

STAFF REPORT

Date: February 12, 2020

To: Mayor and City Council

Thru: Sabra Newby, City Manager

Subject: **B.6. Staff Report (For Possible Action): Approval of Agreement of unallocated special events sponsorship funding, which was originally committed to Reno 5000 by Council on June 5, 2019, to Reno Races for in-kind city services for the Reno Connector running event occurring April 5, 2020 in the amount of \$6,000. (Room Tax Fund)**

From: Alexis Hill, Arts, Culture and Events Manager

Summary: This request is for Council approval of an agreement to transfer \$6,000 of unallocated special events sponsorship funding originally committed to Reno 5000 by Council on June 5, 2019 to Reno Races for in-kind city services for the Reno Connector running event on April 5, 2020.

Previous Council Action: On June 5, 2019 Council approved funding to Reno 5000 for the Downtown River Run in an amount not to exceed \$6,730.75. Council has supported the Downtown River Run held by Reno 5000 with in-kind support since 2012.

Background: Staff received correspondence (attached) from Reno Races on November 18, 2019 that they purchased the Reno 5000 company, changed the name to Reno Races and requested the sponsorship transferred from the Downtown River Run to its new event, the Reno Connector running event.

Discussion: Reno Races has been working with the City of Reno staff – Reno Police and Public Works to review and approve the new race route. It is estimated that the event will require an estimated \$7,462 in city service costs.

Financial Implications: The Special Events Sponsorships have already been budgeted and approved for FY19/20.

Legal Implications: Legal review completed for compliance with City procedures and Nevada Law.

Recommendation: Staff recommends Council approval of an agreement of unallocated special events sponsorship funding, originally committed to Reno 5000 by Council on June 5, 2019, to Reno Races for in-kind city services for the Reno Connector event occurring April 5, 2020 in the amount of \$6,000.

Proposed Motion: I move to approve staff recommendation.

Attachments:

- Sponsorship Letter from Reno Races (PDF)
- Reno Races SPONSORSHIP AGREEMENT (PDF)