

The logo for the Nevada Western Heritage Center is a shield-shaped emblem. At the top, a white mountain range with orange peaks is set against a dark blue background. Below the mountains, a white circular border contains a silhouette of five horses galloping to the right. A light blue horizontal bar 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



What is the
Nevada
Western
Heritage Center
Alliance?

**A community alliance committed to
revitalizing the Reno-Sparks Livestock Event
Center and paying tribute to Nevada's
Western Heritage**

Why is this effort important?



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

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

Neighborhood Representative (TBD)

Nevada Department of Agriculture (TBD)

RSCVA (TBD)

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

The State's Investment



2019
Legislative
Session (\$1M)



Reno Rodeo
Association
Matched dollar
for dollar



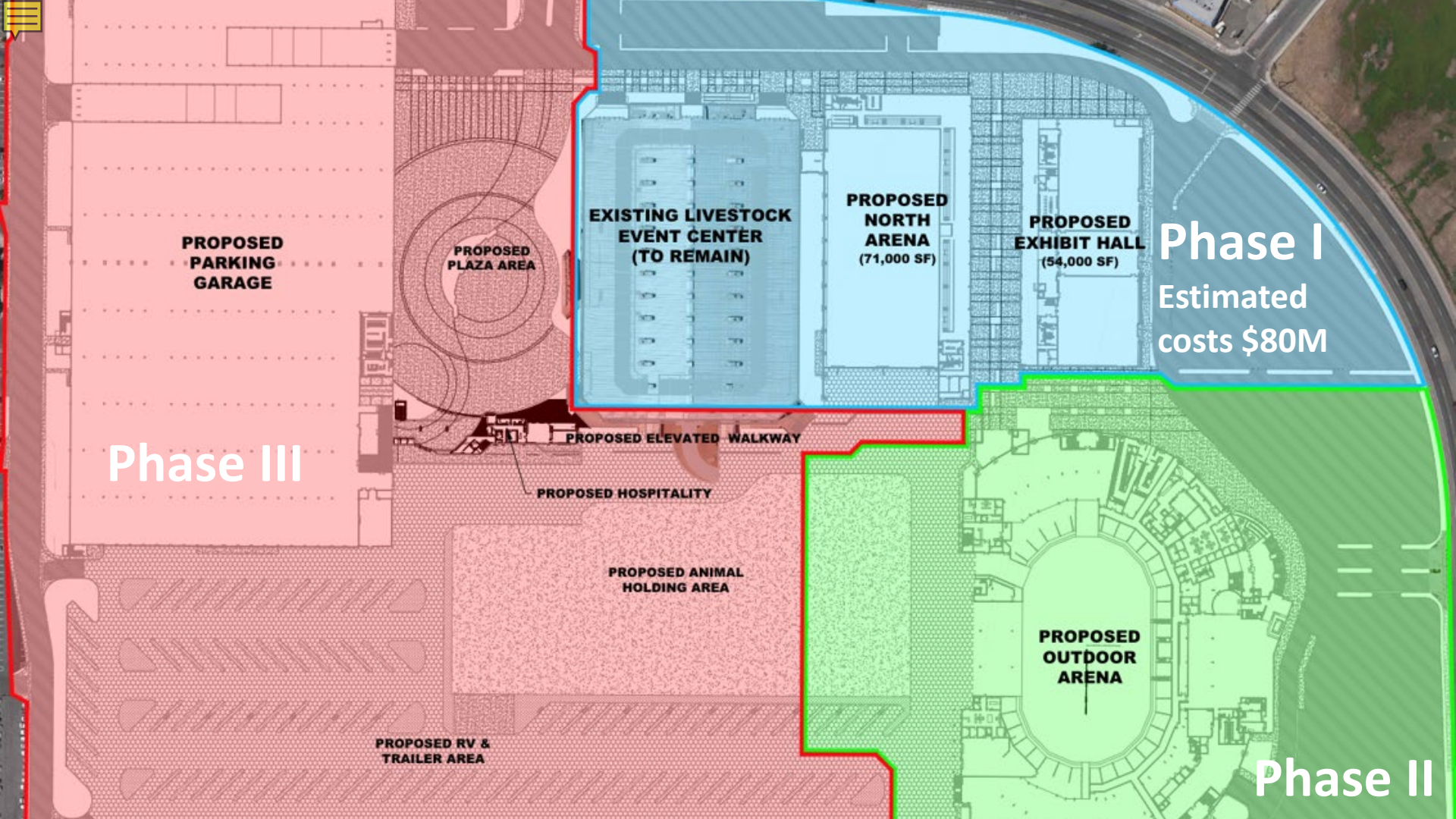
Developed 30%
design plans
and
commissioned
a business plan
for Phase I



Completed on
time and under
budget



Returned over
\$120,000 to
the State of
Nevada



**PROPOSED
PARKING
GARAGE**

**PROPOSED
PLAZA AREA**

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

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

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

Phase I
Estimated
costs \$80M

Phase III

PROPOSED ELEVATED WALKWAY

PROPOSED HOSPITALITY

**PROPOSED ANIMAL
HOLDING AREA**

**PROPOSED RV &
TRAILER AREA**

**PROPOSED
OUTDOOR
ARENA**

Phase II

Current Priorities



Key Stakeholder Engagement and Buy-In



Identify Public Funding Opportunities



Resolution of Support From All Three Jurisdictions

Questions?