

Tahoe-Reno events receive infusion of cash

By Bill O'Driscoll, Reno Gazette-Journal

Sixteen special events across the Reno-Tahoe region will receive a total of \$235,000 this year from the Reno-Sparks Convention & Visitors Authority for marketing efforts.

But in approving the package, the RSCVA board Thursday denied \$15,000 recommended for the first World Championship Chili Cookoff scheduled for Oct. 16-18 at the Grand Sierra Resort.

RSCVA CEO Chris Baum said the panel spent nearly a day reviewing applications for the once-a-year funds. A total of 27 events requested \$841,900 for money that under RSCVA guidelines can be used to augment marketing efforts to increase overnight lodging but not for operational costs.

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