

RESOLUTION NO. 9116

RESOLUTION MODIFYING THE SPECIAL EVENT SPONSORSHIP 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 2014.

WHEREAS, the Reno City Council has approved promoting a Sustainable and Vibrant Economy as a priority of the City of Reno; and,

WHEREAS, the City of Reno recognizes that special events contribute significantly to the local economy and enhance a sense of community; and,

WHEREAS, the City of Reno issues permits to more than 150 special events annually, many of which require City services; and,

WHEREAS, the City services for special events are required by Reno Municipal Code, Chapter 5.13 to be reimbursed back to the City; and,

WHEREAS, special events benefit from City sponsorship of City services; and,

WHEREAS, the Reno City Council requested staff continue an in-kind sponsorship application process giving promoters a clear and comprehensive format, timeline and understandable process for all event sponsorship requests; and,

WHEREAS, all Special Event Sponsorships will be provided through the provision of in-kind City services. No cash sponsorships will be awarded through the Special Event Sponsorship; and,

WHEREAS, the Reno City Council Member that presides over the Special Event Sponsorship Committee as Chair will serve two one-year terms beginning in December and ending in November and will be replaced by a nominated Council Member; and,

WHEREAS, the additional three members from the Financial Advisory Board, the City of Reno Arts and Culture Subcommittee and an outside appointed member by the Reno City Council will be appointed by their respective organizations to serve on the committee for a one-year term beginning in December and ending in November; and,

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WHEREAS, the Reno City Council has created preferences for events which spur economic development and a sense of community, increase cultural awareness, are valued by Reno citizens, are unique, have a realistic potential for growth and/or longevity, work to involve the University of Nevada, have a strong marketing plan and have partnerships with other event promoters to cross promote; and,

NOW, THEREFORE BE IT RESOLVED that the City Council of the City of Reno, Nevada, adopts the attached revised Special Events Sponsorship Policy.

Upon motion of Council Member Schieve, seconded by Council Member Duerr, the foregoing resolution was adopted this 12th day of April, 2023, by the following vote of the Council:


AYES: Schieve, Taylor, Duerr, Martinez, Ebert

NAYS: Brekhus


ABSTAIN: None

ABSENT: Reese

APPROVED this 12th day of April, 2023.


HILLARY L. SCHIEVE
MAYOR OF THE CITY OF RENO

ATTEST:


MIKKI HUNTSMAN
CITY CLERK AND CLERK OF THE CITY
COUNCIL OF THE CITY OF RENO, NEVADA

