

Reno contemplating exclusivity rules for events

By Susan Voyles, Reno Gazette-Journal

To keep homegrown special events from taking flight, the Reno City Council is on the verge of setting new rules requiring special event producers to promise not to put on a similar event within 45 days before or after their events in Reno.

If they break the rule, they'd pay a penalty equal to half of the money received under their sponsorship agreements with the city.

"If the community nurtures an event," said Cadence Matijevich, city special events manager, "we would want our homegrown events to stay here."

The council asked for the policy in early July after the executive director of Hot August Nights, Reno's premiere special event, announced plans to expand to Long Beach, Calif., next summer. South Lake Tahoe was added for this year's event.

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