

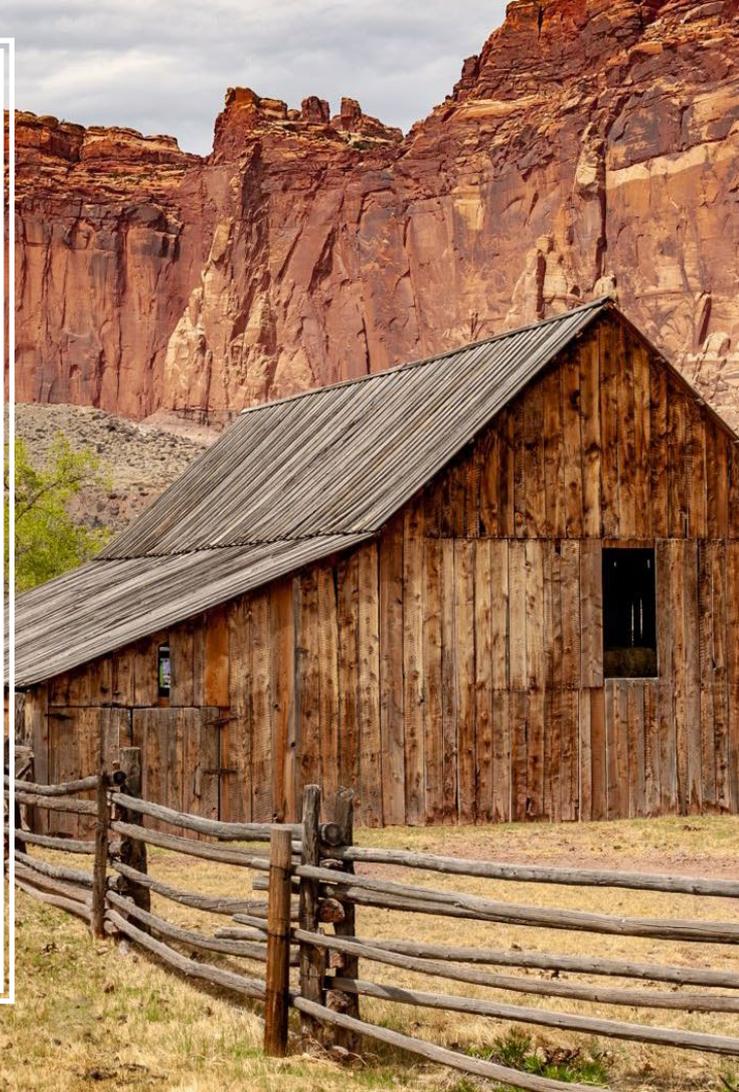
The logo is a dark blue shield shape. At the top, a white circle contains a stylized mountain range with orange peaks. Below the mountains, a white horizontal line contains five white horse silhouettes in profile, facing right. A light blue rectangular box with an orange border is superimposed over the center of the shield, containing the text "NEVADA WESTERN HERITAGE CENTER" in dark blue, all-caps, sans-serif font.

**NEVADA WESTERN**  
HERITAGE CENTER

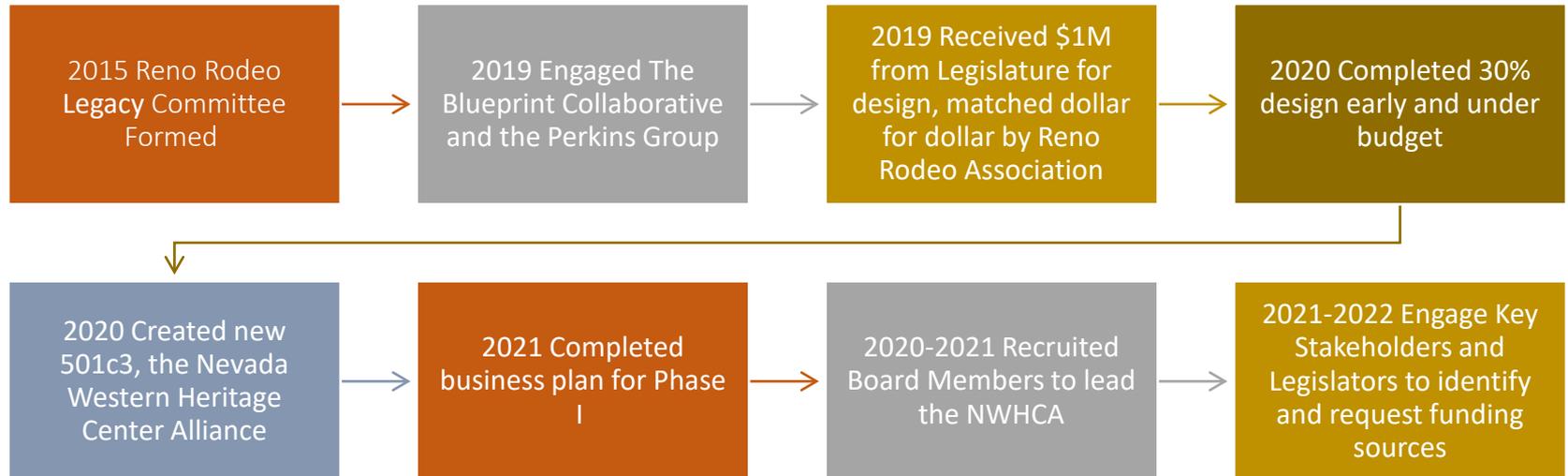
Nevada Western  
Heritage Center  
Alliance  
*May 10, 2022*

# Property Ownership and Management

- Owned by the State of Nevada
- Leased to Washoe County
- Management contract between Washoe County and RSCVA
- RSCVA contracts with ASM Global (or outside vendor) for sales and property management
- NJLS Board provides oversight at State Level
- Reno Rodeo Association Exclusive Use Agreement



# A COMMUNITY EFFORT



Events at  
Reno Sparks  
Livestock  
Events  
Center

<b>YEAR</b>	<b>NUMBER OF EVENTS</b>	<b>NUMBER OF ATTENDEES</b>	<b>RENO RODEO ATTENDEES</b>
2019	63	242,340	125,000
2018	64	266,925	125,000
2017	73	285,702	125,000

*\*2005-2016 data forthcoming*

The number of Reno Rodeo attendees does not include the volunteers at Reno Rodeo, the Flag Team practices, or tryouts, or those that are on site before the opening day of Reno Rodeo for preparation of the events.



What is the  
Nevada  
Western  
Heritage Center  
Alliance?

The Nevada Western Heritage Center Alliance is a community alliance committed to the viable future of the Reno-Sparks Livestock Events Center while paying tribute to Nevada's Western Heritage.

# Who is leading the Nevada Western Heritage Center Alliance?

## Board of Directors - Voting

Perry Di Loreto, President

Mary Simmons, Co-Vice President

Michonne Ascuaga, Co-Vice President

Mike Torvinen, Treasurer

Andi Morency, Secretary

Tom Dolan, Voting Member

Clint Thiesse, Voting Member

Carrie Ann Sattler, Voting Member

Oliver Miller, Voting Member

Eathan O'Bryant, Voting Member

# Who is leading the Nevada Western Heritage Center Alliance?

## Board of Directors - Advisory

George Combs, Reno Rodeo Association

Brad Sidener, Reno Rodeo Association

Tom Cates, Nevada Junior Livestock Show Board

Bill Payne, Dean, UNR College of Agriculture

Ashley Turney, City of Reno

Eric Crump, Washoe County

Alyson McCormick, City of Sparks

Rhonda Leach, RSCVA

Woody Worthington, State Board of Agriculture

Neighborhood Representative (TBD)



### INVESTING IN OUR FUTURE

- \$16.4M in Deferred Maintenance
- Facilities range from 32-50+ years old
- Current facility constraints restrict potential diversity of events and prevent full utilization and revenue opportunities



### THE HEART OF OUR COMMUNITY

- Economic boost/stimulation
- New Jobs
- Revitalizing a neighborhood in need



### HONORING OUR HERITAGE

- Paying tribute to Nevada's rich history and the Western way of life
- Creating an educational component to promote agriculture for the next generation

Why is this effort important?

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# Economic Impact

## Recurring Annual Economic Impacts

(After Phase 1 Expansion)



## Recurring Annual Fiscal Impacts

(After Phase 1 Expansion)



## Annual Return on Investment

(After Phase 1 Expansion)



Return on investment calculations based on public investment dollars used for construction of RSLEC expansion.

# The Plan – A Phased Approach

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**PROPOSED  
PARKING  
GARAGE**

**PROPOSED  
PLAZA AREA**

**EXISTING LIVESTOCK  
EVENT CENTER  
(TO REMAIN)**

**PROPOSED  
NORTH  
ARENA  
(71,000 SF)**

**PROPOSED  
EXHIBIT HALL  
(54,000 SF)**

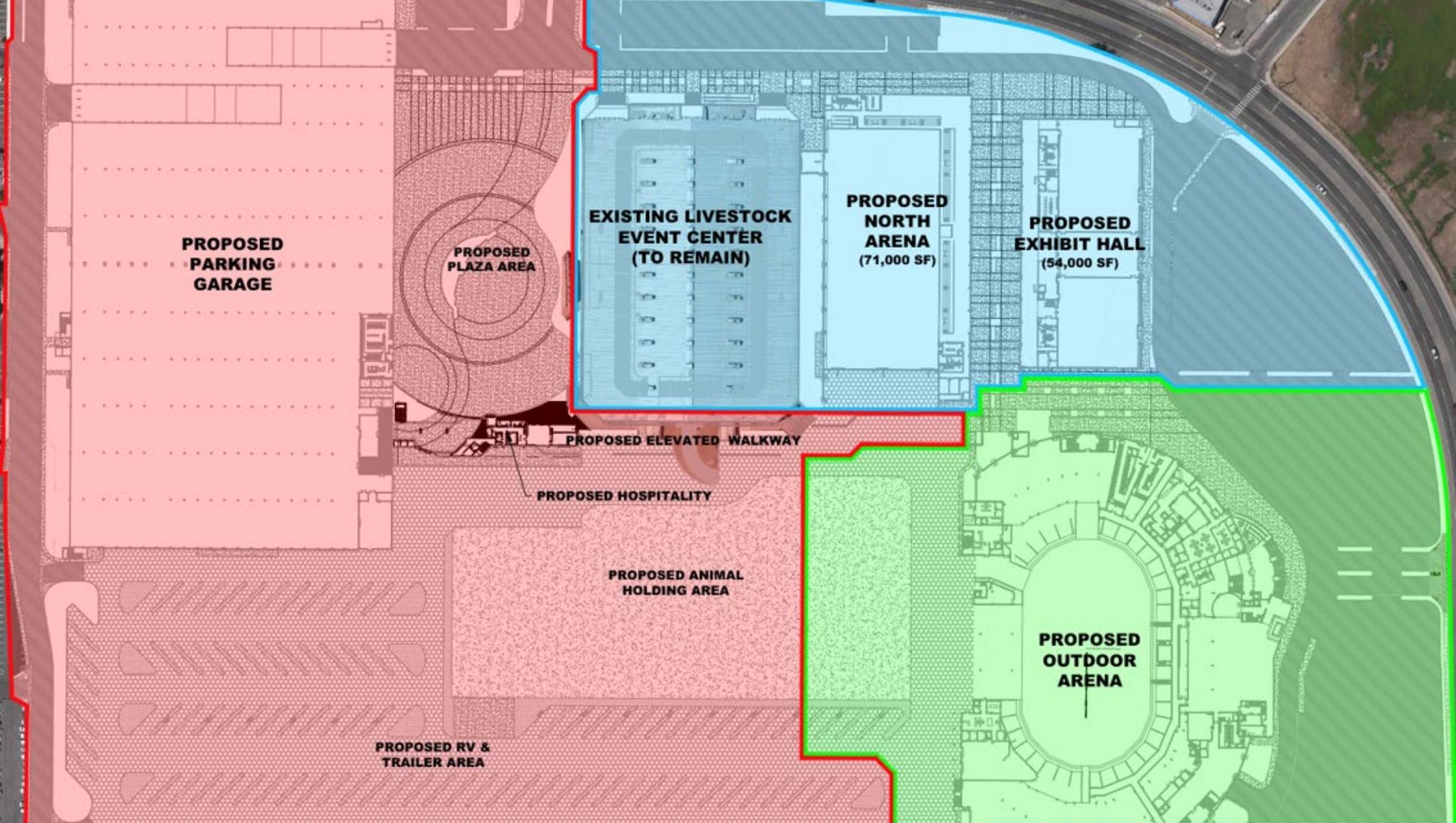
**PROPOSED ELEVATED WALKWAY**

**PROPOSED HOSPITALITY**

**PROPOSED ANIMAL  
HOLDING AREA**

**PROPOSED RV &  
TRAILER AREA**

**PROPOSED  
OUTDOOR  
ARENA**





**RSLEC Phase 1  
Expansion**

# Current Priorities



Key Stakeholder Engagement and Buy-In



Identify Public Funding Opportunities at local, state, and federal levels.



Work with key stakeholders to identify new management structure