

STAFF REPORT

Date: July 26, 2023

To: Mayor and City Council

Thru: Doug Thornley, City Manager

Subject: Staff Report (For Possible Action): Approval of 23 sponsorship allocations for special events for FY 22/23 based upon recommendations of the Special Events Sponsorship Committee of the City of Reno City Council to include: Artown 2022; Liquid Blue Events; (Reno River Festival 2023, Boneyard Blast XV Softball Tournament 2022), Crawl Reno; (Zombie Photo Under the Arch 2022 & Santas Under the Arch 2022), Latino Arte and Culture; (Fiesta on Wells 2022), Reno Street Food; (Food Truck Friday 2022 & 2023), Great American Craft Fairs; (Fall Fest 2022, Great American Parade 2022, Reno Earth Day 2023, Great American Craft Fair 2023), Great Basin Community Food Cooperative, INC; (17th Annual Seedling Sale 2023), Hot August Nights; (Hot August Nights Main Event 2022), Great Reno Balloon Race; (Great Reno Balloon Race 2022), National Multiple Sclerosis Society; (Walk MS: Reno Sparks 2023), Northern Nevada Aquatics; (2022 Silver State Championships Swim Meet), Build Our Center, Inc.; (Northern Nevada Pride 2022), Reno Air Racing Association, Inc.; (National Championship Air Races and Air Show 2022), Reno Races; (Dirty Wookie 10K 2022, Biggest Little Half Marathon 2023, Rock Reno Half Marathon 2022), Desert Sky Adventures; (Reno's Wobble Before you Gobble 10K/5K 2022), Ann Louhela; (Sierra Nevada Lavender & Honey Festival 2022), in an amount not to exceed \$190,000. (Room Tax)

From: Eric Edelstein, Assistant City Manager

Department: City Manager's Office

Summary:

Staff is requesting approval of 23 sponsorship allocations for special events for FY 22/23 based upon recommendations of the Special Events Sponsorship Committee to include: Artown 2022; Liquid Blue Events; (Reno River Festival 2023, Boneyard Blast XV Softball Tournament 2022), Crawl Reno; (Zombie Photo Under the Arch & Santas Under the Arch), Latino Arte and Culture; (Fiesta on Wells 2022), Reno Street Food; (Food Truck Friday 2022 & 2023), Great American

Craft Fairs; (Fall Fest, Great American Parade, Reno Earth Day, Great American Craft Fair), Great Basin Community Food Cooperative, INC; (17th Annual Seedling Sale 2023), Hot August Nights; (Hot August Nights Main Event 2022), Great Reno Balloon Race; (Great Reno Balloon Race 2022), National Multiple Sclerosis Society; (Walk MS: Reno Sparks 2023), Northern Nevada Aquatics; (2022 Silver State Championships Swim Meet), Build Our Center, Inc.; (Northern Nevada Pride 2022), Reno Air Racing Association, Inc; (National Championship Air Races and Air Show 2022), Reno Races; (Dirty Wookie 10K, Biggest Little Half Marathon, Rock Reno Half Marathon), Desert Sky Adventures; (Reno's Wobble Before you Gobble 10K/5K 2022), Ann Louhela; (Sierra Nevada Lavender & Honey Festival 2022),

Alignment with Strategic Plan:

Public Safety

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 Special Events Sponsorship Policy

April 12, 2023 - Council directed Staff to modify 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 7931 in January of 2014

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 process for recommending and approving allocation of special event sponsorship funds. This is the first allocation using the amended process.

Discussion: A description of the special events recommended for funding in this special event funding cycle are as follows:

Reno Races will present the special event Rock Reno Half Marathon on October 2, 2022 which is a 10K,5K running/walking event for the community to promote friendly competition and healthy activities.

\$10,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Reno Races will present the special event The Biggest Little Half Marathon on April 30th, 2023 which is a fun running/walking event for the community to promote friendly competition and healthy activities.

\$10,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Reno Races will present the special event Dirty Wookie 10K on October 30th, 2022 which is a 10K fun run/walk which showcases the river path between Wingfield Park and Mayberry Park.

\$4,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Reno Street Food will present the special event Food Truck Fridays every Friday night June thru August, 2022 which offers an affordable free to attend family friendly opportunity to enjoy and support our community.

\$10,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Northern Nevada Aquatics will present the special event 2022 Silver State Championships on July 15th-17th, 2022 which provides a sanctioned championship formatted swim competition for local swimmers/athletes to achieve benchmarks for even larger competitions.

\$4,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

The Great Reno Balloon Race will present the special event The Great Reno Balloon Race on September 9th - 11th, 2022 which is the world's largest free hot-air ballooning event, requiring City services on Sierra Street.

\$10,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Ann Louhela will present the special event Sierra Nevada Lavender and Honey Festival on July 10th, 2023 which is a “scent-sational” event celebrating everything lavender and honey. This event is a free to attend family friendly event showcasing our community’s beautiful Idlewild Park.

\$4,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Anja McCracken will present the special event Walk MS: Reno Sparks on April 15th, 2023 which is a rallying point of the MS movement, this is a community event to raise funds and awareness for everyone affected by multiple sclerosis.

\$3,500 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Hot August Nights, Inc. will present the special event Hot August Nights (Main Event) on August 3rd - 7th, 2022 which is the Country's premier nostalgic event celebrating America’s love affair with classic cars and rock n’ roll. Daily show-n-shines, nightly cruising, classic car auctions, and swap meets are scheduled in the downtown Reno corridor.

\$49,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Desert Sky Adventures will present the special event Reno’s Wobble Before You Gobble 10K/5K on November 24th, 2022 is a family fun run/walk/wobble that kicks off your Thanksgiving morning festivities while showcasing the beautiful river path between City Plaza and Idlewild Park.

\$5,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Artown will present the special event Artown 2022 during the month of July. Artown is a 31 day community arts and culture festival that provides social engagement while connecting communities and fostering neighborhood pride while showcasing our city parks and venues.

\$7,500 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Latino Arte and Culture will present the special event Fiesta on Wells on September 18th, 2022. Fiesta on Wells creates pride where we live and work, it unifies neighborhoods and people from different backgrounds and presents a sense of belonging.

\$2,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Liquid Blue Events will present the special event Reno River Festival on June 9th -11th, 2023. The Reno River Festival is a signature event in the City of Reno. It is one of our region's largest events that is the official kick-off to summer in Northern Nevada. 2023 was our first year as a three day event.

\$13,750 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Liquid Blue Events will present the special event The Coors Light 48 hr Boneyard Blast XV on July 8th - 10th, 2022. The Coors Light 48 hr Boneyard Blast is the biggest softball tournament it showcases 160 teams, 48 hours, 14 fields and the Nation's largest Home Run Derby.

\$3,500 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Reno Air Racing Association, Inc. will present the special event National Championship Air Races and Air Show on September 14th-18th, 2022. The National Championship Air Races and Air Show is a one-of-a-kind air race and air show event celebrating the world's fastest motorsport which honors our military, inspires our youth, and strengthens our community.

\$10,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Build Our Center, Inc. will present the special event Northern Nevada Pride on July 23rd, 2022. Northern Nevada Pride has grown into the region's largest LGBTQ Pride program, which culminates in the annual Pride Parade and Festival. This annual event showcases the art, creativity and diversity of our unique city and region.

\$17,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Crawl Reno will present the special event Santa's Under the Arch 2022 on December 10th, 2022 which is a decades old Reno tradition to ring in the holiday season with a group photo of Santa's under the historic Reno Arch.

\$6,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Crawl Reno will present the special event Zombie Photo Under the Arch 2022 on October 22nd, 2022 which gathers thousands of Zombies for the biggest zombie photo Reno has ever seen under the historic Reno Arch.

\$6,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.

Great American Craft Fairs will present the special event The Great American Craft Fair on July 2nd-4th, 2022 which started in 1964 as a weekend art show at the Park Lane Mall, the Great American Craft Fair has grown over its multigenerational ownership. This flagship event gathers our community for a fun family friendly event showcasing McKinley Arts and Culture Center. *\$3,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.*

Great American Craft Fairs will present the special event Reno Earth Day on April 22nd, 2023 which will celebrate our Mother Earth and to learn about sustainability, recycling, energy and much more from local non-profit and educational groups. This event is a family friendly free to attend event showcasing our beautiful Idlewild Park. *\$6,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.*

Great American Craft Fairs will present the special event Great American Parade (4th of July Parade) on July 4th, 2022 which is a parade for everyone to come out and enjoy on the 4th of July. A small town feel in the Biggest Little City the 4th of July parade is packed full of families and businesses alike who can view the parade from anywhere along the Reno Riverwalk. *\$3,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.*

Great American Craft Fairs will present the special event Fall Fest on October 1st-2nd, 2022 which will celebrate a fall theme full of art, crafts, and tasty treats complete with a pumpkin throwing contest. Please join us at the beautiful McKinley Arts and Culture Center while enjoying all things fall. *\$2,000 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.*

Great Basin Community Food Cooperative, INC. will present the special event GBCFC's 17th Annual Seedling Sale on May 21st, 2022 which provides our community access to locally grown and adapted seedlings. This event generates revenue for our local farmers who sell seedlings. *\$750.00 of in-kind services has been recommended by the Special Events Subcommittee of the Reno City Council.*

Financial Implications: Funds are encumbered and available from the FY 22/23 Special Events Program budget to accommodate the special event sponsorships recommended in this staff report.

Legal Implications: 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), park facility rental fees for special events.

Recommendations: Staff recommends Council:

- 1) approve 23 sponsorship allocations for Reno special events for FY 22/23 funds in a total amount not to exceed \$190,000.00 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 \$190,000.00.

Attachments:

FY23 Special Event Sponsorship recommendation (PDF)