOE BOARD SELECTS NEW PRESIDENT AND CEO



Mike Larraguna

The Reno-Sparks Convention and Visitors Authority (RSCVA) Board of Directors has finalized the months-long search process, selecting Mike Larraguna to lead the organization as its new President and CEO.

"It's truly my honor to represent Reno Tahoe and the RSCVA," said Reno Tahoe President and CEO Mike Larraguna. "I'm grateful for the confidence of the board and for the continued support of this very talented team, who is focused on generating tourism and improving the quality of life for everyone in Northern Nevada. Reno Tahoe is my home, my family is here, and I intend to spend the rest of my life here. I'm proud to be able to serve this destination and this community."

DRIVE MARKET

We targeted journalists from key drive markets such as Southern and Northern California, Seattle, and beyond to showcase Reno Tahoe's blend of outdoor adventure and cultural vibrancy, aiming to attract visitors with similar interests who are within driving or short flight distance.


Following a media visit, the Bay Area's *Mercury News* published a comprehensive feature on Reno Tahoe's top adventure, wellness, and creative spots, which was syndicated to over 100 local markets nationwide.

We invited a journalist from *Seattle Times* to join us for our annual ski press trip to highlight the destination's convenience for travelers from the Pacific Northwest.

The Mercury News

THINGS TO DO ▸ TRAVEL · News

Nevada travel: Reno adventures, spas and craft breweries to explore




Nevada's "Biggest Little City" may be known for its vibrant gambling scene, but Reno is becoming a more popular destination for its exciting outdoor activities, diverse wellness offerings and thriving craft breweries. The influx of tech giants, like Tesla, Google and blockchain companies, has ushered in a new energy, spurring a reputation as an urban basecamp for exploring the natural beauty that surrounds Reno.

The city's wellness resorts provide the perfect retreat to rejuvenate and unwind, with unique treatments and expansive facilities. Its diverse culinary scene offers a wealth of delightful options to tantalize even the pickiest of taste buds and craft beer enthusiasts are spoiled with numerous selections at the city's outstanding breweries.

The Seattle Times

How a writer who used to ardently avoid winter sports learned to ski

March 21, 2024 at 6:06 am | Updated March 21, 2024 at 6:06 am



Inspired by the success of my first lesson — that is, not losing the use of my hands and feet and spending hours trying to regain warmth — I followed it up with another weekend of lessons and a real-life ski trip.

I explored the ski scene of Reno/Tahoe, on the Nevada-California border, where I tested out my new skills in the mountains of Mt. Rose and Palisades Tahoe, which both have scenic slopes for beginners. Luck was on my side yet again: The sun shone brightly throughout the weekend — so much so that I found myself peeling off layers as I trekked up the mountains and cautiously skied down the gentle hills through snowy pine forests.

THE
OAKLAND
PRESS

Monterey County
The Herald

ORANGE COUNTY
REGISTER

PROVEN SUCCESS: IN THREE MONTHS...

NEW FISCAL, NEXT LEVEL RESULTS

LA WEEKLY

ON THE ROAD: THE REINVENTION OF RENO, NEVADA



While it is much older and historic than its glitzy southern Nevada counterpart which is Las Vegas, Reno's slow reputation as the "Divorce Capital of the World" is experiencing a furry renaissance that is attracting a new generation of clientele. The Biggest Little City in the World just got a little bigger.

The hotels, boarding houses and hospitality ranches that catered primarily to those temporary residents (most women) waiting out the six-week residency requirement before their court date have been restored and transformed into hip, yet affordable restaurants, cafes, music venues, crystal shops and breweries.

The pedestrian-friendly midtown stretch of South Virginia Street is lined with new retail business after another: the two Chick-filadees, which started as the Gourmet Grilled Cheese Truck by two Nevada natives and evolved into two charming restaurants. The breakfast and brunch spot has an extensive menu including almond poppy seed French toast with fresh blueberry compote and a selection of four \$8 Bloody Marys.

FOOD & WINE

Why Reno's Food Scene Is Worth a Road Trip

Once best known as a gambling mecca, the northwest Nevada city is evolving — and its culinary landscape is proof.



Perenn, which now counts three locations (including a grocery that sells gourmet goods and soft serve ice cream), is just one testament to how the northwest Nevada city has transformed in recent years. Once best known for its glitzy casinos, Reno's thriving tech sector is among several factors drawing an influx of transplants. (Others include a lower cost of living compared to neighboring California and easy access to outdoor pursuits in the nearby Sierra Nevada mountains and Lake Tahoe.) The city's population has grown by nearly 19% in the last decade, and it's expected to keep growing. In the process, Reno's culinary landscape is transforming, too.

"While the casinos' \$10.99 prime rib specials still live on, there's a breath of new talent trickling into the city that is contagious and exciting," says O'Luskey.

TimeOut

10 popular winter destinations that are even better in the summer

4. Reno, Nevada



© iStockphoto.com/Mark Jones

While Reno Tahoe is known for its world-class ski resorts and top-notch tennis, 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 Arden Festival (through July 31), the Lake Tahoe Shakespeare Festival (through Aug 26) and the Great Reno Balloon Race (Sep 4-8), which is touted as the world's largest free hot air balloon festival. Not August nights (Aug 4-12) provides free entertainment and over 5,000 classic cars. Foodies will love Food Truck Fridays in Seward 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.

House Beautiful

The 12 Most Walkable Cities in the World to Adventure Entirely on Foot

Reno Tahoe, Nevada



Don't underestimate "The Biggest Little City in the World" that is Reno Tahoe, Nevada. Offering a blend of urban excitement and natural beauty, travelers are surprised to find just how much there is to do here. The city celebrates arties with murals and sculptures—many are from Burning Man that are on permanent display in the Riverwalk District.

Stay at Whitney Peak Hotel in the heart of downtown. Connected to the hotel is BaseCamp, where travelers can challenge themselves and trek one of the tallest outdoor climbing walls in the world!

Forbes

5 Of The Best 'Blue Mind' Theory Experiences Around The World

Kaitlyn McInnis Contributor @
I cover luxury travel—from takeoff to touchdown and everything in between.

Follow

Clear Boat Kayaking on Lake Tahoe

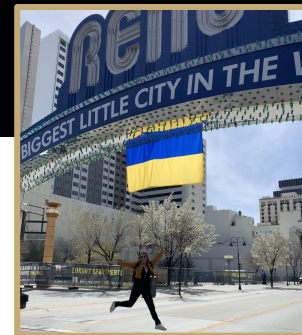


If you've ever been to Lake Tahoe, you're probably already well acquainted with the impossible blue waterway. "A Gift to Lake Tahoe, with its crystal-clear water and breathtaking scenery, truly captures the essence of Blue Mind theory, offering a rejuvenating experience that nourishes the mind, body, and soul," says Mike Langenberg, President and CEO of Reno Tahoe.

The best way to experience Lake Tahoe? Hopping aboard a unique clear-bottom kayak and paddling out to Roman Rock. Not only will you get a unique perspective of the sparkling turquoise water but none of the deeper parts of the lake nor did this way are so crystal-clear that you'll actually be able to see all the way to the bottom of the lake.

WE KNOW RENO TAHOE

Having visited the destination of Reno Tahoe over 15x, we've become well-acquainted and work closely with destination partners to stay in-the-know on what's happening, whether they're renovating hotel suites or adding a new cocktail to their drink menu. That said, we suggest a D/R re-immersion trip to meet with local stakeholders and partners to brainstorm without journalists in tow, plus we'll continue to join calls with destination stakeholders.



OUR APPROACH

LOOKING AHEAD

WE ARE SUPREMEY FOCUSED ON RESULTS.

THOUGHT LEADERSHIP

We seek opportunities to spotlight a trend and create share of voice for brands, utilizing data and brand executives as spokespeople.

Smartmeetings

Reno Tahoe

MEET WITH A BREATH OF FRESH AIR

THE "BIGGEST LITTLE CITY" IS BETTER THAN EVER

BY KARA ROBERTSON

There's no place where the bright, bustling city and pristine nature intersect more seamlessly than Reno-Tahoe. From the glowing light of Reno's famous "Biggest Little City" arch to the majestic Sierra Nevada Mountains, work, play and luxury all coexist.

Reno is filled with premier gaming properties plus a wealth of enriching activities that make your attendees part of a close-knit community, from dedicated sports fans to a thriving arts culture. It offers the particularly special element of easy access to natural wonders like the fresh air of Tahoe National Forest's pine and cedar and the bright blue waters of Lake Tahoe.

LOCAL EXPERT TIP: "Reno Tahoe is one of the West's most dynamic destinations, an urban landscape that insiders know makes it an easy go-to get out and explore the great outdoors or experience a local brewery as it does to get down to business. With 14,000+ hotel rooms within minutes of the airport, convenient IIR from major markets, world-class conference facilities, 100+ annual events and 300 days of annual sunshine, planners and attendees will find plenty to love here!" - Ben McDonald, Senior Director of Communications and PR&M, Affiliates, Reno-Sparks Convention and Visitors Authority.

5 FANTASTIC PLACES TO MEET

 <p>Tahoe Blue Events Center is located in the desirable area of South Lake Tahoe for a premier sports and live entertainment facility with flexible space for breakfasts, board meetings, seminars and general sessions.</p> <p>Over 50,000 sq. ft. of meeting, convention and exhibition space.</p>	 <p>Edgewood Tahoe Resort emulates the old lodge of National Parks and the history of the American West. Numerous sustainability certifications empower its dedication to its pristine natural surroundings.</p> <p>150 guest rooms and suites, 7,000 sq. ft. of suitable meeting space.</p>	 <p>Margaretville Lake Tahoe is an all-suite property steps from the lake and walking distance to the Heavenly Mountain Resort gondola. Margaretville is the ideal space for unmatched views of the Sierra Nevada Mountain Range.</p> <p>100 suites, over 14,000 sq. ft. of indoor and outdoor meeting and event space.</p>	 <p>Reno Events Center, right in the heart of downtown, is a prime location surrounded by numerous accommodations as well as shopping, dining and entertainment.</p> <p>Over 118,000 sq. ft. of meeting and event space.</p>
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MARCH 2024 • SMARTMEETINGS.COM

Smart Meetings features Reno Tahoe as the place to be for meetings, with recommendations from local expert Ben McDonald on the best in town.

TRAVELPULSE

Reno-Tahoe Is a Great Sell for Travel Advisors



By Healy Chappin
LAST UPDATED 11-07-2023

Domestic, outdoor, dive keywords for travel for the...
Drew Charles Harris to m...
office for Visit Washoe...
Convention & Visitors Au...
middle of a pandemic...
After seven years in Ana...
the best of destinations

Smartmarketplace

Nevada: State of Change

by Guest Author (Chuck Apple) September 9, 2022

Nevada evolves again in surprising ways

This past April, the city of Las Vegas, Nevada hosted the National Football League (NFL) Draft, an event that attracted more than 328,000 attendees over three days. Vegas was chosen in part because it is the new home of the Las Vegas...
policy that will...
helps that...
meetings and...
comes and a

TRAVELPULSE

8 Fun Fourth of July Festivals Around the United States


Reno Tahoe, Nevada



meetings TODAY

Nevada Is Having One of Its Best Years Yet—Major Event Reports From Las Vegas, Reno and More

Reno Ups Its Game in Big Ways



In September 2023, October event Reno-Tahoe appears to have taken a downer. Contributions from local Reno's affordability, abundant outdoor recreation opportunities, thriving dining and craft beer scene and diverse attractions.

Those same attributes make "The Biggest Little City in the World" a sleep state the green as Reno's continuing evolution into a full sector business hub has catalyzed considerable growth in meetings, events and conventions.

Spending events and an increasing major play. Supporting events include the Reno Sparks Livestock Events Center, home of the Reno Rodeo and other major events, and the 70-acre National Rodeo Stadium. The recently renovated 600,000-square-foot Reno Sparks Convention Center and Reno Events Center also meeting associations attend conventions. Home of the Triple A Baseball Reno Aces, the 1000 plus capacity Greater Nevada Field is a top option for group meetings and special events.

In 2023, the Reno Sparks Convention and Visitors Authority (SCVA) invited the team of Biller of Bringing Indoor track back to Northern Nevada. Finding minimal competition throughout the West and opportunities for significant economic activity, the study suggested that indoor track competition could generate up to 10,000 room nights in year one and up to 10,000 room-nights for year two.

CLICKBAIT

In the absence of hard news, we use trending google analytics, compelling data or a pop-culture moment to build brand awareness and drive SEO.

thrillist

This Is Not a Drill: UFO and Giant Armadillo Spotted Over Reno

Visit the quirky festival in a desert far, far away.

By Eik Urzua
Published on Nov 7, 2016 at 12:07 PM

An imposing shadow looms over the roofs of residential houses in Reno, Nevada, in the shape of a sort of round body with appendages, a tail, and—is that a cowboy hat? Looking up reveals it's a gigantic blue armadillo, dressed as a sheriff, in the form of a hot air balloon—and he's not alone. There's also a UFO, an elephant, and a big Twosy bird head amongst the hundreds of so colorful balloons filling the sky.

This spectacle is the typical scene of the annual Great Reno Balloon Race, a three-day event each September (9-11 this year) in Reno's Bunchie San Rafael Regional Park. As the gateway city of Burning Man, Reno is the perfect off beat stage for such a peculiar gathering. It's not just your typical, lightbulb-shaped hot air balloons; there's also a hot air fish, hot air sheep, hot air tiger, giant inflated skulls on an inflated tree branch, Smokey the Bear, a duck with a funny looking face, and a giant inflated Darth Vader head that just looks a bit weird without his body.

Keeping Reno Weird

"Keep Reno Weird" is a pretty common thing to hear, and it's something you can feel and take pride in when you've been here a while," says Tom McDonald, longtime area resident and Director of Communications of the Reno Tahoe tourism bureau. "Community events and the outdoors bring strangers together to experience and celebrate our differences."

As the world's largest free hot air balloons event, the Great Reno Balloon Race now attracts 120,000 visitors each year from all walks of life. It began in 1981 with just twenty balloons in a sort of "filler event" in between the State Fair and the Reno Air Races, but evolved over the decades to be a

An annual and iconic Reno event, we capitalized on the Great Reno Balloon Race to transform a "made you look" moment to "made you want to visit" on Thrillist, earning 10M+ in total potential reach

Forbes

The City Of Reno Will Be Staging A Series Of Pop-Up Wedding Altars Ahead Of 2/22/22 Elopements

Kaitlyn Mucken Contributor @
Eloping-Being-Saved /photoshelf/ to husbands and everything in between

SAVOTEUR

The Best Ski Resorts In Summer To Visit

Forbes

Want To Dine In A Blue Zone? Club Wyndham Can Be Just The Ticket

Dhabi Kichham Contributor @
Former editor of World Report. Dabi has written about business from aging to Zephr.

The New York Times

Want to See the Eras Tour? Swifties Say 'Grab Your Passport and My Hand'

Fans are buying up seats for Taylor Swift's international concerts, often finding that tickets, airfare and lodging combined cost less than just the tickets in the United States.

By Jessica Shaw
Published: 10/20/22 | Updated: 10/20/22


Hotel prices across Europe are surging on the night Ms. Swift comes to town. Costaki, a youth-focused travel agency, is offering the different things that need to be done, including a tour of Paris "to your European love story." The agency also offers a discount of 15 percent—a reference to Ms. Swift's self-proclaimed lucky

STORY-SEEDING

It may not be as sexy as an integration or a splashy stunt, but there's no substitution for a great media relations strategy. We continue to seed stories from 'the best mini bar amenities' to the 'best ski resorts in the U.S.,' actively and consistently inserting Reno Tahoe into the news.


culture trip

A Culture Seeker's Guide to Reno Tahoe



Few can deny that [Reno](#) is in the midst of a major cultural and economic revival, buoyed by new tech start-ups and an urban arts renaissance featuring colorful murals dotted throughout its downtown and Midtown districts. While largely known as an outdoor destination thanks to its proximity to the gorgeous Lake Tahoe and its high concentration of ski resorts, the Reno Tahoe region also doubles as a culture seeker's paradise. Here's a guide of things to do in the 'Biggest Little City in the World.' Did you know – Culture Trip now does bookable, small-group trips? Pick from authentic, immersive [Epic Trips](#), compact and action-packed [Mini Trips](#) and sparkling, expensive [Sailing Trips](#).


Visit the Nevada Museum of Art
The Nevada Museum of Art | Courtesy of the Nevada Museum of Art



Culture Trip dives into all things local to Reno, including the booming art scene, long-standing eateries, and more.

ESSENCE

HOME + LIFESTYLE
Millennials Are The New Timeshare Owners
Timeshares are making a fierce comeback, and the primary buyers may surprise you. Here's what's driving Millennials to invest in them.



Calculators are available on the ESSENCE app. ESSENCE is available on the ESSENCE app. ESSENCE is available on the ESSENCE app. ESSENCE is available on the ESSENCE app.

What Are They Worth?
How they work and what you can expect from them.

By [David Levine](#) | Published on April 8, 2024

Trafalgar

TRAVEL + LEISURE

Sustainable Travel Innovators: TFL's 2024 Global Vision Awards

These are the winners of Travel + Leisure's 2024 Global Vision Awards, plus how they work and what you can expect from them.

By [David Levine](#) | Published on April 8, 2024


Trafalgar



lonely planet

"We were going to get through this together" – How I survived a five-day cattle drive


by [Jennifer Prince](#)
Photo: 2024 - Lonely Planet



Self-proclaimed on a five-day tough experience. Suddenly, a few cattle were running, animal instructions, and my survival instincts were kicking in. I was petrified, so I held my breath. I pulled the reins tight, but – to my surprise – the cowboy who told me to hold on didn't. As I nursed my ego, I realized that I was on a five-day cattle drive. I was petrified, so I held my breath. I pulled the reins tight, but – to my surprise – the cowboy who told me to hold on didn't. As I nursed my ego, I realized that I was on a five-day cattle drive.

WINE ENTHUSIAST

The Craft Distilleries and Breweries at the Heart of Reno's Revitalization



In Reno, Nevada, a blossoming craft distillery scene centers on community and local ingredients. Reno is in the middle of a revitalization focused on art, tech and dining, which has also brought an increase of craft breweries and distilleries.

Whether it's an arid distillery where at least 85% of the grains used in the production of its spirits must be grown in Nevada or smaller craft operations, Reno offers an abundance of options from which to choose.

The craft distilling scene in Reno is fairly young, as the practice only became legal statewide in 2013. Distilleries did exist prior to Nevada's Assembly Bill 165, but they could only sell to wholesalers. That meant tastings and selling to regular consumers weren't allowed.

Under the bill, all Nevada craft distilleries are required to make their spirits from raw agricultural materials. No one is allowed to buy pre-made spirits and rebrand them as their own. There are also limits on in-state sales and exports, so to taste from these distilleries, you'll need to visit the Biggest Little City in the World.

STORIES WE'LL TELL

EXAMPLES OF CONSUMER TARGETED STORIES

01/ The Biggest Little City for the Littlest Travelers

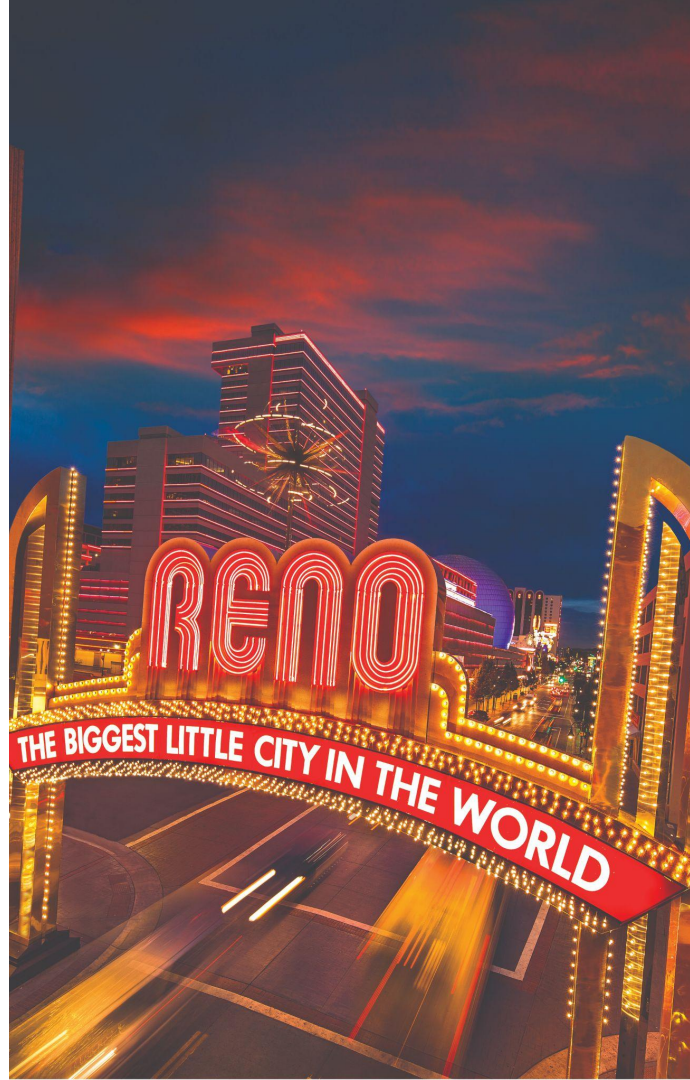
Reno Tahoe has something for children of all ages from learning at The Discovery Museum to arcade games at Carnival Midway or catching a Reno Aces ballgame. Parents can easily bring the kids on all of their adventures with easy hiking trails and ski lessons on the mountains, plus exciting restaurants such as Black Rock Desert and Sizzle Pie.

02/ This Destination has More Ski Resorts Than Park City, Sun Valley and Jackson Hole Combined

Lake Tahoe has the largest concentration of ski resorts in North America and travelers can easily access all 16 resorts with Reno Tahoe as their home base. From beginner slopes to advanced chutes and terrain parks skiers and snowboarders can have their pick of mountains to shred some pow during on epic winter getaway.

03/ This City is Revitalizing a Neighborhood and Uplifting its Local Artists

Reno Tahoe's Neon Line District spanning across West 4th Street showcases the destination's resilience and drive to continue to make something new out of the old. From a new casino property-J Resorts to outdoor music and events venue Glow Plaza and original artwork from previous Burning Man festivals, the Neon Line district aims to bring the community together to revitalize a part of downtown that will span 20 blocks when finished. The revamp of the Neon Line District tells the destination's ongoing story of a city on the rise that aims to illuminate the new while paying tribute to its history.



STORIES WE'LL TELL

CAPTURING THE MEETINGS INDUSTRY

GROUPS AND BUSINESS TRAVELERS

01/ Press releases + Interview Opportunities

D/R will continue to offer support by crafting and distributing relevant meetings and events announcements from the RSCVA to national MICE and trade outlets, offering quotes and interview opportunities with Mike Larragueta for added insight were applicable.

02/ Thought Leadership

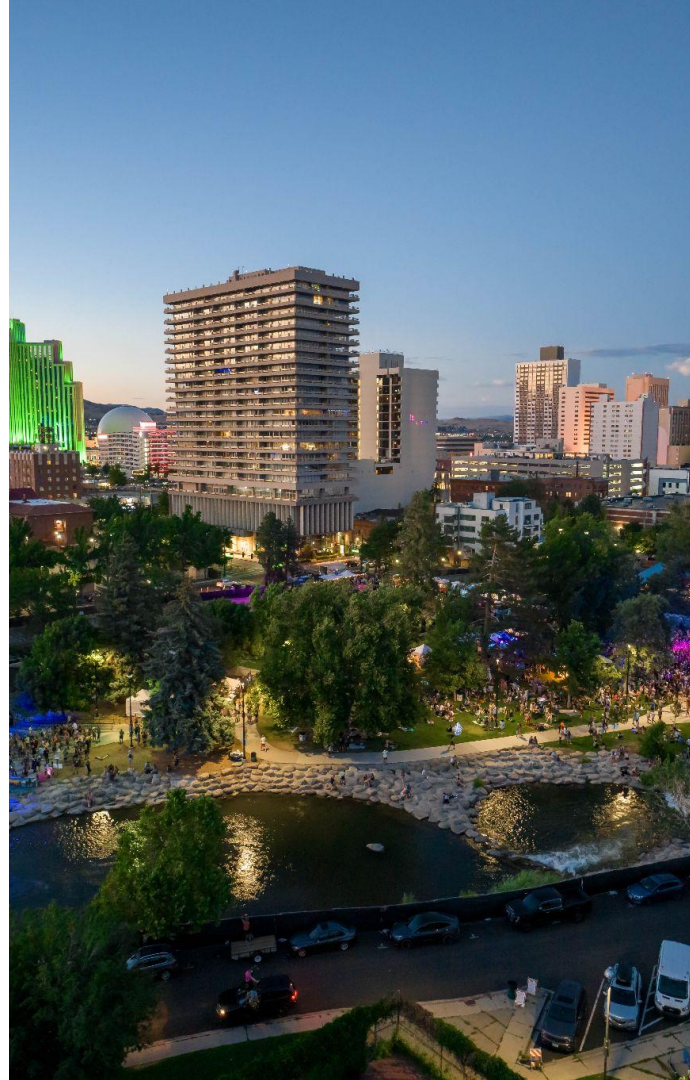
As we begin Mr. Larragueta's first year as the official President and CEO of Reno Tahoe, D/R will offer Mike for interview opportunities that illuminate the destination's past successes and future plans. D/R will seek out leads that promote the destination and establish Mike as a thought leader in the MICE industry.

03/ Awards

For the 2024-2025 fiscal year, we'll continue to nominate the RSCVA. Mike Larragueta, the RSCC and other relevant aspects of the CVB for MICE awards. Including The Stella Awards from Northstar Meetings Group, Skift Meetings Awards, Smart Stars Reader's Choice Destinations from Smart Meetings and more.

04/ Media Visits

We'll invite top MICE writers to experience the destination firsthand and discover why it is primed for the meetings space Writers will have the opportunity to tour top venues such as the Reno-Sparks Convention Center & National Bowling Stadium and attend events such as the opening of the new indoor track and other expos or sporting events.



MEDIA VISITS MATTER

QUALITY EXPERIENTIAL STORYTELLING

*Reno... is **EXPERIENCING A FUNKY RENAISSANCE** that is attracting a new generation of clientele.*

*The Biggest Little City in the World just got a **LITTLE BIGGER.***

LA WEEKLY

Dubbed “The Biggest Little City in the World,” it’s often overlooked as a must-stop destination in Nevada, but it’s **well worth a visit**, especially for creative types and wellness enthusiasts.

thrillist

*Once best known as a gambling mecca, the northwest Nevada city is **EVOLVING** — and its culinary landscape is proof.*

*Reno's culinary landscape is **TRANSFORMING.***

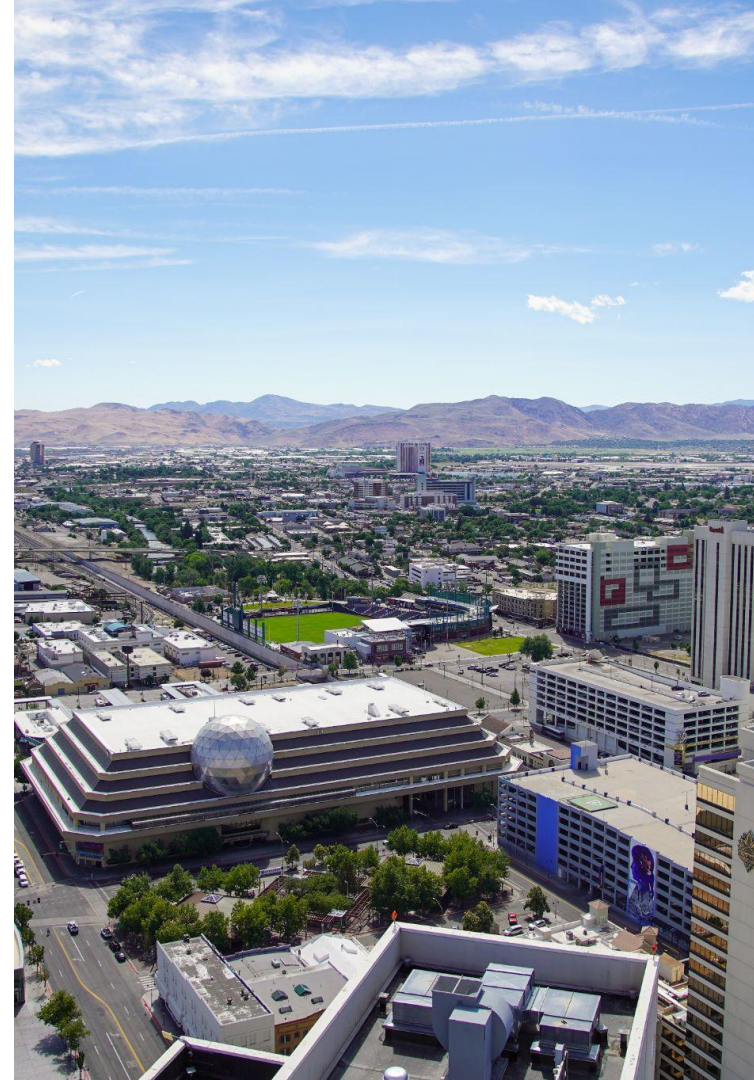
FOOD & WINE

RACING TO THE FINISH LINE

INVESTING IN THE MEET

With a \$5M investment at play, the baton has been passed for the upcoming launch of Nevada's only indoor track at the Reno-Sparks Convention Center. Here's how we plan to approach the December debut to ensure its many audiences - from associations to sports groups to traveling families - are engaged and informed:

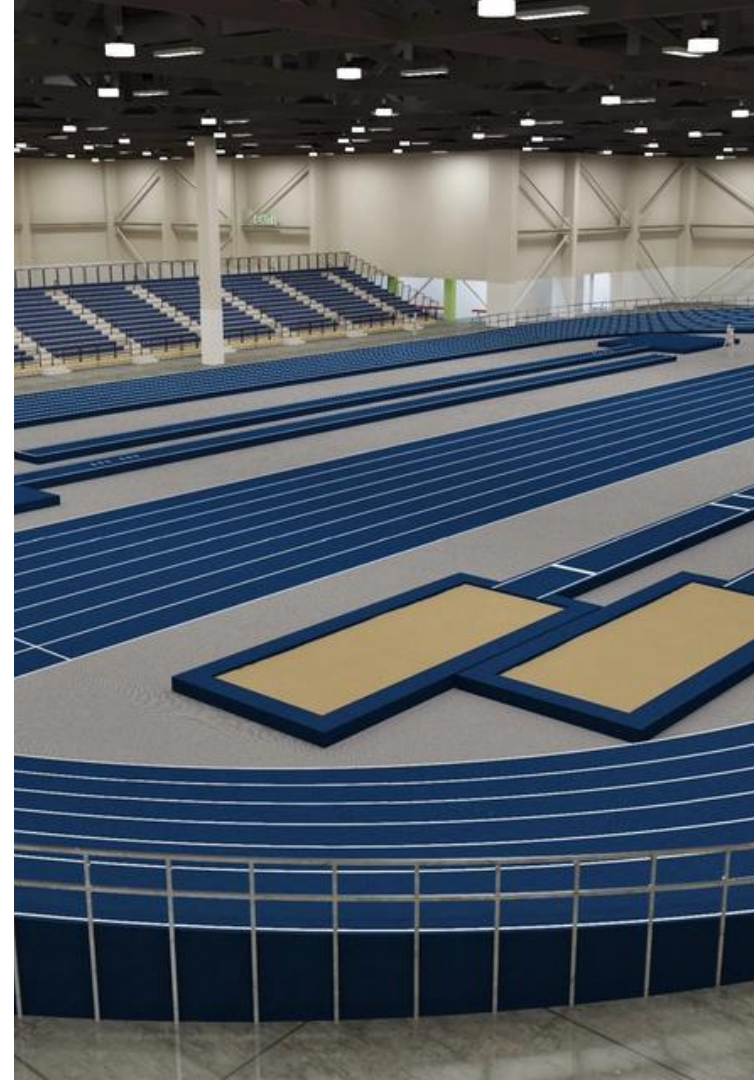
- **Press Release: *RSCVA Debuts Nevada's First-Ever Indoor Track*** - A resource release meant for wide distribution to appropriate audiences
- **Launch Event: *Rounding the Track*** - Invite media - from outlets such as Sports Business Journal and Sports Travel Magazine - to experience the opening of the highly anticipated facility
- **Thought Leadership: *This Destination is Betting on the Rise of Sports Tourism*** - The [sports tourism industry](#) is on the rise, projected to reach \$2.1 trillion by 2030. Pitch interview opportunities for RSCVA President and CEO, Mike Larragueta to showcase how the destination is leading the trend with the addition of an indoor track to the Reno-Sparks Convention Center that primes the city to be the next destination to attract a plethora of athletes and their families to not only compete but explore the destination



BUILDING ON THE RACE

EXPANDING TO CONSUMER AUDIENCES

- **Trend Story: *XX% of Families are Merging Sports Travel with Vacations*** - Either through owned data fielded through a survey company such as SWNS or Survey Monkey, or existing data as part of the most recent Sports ETA 'State of the Industry' report, create a narrative that highlights how the youth sports travel industry is spurring family vacation decisions and how destinations, like Reno Tahoe, are rising to the challenge
- **Incentive: *This Destination is Rewarding Student Athletes and Their Families*** - Work closely with destination partners to develop incentives - from discounts at the Museum to hotel deals and packages, for families traveling for a meet
- **Press Trip: *Focus on Family*** - Utilizing data from the above pitch, develop a media itinerary that demonstrates how families can expand their child's race into a vacation. We'll highlight family-friendly activities within the destination such as the Nevada Museum of Art, Automobile Museum, hiking in Lake Tahoe and exploring Midtown's mural art, while pitching media such as *Parents*, *Good Housekeeping* and more



PRELIMINARY ANALYSIS

MEASURING AND TRACKING RESULTS

DRIVING DEMAND



WORKING TOGETHER

TRANSPARENCY

True partnership only comes from an in-depth understanding of day-to-day activity.

KPIS

From impressions to target outlets and # of backlinks, we utilize the Barcelona Principles, ensuring your KPIs are met.

REAL-TIME REPORTING

In addition to regular monthly (and annual) reports, expect to receive ongoing coverage updates as well as our regular 'D/R Download,' a weekly newsletter of the top industry trends and happenings.

DECKERROYAL

A SNAPSHOT OF REPORTS

ONGOING MONTHLY COVERAGE REPORTING

DATE	OUTLET	JOURNALIST	UVM/CIRC	IMPRESSIONS	AD VALUE	MARKET	OUTLET TYPE	ARTICLE
1/1/2024	Fifty Grande	Matt Meltzer	43,523	67,776	\$ 402.59	National	Online	Where To Go In January
1/5/2024	Country Living	James Barnett	19,070,294	24,818,014	\$ 176,400.22	National	Online	Discover Unexpectedly Epic Skiing In These 6 US States
1/5/2024	MSN (US)	James Barnett	135,281,915	663,758,402	\$ 1,251,357.7	National	Online	Discover Unexpectedly Epic Skiing In These 6 US States
1/11/2024	GolastMinute	Katherine Parker-Magy	220,797	340,580	\$ 2,042.37	National	Online	New Year, New Travel Plans: 24 Trips to Book in 2024
1/25/2024	Time Out	Erika Mailman	19,286,892	29,662,581	\$ 178,403.75	National	Online	Peppermill Resort Spa Casino
1/25/2024	Time Out	Erika Mailman	19,286,892	29,662,581	\$ 178,403.75	National	Online	Peppermill Resort Spa Casino

DATE	OUTLET	JOURNALIST	UVM/CIRC	IMPRESSIONS	AD VALUE	MARKET	OUTLET TYPE	ARTICLE
2/1/2024	Reader's Digest (U.S.)	Sherry Amater						
2/9/2024	AARP	Adam Pitluk						
2/21/2024	POWDER Magazine	Jennifer Prince						
2/26/2024	Global Traveler Magazine	Aoife O'Riordan						
2/26/2024	SnowBrains	Gregg Frantz						
2/27/2024	Trazeé Travel	Aoife O'Riordan						
2/29/2024	Wherever Family	Aoife O'Riordan						
3/1/2024	Smart Meetings	Sara Robertson						
3/4/2024	SnowBrains	Gregg Frantz						
3/6/2024	Forbes	Liza Zimmer						
3/12/2024	Thrillist	Lola Méndez						
3/12/2024	MSN (US)	Lola Méndez						
3/21/2024	Seattle Times	Alicia Erickson						
3/24/2024	Seattle Times	Alicia Erickson						

GENERATED FROM	DESCRIPTION	DA	RENO TAHOE BACKLINKS	PARTNER BACKLINKS	LINK	LINK ATTRIBUTE
Media Visit	Inclusion, image, link, 3 or more key messages	30	0	3	https://www.fiftygrande.com/guid	dofollow
Media Visit	Inclusion, link, 3 or more key messages	83	1	2	https://www.countryliving.com/life	dofollow
Media Visit	Inclusion, link, 3 or more key messages	94	1	2	https://www.msn.com/en-us/trave	dofollow
Media Visit	Inclusion, image, 3 or more key messages	42	0	0	https://www.golastminute.com/bl	
Media Visit	Feature, image, 3 or more key messages	91	0	1		
Media Visit	Inclusion	91	0	0		
Pitch - Valentine's Day	Inclusion, 3 or more key messages	90	0	0		
Always On	Inclusion, 3 or more key messages	83	0	0		
Media Visit	Inclusion, link	60	0	2		
Always On	Feature, image, 3 or more key messages	55	0	0		
Media Visit	Feature, image, link, 3 or more key messages	60	1	2		
Always On	Feature, image, 3 or more key messages	52	0	0		
Always On	Feature, image, 3 or more key messages	39	0	0		
Media Q&A	Feature, image, quote, 3 more key messages		0	0		
Media Visit	Feature, image, link, 3 more key messages	60	0	2		
Media Visit	Inclusion, link, 3 or more key messages	88	0	1		
Media Visit	Feature, image, link, 3 more key messages	94	1	14		
Media Visit	Feature, image, link, 3 more key messages	67	1	14		
Media Visit	Inclusion, 3 or more key messages	91	0	0		
Media Visit	Inclusion, 3 or more key messages		0	0		

Hi Team - In March, our continued pitching efforts and ongoing media visits resulted in coverage on top consumer outlets this month including SnowBrains, Forbes, Thrillist, and more. In March, we generated a **total potential reach of 233.3M+**. Find an overview of our highlights this month below:

- **Thrillist** featured everything travelers need to know for a weekend getaway to Reno Tahoe, highlighting how the city is more than gambling and is a beacon for creatives and outdoor thrill-seekers. Written by journalist Lola Mendez, who visited in 2022, the piece includes 14+ backlinks to the Reno Tahoe homepage and destination partners.
- **Smart Meetings** featured Reno Tahoe in their March print issue in a story on how “The Biggest Little City” is better than ever with tips for meeting professionals and a quote from Ben McDonald.
- Stemming from last month’s press trip, journalist Gregg Frantz spotlighted his experience at Palisades Tahoe for his second story on **SnowBrains**, plus journalist Alicia Erickson documented her ski learning experience in a piece on **Seattle Times**, which also ran in print.
- D/R pitched Reno Tahoe for several story opportunities including leads for NBC TODAY, AARP, BBC Travel, TravelPulse, and more. We pitched the destination as a hub for third places and community building, a family-friendly summer hot spot, and a top place to celebrate Mom ahead of Mother’s Day.
- Ahead of the Atlanta/Delta event on April 16th, D/R confirmed top local and national media including Aubree Dumas (*Discover Atlanta*), Mike Jordan (*Atlanta Journal-Constitution*), Carolyn O’Neil (*Atlanta Homes & Lifestyles*), Tina Charisma (*CNN*), Caroline Eubanks (*Travel + Leisure*), Okla Jones (*Thrillist*), and more.
- D/R continued working with journalist Regan Stephens from Travel + Leisure for a visit in June as well as the summer press trip. We coordinated with region partners RTT for Brian Cicioni’s visit in April at GSR and with Canuciwi for Kim Pemberton’s visit in May, in addition to drafting a submission on behalf of the destination for the Skift Meetings Awards, and more.

A SNAPSHOT OF REPORTS

ONGOING QUARTERLY COVERAGE REPORTING

Public Relations | Story Metrics

Metric	Q1	Q2	Q3	Quarterly Target	Percent to Annual Goal
Stories	131	21	20	30	143%
Total Potential Reach	748M	260M	456M	500M	73%
Reno Tahoe Backlinks	7	11	5	4	143%
Partner Backlinks	1,003	36	43	25	1082%
Target Audience	85%	75%	70%	70%	N/A
Ad Value	\$6.9M	\$2.4M	\$4.3M	\$5M	68%
Domain Authority	62	65	70	50	N/A

Q3 Insights

- To date we've outpaced our annual goal for the fiscal year for story placements, and backlinks to both with Visit Reno Tahoe site and destination partners. The total potential reach for Q3 nearly doubled from Q2 putting us on target to reach our annual goal by the end of the fiscal year.
- The quality of coverage we secured this quarter helped us to meet our audience demographic goal with an average domain authority of 70, well over our quarterly target.
- Our focus this quarter was on the winter ski season, romantic getaways for Valentine's Day and past media visits helped to secure coverage in top outlets including Forbes, Thrillist, Time Out and Seattle Times.
- Our ongoing relationships with journalists helped to secure a feature print story in top MICE outlet Smart Meetings March issue.

Public Relations | Media Engagement

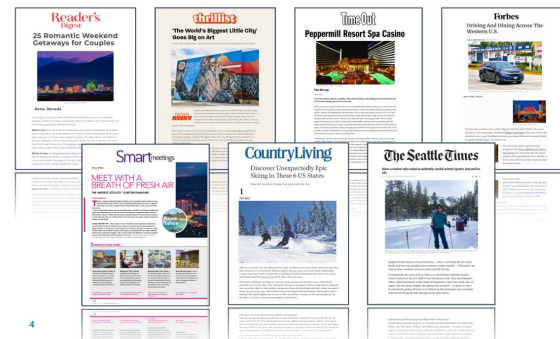
Metric	Q1	Q2	Q3	Quarterly Target	Percent to Annual Goal
Media Visits	4	2	6	3	100%
Media Meetings	21	25	26	20	90%

Q3 Insights

- In February, Decker/Royal hosted a press trip with four quality journalists from outlets including key market outlet, Seattle Times; ski outlet, SnowBrains; travel & lifestyle, Hearst publications and Canadian publication The National Post.
- We also hosted two journalists for individual visits with stays at Peppermill which resulted in two stories on Time Out and Whitney Peak Hotel with coverage on Forbes.
- 70% of coverage for this quarter is a result of hosting the writer in destination from as recent as the press trip we hosted in February to a visit we coordinated in August 2021.
- DIR has reached its fiscal year goal of hosting at least 12 media in destination with more planned for Q4.



Public Relations | Key Highlights



A detailed black and white line drawing of various tropical plants, including palm fronds and broad-leafed species, framing a central white text box.

We grow brands in travel.

grow with us

DECKERROYAL

Thank you for the opportunity.

646-650-2180

info@deckerroyal.com

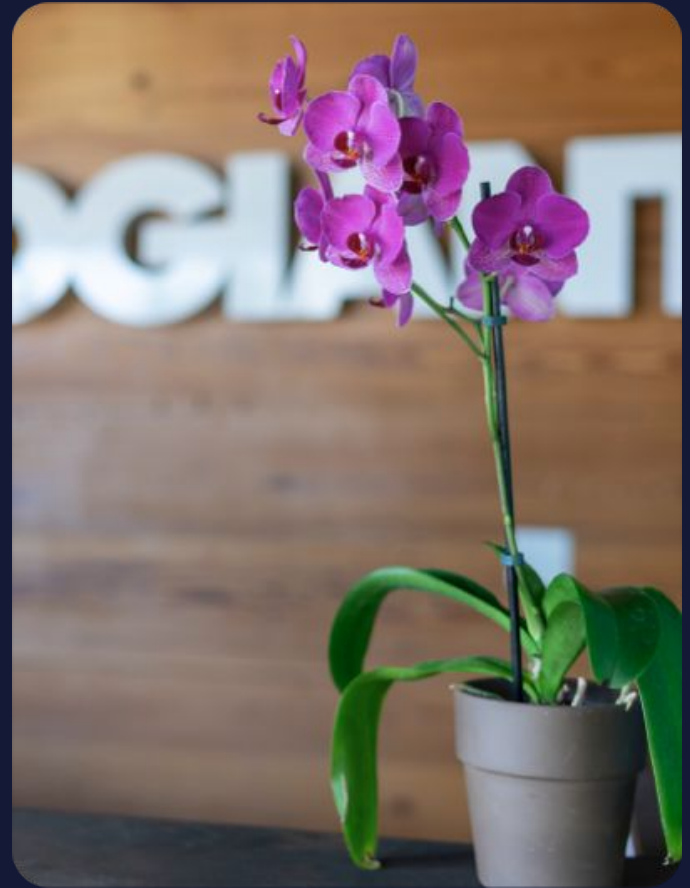
www.deckerroyal.com

ciao



Good Giant has been RSCVA's in-state PR agency since July 2024.

We will be leading the charge in developing and executing in-state PR campaigns for Reno Tahoe, RSCVA, and their venues and partners.



Specifically, we've been contracted to:

- Work closely with Reno Tahoe communications and public affairs team to plan and execute comprehensive and cost-effective public relations/community engagement programs and materials.
- Maintain a local-focused media kit & proprietary media lists targeting local, in-state, and travel/tourism outlets.
- Plan & execute PR/community engagement programs in collaboration with Reno Tahoe's communications team.
- Coordinate FAM trips, media visits, and solicit media coverage.
- Write/distribute press releases (1+ per month) and respond to in-state media inquiries.
- Provide monthly reporting on media impact and trends.
- Collaborate with Reno Tahoe's marketing & web agencies to ensure consistency across campaigns.

What we've done so far

July

Automo-bowl

- Drafted release and pitched event to local media
 - Covered by all three local TV stations.

New Board leadership

- Pitched to local business pubs
 - Covered by Northern Nevada Business Weekly, Nevada Business Magazine.

Efforts results in 14 total mentions with an estimated audience of 99,999 and \$16,230 in publicity value for the month of July.

August

Pan American Bowling Championship

- Drafted release and pitched event to local media
 - Covered by all three local TV stations and local radio.

Hot August Nights

- Pitched a story on the event's economic impact to the area
 - Covered by local CBS affiliate.

New Website with AI trip planner

- Pitched milestone to local media
 - Covered by local NBC affiliate.

Efforts results in 33 total mentions with an estimated audience of 220,134 and \$44,515 in publicity value for the month of August.

September (so far)

Book Bowl

- Drafted release and pitched event to local media
 - Covered by local NBC and Fox affiliate.
 - Resulted in estimated audience reach of 68,905 and \$7,859 in publicity value.

Good Giant as local PR agency

- Drafted press release and sent to local business publications
 - Posted to Nevada Business Magazine newswire.

Efforts results in 14 total mentions with an estimated audience of 85,235 and \$14,882 in publicity value for the month of July.

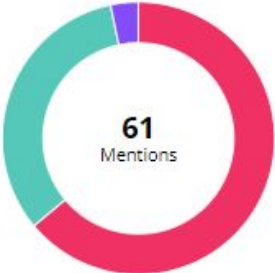
The Results

RSCVA Coverage- Direct Pitch Results



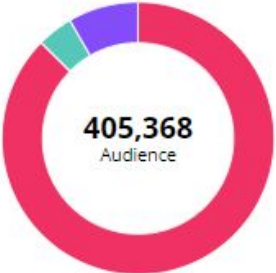
Mention Analytics

Mentions by Media Type



● TV ● Online News ● Radio

Audience by Media Type



● TV ● Online News ● Radio

Publicity by Media Type



● TV ● Online News ● Radio

Coverage Highlights



Pan American Bowling Championship takes place in Reno

Aug 19, 2024



Almost 300 bowlers from 19 countries are competing.

As featured on



Pan American Bowling Championship takes place in Reno

The 2024 Pan American Adult Bowling Championship is going on at the National Bowling Stadium in Reno Monday August 19, through Sunday August 25.



People: Reno-Sparks Convention and Visitors Authority elects new officers



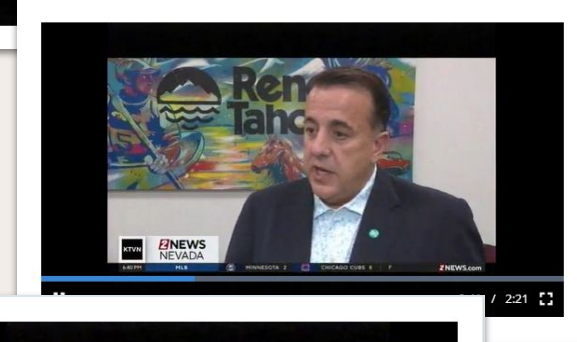
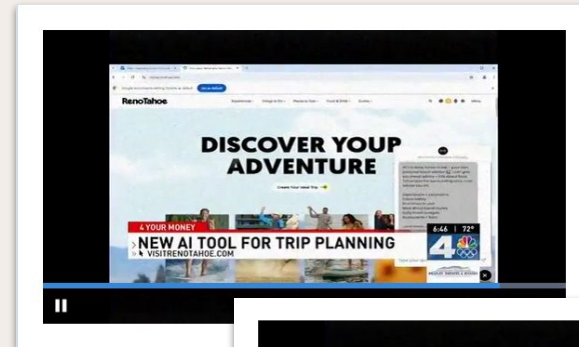
Hillary Schieve

Wednesday, August 7, 2024

Share this: Email | Facebook | X

The Reno-Sparks Convention and Visitors Authority Board of Directors has elected new officers: Chair, Reno Mayor Hillary Schieve, vice chair, Richard Jay, and secretary/treasurer, Stephen Ascagua.

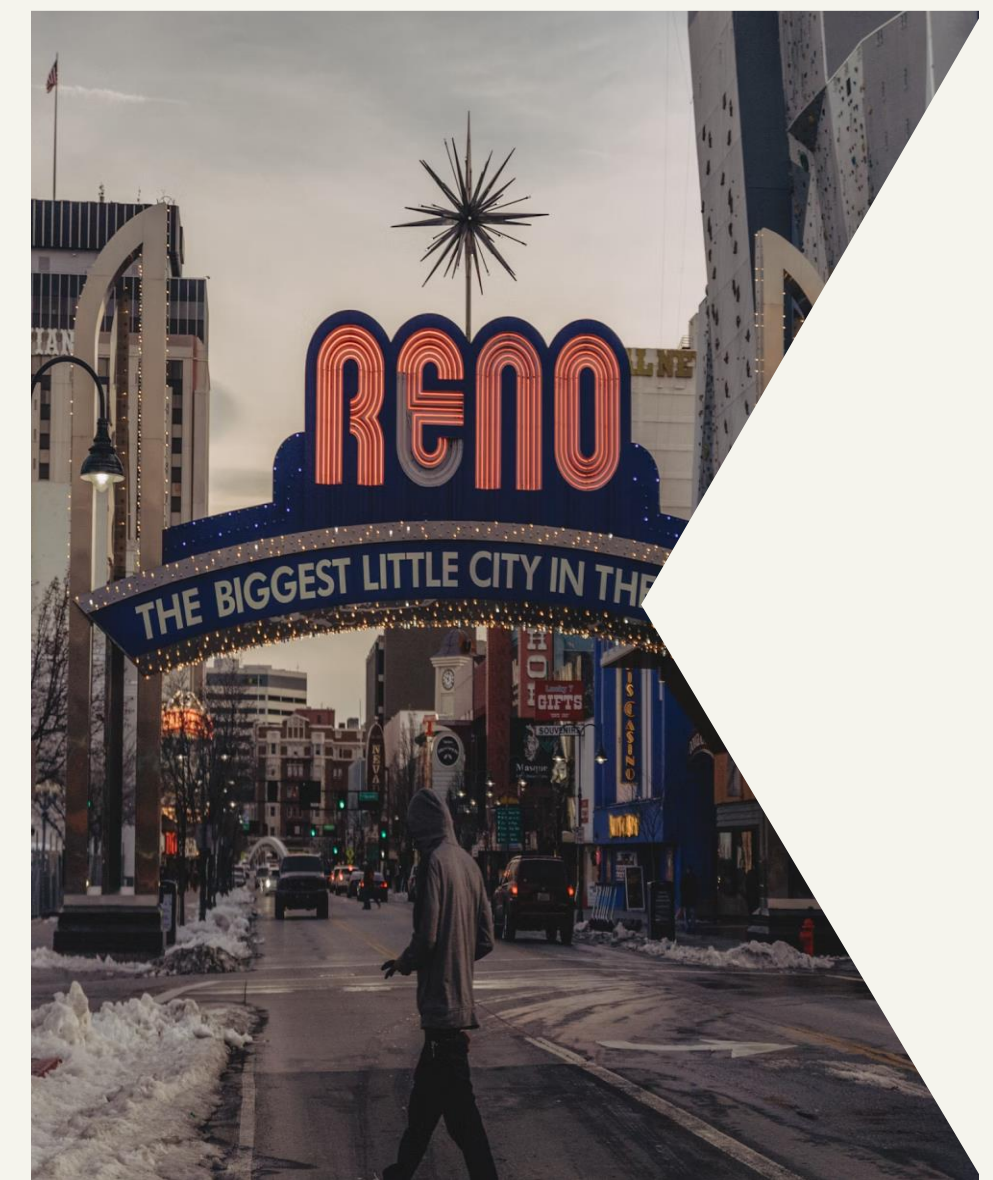
Schieve has been a member of the RSCVA since December of the same year. A proponent of the local arts community, Schieve is a past president of the U.S.




Here's what we have planned for the next few months:

- Stakeholder meeting Sept. 25
- Strava partnership
- Sea Dragons exhibit at NMA
- Big focus on the Indoor Track with pitches and efforts around construction (sneak peeks during the install) and ribbon cutting/VIP event Dec. 5.

Thank You



RSCVA Stakeholder Interviews Summary of Key Findings

 Reno Tahoe

BACKGROUND

Reno-Sparks Convention & Visitor Authority has focused their attention and investment towards building and sustaining a tourism brand that reflects the values of the Washoe County community and creates a socially and economically balanced tourism economy.

In August and September of 2024, BVK virtually conducted 14 stakeholder interviews to identify any opportunities for brand development. The 14 stakeholders represented various industries throughout the community.



INTERVIEW DESIGN

45-minute, individual discussions

Stakeholders represented the following industries:

Hospitality | Gaming | Economic Development
Attractions | Airport | Entertainment | Events

INTERVIEW TOPICS

- Existing perceptions of Reno Tahoe
- Reno Tahoe's competitive distinction
- Vision for the destination
- Personification of Reno Tahoe
- Core essence of Reno Tahoe
- Important traits of the Reno Tahoe brand
- Vision for next brand campaign
- Reno Tahoe visitors – who comes now vs. who do we want to come

EXECUTIVE SUMMARY: TOP 5 TAKEAWAYS

1

Reno Tahoe is primed for growth as a destination, and revitalization is underway.

The vision for Reno Tahoe includes strong resident, industry and tourism growth, with revitalization in downtown neighborhoods, accessibility and traveler amenities.

Opportunity: hone definition of the destination's current state as it evolves.

2

The destination still lacks external familiarity beyond outdated associations.

Even though progress has been made, stakeholders feel that outsiders don't fully understand what makes Reno Tahoe unique. It remains a hidden gem that must be seen to be believed.

Opportunity: continue upper funnel strategies to improve familiarity.

3

Opportunity exists to further highlight natural beauty, proximity of offerings and local feel.

There's ample natural beauty across the region with easy access to diverse experiences. The destination lacks many chain businesses – giving a true local feel.

Opportunity: highlight beauty around the region.

4

Interviews affirmed the brand's direction, and there's unanimous support of RSCVA leadership.

Stakeholders are excited about Mike's leadership. Although their sentiments align with the brand's path, opportunity exists to educate on brand marketing, especially leisure.

Opportunity: educate stakeholders on brand efforts to create advocacy.

5

Reno Tahoe has a contagious energy that's active, real, inclusive, and dynamic.

Reno Tahoe is a place of contrasts – it's rooted and real, has an energetic vibe and is rising. Its energy is magnetic and inclusive for all who want to create its future state.

Opportunity: show how Reno Tahoe's ambition is inclusive and magnetic.

DETAILED FINDINGS

PIVOTAL MOMENT



Reno Tahoe is still on a path of ambition that we first observed in 2017 and is now at a **pivotal moment of opportunity.**

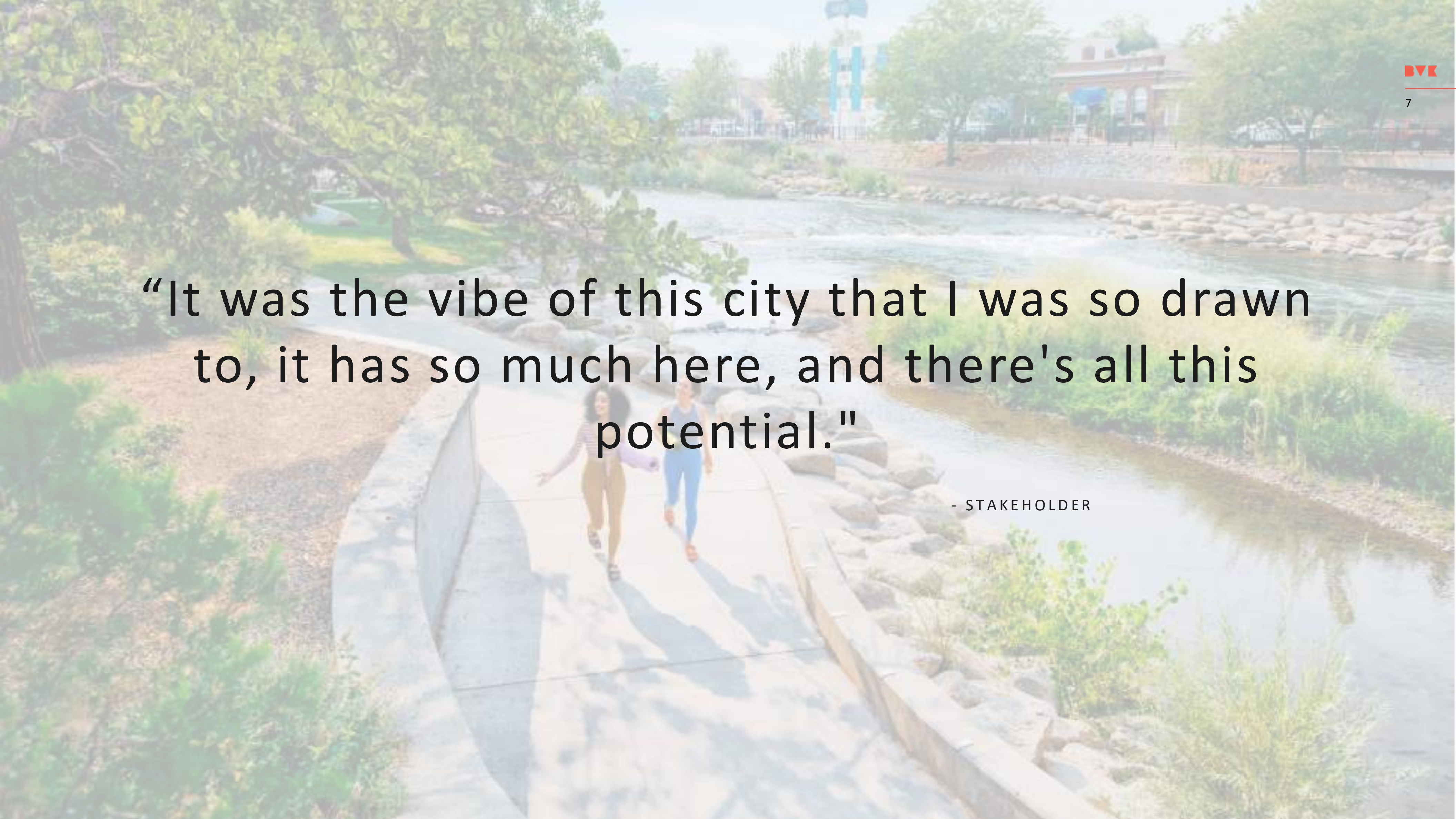
From **emerging industries** to leisure **product development** to **revitalization** to the impact of a flagship university, Reno Tahoe is on a **bold path** forward and stakeholders **recognize and feel this energy.**

“ I’ve never been more convinced of anything in my career than that Northern Nevada’s time has come if it’s willing to reach out and harness it.”

- STAKEHOLDER

“ People will look back on this and know that this was a pivot point for the region.”

- STAKEHOLDER



“It was the vibe of this city that I was so drawn to, it has so much here, and there's all this potential.”

- STAKEHOLDER

“ I think the 2030s are going to be incredible here by the time a lot of this investment lands in Northern Nevada. We’re going to get to numbers we've never seen before.”

- STAKEHOLDER

Stakeholders are **fully supportive** of the RSCVA's **new leadership**. They feel Mike has **strong experience and passion** to lead the RSCVA during this **momentous time** for the destination.

There is **firm confidence in the path ahead** and appreciation for efforts that engage stakeholders.

“ We need a good leader that has spent at least a decade here. Mike's the guy. He gets the game.”

- STAKEHOLDER

While much of Reno has developed and revitalized, there is **still work to be done**.

In this transitional stage, stakeholders still feel the destination is **determining and defining who it wants to be and how to get there**. Reno isn't all grit anymore, while luxury is not true to our brand either – we need to **further define Reno's distinctive edge** as the destination evolves.

Revitalization

Redeveloping neighborhoods and businesses to improve quality and safety.

Accessibility

Improving and expanding RNO, accessibility and air service.

Local Events

Increasing the number of local events and amplifying their potential.

“I think it’s an unwritten story. And it's whatever story we as a community want to tell.”

- STAKEHOLDER

“ In the next few years, I see downtown improving quite a bit. Probably not at the pace that we'd all love to see it. But with Midtown slowly closing in on one side, the South side and the university continuously growing from the West, it's cleaning up the perception.”

- STAKEHOLDER

“I don't think that it's clear what we are today. It's clear what we were. We were the divorce capital. We were seedy, kind of cool motels on 4th. We were those things, but we just aren't anymore. And I don't think we have defined ourselves in the modern day. I think we conflate or confuse and maybe don't really know what we want to be when we grow up. The real issue is, what should we look like in 5 or 10 years? We must be visionaries.”

STILL A HIDDEN GEM



Reno Tahoe **still surprises people.**

The destination has made leaps of progress in familiarity over the last decade, but there **remains an opportunity to show the world what Reno Tahoe is all about.**

While they may have initially held old, tired perceptions, people fall in love with Reno once they've experienced it.

“

Show people that we're more than they think we are.”

- STAKEHOLDER

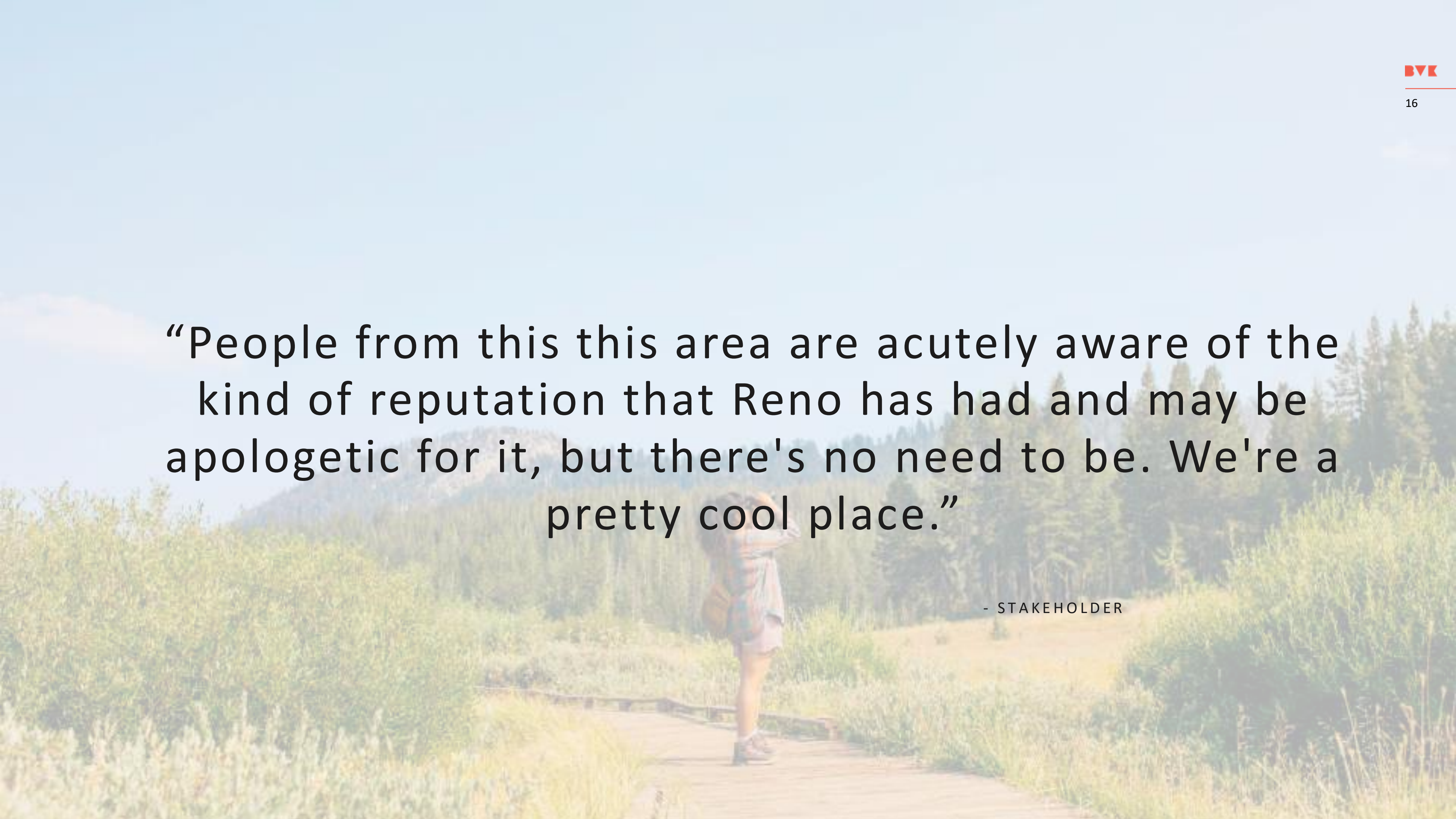
“

The visual beauty of this place isn't understood.”

- STAKEHOLDER

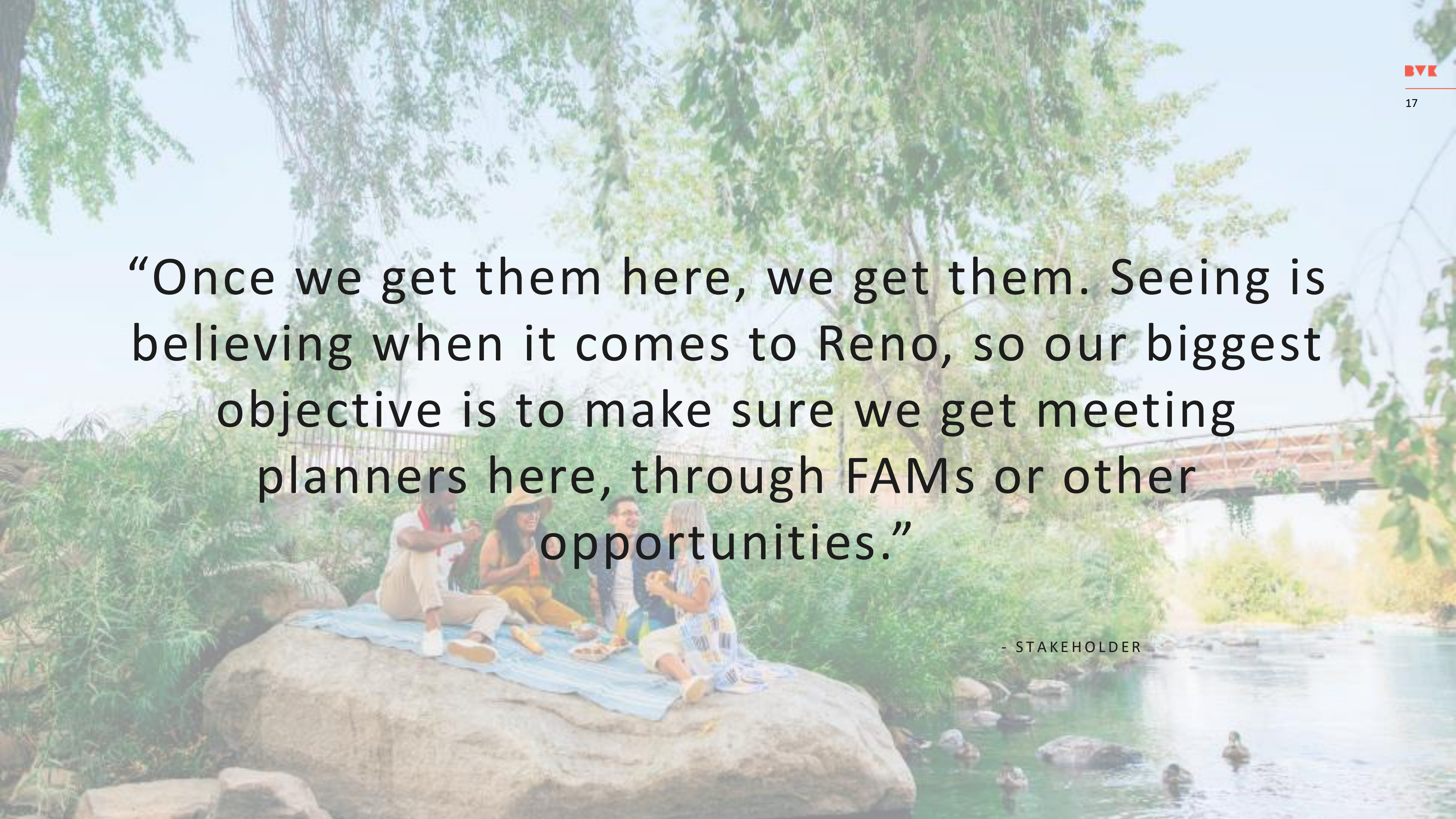
“I had no thoughts of moving to Northern Nevada, but that changed quickly. Getting off the plane, the natural beauty of the place was pretty incredible. Every vista, no matter where you look, it was just spectacular.”

- STAKEHOLDER

A person is standing on a wooden boardwalk in a grassy field. The background shows a dense forest of evergreen trees under a clear blue sky. The person is wearing a light-colored shirt and shorts, and has their hands on their hips, looking towards the camera.

“People from this this area are acutely aware of the kind of reputation that Reno has had and may be apologetic for it, but there's no need to be. We're a pretty cool place.”

- STAKEHOLDER



“Once we get them here, we get them. Seeing is believing when it comes to Reno, so our biggest objective is to make sure we get meeting planners here, through FAMs or other opportunities.”

- STAKEHOLDER

Reno is **full of hidden gems and personality**. Reno has its own flavor of "**weird.**" It's not just a physical place, but an **experience**.

And many stakeholders recognize travelers' appetite for these experiences – especially Millennials.

- Unique art
- Variety of neighborhoods and districts
- Quirky locals
- Mix of urban and outdoors
- Small business movement
- Craft cocktails
- University-influenced atmosphere
- History and stories
- Vibrant local events


“

I think that Reno's superpower is our entrepreneurship.”

- STAKEHOLDER

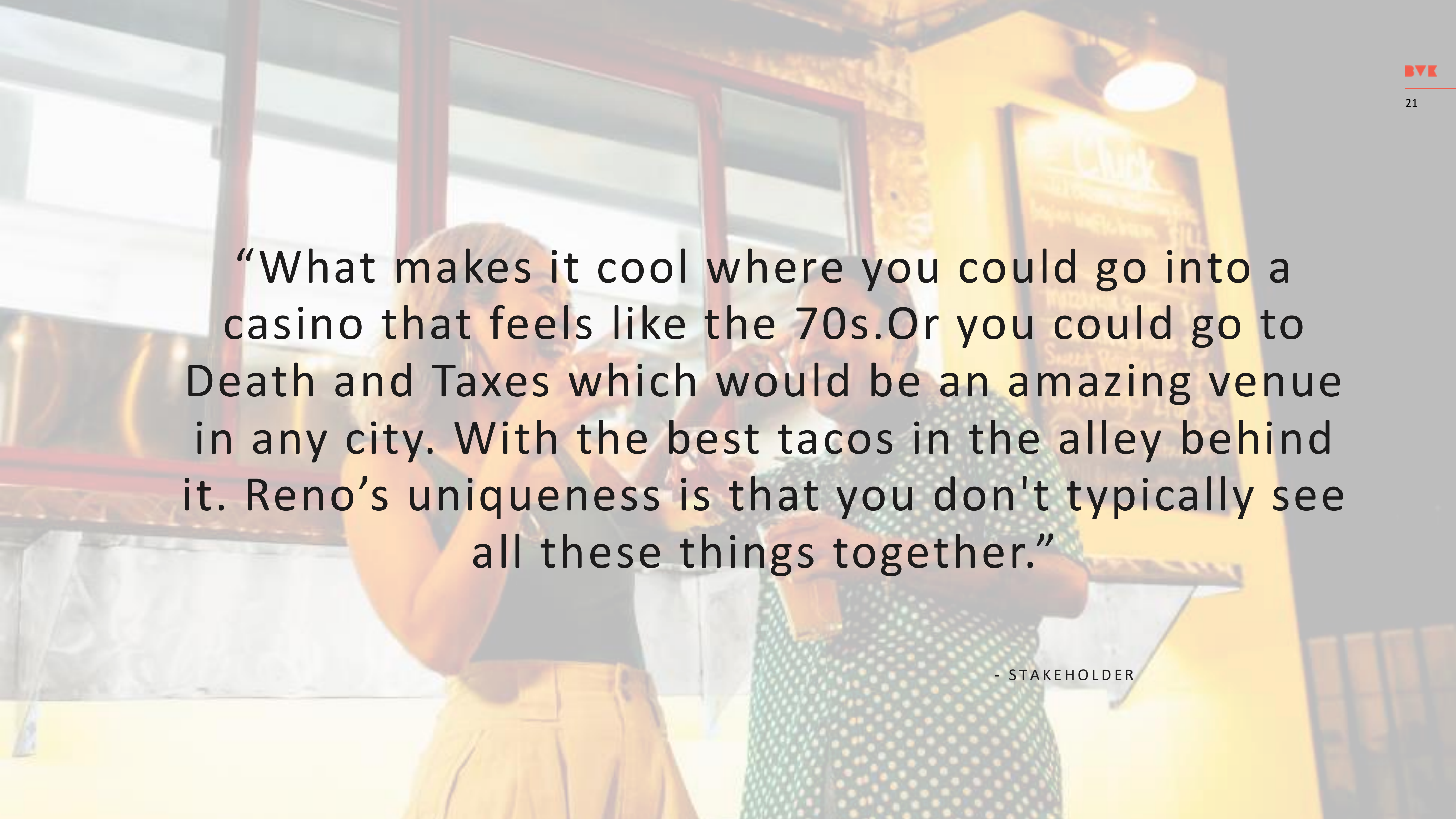
“It's a funky, odd place that considers itself sort of a city, but isn't quite a traditional city because of the river and the mountains. You feel very much like you are in somewhat of the wilderness. Despite the increasing number of homes and apartments and the vibrancy of downtown, it still is a place where wherever you live, you're 5 minutes away from trees and mountains. And I hope it never loses that quirkiness. Because to come here is to understand that it's a little bit city, a little bit country, a whole lot of beautiful mountains, a lot of high desert and then a little bit of everything else.”

- STAKEHOLDER

A group of people are sitting at a bar. In the background, there is a large shelf filled with various bottles of alcohol. The people are engaged in conversation. The text is overlaid on the image.

“ What's going on organically in Midtown is something any community in America would kill for.”

- STAKEHOLDER



“What makes it cool where you could go into a casino that feels like the 70s. Or you could go to Death and Taxes which would be an amazing venue in any city. With the best tacos in the alley behind it. Reno’s uniqueness is that you don't typically see all these things together.”

- STAKEHOLDER

Reno Tahoe's beautiful environment, quality of life and climate are an underutilized asset.

Its beauty is awe-inspiring to outsiders when they first arrive, and becomes the biggest pride point of stakeholder residents.

300 days of sunshine

4 seasons but always comfortable

Snow-swept vistas and beautiful mountains

The ability to ski, golf and enjoy an urban environment in a day

“The weather is spectacular. The lack of humidity is why I live here. I don't think we I don't think we promote the sun and the weather and the lack of humidity enough. There's no mosquitoes, you can see the stars. we have one of the best climates in the world.”

“I do think the beauty of this area is not a strong enough part of the brand. As somebody who didn't live here, that was not something in my head when I thought of Reno. And the amazing weather. I came from the Pacific Northwest and it rained 200 inches a year. Now we get 300 days of sunshine here and we're never going back.”

- STAKEHOLDER

We often discuss the destination's grit, but this stems from an **underlying culture of authenticity and realness**. Most stakeholders see Reno Tahoe as **down to earth, self-assured** and above all things, **real**.

However much the destination grows and evolves, it still **values its roots** and unique history. **Old meets new in Reno Tahoe**.

Reno Tahoe personified:

- “They are rooted. They love the outdoors. They know everybody in the room. They are outgoing and proud of where they’re from.”
- “It’s a complicated person because they’re changing. They know their identity, they know their roots, but they see a lot of new neighbors.”
- "Rugged authenticity. Blue collar, study, doing great things. but kind of quirky and weird too."
- “Classy, but not too classy. Very real. Honest about their opinions. Old soul in an incredibly cool body.”
- “Casual and comfortable, probably in good shape because sports really resonate here. Friendly, welcoming, warm.”
- “Reno Tahoe would look like you're probably like your favorite uncle. Who dresses kind of a kind of kind of conservative, but yet he's got a wild side. approachable, also kind of free and still a little rustic. Maybe a little mystique.”

ESSENCE OF RENO TAHOE

When asked to describe the core essence of Reno Tahoe using individual words or values, stakeholders most often mentioned a sense of diversity and that its an evolving, growing destination, as well as that has an open and welcoming spirit.



“We typically rise above any expectations that people have of us. Based on both their pre-conceived ideas of what Reno is, but also what they have experienced in other destinations. We know who we are, we know where we're going and we know we could beat out anybody if we are given the shot.”

- STAKEHOLDER

“

I see a ton of happening here where the old meets the new.”

- STAKEHOLDER



Stakeholders place **strong importance** on events. They view events as a way for visitors to be introduced to Reno and want to see Reno Tahoe's **events economy grow** – from legacy events to **new local festivals**, they want to see **only-in-Reno events** support and uplifted to the national stage.

“

Help Reno event promoters and smaller events hit a nationwide target instead of bringing nationwide events to Reno that already have the following.”

- STAKEHOLDER

ENDLESS OPPORTUNITY



Reno Tahoe is a place of **action**, **opportunity** and **inclusion**. Everyone knows everyone, even through the growth of the destination. Much of the destination is **local businesses over chains** because its easy to start a business in Reno.

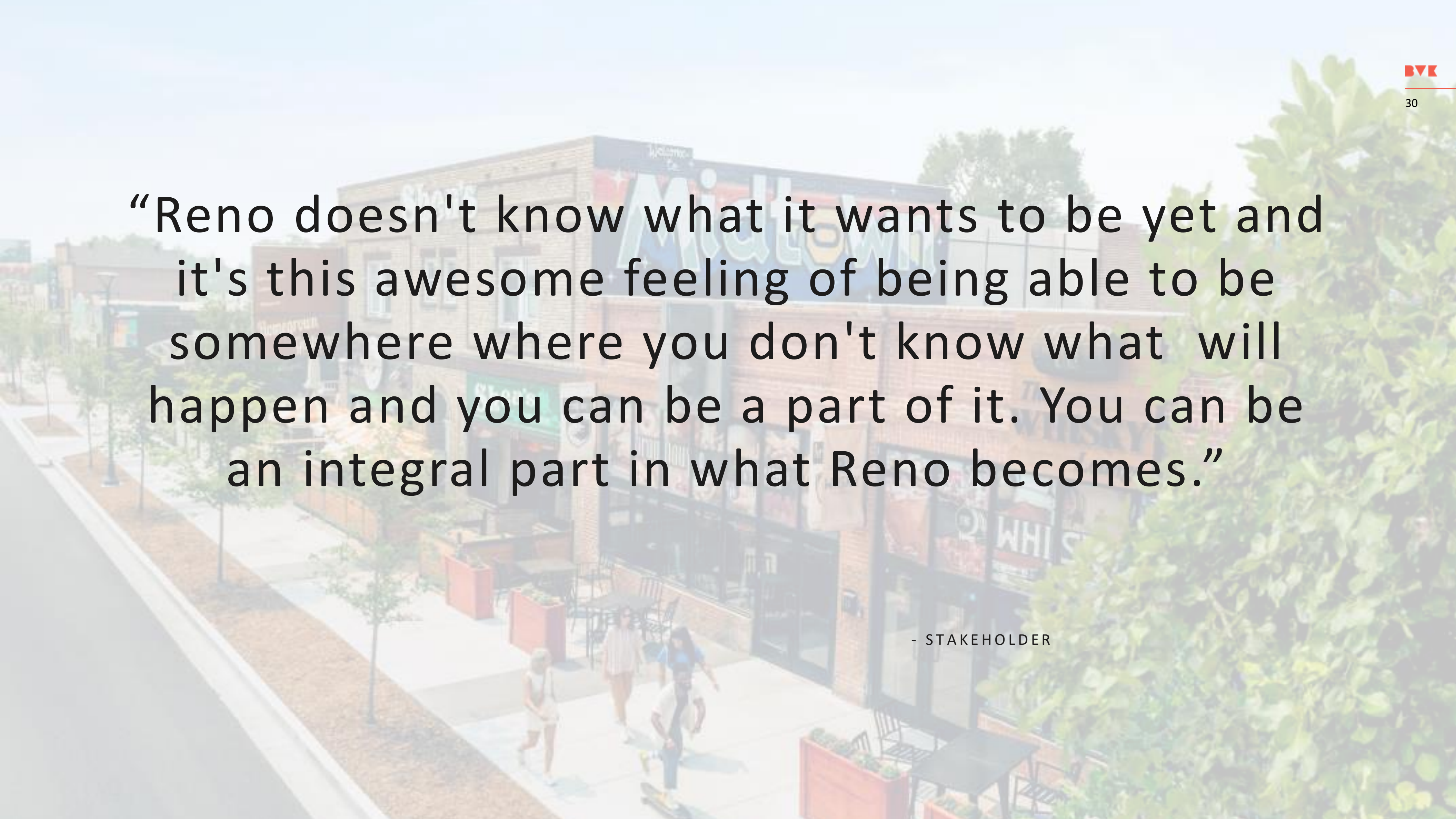
Stakeholders, residents and business owners are **engaged and passionate** about the destination and there's truly **no limit** to what you can get involved in.

“If you play with Reno, Reno plays back. You can really have a voice and help with the direction.”

- STAKEHOLDER

“We're supportive of one another. It's not dog-eat-dog here. It's part of the ethos at Burning Man, being inclusive and sharing and giving more than you ask for.”

- STAKEHOLDER

An aerial view of a modern brick building with large windows and outdoor seating areas. The building has a sign that says "Midtown" in large letters. There are people walking on the sidewalk, and some are sitting at tables outside. The scene is bright and sunny, with trees and a clear sky in the background.

“Reno doesn't know what it wants to be yet and it's this awesome feeling of being able to be somewhere where you don't know what will happen and you can be a part of it. You can be an integral part in what Reno becomes.”

- STAKEHOLDER

Most stakeholders have **little familiarity** with the Reno Tahoe brand and marketing campaigns.

While many stakeholders have **positive feedback** surrounding the RSCVA's sales efforts, it was clear that **few were familiar with the brand platform and campaigns** (especially for leisure), illuminating an **opportunity to educate and engage**.

“

I caught an ad when I was out of town and I thought, we never see what the outside world is seeing about us. So, I'm very unfamiliar and it would be nice every now and again if they had a stakeholders meeting and said look, this is the commercial that goes on.”

- STAKEHOLDER

Reno Tahoe is rooted, full of energy and on the edge of evolution



Local & Rooted

Reno Tahoe is authentic and real, grounded in its unique history and local feel.

Energetic & Active

Reno Tahoe has a contagious energy, beckoning the passionate spirit with endless opportunity.

Evolving & Rising

Reno is on an ambitious path of continual growth, reaching a pivotal moment in the destination's evolution.



“Northern Nevada’s time has come, if it’s willing to reach out and harness it. Create the brand that speaks to the guest we’re trying to induce and the business we’re trying to attract and just buckle up, because the rest will take care of itself. Reno’s time is here if it’s willing to grasp it.”

- STAKEHOLDER

NEXT STEPS

Next Steps



Share topline findings and process with industry: 9/25

Share topline findings and process with Board: 9/26

Conduct brand workshop with RSCVA: 10/10

Incorporate takeaways into efforts: ongoing

BVK



**Reno
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Reno-Sparks Convention and Visitors Authority

Unsolicited Proposal Policy and Guidelines

ORIGINAL

Reno-Sparks Convention and Visitors Authority

Unsolicited Proposal Policy and Guidelines

Summary

An Unsolicited Proposal is defined as a proposal from an outside entity requesting monetary support from the Reno-Sparks Convention and Visitors Authority ("RSCVA") in exchange for outcomes desirable to the RSCVA.

The types of Unsolicited Proposals that may be submitted to the RSCVA include but are not limited to:

- Partnership support
 - o Partnership support is defined as Unsolicited Proposals from organizations for general funding, including but not limited to local businesses, non-profit organizations, and local governments. Such funding may be specific to general causes or outcomes, but the funding is not tied to events.
- Event support
 - o Event support includes Unsolicited Proposals for events that do not meet the eligibility criteria of the Special Event Marketing Sponsorship Program or the Special Event Opportunity Fund (including, but not limited to, events that do not produce room nights, events that are not on an annual basis, events for charitable purposes, etc.)

Evaluation Criteria and Process

To streamline the submission and review process for Unsolicited Proposals, the RSCVA may, at its discretion, accept funding proposals during a designated eligibility window each fiscal year as part of the "Unsolicited Proposals Funding Program." This will be in accordance with the "Unsolicited Proposals Funding Program Parameters" document, which would outline the detailed requirements of the program. The RSCVA is not obligated to announce an eligibility window for the review of unsolicited proposals in any given fiscal year and may choose to do so at its sole discretion.

The RSCVA acknowledges that opportunities warranting an Unsolicited Proposal may arise outside pre-defined eligibility windows. Unsolicited Proposals received outside these windows may be reviewed at the sole discretion of the RSCVA, depending on available funding and internal resources available to review such proposals. However, there are no guarantees that proposals received outside the eligibility windows will be reviewed, and such proposals may be rejected without consideration.

To be considered eligible for funding evaluation, all of the following criteria must be met:

- Spending funds on the Unsolicited Proposal would not violate existing RSCVA policies or Nevada Revised Statutes.
- An Unsolicited Proposal cannot qualify for the Special Event Marketing Sponsorship Program.

- Events that meet the criteria for the Special Event Marketing Sponsorship Program will not be evaluated under the parameters of this policy. All annual special events seeking funding from the RSCVA are required to request such funding pursuant to the process and requirements set forth in the Special Event Marketing Sponsorship Program. Such events will not be eligible for consideration pursuant to this Policy.
- Unsolicited Proposals that fit the eligibility criteria of the Special Event Opportunity fund should seek funding through the Special Event Opportunity fund, rather than seeking funding directly as an Unsolicited Proposal.
- The Unsolicited Proposal should include a detailed budget outlining how the requested funds will be allocated and utilized.
- The Unsolicited Proposal must demonstrate how the funding from the RSCVA would be utilized to actively solicit tourism and gaming and/or to support initiatives that contribute to these objectives.
- The Unsolicited Proposal must clearly state the benefit that the RSCVA would receive if the proposal were funded.
- An Unsolicited Proposal must clearly state how the event or cause seeking funding furthers the mission statement of the RSCVA.
 - The mission statement of the RSCVA is: "To attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities."

Unsolicited Proposals will be subject to an evaluation process based on the dollar amount of the request as follows:

Evaluation process for Unsolicited Proposals \$10,000 and under:

- 1) Unsolicited Proposals will be reviewed to ensure they are valid for evaluation (meet all eligibility criteria defined above) by the CEO and Senior Staff.
- 2) Unsolicited Proposals that are determined to be valid will be assessed by the CEO and Senior Staff.
 - a. Such assessment may include, but is not limited to:
 - Comparing the dollar amount of the request for funding to the value of the proposed benefit of the RSCVA.
 - Reviewing historical funding given to the organization and/or cause.
 - Considering the alignment of the proposal with the RSCVA's strategic plan and current year annual goals.
 - Considering any potential risks or challenges associated with the proposal.
 - Conducting meetings with proposers to gather additional information or clarify details of the proposal.
- 3) After assessment, the CEO and Senior Staff will make a recommendation as to whether to reject the proposal, partially fund the proposal, or fully fund the proposal.
- 4) All final funding determinations will be made by the CEO.

Evaluation process for Unsolicited Proposals over \$10,000:

- 1) Unsolicited Proposals will be reviewed to ensure they are eligible for evaluation (meet all eligibility criteria defined above) by the CEO and Senior Staff.
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 - Reviewing historical funding given to the organization and/or cause.
 - Considering the alignment of the proposal with the RSCVA's strategic plan and current year annual goals.
 - Considering any potential risks or challenges associated with the proposal.
 - Conducting meetings with proposers to gather additional information or clarify details of the proposal.
- 3) After assessment, the CEO and Senior Staff will make a recommendation as to whether to reject the proposal, partially fund the proposal, or fully fund the proposal.
- 4) All Unsolicited Proposals over \$10,000, along with CEO and Senior Staff recommendations, will be presented to the Finance and Facilities Committee for their review and advisory recommendations.
- 5) The advisory recommendations of the Finance and Facilities Committee will be presented to the full RSCVA Board of Directors for review on a future agenda.
- 6) The decision of the Board of Directors regarding whether to reject the proposal, partially fund the proposal, or fully fund the proposal will be considered final.

Other

- It is the RSCVA's intention to have a portion of its budget allocated on an annual basis towards providing funding for qualifying Unsolicited Proposals that meet certain criteria and are in direct alignment with the RSCVA's mission. However, such funding is dependent on the RSCVA's financial conditions and dependent on required budget approval from the Board of Directors.
- It is not the requirement or intent of the RSCVA to fully commit all dollars budgeted for Unsolicited Proposals during the fiscal year.
- The RSCVA may reduce or eliminate budget allocations for Unsolicited Proposals at any time, at its sole discretion, with or without notice.
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- Once a funding determination has been made, that decision will be considered final and the RSCVA will not accept appeals to a funding decision through the Board of Directors, CEO, or staff.
- If at any point the Unsolicited Proposal (in full or any components) is deemed to be a procurement subject to the competitive bidding requirements of NRS, the RSCVA will discontinue the evaluation of the proposal.

- Proposals will not be considered with incomplete information.
- While the above guidelines are intended to be followed, the RSCVA reserves the right to review and/or approve and/or deny Unsolicited Proposals at any time.

ORIGINAL



Reno Tahoe®

Unsolicited Proposal Submission Form Reno-Sparks Convention and Visitors Authority (RSCVA)

Organization Name:

Proposal Name:

Total Amount of Funds Requested:

Date(s) the Funds Would Be Spent:

Description of Unsolicited Proposal:

How would funding for the Unsolicited Proposal be utilized to actively solicit tourism and gaming, and/or to support initiatives that contribute to these objectives?



**Unsolicited Proposal Submission Form
Reno-Sparks Convention and Visitors Authority (RSCVA)**

What benefit would the RSCVA receive if the Unsolicited Proposal is funded?

How does this Unsolicited Proposal further the mission statement of the RSCVA?

"To attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities."

Other:

- I have attached a copy of the Unsolicited Proposal, including:
 - Detailed budget outlining how the requested funds would be allocated and utilized.
- This Unsolicited Proposal does not qualify for funding under the Special Event Marketing Sponsorship Program.

Submission Information:

Name of Main Contact for Unsolicited Proposal:

Title

Email Address:

Phone Number:

Submission Date:

ORIGINAL





**Reno
Tahoe®**

Reno-Sparks Convention and Visitors Authority

Unsolicited Proposal Policy and Guidelines

DRAFT

Reno-Sparks Convention and Visitors Authority

Unsolicited Proposal Policy and Guidelines

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7) Payment information:

a. Payment Timing and Structure:

- i. The RSCVA reserves the right to determine the timing and structure of all payments related to approved Unsolicited Proposals. Payments are generally disbursed in installments to ensure that funds are used appropriately.

b. Payment Installments:

- i. Typically, funds will be allocated in multiple installments. The initial installment may be provided upon approval, with subsequent installments disbursed based on the progress of the project or event.

c. Payment Conditions:

- i. All payments are subject to RSCVA's review of the proposals progress and adherence to the agreed terms. The RSCVA reserves the right to adjust the payment schedule or amount based on performance, documentation provided, or changes in the proposal scope.

d. Documentation Requirements:

- i. To request payments, the organization must provide appropriate documentation and reports as required by the RSCVA. This may include, but is not limited to, invoices, proof of expenses, and a post-event report detailing how the funds were utilized.

e. Payment Method:

- i. The RSCVA will communicate the payment details and schedule directly to the organization.

f. Failure to Comply:

- i. Failure to meet reporting requirements or other stipulated conditions may result in delays or forfeiture of remaining payments.

Other

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Reno-Sparks Convention and Visitors Authority (RSCVA)**

Organization Name:

Proposal Name:

Total Amount of Funds Requested:

Date(s) the Funds Would Be Spent:

Location of the Event:

Number of Attendees Expected:

Description of Unsolicited Proposal:

How would funding for the Unsolicited Proposal be utilized to actively solicit tourism and gaming, and/or to support initiatives that contribute to these objectives?



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Reno-Sparks Convention and Visitors Authority (RSCVA)**

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- This Unsolicited Proposal does not qualify for funding under the Special Event Marketing Sponsorship Program.

Submission Information:

Name of Main Contact for Unsolicited Proposal:

Title

Email Address:

Phone Number:

Submission Date:



2024/25 Unsolicited Proposal Post-Event Report

1. Event Name:
2. Event Date(s):
3. Identify event's Washoe County lodging partners:
4. Washoe County Paid Room Nights (Reno, Sparks, Incline Village, Unincorporated Washoe County):
 - Estimated total paid room nights generated by event:
 - Explain how the estimate was determined:
 - How did actual room nights compare with the projections made in event's 2024/25 funding application?
 - Did event set up room blocks or rate offers with any Washoe County lodging partners?
 - Yes
 - No

If yes, please list the properties:
5. How many attendees were at the event?
6. What does the attendance estimate above reflect (pick one)?
 - Unique Individuals
 - Total Attendance
7. Explain how attendance was determined.
8. Please provide a copy of the original budget for the event and documentation substantiating expenditures made for the event using RSCVA funds.
9. Please describe the benefit the RSCVA received from sponsoring this event.
10. How do you measure success for your event?