

## **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 (The Row), 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.

## **2023 OBJECTIVES**

2022 proved to be a great comeback story for group business following the massive impact of the Covid-19 Pandemic. Group Volume exceeded planned levels, and nearly matched our pre-pandemic volume from 2019. Caesars Entertainment also outperformed the rest of our Reno/Tahoe comp set per 2022 numbers provided by the RSCVA compared to actualized room nights and revenue at THE ROW. We again are optimistic on the continued growth of group/convention business in 2023, as we are over pace levels compared to 2019. The success seen over the past year is the product of the reach our Caesars Entertainment Sales force has 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 THE ROW, 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 THE ROW, 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 The Row's 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 THE ROW's 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](http://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 the venue in it's entirely.

The Reno Ballroom has been an important and effective tool in obtaining future business for Downtown Reno. With Caesars Entertainment, the Sales Professionals representing THE ROW 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 10 dedicated Sales Professionals that market THE ROW directly), The Reno Ballroom's marketing reach has become much larger! Since this expansion of representation, Revenue have grown year over year, even rivaling revenues earned in 2019.

THE ROW continues to promote ongoing capital improvements throughout its Reno properties. Key improvements that are relevant to the group clientele, such as the \$67 million room renovation at Silver Legacy, and an addition to our already strong restaurant lineup Caesars Entertainment will soon be announcing the construction of two Celebrity Chef restaurants, as well as the renovation of two of its existing restaurant offerings, which will be showcased at every opportunity nationally. Both live and virtual presentation opportunities have been and remain a priority, and our sales collateral will continue to showcase the Reno Ballroom with a variety of meeting settings, tradeshow and events to demonstrate the facilities multi use options. THE ROW will continue to align its marketing and advertising efforts with the RSCVA to promote the destination with an emphasis on the downtown area. THE ROW will also be greatly represented at larger tradeshow 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 market. Given the obvious expanded marketing reach that Caesars Entertainment offers, the Reno Ballroom will too 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 in order to stay competitive but remain profitable.

## **CONCERTS AND SPECIAL EVENTS**

Entertainment has returned in full force in 2022, with over 12 performances throughout the year, adding \$200k+ in gross revenue. The Reno Ballroom provides a larger space to facilitate a higher demand for these A-list performers, which includes Midland, Culture Club with Boy George, Cole Swindell, RuPaul's Drag Race, Staind and Tim Allen. In 2023, 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. 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).