

STAFF REPORT

Date: April 12, 2023

To: Mayor and City Council

Thru: Doug Thornley, City Manager

Subject: Staff Report (For Possible Action): 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.

From: Eric Edelstein, Assistant City Manager

Department: City Manager's Office

Summary:

Council has allocated room tax funds to subsidize special events by offsetting expenses or otherwise incentivizing activation of particular spaces in the community. Council directed staff to review the existing allocation process. The process for allocating these contributions has not been updated since Council approved Resolution No. 7931 in January 2014. A new resolution includes a sponsorship committee tasked with recommending the most appropriate special events to support which will be approved by Council.

This agenda item is an updated resolution for awarding sponsorship of special events with a new Sponsorship Committee, which will provide recommendations to Council for approval. Staff requests Council adopt a resolution to allocate Special Event funding.

Alignment with Strategic Plan:

Economic and Community Development

Previous Council Action:

March 22, 2023 – Council directed staff to revise the Special Events Sponsorship policy.

January 15, 2014 – Council adopted Resolution No. 7931, the Revised Special Events Sponsorship policy.

Background:

Special events are a crucial component of economic and community development in the City of

Reno. Resolution No. 7931 (adopted January 15, 2014) adopts the City of Reno Special Event Sponsorship Policies and Procedures. These policies outline the allocative and administrative processes of the Special Events Sponsorship Committee (hereinafter Committee). The policy further mandates that the City Manager's Office "is responsible for the centralized administration and coordination of this policy, application, and process." As such, the newly created Activation Coordinator is responsible to open and accept applications, compile supporting documents to present the Committee recommendations and any necessary contracts to the Reno City Council. These proposed changes will provide for a more efficient, effective, and productive special events sponsorship process.

Council direction provided March 22, 2023 instructed staff to bring a new resolution for adoption for Special Events Sponsorship.

Discussion:

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.

This resolution proposes a comprehensive solution, which will address each of the identified challenges. Modifying the Committee's membership requirements and processes will allow for more efficient and effective funding to meet the needs of the Special Events community.

Financial Implications:

These funds have been allocated in the FY22/23 budget. There is \$200,000 allocated to special events sponsorship.

Legal Implications:

Legal review completed for compliance with City procedures and Nevada law.

Recommendation:

Staff recommends Council approve the resolution modifying the Special Events Sponsorship Committee's policies and procedures.

Proposed Motion:

I move to approve staff recommendation.

Attachments:

Special Events Resolution
Resolution No. 7931- 2014