WASHOE COUNTY

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STAFF REPORT
BOARD MEETING DATE: April 25, 2023

DATE: March 22, 2023

TO: Board of County Commissioners

FROM: Colleen Wallace Barnum, Park Operations Superintendent
Community Services Dept., 328-2181, cwallace@washoecounty.gov

THROUGH: Eric Crump, Operations Division Director
Community Services Dept., 328-2129, ecrump@washoecounty.gov

SUBJECT: Recommendation to approve a three-year sponsorship agreement 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, 1595 North Sierra Street, Reno, on September 8-10, 2023, September 6-8, 2024, and September 5-7, 2025, 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 and authorize Assistant County Manager, Dave Solaro, to sign the agreement. (Commission District 3.)

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. The current schedule for the Agreement is: September 8-10, 2023, September 6-8, 2024, and September 5-7, 2025.

Washoe County Strategic Objective supported by this item: Fiscal Sustainability

PREVIOUS ACTION

March 22, 2023 – the Open Space and Regional Parks Commission recommended approval of the three year sponsorship agreement (2023, 2024, and 2025) between Washoe County and Great Reno Balloon Race, Inc.

August 27, 2019 – the Board of County Commissioners (Board) approved the 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.

AGENDA ITEM # _____

August 27, 2002 – the Board adopted a Proclamation recognizing the 20th anniversary of the Great Reno Balloon Race at Rancho San Rafael Regional Park.

Washoe County has been a major sponsor of the Great Reno Balloon Race since 2013 and has approved agreements for use of the Rancho San Rafael Regional Park with event sponsors since 1984.

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 Boulevard 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 Great Reno Balloon Race will not pay any rental or use fee for the event, estimated at $8,825, in consideration of the above mentioned Major Sponsorship for the three (3) year sponsorship agreement.

RECOMMENDATION

It is recommended that the Board of County Commissioners approve a three-year sponsorship agreement 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, 1595 North Sierra Street, Reno, on September 8-10, 2023, September 6-8, 2024, and September 5-7, 2025, 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 and authorize Assistant County Manager, Dave Solaro, to sign the agreement

POSSIBLE MOTION

Should the Board agree with staff's recommendation, a possible motion would be: "Move to approve a three-year sponsorship agreement 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, 1595 North Sierra Street, Reno, on September 8-10, 2023, September 6-8, 2024, and September 5-7, 2025, 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 and authorize Assistant County Manager, Dave Solaro, to sign the agreement."