



WASHOE COUNTY

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STAFF REPORT

BOARD MEETING DATE: August 27, 2019

DATE: Wednesday, August 21, 2019

TO: Board of County Commissioners

FROM: Kate Thomas, Assistant County Manager
328-2008, kathomas@washoecounty.us

THROUGH: Dave Solaro, Interim County Manager

SUBJECT: Recommendation to approve a three-year sponsorship agreement (2019, 2020, and 2021) 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 [\$6,000 in waived fees for each event year] in consideration of Washoe County being recognized as a major event sponsor and authorize the County Manager to sign the contract. Manager's Office.
(Commission District 3) FOR POSSIBLE ACTION

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: Stewardship of our Community and Safe, Secure and Healthy Communities

PREVIOUS ACTION

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.

AGENDA ITEM # _____

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 \$6,000 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 board approve the three-year sponsorship agreement between Washoe County and Great Reno Balloon Race, Inc. and authorize the County Manager to sign the agreement.

POSSIBLE MOTION

Should the Board agree with staff's recommendation, a possible motion would be: "Move to approve the three-year sponsorship agreement between Washoe County and Great Reno Balloon Race, Inc. and authorize the County Manager to sign the agreement."