



Dragon Lights Reno

2022

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Agreement

- Agreement between Washoe County, Tianyu Arts & Culture and the May Arboretum Society was accepted by the Board of County Commissioners on Dec 10, 2019. Contract agreement duration of 5 years 2019-2023.
- Tianyu Arts & Culture was responsible for the majority of logistical detail (marketing, ticket sales, parking, daily clean-up, etc.).
- Agreed revenue split of 90/10 on the first \$1 million dollars, 85/15 any revenue over \$1 million dollars.

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Timeline

- Festival set-up began 6/13/22
- County/MAS/VIP night on 6/30/22
- Opened to the public on 7/1/22
- 44 days of festival
 - One weather related closure (8/4/22)
 - Two additional days permitted to extend festival (8/13-8/14)
- Festival break down completed 8/19/22

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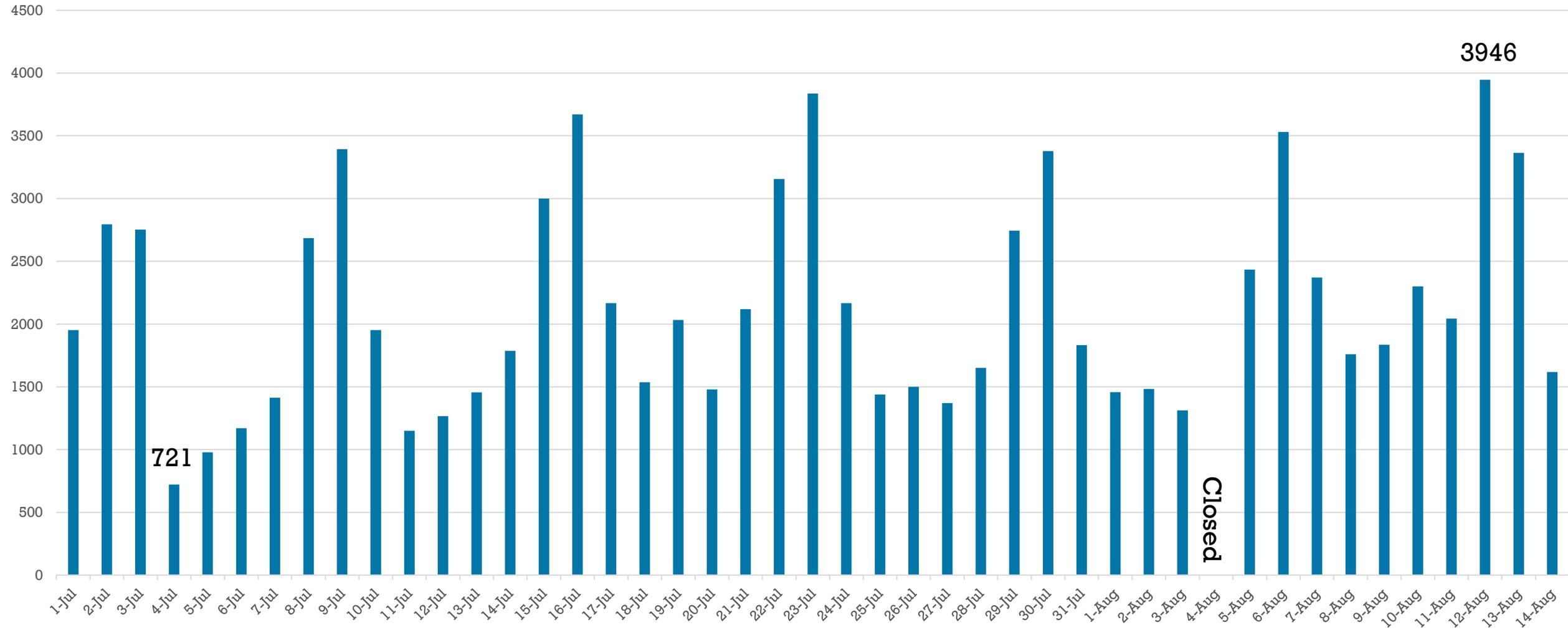
Festival Statistics

- Total attendance: 94,017 visitors
- Average # of people/day: 2,044
- Highest attendance: 3,946 (8/12)
- Lowest attendance: 721 (7/4)

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Daily Attendance



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Revenue

- Total revenue \$1,852,601.46
- Washoe County received \$233,521.94
 - 10% = \$100,000.00 (<\$1M)
 - 15% = \$127,890.22 (>\$1M)
 - Other revenue (vendor, sponsorship) \$5,631.72
- Earnings placed in the May Arboretum Donation Account

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Overhead Costs



- May Arboretum staff time
 - \$6,807.88
- Supplies
 - \$1,117.75
- Hardscape damages
 - \$64,747.92



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Overhead Costs

- Loss of revenue

	Ranch House	Gardens	Picnics	Total	Percent Change
2015	10,100	3,450	12,865	26,415	-
2016	11,800	4,750	14,235	30,785	17%
2017	11,075	6,525	15,615	33,215	8%
2018	DRAGON	Lights	16,830	16,830	-49%
2019	15,310	13,560	17,555	46,425	176%

- Significant jump in revenue in 2019 from the public recognizing the gardens

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Comparison

	2018	2022	Percent Change
Days of Operation	37	44	19%
Attendance	62,564	94,017	50%
Take Home Revenue	\$89,257.29	\$233,521.94	162%
Daily Average Take Home	\$2,412.32	\$5,307.32	120%

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Assessment

- Well received by the public after 2 years of COVID-19 restrictions
- Provided more publicity to the May Arboretum & Botanical Garden
- Festival will come back in 2023 during the same timeframe
- Negotiate future agreement to include frequency of event, operational dates, etc. (Autumn would be more ideal for protecting plants and enhance the light experience with darker days)
- Implement better mitigation efforts in protection Wilbur D May Arboretum & Botanical Garden's precious plant collection

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Acknowledgments

- Thank you to the efforts of the staff at Rancho San Rafael Park which includes the Arboretum, Museum, Park Ranger and Park Maintenance staff for making the event successful.
- Thank you to the Washoe County and the May Arboretum Society for their contributions in helping and assisting the overall operations.

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Thank you

