

# City of Reno Board or Commission Membership Application

PLEASE BE ADVISED THAT ALL INFORMATION COLLECTED IN THIS APPLICATION IS PART OF THE CITY OF RENO'S PUBLIC RECORD AND IS, UPON REQUEST, AVAILABLE FOR PUBLIC REVIEW.

These positions are limited, in most cases, to residents of the City of Reno. The City Council endeavors to appoint persons who represent all of the various communities within the City of Reno. Please be advised that certain boards and commissions may have professional qualification requirements or require filing of financial statements with the Secretary of State. Contact the City Clerk's office at 775-334-2030 with any questions.

## Contact Information

<b>First Name (Required)*</b> ROBERT	<b>Middle Name/Initial</b>	<b>Last Name (Required)*</b> CUILLARD		
<b>Nick Name/Preferred Name</b> Robert	<b>Email Address (Required)*</b> RCUILLARD@RANCHARRAH.COM	<b>Phone Number (Required)*</b> 7205186996		
<b>Home Address (No PO Box) (Required)*</b> 1675 Crater Ct	<b>City (Required)*</b> Reno	<b>Zip Code (Required)*</b> 89521	<b>Ward</b> WARD 6	
<b>Business Address</b> 6100 Rancharra Pkwy	<b>City</b> Reno	<b>Zip Code</b> 89511	<b>Ward</b> Ward 2	

I agree to inform the Reno City Clerk's Office of any contact or address changes.

I Agree (Required)\*

## Is this a new application, an application for reappointment, or an amendment to an existing application? (Required)

\*  
 New Application  
 Reappointment  
 Amendment

## Name of Board or Commission for which you would like to apply: (Required)

\*  
 Redevelopment Agency Advisory Board

## Explain briefly why you would like to be appointed to this board or commission.

I love this community and I love to see it grow. I have an extensive background in development and managing large projects that benefit our community. I currently serve on the EDAWN board and I'm the President of the Rancharra HOA.

## Relevant Education or Training

I have an Executive MBA from the University of Denver. I'm both a Certified Club Manager and Community Association Manager.

## Are you currently registered to vote in the City of Reno?

Yes

No

## Are you 18 or over?

Yes

No

I certify that, to the best of my knowledge, the information I provided in the application is true. If the information provided is false or incomplete, it shall be sufficient cause for disqualification or removal. If appointed, I agree to attend a board or commission orientation session, if applicable, within six months of my appointment. I understand that failure to comply with this requirement will result in automatic removal from the board or commission.

I Agree\*

**WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW CITY COUNCIL TO CONSIDER CHARACTER, MISCONDUCT, OR COMPETENCE OF PERSON TO BE APPOINTED TO A BOARD, COMMISSION, OR OTHER PUBLIC BODY FOR THE CITY OF RENO**

The City Council for the City of Reno will be considering on a future posted agenda your appointment to a board, commission or other public body for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By signing below, it is confirmed that I have been provided notice of the meeting at which my appointment will be considered by City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to hold this appointment and consent to the evaluation of my character and competence by the Reno City Council in a public meeting. Further, the undersigned acknowledges that he may at any time withdraw both this waiver and related application for appointment.

**Printed Name of Applicant: \***

Robert Cuillard

**Today's Date \***

01/14/2025

**Signature of Applicant: \***



**Attach Resume (1)**

Document Name	Attachment Type
<u>CUILLARD, ROBERT APPLICATION FOR REDEVELOPMENT AGENCY ADVISORY BOARD (WARD 6) - 1/14/2025</u>	RESUME

# ROBERT T. CUILLARD, MBA, CCM

Reno, NV. | (720) 518-6996 | rcuillard@hotmail.com

<https://www.linkedin.com/in/robert-cuillard/>

## GENERAL MANAGER/CEO Business Solutions | Leadership | Team Synergy

Executive MBA educated, C-suite-level management professional seeking a General Manager role with extensive experience providing the leadership and direction needed to drive the achievement of organizational business goals and objectives. Skilled at developing and executing strategies designed to produce results that positively impacts the organization's bottom line. Proven strength building and maintaining strong, profitable relationships with strategic sales partners to maximize the business potential and associated revenue within the marketplace. Recognized for the ability to deliver impactful results while leading in fast-paced, highly competitive business environments.

### AREAS OF EXPERTISE

- Team Leadership
- Sales and Marketing Strategy
- Market Analysis
- Digital Media Campaigns
- Strategic Planning & Education
- New Business Development
- Consultative Sales
- Staff Training & Development
- Data Analytics Strategy
- Sales Presentations
- Digital Marketing Practices
- Brand Awareness

### PROFESSIONAL EXPERIENCE

#### CHIEF EXECUTIVE OFFICER (CEO)

2022 - Present

*Reno Experience District – RED, Reno, Nevada*

- Reno Experience District embodies the fusion of luxury pet-friendly apartment homes, high-end retail, a public park, and events that inspire community-building. At **RED**, we focus on experiences and provide an all-encompassing space for you to really live. From curated coffee shops, fine-dining, farmers markets, resort-style amenities, group fitness classes, small business pop-ups, a movie theater, and more, **RED** pushes the limits on what it means to live life in luxury.
- 1,300 Luxury Apartment Homes
- 65,000 sq. ft. of High-End Retail
- 170-Key Element Marriott Hotel
- 83 Flex-Stay Apartments for Corporate Travelers with Kasa Archive Reno Tahoe
- Responsible for all strategy and capital projects including new construction (\$525m)
- Oversee 220 sub-contractors and staff

#### GENERAL MANAGER / CHIEF EXECUTIVE OFFICER (GM/CEO)

2019 - Present

*The Club at Rancharra, Reno, Nevada*

- Opened Club in 2020 and grew membership from 0 to 500 - increasing revenue from \$0 to \$7.5m in 3 years.
- Responsible for the strategic direction of the Club and HOA, implementing plans to fulfill the club's strategies.
- Responsible for all strategic and capital planning for both Club and HOA.
- Responsible for all capital projects including construction of new Clubhouse and pool facility (\$25m)
- Oversee 12 Department Heads and 120 staff members
- Provide leadership and coordination between 1,400 Club members, 400 Residents, 26 Lessees and 42 Investors.

#### ASSISTANT GENERAL MANAGER (AGM)

2019-2019

*Victory Ranch Club, Park City, Utah*

- Recruited specifically to enhance the real estate and membership sales for Victory Ranch while launching a new fractional product nationwide.
- Responsible for all marketing strategies to use for a member-owned private community that generates \$70M in annual revenue.
- Oversee a sales and marketing team consisting of 10 employees, sales revenue of \$50M, a marketing budget valued at \$900,000 and outside vendor partnerships.
- Provide valued input while serving on the Executive Committee and the Membership Committee.
- Manage several departments including housekeeping, security, club operations, food and beverage and sales and marketing
- Responsible for the strategic direction of the company, implementing plans to synergize the club's strategies.
- Departments overseen: Security, housekeeping, Sales and Marketing, Food and Beverage, Member Relations

## **DIRECTOR OF MEMBERSHIP SALES AND MARKETING**

2015 - 2019

### *Columbine Country Club, Denver, CO*

- Recruited specifically to put membership sales and marketing expertise to use for a member-owned private country club that generates \$15M in annual revenue that was looking to rebrand the club and build a new clubhouse.
- Oversee a sales and marketing team consisting of 10 employees, sales revenue of \$5M, a marketing budget valued at \$500,000 and outside vendor partnerships.
- Provide valued input while serving on the Executive Committee, Strategy Committee and the Membership Committee.
- Manage all aspects of the production for digital media and marketing campaigns, collateral and social media.
- Responsible for the strategic direction of the company, implementing strategy to place the company on a strong financial standing.
  - Spearheaded the successfully rebranding of the club that included a new website, logo and sales strategy including competitive market analysis, promotional commercials and Facebook and YouTube pages
  - Successfully closed 200+ new membership sales in a 3-year period, which significantly exceeded the club's goal of 50 memberships per year.
  - Implemented strategy that decreased member attrition from 20% to 3.6% while significantly improving member satisfaction over the past year.
  - Created and executed the first marketing plan in the club's history which established solid strategy and vision for the organization's future.
  - Delivered results that produced an increase in positive net dues (PND) by \$100,000 per month.
- Departments overseen: Valet, housekeeping, Locker Rooms, Sales and Marketing, Member Relations

## **DIRECTOR OF SALES AND MARKETING (Contract Work)**

2012 - 2015

### *San Diego Country Club, San Diego, CA.*

### *Nicklaus Club - Monterey, Jack Nicklaus International, Monterey, CA*

### *Del Mar Country Club, Del Mar, CA.*

- Recruited to provide leadership expertise for a private country clubs that generated >\$7M in revenue annually.
- Led teams of 40 consisting of staff in Special Events, Food and Beverage, Outside Tournaments and Administration, providing support that drove increases in team performance.
- Maintained comprehensive responsibility for member recruitment and retention activities and the preparation of collateral and documentation for review/approval
- Represented Clubs at a number of local community organizations and at events to develop a presence within the community and to increase the business potential within the marketplace.
  - Drive a 400% increase in sales in 2014 which surpassed the goal for the year of 35 memberships, having sold 94 memberships in 2014.
  - Produced a significant decrease in member attrition from 18% to 2% while improving the member satisfaction rating from 1.5 out of 5 to 3.75 out of 5 over the past year.
  - Implemented strategy that increased positive net dues (PND) by \$24,000 per month.

## **MEMBERSHIP DIRECTOR**

2008 - 2012

### *Wood Ranch Golf Club, Simi Valley, CA*

- Brought on board to oversee all aspects of membership sales within 1 of 300 private country clubs owned by American Golf Corporation.
- Provided comprehensive leadership to a department consisting of a Special Events Manager, a Special Events Coordinator, an Outside Tournament Sales Manager and an Administrative Assistant.
- Maintained full responsibility for the recruitment of new members, the creation of marketing materials and the performance and achievement of club's sales and revenue objectives.
- Attended a number of community activities and participated in local groups as a club representative to build a positive presence within the community.
  - Played a key role in the revitalization of the club, taking the organization from \$150,000 in losses annually to profitability of \$200,000 in a short period of time.
  - Delivered 350 membership sold with an average of \$15,000 monthly positive net dues (PND) over the 4-year period while reducing member attrition from 9% to 2%.
  - Developed and implemented the club's first marketing plan, a plan that drove positive, profitable change within the club.
  - Recipient of the "Salesman of the Year" award in both 2009 and 2010 in addition to the "Most Connected Status" and "Innovator of the Year" award in 2011.

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Professional Experience Continued

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**DIRECTOR OF EVENTS**

2004 - 2008

*Ronald Reagan Presidential Library, Simi Valley, CA*

- Directed the promotion of the facility while leading the sale of outdoor special events including corporate parties, fundraisers and weddings and overseeing the efforts of 70 employees including catering personnel.
- Served in a prospecting role, meeting with potential customers and guiding the planning and execution of large-scale events.
  - Produced results that generated 1,900% growth in annual revenue from \$100,000 to \$2M while boosting the number of events by 1066% from 30 to 350 events per year.
  - Orchestrated the successful launch of the Air Force One Pavilion.
  - Played a key role in the management of the funeral of President Ronald Reagan.

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**EDUCATION**

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- **Executive Master of Business Administration (E-MBA)** - University of Denver, Denver, CO
- **Bachelor of Science, Business Management (BSBM)** - University of Phoenix, Phoenix, AZ
- **Certified Club Manager (CCM)**
- **Rancharrah HOA President**
  
- Fluent in French

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**PROFESSIONAL AFFILIATIONS**

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- Board Member - Economic Development Authority of Northern Nevada (EDAWN)
- Member - Club Management Association of America (CMAA)