



# Dragon Lights Reno

2023

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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 12/10/19. Contract agreement duration 2019-2023.
- Tianyu Arts & Culture was responsible for the majority of logistical details (marketing, ticket sales, parking, daily clean-up/etc.)
- Agreed revenue split is 90/10 on the first \$1 million dollars. Split of 85/15 anything over than \$1 million dollars.

# Dragon Lights Reno 2023



## Timeline

- Festival set-up began June 12th
- Opened June 30th
- 45 days of festival
  - two additional days permitted to extend festival (8/12-8/13)
- Festival break down completed August 18th

# Dragon Lights Reno 2023



# Dragon Lights Reno 2022





## Festival Statistics

- Total attendance: 93,820
- Average # of people/day 2,084
- Highest attendance 4,655 (8/12)
- Lowest attendance 607 (7/4)



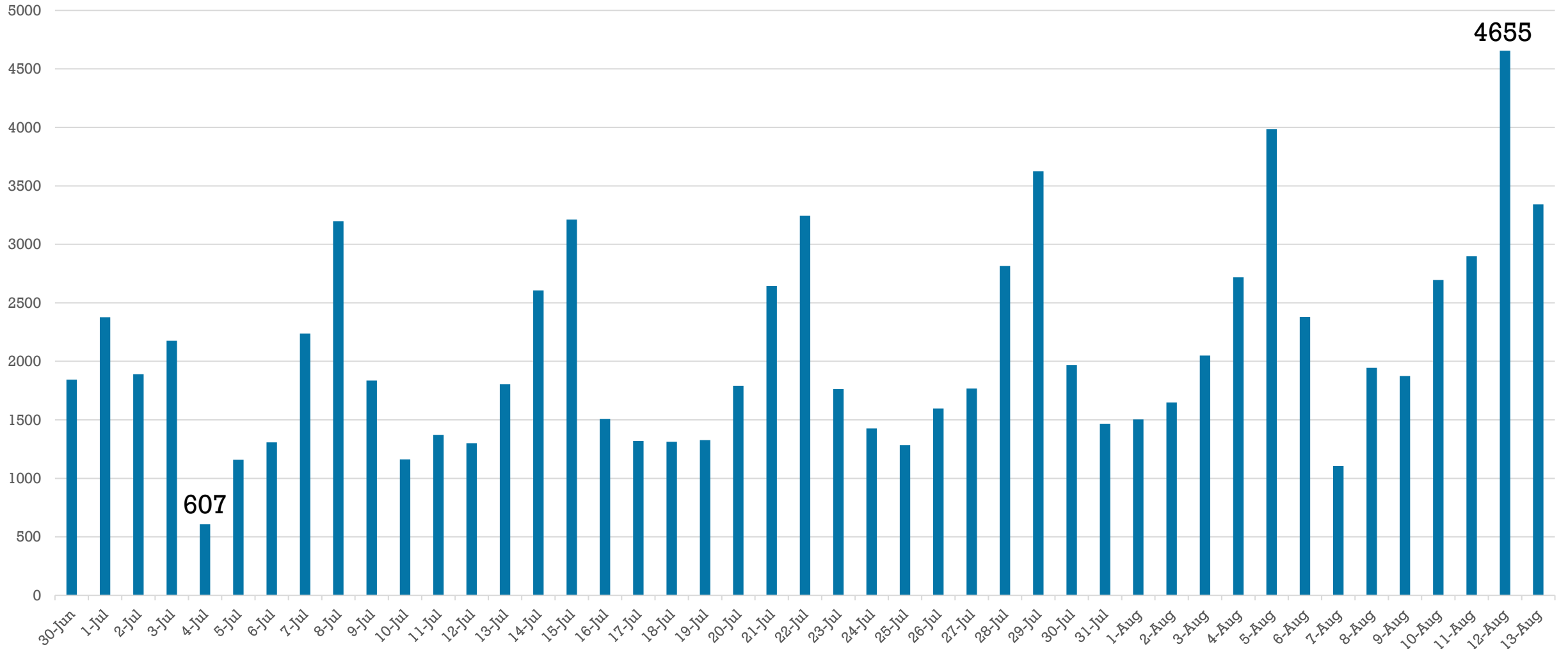
## Revenue

- Total revenue \$1,983,548.89
- Washoe County received \$215,776.24
- Earnings to be placed in the May Arboretum Donation Account

# Dragon Lights Reno 2023



Daily Attendance



## Overhead Costs



- May Arboretum staff time
  - \$9,590.00
- Supplies
  - \$1,182.75





## Revenue & Daily Average Revenue

	<b>2018</b>	<b>2022</b>	<b>2023</b>
<b>Days of Operation</b>	37	44	45
<b>Attendance</b>	62,564	94,017	93,748
<b>Take Home Revenue</b>	\$89,257.00	\$ 233,521.94	\$ 215,776.24
<b>Daily Average Take Home</b>	\$ 2,412.35	\$ 5,307.32	\$ 4,795.03

## Assessment

- Well received by the public as festival is geared toward families
- Discovered the full potential of attendance
- Currently negotiating future contract - frequency of event, operational dates, etc. (Autumn would be more ideal to enhance the light experience with darker days)
- Implement better mitigation and recovery efforts in protecting Wilbur D May Arboretum & Botanical Garden's precious plant collection. (Include in contract to include irrigation repairs by a third party)



## Acknowledgment

- 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 May Arboretum Society for their contributions in assisting with the overall operations.



**Other  
potential/alternative  
revenue:**

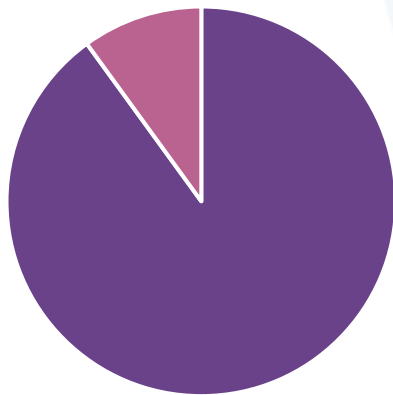
**Winter Light Show**



## Arboretum/Botanical Gardens

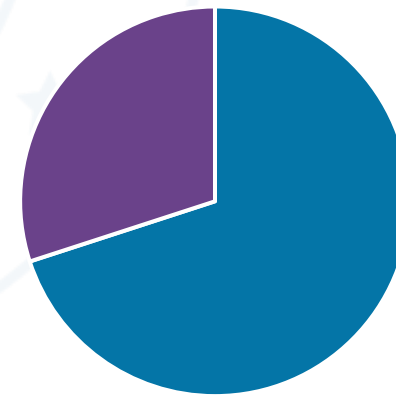
- APGA (American Public Garden Association) Survey of Gardens who have holiday light festivals:
- **90%** said they rely on the festival
- **70%** said it is more than 1/2 of their earned revenue

Conduct Light Show



■ Yes ■ No

Earned Revenue



■ Over 1/2 ■ Under 1/2



# Winter Light Show



Questions?



# Thank you

