



# WASHOE COUNTY

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## STAFF REPORT

BOARD MEETING DATE: March 22, 2023

**DATE:** February 24, 2023

**TO:** Open Space and Regional Park Commission

**FROM:** Colleen Wallace Barnum, Park Operations Superintendent  
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**THROUGH:** Eric Crump, Division Director, Operations  
Community Services Department, 328-3625, [ecrump@washoecounty.gov](mailto:ecrump@washoecounty.gov)

**SUBJECT:** Presentation, discussion, and possible recommendation to the Board of County Commissioners to approve a three-year sponsorship agreement (2023, 2024, and 2025) between Washoe County and Great Reno Balloon Race, Inc. for the annual event to be held at Washoe County's Rancho San Rafael Regional Park to include waiver of park facility rental and use fees [\$8,825 in waived fees for each event year] in consideration of Washoe County being recognized as a major event sponsor. (Commission District 3).

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### SUMMARY

This item continues the relationship between Washoe County and the Great Reno Balloon Race, Inc. whereby the annual Great Reno Balloon Race event is held at Washoe County's Rancho San Rafael Regional Park. Sponsorship for the event includes in-kind, cash equivalent support in the form of the waiver of park rental fees. The Great Reno Balloon Race, Inc. is a non-profit organization and admission is free as a result of Washoe County's sponsorship support.

Washoe County Strategic Objective supported by this item: Economic Impacts – Support a Thriving Community

### PREVIOUS ACTION

**August 27, 2019** – the Board of County Commissioners approved the three-year sponsorship agreement between Washoe County and Great Reno Balloon Race, Inc.

**August 11, 2015** - the Board of County Commissioners approved a similar sponsorship agreement for the 2015 event.

**July 8, 2014** - Board of County Commissioners approved waiving the park facility rental and use fees (\$5,200) in consideration of Washoe County being recognized as a Major Sponsor for the 2014 event.

**August 13, 2013** - Board of County Commissioners approved waiving the park facility rental and use fees (\$5,200) in consideration of Washoe County being recognized as a Major

Sponsor for the 2013 event.

**June 26, 2012** - Board of County Commissioners approved the Great Reno Balloon Race Agreement with an option to renew for 2013 and 2014.

**August 11, 2009** - Board approved the Great Reno Balloon Race Agreement with an option to renew for 2010 and 2011.

**August 8, 2006** - Board approved the Great Reno Balloon Race Agreement with an option to renew for 2007 and 2008.

**August 1984 - August 2003** - Approval of the Great Reno Balloon Race Agreement

**August 27, 2002** - Adoption of Proclamation recognizing the 20th anniversary of the Great Reno Balloon Race at Rancho San Rafael Regional Park.

## **BACKGROUND**

As the world's largest free hot-air ballooning event, The Great Reno Balloon Race has been a part of the community since 1982. The event is held annually for three days in early September and attracts more than 150,000 spectators to the park and surrounding areas. This agreement is for three years as there are minimal changes anticipated to the event or park regarding this event.

As part of the sponsorship, Washoe County provides staff to assist in planning, monitoring, and cleanup of the event and will receive consideration in the form of:

- One Balloon with County logo displayed and up to two passengers for rides during three days of event
- Logo displayed year round on promoter website
- Full page ad in Event program
- 10x10 Vending/Promo location on Balloon Blvd during event
- 10 Official Posters of event
- 2 Official Posters framed to match existing inventory of past Balloon Race artwork
- Announcements throughout the event

## **FISCAL IMPACT**

The fiscal impact to Washoe County is the waiver of \$8,825 in park fees for the event period which would present a revenue loss to be offset by economic gains and considerations listed above.

## **RECOMMENDATION**

It is recommended that the Open Space and Regional Park Commission recommend to the Board of County Commissioners to approve a three-year sponsorship agreement (2023, 2024, and 2025) between Washoe County and Great Reno Balloon Race, Inc. for the annual event to

be held at Washoe County's Rancho San Rafael Regional Park to include waiver of park facility rental and use fees [\$8,825 in waived fees for each event year] in consideration of Washoe County being recognized as a major event sponsor.

**POSSIBLE MOTION**

Should the Commission agree with staff's recommendation, a possible motion would be: "the Open Space and Regional Park Commission recommend to the Board of County Commissioners to approve a three-year sponsorship agreement (2023, 2024, and 2025) between Washoe County and Great Reno Balloon Race, Inc. for the annual event to be held at Washoe County's Rancho San Rafael Regional Park to include waiver of park facility rental and use fees [\$8,825 in waived fees for each event year] in consideration of Washoe County being recognized as a major event sponsor."