



C I T Y O F
RENO
Memorandum

DATE: March 11, 2025
TO: Mayor and City Council
THROUGH: Jackie Bryant, City Manager
FROM: Nathan Ullyot, Director
DEPT: Parks and Recreation Department
SUBJECT: Parks and Recreation Corporate Challenge

In September 2025, local businesses and organizations will have the opportunity to compete in the newly revived Corporate Challenge, a team-based competition designed to foster connections among participants while engaging them with Reno's services and spaces.

Last hosted in 2009, the Corporate Challenge is making a highly anticipated return. This program is financially sustainable, generating more revenue than its operating costs, while also offering significant community engagement and fundraising benefits for the department.

Participants will compete in a variety of events, including bowling, basketball, softball, tug-of-war, and more. Additionally, this year's competition will feature a Home Run Derby at Peccole Park on the University of Nevada, Reno campus. A mandatory orientation for team managers will be held on August 6, 2025 at the Evelyn Mount Northeast Community Center to review rules, expectations, and event details. The competition will officially begin on September 8 and run through September 27.

Strategically, the Corporate Challenge will provide valuable fund development opportunities with participating organizations. Many businesses seek ways to engage employees in community-focused initiatives, both philanthropically and through volunteer efforts. The City's corporate membership program for RecConnect offers an additional opportunity for businesses to extend employee involvement in recreational programs and services.

A press release announcing ongoing registration for this program will be distributed to media outlets later this week.

Registration Costs

Companies will be categorized into divisions based on employee size:

- **Up to 149 employees – \$800**
- **150 to 499 employees – \$900**
- **500 or more employees – \$1,000**