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?

<table>
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<th>Board of Directors - Voting</th>
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<tr>
<td>Perry Di Loreto, President</td>
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<td>Michonne Ascuaga, Co-Vice President</td>
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<td>Andi Morency, Secretary</td>
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<td>Clint Thiesse, Voting Member</td>
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<td>Oliver Miller, Voting Member</td>
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<td>George Combs, Reno Rodeo Association</td>
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<td>Tom Cates, Nevada Junior Livestock Show Board</td>
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<td>Ashley Turney, City of Reno</td>
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<td>Alyson McCormick, City of Sparks</td>
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<td>Nevada Department of Agriculture (TBD)</td>
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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
The Plan
Phase I
Estimated costs $80M

Phase II

Phase III
Current Priorities

- Key Stakeholder Engagement and Buy-In
- Identify Public Funding Opportunities
- Resolution of Support From All Three Jurisdictions
Questions?