

STAFF REPORT

Date: January 17, 2024

To: Mayor and City Council

Thru: Doug Thornley, City Manager

Subject: **Staff Report (For Possible Action): Approval of ten sponsorship allocations for special events for Fiscal Year (FY) 23/24 based upon recommendations of the Special Events Sponsorship Committee of the Reno City Council to include: Northern Nevada Aquatics (NNA) for the NNA Age Group Open; OffBeat Arts & Music Festival LLC for the Offbeat Music Festival; Sawabe Humano for the Native Heritage Celebration; Great American Craft Fairs for the Holiday Lights Festival; Race178 for the Leprechaun Race 5K; Jewish Nevada for Milk & Honey - A Jewish Cultural Festival; Reno Punk Rock Flea Market for Punk Rock Flea Market – Fleas the Season; Reno Races for the Reno Run 4 Love; Bass Camp Music Festival for Believe in Reno 3; and Reno Harley Davidson for Spring Street Vibrations, in an amount not to exceed \$25,942.96. (Room Tax)**

From: Rachel Macintyre

Department: City Manager's Office

Summary:

Staff is requesting approval of ten sponsorship allocations for special events for Fiscal Year (FY) 23/24 based upon recommendations of the Special Events Sponsorship Committee to include: Northern Nevada Aquatics, NNA Age Group Open; OffBeat Arts & Music Festival LLC, Offbeat Music Festival; Sawabe Humano, Native Heritage Celebration; Great American Craft Fairs, Holiday Lights Festival; Race178, Leprechaun Race 5K; Jewish Nevada, Milk & Honey - A Jewish Cultural Festival; Reno Punk Rock Flea Market, Punk Rock Flea Market – Fleas the Season; Reno Races, Reno Run 4 Love; Bass Camp Music Festival, Believe in Reno 3; and Reno Harley Davidson, Spring Street Vibrations.

Consent Review	Yes	No
1. Is this item an annual or standard item that comes before Council for regular approval?	X	
2. Is this item an agreement required based on an item previously approved by Council?	X	
3. Is this item included in the current budget approved and adopted by Council?	X	
Other Considerations		
What percent of the total City budget does this item represent?	0.003%	

Alignment with Strategic Plan:

Economic and Community Development

Previous Council Action:

January 15, 2014: Resolution No. 7931 – Resolution Adopting the Revised Special Events Sponsorship Policy.

March 22, 2023: Council directed staff to revise the Special Events Sponsorship Policy.

April 12, 2023: Council directed staff to modify the Special Events Sponsorship Committee funding process including an update to the Sponsorship Committee membership and the steps required for sponsorship approval by Council previously outlined in Resolution No. 7931 in January of 2014.

July 23, 2023: Council approved Special Events Sponsorship Committee recommendation allocating \$190,000 for FY23 to 23 special events.

August 14, 2023: Council approved Special Events Sponsorship Committee recommendation allocating \$128,793 for FY23 to 28 special events.

Background:

Transient Lodging Taxes are a widely used tool by municipal governments to increase revenue, reduce reliance on property taxes, and encourage tourism in a way that is minimally impactful on residents. A central component of the City of Reno Room Tax Fund is the activation of the urban core, particularly through special events sponsorship. Special events activate downtown corridors by increasing foot traffic, creating a sense of community, highlighting unique features of the area, generating revenue, and encouraging investment.

Due to changes in staff and Council, special event sponsorships were not contracted in FY23. Room tax revenue was encumbered for distribution for events held in FY23 to support their ongoing contribution to the Reno community.

In April 2023, Council amended the process for recommending and approving the allocation of

Special Events Sponsorship funds. This is the first allocation using the amended process.

Discussion:

Descriptions of the special events recommended for funding in this special event funding cycle are as follows:

Northern Nevada Aquatics will be presenting the special event, NNA Age Group Open, a swim competition, from March 23 to March 24, 2024. In-kind services in the amount of \$4,000 have been recommended by the Special Events Sponsorship Committee.

OffBeat Arts & Music Festival LLC presented the Offbeat Music Festival, a live music and entertainment festival, in the Reno Midtown District from October 5 through October 7, 2023. In-kind services in the amount of \$1,939 have been recommended by the Special Events Sponsorship Committee.

Sawabe Humano presented the Native Heritage Celebration, a celebration in honor of Native Heritage Month, in the Reno Midtown District on November 10, 2023. In-kind services in the amount of \$1,233 have been recommended by the Special Events Sponsorship Committee.

Great American Craft Fairs presented the Holiday Lights Festival, a two-day holiday bazaar, in Downtown Reno from November 24 through November 25, 2023. In-kind services in the amount of \$1,164 have been recommended by the Special Events Sponsorship Committee.

Race178 is presenting the Leprechaun Race 5K, a street race, on March 17, 2024. In-kind services in the amount of \$8,000 have been recommended by the Special Events Sponsorship Committee.

Jewish Nevada presented the Milk & Honey - A Jewish Cultural Festival in the Riverwalk District on September 10, 2023. In-kind services in the amount of \$2,322.80 have been recommended by the Special Events Sponsorship Committee.

Punk Rock Flea Market presented Punk Rock Flea Market – Fleas the Season, a two-day local artisan craft festival, at Idlewild Park from November 11 through November 12, 2023. In-kind services in the amount of \$2,304 have been recommended by the Special Events Sponsorship Committee.

Reno Races is presenting Reno Run 4 Love, a street race, on February 18, 2024. In-kind services in the amount of \$3,000 have been recommended by the Special Events Sponsorship Committee.

Bass Camp Music Festival presented Believe in Reno 3, an outdoor electronic music concert, in Downtown Reno on September 23, 2023. In-kind services in the amount of \$1,480 have been recommended by the Special Events Sponsorship Committee.

Reno Harley Davidson is presenting Spring Street Vibrations, a motorcycle street ride and event, on June 7, 2024. In-kind services in the amount of \$500 have been recommended by the Special Events Sponsorship Committee.

Financial Implications:

Funds are available from the FY 23/24 Special Events Program budget to accommodate the special event sponsorships recommended in this staff report.

Legal Implications:

Legal review completed for compliance with City procedures and Nevada law. Reno Municipal Code (RMC) Sec. 5.13.080(b) allows for Council to enter into sponsorship agreements with event organizers to provide city services (equipment or personnel), and park facility rental fees for special events.

Recommendation:

Staff recommends Council 1) approve ten sponsorship allocations for Reno special events for FY 23/24 funds in a total amount not to exceed \$25,942.96 based upon recommendations of the Special Events Sponsorship Committee (Room Tax), and: 2) authorize the Mayor to sign a Sponsorship Agreement with each of the recommended recipients for every special event in a total amount not to exceed \$25,942.96.

Proposed Motion:

Motion to approve the allocation of Special Events Sponsorship funds as recommended.

Attachments:

Special Events Sponsorship Committee Meeting Packet