

BACKGROUND HISTORY

The Reno Ballroom opened in February of 2008, consisting of 27,996 square feet of meeting and tradeshow space as well as 4,659 square feet of pre-function space. The Reno Ballroom continues to be the cornerstone of business development for the downtown corridor. The proximity of the Reno Ballroom to the Reno Event Center, National Bowling Stadium and upscale bed base provided by the downtown hotels makes it an attractive destination for meeting planners, tradeshows and local social business alike.

The Reno Ballroom possesses many attributes which make it an ideal facility for large convention, tradeshows and social business. Highlights of these attributes include:

- Area for large general session
 - The Reno Ballroom can accommodate up to 2,912 attendees in a general session type setting.
- Ability to host large Food and Beverage events
 - The Reno Ballroom can accommodate up to 1,600 attendees for a banquet and features a fully equipped kitchen and prep area.
- Ability to host a large trade show/exhibit hall
 - The Reno Ballroom is able to accommodate up to 180 exhibit booths at one time in its column free space.

The combination of these facilities and hotel accommodations within The Eldorado, Silver Legacy and Circus Circus, allows us to compete on a national level for new large convention business as well as positioning within the very competitive local market.

In addition, the Reno Ballroom fills a market need as an attractive venue for concerts, boxing and special events. There is also opportunity with this facility to dive into the ever emerging competitive sports market which is being actively solicited by the Reno Sparks Convention and Visitors Bureau.

2025 OBJECTIVES

2024 saw further rebounding of a slowdown created by the 2020-2022 Pandemic. Group volume continues to grow, and we remain optimistic on the continued growth of group/convention business in 2025. We will continue to leverage the reach of our Caesars Entertainment Sales force not only in Reno-Tahoe, but throughout the country. This in-turn positively affects the success seen at the Reno Ballroom.

CONVENTIONS AND MEETINGS

Caesars Entertainment's Eldorado, Circus Circus and Silver Legacy, in partnership with the Reno Sparks Convention and Visitors Authority, markets the Reno Ballroom, Reno Events Center, and National Bowling Stadium as a complete resort destination and experience. There is continued emphasis on advertising, direct mail, and Sales Team/Client direct engagement, where we feature our product(s) to a well-qualified audience of meeting planners, program operators, and trade show/exhibit companies throughout the country to drive new business. Caesars Entertainment will continue to incentivize its sales force for cross-selling efforts involving all 50+ Caesars Entertainment properties nationwide, including Eldorado, Circus Circus and Silver Legacy, and the Reno Ballroom.

Caesars Entertainment has created, implemented, and continues to update advertising and collateral material which prominently features the Reno Ballroom along with Eldorado, Circus Circus and Silver Legacy venues and amenities. The updated collateral is reaching potential customers and clients on the national stage by focusing on key attributes of the Reno Ballroom facility. New color photos of the Reno Ballroom have been included in our collateral, including venue layouts and capacity charts displayed alongside Eldorado, Circus Circus and Silver Legacy other function space within our all-new sales kit.

The venue has obtained even greater reach being included within the Caesars Entertainment website (caesarsmeansbusiness.com). This website displays the Reno Ballroom as part of our destinations function space, complete with 360-degree technology that allows our clients to see each of our venues in their entirety.

The Reno Ballroom has been an important and effective tool in obtaining future business for Downtown Reno. With Caesars Entertainment, the Sales Professionals representing Eldorado, Circus Circus and Silver Legacy is much larger than it used to be. With cross selling incentives available for all 150+ sales representatives from each Caesars Entertainment territory (not including the 11 dedicated Sales Professionals that market Eldorado, Circus Circus and Silver Legacy directly), The Reno Ballroom's marketing reach has become much larger!

Eldorado, Circus Circus and Silver Legacy continues to promote ongoing capital improvements throughout its Reno properties. Key improvements that are relevant to our group clientele, such as continued room renovation projects (Eldorado to renovate its Virginia Tower in 2025) and adding to an already strong restaurant lineup, Caesars Entertainment has opened two Celebrity Chef restaurants (Gordon Ramsay's Kitchen, and Gordon Ramsay's Fish and Chips) in 2024, and will be adding a popular breakfast/lunch venue in 2025 with La Creperie. Both live and virtual presentation opportunities have been created and is currently in use to help bolster our sales efforts. These assets continue to showcase the Reno Ballroom with a variety of meeting settings, tradeshow and events to demonstrate the facilities multi use options. Eldorado, Circus Circus and Silver Legacy will continue to align its marketing and advertising efforts with the RSCVA to promote the destination with an emphasis on the downtown area. Eldorado, Circus Circus and Silver Legacy will also be greatly represented at larger tradeshow (IMEX, Connect Marketplace and PCMA to name a few) throughout the country as part of the Caesars Enterprise, which invests highly in large scale opportunities. Competition for all business remains extremely competitive throughout the country as well as within our own destination. Given the obvious expanded marketing reach that Caesars Entertainment represents; the Reno Ballroom will enjoy added exposure on the International stage.

Reno continues to endure limited air service. Meeting Planners and Trade show organizers receive substantial incentives from competitors. We will continue to

evaluate along with the RSCVA, what offers are made relative to our competition to stay competitive but remain profitable.

CONCERTS AND SPECIAL EVENTS

The Reno Ballroom provides a larger space to facilitate a higher demand for these A-list performers, which includes Aaron Lewis, ZZ Top, Derek Hough, and Midland, and more to come. In 2025, concert and special event plans will continue to be aggressive and strategic with respect to contracting national talent that increases customer counts for the downtown corridor and generates overnight visitation.

SOCIAL CATERING

Local business, including social and non-profit events, will continue to be a focus to drive food and beverage revenue into the Reno Ballroom. As new business opportunities continue coming to Northern Nevada at a rapid pace, a highly targeted effort is being made to solicit and compete for their events. We have seen an increase in inquiries. Our dedicated sales professionals continue to mine this market through in-house opportunities as well as participate in organizations such as National Association of Catering and Events (NACE), the Reno + Sparks Chamber of Commerce, Western Industrial Nevada (WIN), and the Economic Development Authority of Western Nevada (EDAWN).