



Regular Meeting of the Board of Directors April 11, 2023 Minutes

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on April 11, 2023, at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109. This meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

Board of Directors (Board)

Present unless otherwise noted

Commissioner Jim Gibson, Chair
Mr. Anton Nikodemus, Vice Chair
Mayor Pamela Goynes-Brown, Secretary
Mr. Scott DeAngelo, Treasurer
Councilman Cedric Crear
Mayor Carolyn Goodman
Mr. Brian Gullbrants

Ms. Jan Jones Blackhurst
Commissioner Michael Naft
Mayor Michelle Romero
Ms. Mary Beth Sewald
Mr. Steve Thompson
Councilman Steve Walton
Councilman Brian Wursten

LVCVA Executive Staff present

Steve Hill, CEO/President
Caroline Bateman, General Counsel
Ed Finger, Chief Financial Officer
Brian Yost, Chief Operating Officer
Kate Wik, Chief Marketing Officer
Lisa Messina, Chief Sales Officer
Lori Nelson-Kraft, Senior Vice President of Communications
Nadine Jones, Senior Vice President of People & Culture

OPENING CEREMONIES – CALL TO ORDER

Chair Jim Gibson called the meeting to order at 9:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present, except for Members Anton Nikodemus and Jan Jones Blackhurst.

Member Jones Blackhurst entered the meeting at 9:02 a.m.

Vice Chair Nikodemus entered the meeting at 9:22 a.m.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling referenced Agenda Item 2, Economic Impact of Tourism Presentation, and commented on the lack of any increase in tourists to Las Vegas recently, comparing current visitor statistics to those of 2007. Mr. Uehling requested a discussion on the impact of prohibiting short-term rentals on the [Las Vegas] community. He also asked to submit materials that would go into the meeting minutes.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES

Member Mary Beth Sewald moved, and it was carried by unanimous vote of the voting members, to approve the April 11, 2023 Regular Meeting of the Board of Directors agenda, and to approve the minutes of the March 14, 2023 Regular Meeting of the Board of Directors.

PRESENTATIONS

Presentations by the LVCVA Staff

Lori Nelson-Kraft, Senior Vice President of Communications, provided historical information on the National Association of Broadcasters (NAB) and introduced Justine McVaney, Senior Vice President and Deputy Managing Director of Global Connections and Events for NAB. Ms. McVaney provided information about the National Association of Broadcasters, its NAB Show, and its partnership with the LVCVA and Las Vegas. Ms. McVaney shared a video in commemoration of the NAB's 100th anniversary and commented on upcoming NAB Centennial Show events.

Ms. Nelson-Kraft shared a video recognizing Abriana Buffalino, Special Events and Filming Supervisor at Fremont Street Experience, as the quarterly recipient of the Hospitality Hero Award.

Brian Yost, Chief Operating Officer, delivered a presentation on Las Vegas Convention Center (LVCC) building updates including the NAB Centennial Show, Amazing Las Vegas Comic Con, and the Clark County Spring Job Fair. Mr. Yost presented special events updates including the National Collegiate Athletic Association's (NCAA) Men's Basketball tournament and National Invitation Tournament (NIT).

Lisa Messina, Chief Sales Officer, highlighted LVCVA Business Sales department efforts including sponsorship of the recent Society of Independent Show Organizers (SISO) CEO Summit, attendance of Conference Direct's Annual Partner Meeting where Las Vegas was named the number one book-to U.S. destination for 2022, and attendance at Meeting Professionals International's European Meetings and Events Conference.

Ms. Messina shared a video summarizing the U.S. Travel Association's Global Meetings Industry Day and its focus of giving back to the community.

Kate Wik, Chief Marketing Officer, delivered a presentation highlighting LVCVA marketing efforts including the following: a social media campaign and city-wide activations related to the Taylor Swift concerts in Las Vegas; a Twitter activation for March Madness that included a Vegas bracket via a polls feature; and social media engagements related to the kickoff of the Formula 1 (F1) season.

Ms. Wik shared a clip from ExtraTV segments showcasing places to watch March Madness basketball games in Las Vegas.

Ms. Wik provided information on new multi-touch campaign messaging for the Laughlin destination, titled "*Go with the Flow*", and shared a video clip from that campaign.

Ms. Wik shared a video clip from the Spring campaign for the Mesquite destination highlighting golf and outdoor activities.

Ms. Wik provided an update on the production of the new Boulder City advertising campaign.

Ms. Wik highlighted earned media efforts of the LVCVA's Public Relations team including filming with Bravo TV's *Real Housewives of Beverly Hills*, hosting of a media trip for journalists from the U.S., Canada and Mexico for sports-centric features, and the coordination of two live segments with the Australian morning news and talk show, *Studio 10*.

Nadine Jones, Senior Vice President of People & Culture, recognized LVCVA Surveillance Investigator Jeff Hahn for being recently named the Preparedness Partner of the Year by the Southern Nevada Chapter of the Nevada Emergency Preparedness Association, and commented on Mr. Hahn's notable contributions during his tenure with the LVCVA.

Ms. Nelson-Kraft provided information on the Hospitality Heroes Program's Independent Selection Committee members and expressed appreciation for their commitment. She also highlighted the attached Quarterly Accomplishments Report.

Steve Hill, Chief Executive Officer (CEO)/President, updated the Board on the LVCVA's progress on preparing its budget, noting its upcoming submission of a preliminary budget to the State [of Nevada], the presentation of the preliminary budget to the Board at its May 9, 2023 Regular Meeting, and the potential adoption of the Budget at the May 31, 2023 Public Hearing on the Budget meeting. Mr. Hill outlined some of the preliminary budget highlights including a projected beginning fund balance of \$98 million, projected flat revenue numbers due to the balance of large upcoming events and potential economic headwinds, and ending fund balance. Mr. Hill emphasized the cautious nature of the preparation of the budget and expenditure control.

Mr. Hill commented on the upcoming potential land sale and the LVCC Renovation Project, noting that the land sale status, should it be unsuccessful, would not impact the progress of the LVCC Renovation Project.

Mr. Hill informed the Board that his CEO's Signature Authority was recently and inadvertently exceeded on a contract with Parking and Transportation Group (PATG), which handles parking and transportation control at the LVCC. Mr. Hill explained that the LVCVA increased its usage of PATG, namely during the recent CONEXPO-CON/AGG tradeshow. Mr. Hill stated that the contract with PATG will be presented to the Board at its May 9, 2023, Regular Meeting.

Mr. Hill congratulated Board Member Michael Naft for recently being listed on the Vegas 40 Under 40.

Member Cedric Crear updated the Board on his recent meeting with representatives from the International Indian Film Academy regarding potentially bringing its Bali Awards to Las Vegas.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

ITEM 1. **Special Events Update**

Emily Prazer, Chief Commercial Officer for the Formula 1 (F1) Las Vegas Grand Prix presented updates regarding F1's progress on the following; Las Vegas Strip circuit progress; grandstands and hospitality packages; the Paddock Building; the five major zones (Paddock, East Harmon, Koval, MSG Sphere, West Harmon) and event schedules.

Member Crear asked for clarification regarding the free practice sessions noted by Mrs. Prazer. Ms. Prazer explained that free practice is a motorsport term in which drivers check the functionality of their vehicles and is not a free event. Ms. Prazer clarified that tickets would be sold as three-day packages, with no single day ticket purchase option.

Member Crear asked if there were any plans for free events for the community, to which Ms. Prazer replied there was a free fan event (Fan Event) held in November 2022 at Caesars Palace and explained the challenges with doing free events during race week due to logistics. Ms. Prazer provided information on F1's community program including a donation campaign, its Las Vegas Grand Prix Foundation, and planned community development initiatives.

Member Crear stated he was unaware of the Fan Event until after it concluded and requested details on community benefits from F1's efforts, to which Ms. Prazer discussed efforts of a \$2 billion hunger relief campaign and upcoming announcements related to community initiatives. Ms. Prazer offered to schedule a meeting with Member Crear and members of F1's Corporate Social Responsibility sector to further discuss community impact.

Member Crear asked if the \$2 billion for hunger relief was provided in the form of a donation to Three Square, to which Ms. Prazer confirmed it was a donation to Three Square and other local hunger relief charities.

Member Crear requested information on the detailed plan on community impacts from F1, to which Ms. Prazer confirmed he would be informed, and discussed F1's school program dedicated to STEM and the upcoming launch of a program with the University of Nevada Las Vegas.

Chair Gibson noted that some Board members are new and recommended that Staff bring those Board members "up to speed" on the work that has been done with F1 in the past year.

Member Mary Beth Sewald thanked Ms. Prazer for the presentation and her efforts in connecting Vegas Chamber members to F1 opportunities.

Ms. Prazer commented on an upcoming announcement regarding small businesses in Las Vegas and involvement in the Las Vegas Grand Prix.

Chair Gibson asked how many F1 workers there are in Las Vegas to which Ms. Prazer answered there are approximately 48 permanent staff.

David Kirvin, Partner at Kirvin Doak Communications and Co-Chair of the Media and Public Relations Subcommittee of the Las Vegas Super Bowl Host Committee, provided information on the Media and Public Relations Committee including its mission and responsibilities, membership, local and national media efforts, current initiatives, and provided a recap of its activities during the most recent Super Bowl game in Phoenix, Arizona.

Chair Gibson reiterated his comment about updating the new Board members regarding the plans of the Super Bowl Host Committee.

This was an information item and did not require Board action.

ITEM 2.

Economic Impact of Tourism Presentation

Brian Gordon, Principal at Applied Analysis presented a summary of 2022 economic impacts of tourism in Southern Nevada including the following: Las Vegas visitation; Las Vegas visitor spending; ripple effects of visitor spending; direct, indirect, and induced employment; direct, indirect, and induced economic output; convention segment impacts; Las Vegas convention attendance; and LVCC impacts.

Member Carolyn Goodman asked how the value of the dollar was accounted for in visitor spending in 2014 versus 2022, to which Mr. Gordon discussed the willingness of consumers to pay premiums, positive external factors that contribute to the economy, and potential future challenges. Member Goodman asked if it was flat, since the dollar now doesn't buy what it bought in the past, to which Mr. Gordon replied that the relative value of that dollar is certainly less today than it was before.

Member Goodman asked about a forward look at trends, to which Mr. Gordon discussed the contributing factors including mega events in Las Vegas and potential economic headwinds. Treasurer Scott DeAngelo proposed a breakdown of whether visitors are spending more on existing categories, versus spending on new categories, to which Ms. Wik referenced the LVCVA's recently presented Visitor Profile Study that highlights change in spend and increase in sporting events.

Mr. Gordon reiterated Ms. Wik's comments on the Visitor Profile Study being the best source for that information. Ms. Wik acknowledged that a more detailed Economic Impact Study would be distributed to the Board.

Member Goodman asked about the impact from the reticence of employees to return to work following the shutdown due to the COVID-19 pandemic, to which Mr. Gordon discussed the past challenges in employee turnover rates and stated that direct employment is almost back to pre-pandemic levels and continues to trend favorably.

Member Goodman asked if the upcoming major events would positively impact employment levels or if they will remain flat, to which Mr. Gordon shared his thoughts regarding upward mobility from an employment standpoint.

This was an information item and did not require Board action.

ITEM 3. **CONCACAF Sponsorship Agreement – Las Vegas, Nevada – July 2023**

Mr. Yost provided information on a previous Confederation of North, Central America and Caribbean Association Football (CONCACAF) Finals event hosted in Las Vegas, shared the estimated attendance and economic impact for the July 2023 event that relates to the proposed Sponsorship Agreement, and requested that the Board consider the following as they relate to CONCACAF's international soccer match to be held at Allegiant Stadium in July 2023: 1) Approving an expenditure of \$350,000; 2) Authorizing the Chief Executive Officer (CEO)/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2024: \$350,000 Expenditure

Treasurer DeAngelo disclosed that he is employed by Allegiant Travel Company as its Executive Vice President and Chief Marketing Officer, and that Allegiant Travel Company is contracted for the naming rights of Allegiant Stadium, where the events of Agenda Items 3 and 4 will be taking place. Treasurer DeAngelo stated that the independence of judgment of a reasonable person in his situation maybe materially impacted by his position with Allegiant Travel Company and as a result would be recusing himself and abstaining from Agenda Items 3 and 4.

Member Sewald moved, and it was carried by unanimous vote of the voting members, with the exception of Treasurer DeAngelo who abstained, to approve the following as they relate to a Sponsorship Agreement with CONCACAF for an international soccer match to be held at Allegiant Stadium in July 2023: 1) An expenditure of \$350,000; 2) Authorizing the CEO/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

ITEM 4. **TEG Sponsorship Agreement – Las Vegas, Nevada – July 2023**

Mr. Yost detailed the recently announced Manchester United versus Dortmund match, provided the estimated attendance and estimated economic impact, and requested that the Board consider the following as they relate to a Sponsorship Agreement with TEG Pty Ltd for the international soccer match to be held at Allegiant Stadium in July 2023: 1) Approving an expenditure of \$350,000; 2) Authorizing the CEO/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2024: \$350,000 Expenditure

Secretary Pamela Goynes-Brown moved, and it was carried by unanimous vote of the voting members, with the exception of Treasurer DeAngelo who abstained, to approve the following as they relate to a Sponsorship Agreement with TEG Pty Ltd for an international soccer match to be held at Allegiant Stadium in July 2023: 1) An expenditure of \$350,000; 2) Authorizing the CEO/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

ITEM 5. **Premier Soccer Services Sponsorship Agreement - Henderson, Nevada – June 2024-2028**

Mr. Yost explained that Premier Soccer Services was produced in conjunction with the Mexican professional soccer club Monterrey Rayados and creates an opportunity for the youth of the western U.S. and northern Mexico to play soccer against one another. Mr. Yost requested that the Board consider the following as they relate to a Sponsorship Agreement with Premier Soccer Services for a youth boys soccer tournament to be held at Heritage Park and Anthem Hills Park in Henderson, NV in June 2024-2028: 1) Approving an expenditure of \$250,000; 2) Authorizing the CEO/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2024: \$50,000 Expenditure

FY 2025: \$50,000 Expenditure

FY 2026: \$50,000 Expenditure

FY 2027: \$50,000 Expenditure

FY 2028: \$50,000 Expenditure

Member Goodman recalled the launch of the Mayor's Cup in the year 2000 and expressed excitement about the growth of soccer and sports in Las Vegas and now Henderson.

Member Michelle Romero stated that she serves as mayor of the City of Henderson and Agenda Item 5 relates to a sponsorship agreement for youth soccer tournaments to be held in Henderson. Ms. Romero stated that the City of Henderson will benefit from the economic impact that the event will provide, and that the independence of judgment of a reasonable person in her situation may be materially affected regarding the proposed sponsorship by her position with the City of Henderson and therefore would be abstaining from deliberating or voting on Agenda Item 5.

Chair Gibson moved, seconded by Treasurer DeAngelo, and it was carried by unanimous vote of the voting members, with the exception of Mayor Romero who abstained, to approve the following as they relate to a Sponsorship Agreement with Premier Soccer Services for a youth boys soccer tournament to be held at Heritage Park and Anthem Hills Park in Henderson, NV in June 2024-2028: 1) An expenditure of \$250,000; 2) Authorizing the CEO/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds

ITEM 6. **Cox Nevada Telcom, LLC Addendum to Telecommunications Provider License Contract #4116**

Lezlie Young, Vice President of Guest Experience, stated that the LVCVA's current contract with Cox Nevada Telcom, LLC's (Cox) is set to expire in September 2023 and requested that the Board consider: 1) Approving an extension for Cox to continue serving as the LVCVA's official and exclusive telecommunications provider at the LVCC for the period of September 28, 2023 through June 30, 2024; and 2) Authorizing the CEO/President to execute the contract documents.

Fiscal Impact

FY 2024: \$13M Projected Telecommunication Sales

\$ 6M Projected LVCVA Revenue

Member Sewald disclosed that she is employed by the Vegas Chamber, wherein she serves as the President and CEO, and that Agenda Item 6 contemplates an extension of the telecommunications provider license with Cox Nevada Telcom, LLC. Member Sewald stated that Janet Uthman, Las Vegas Market Leader and Vice President of Cox Las Vegas, serves on the Vegas Chamber's Board of Trustees, but is not a member of the Vegas Chamber's Executive Committee, which is the body that exercises a supervisory function over Ms. Sewald in her official capacity and establishes her compensation. Ms. Sewald stated that the independence of judgment of a reasonable person in her situation would not be materially affected by her position with the Vegas Chamber and therefore she would be deliberating upon and voting on Agenda Item 6.

Member Romero moved, and it was carried by unanimous vote of the voting members to: 1) Approve an extension for Cox to continue serving as the LVCVA's official and exclusive telecommunications provider for the period of September 28, 2023 through June 30, 2024; and 2) Authorize the CEO/President to execute the contract documents.

Mr. Yost thanked Ms. Young for her efforts during her tenure at the LVCVA as she would soon be departing from the LVCVA.

ITEM 7.

Personnel Data Systems (PDS) – Human Resources & Payroll Management Software

Ed Finger, Chief Financial Officer (CFO), detailed the potential expenditures under the proposed contract for software licenses and requested that the Board consider authorizing him to: 1) Extend the software license agreement with PDS in the amount of \$40,500 for human resources and payroll management services; 2) Execute four optional one-year contract extensions in the total amount of \$172,000; and 3) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2023: \$40,500 Expenditure

FY 2024: \$41,500 Expenditure

FY 2025: \$42,500 Expenditure

FY 2026: \$43,500 Expenditure

FY 2027: \$44,500 Expenditure

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members to authorize the CFO to: 1) Extend the software license agreement with PDS in the amount of \$40,500 for human resources and payroll management services; 2) Execute four optional one-year contract extensions in the total amount of \$172,000; and 3) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

ITEM 8.

Retention of Lewis Roca Rothgerber Christie LLP as Outside Counsel

Ms. Bateman outlined the board policy that require Board approval of any outside legal firms, clarified that the proposed retention of Lewis Roca Rothgerber Christie LLP would not replace any of the LVCVA's existing outside counsel firms, provided information on the proposed law firm's areas of expertise, and stated that the addition of the proposed law firm would benefit the LVCVA by alleviating conflicts of interest that may be posed with some of the existing outside counsel firms retained by the LVCVA. Ms. Bateman requested that the Board approve the retention of the law firm of Lewis Roca Rothgerber Christie LLP as outside counsel for the LVCVA.

Secretary Goynes-Brown moved, and it was carried by unanimous vote of the voting members to authorize General Counsel's retention of the law firm of Lewis Roca Rothgerber Christie LLP as outside counsel for the LVCVA.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Mr. Daniel Braisted provided information on a discount code to attend the NAB Convention, referenced the attached letter regarding artificial intelligence, and suggested designating Cashman Field as the Tony Hsieh Center for Learning.

Mr. Uehling compared the rate of growth of visitation to Las Vegas to that of other destinations and asked why visitation numbers are not growing in Las Vegas. Mr. Uehling stated that the value of \$724 in 2014 is equivalent to \$866 in 2022. Mr. Uehling discussed his thoughts on the casino industry not wanting more visitors and losing revenue by not keeping pace with visitor growth.

Mr. Rick Rosen compared the growth of the number of television networks to the growth of options for cities to visit that offer casino gambling and commended the Board for its efforts on the growth of visitation to Las Vegas. Mr. Rosen noted that the intersection of Koval and Flamingo is where rapper Tupac Shakur was assassinated and proposed an acknowledgement of that intersection to demonstrate diversity and inclusion during the Las Vegas Formula 1 Grand Prix.

ADJOURNMENT

Chair Gibson adjourned the meeting at 10:56 a.m.

Respectfully submitted,

Date Approved: May 9, 2023

Silvia Perez
Executive Assistant to the Board

James B. Gibson
Chair



JAN.-MARCH 2023 ACCOMPLISHMENTS



COUNTDOWN TO KICKOFF: VEGAS ARRIVES IN STYLE FOR OUR SUPER BOWL HANDOFF

Inside ITB Berlin, the industry's largest travel trade fair

PLUS: New attendance records, Sales inks 2023 deals, new campaigns, and more

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NEW & NOTEWORTHY

4 LVCVA NEWS

New K9 officers join the team, our 10-acre parcel finds a buyer, and more

CAMPAIGNS

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The Loop toasts its millionth rider, our sports hosting soars

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We showed up for our Super Bowl handoff with a Vegas-sized football.

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LVCVA releases our *Visitor Profile Study*.

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The literal foundation of Formula 1 is laid.

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We brought a little Vegas sizzle to the world's largest travel trade show.

SELLING LAS VEGAS

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New shows sign on this quarter.

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Rises in trade show attendance took center stage.

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THE HUB

22 WELCOMING VISITORS, SMASHING RECORDS

Rising capacity by air and more efficiency on the ground: a winning combination

MEET ME IN VEGAS

23 MUTUAL ADMIRATION SOCIETY

Trade show organizers had a lot to say about their experience at LVCC.

FROM THE ARCHIVES

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Attendees of LVCC's first convention looked straight into the future of aviation.

OUT & ABOUT

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GMID lends helping hands, a job fair hires hundreds, shows donate to community causes.

OUR PEOPLE

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New Ambassadors join our ranks; focus groups form to discuss our culture and values.

ACCOLADES

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LVCVA, our building, and our Ambassadors were recognized.

LAST LOOK

TOUCHDOWN: A HERO COMES HOME



PUPPY PATROL

Our newest officers hit the ground running.

In January, Bear and Reba, a yellow and fox red Lab, joined our K9 team, allowing longtime favorites Cooper and Pierce a well-deserved retirement. Like their predecessors, our two new puppies are “sniff and sit” dogs, alerting their handler if they detect an explosive. The two passed their certifications on March 28th, successfully detecting 20 different explosives odors in a blind test. They join our two black Labs, Wells and Bo, who have specialty “vapor wake” training that allows them to follow a person or item in motion. Together, our team is keeping guests safe every day.

POWER MOVES

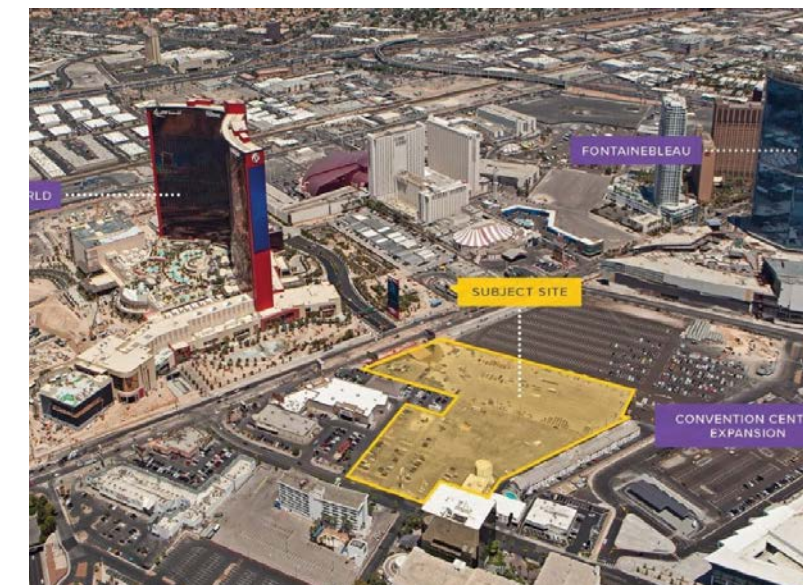
More than half a million show attendees flooded our halls from January through March.

There has hardly been a quiet week in the building this year. In January, CES exceeded projections with 115,000 attendees, including 40,000 international attendees from 140 countries. Design Construction Week in February comprised five shows, including the International Builders’ Show, National Hardware Show, and Kitchen Bath Industry Show. Most recently, ConExpo/Con-Agg in March hosted 139,000, with a footprint of 3 million net square feet. Both were larger than the last time the show was here in 2020. “We anticipated growth, but certainly not to this level,” says John Schreiber, Vice President of Business Sales. “It shows the renewed faith and trust in the destination. People are ready to get back to business.”



PARCEL PENDING

LVCVA’s 10-acre North Strip land finds new buyers with a track record of Strip-side development.



Our 10 acres of prime Strip frontage are ripe for redevelopment, and the former Riviera lot may have found its new owners. In March, our Board of Directors approved the \$125 million sale of the land to Las Vegas developer Brett Torino and New York luxury real estate developer Paul Kanavos, Chairman and CEO of Flag Luxury Group. This is not the first time Torino and Kanavos have partnered on a development; together they built the three-story Harmon Corner retail complex, home to one of the largest LED screens in the world, as well as Project 63, a four-story retail complex within the mixed-use CityCenter campus. Assuming the closing goes forward in September, the proceeds from our sale will be used for LVCC capital and renovation projects.



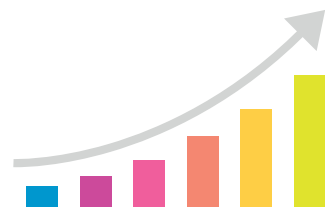
million impressions have been generated by our social content series in honor of Black History Month. On Twitter, TikTok, Snapchat, Meta, and Pinterest, we celebrated artists Aretha Franklin and Sammy Davis, Jr., honored current resident talents Usher and John Legend, and learned about the history of soul food from Chef Mario Nichols of Nellie's Southern Kitchen.

160%

was the percentage increase in advance sales ticket revenue for the Las Vegas Monorail during the National Association of Homebuilders (NAHB) and Kitchen & Bath Industry Show (KBIS) in January—the result of integrating tickets into show registrations.

78.8M

impressions were generated in the relaunch of our “Why Would You?” campaign in January across spot TV, CTV/OTT, digital video, streaming audio, and display. The ads, which encourage people to enjoy a little freedom from their loved ones, is clearly resonating. Since the campaign launched in October 2022, prospective travelers have tuned in to fantasize about escaping the kids.



176,000

is the number of room nights sold via the LVCVA's media partnerships with Expedia and Priceline from the beginning of 2023 through March.

\$0

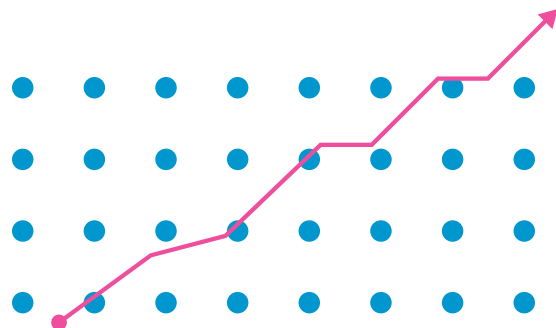
is the amount we spent for advertising on Booking.com, one of the world's largest online travel agents. Unlike other sites of its kind, Booking.com has never allowed onsite advertising. LVCVA was one of only five partners to join an alpha test on the site. The value of this free media: \$1.8 million.

18

domestic and international journalists joined us from five countries in the first three months of 2023, invited by our brand and international PR team. Our estimated total impressions generated by these journalists: 26 million.

5 MILLION

MEETING AND CONVENTION ATTENDEES TRAVELED TO LAS VEGAS IN 2022, MORE THAN DOUBLE THE ATTENDANCE IN 2021.



HOSTING DUTIES

The Greatest Arena on Earth began the year by welcoming some new-to-Vegas events. The largest women's collegiate gymnastics invitational ever held, the Super 16, debuted in early January at the Orleans Arena. The Road to the Final Four stopped here as Las Vegas hosted our first NCAA West Regional semifinals in March. The oldest basketball tournament in the world, the National Invitation Tournament, exited Madison Square Garden for the first time since 1938 in favor of Las Vegas. And the college sports excitement is only building, says Lisa Motley, LVCVA's senior director of sports and special events. “You host events like this and all the eyes on Las Vegas get other promoters thinking, ‘What other events could I bring there?’ she says. “Now the College Football Playoff is giving us another look because they see what we do here in Las Vegas and how successful it is.”

Loop Hits One Million

Usually you'd have to gamble to hit a jackpot, but all Dave McPhee did was hop on the Vegas Loop. The unsuspecting ConExpo-Con/Agg exhibitor was the Vegas Loop's millionth passenger, awarded a Vegas-themed swag bag to commemorate the ride—and then he was off again to man his booth at the show.



FORECAST: CLEAR SKIES AHEAD

The annual Preview event anticipated a blockbuster 2023.

We hosted the Vegas Chamber Preview 2023 event on Jan. 23 in West Hall, where the business community came to hear speakers from LVCVA, Formula 1, MSG Sphere, and Applied Analysis. Among the day's highlights: Steve Hill gave his tourism insights and F1 President and CEO Stefano Domenicali predicted that Las Vegas will become the Monaco of North America, attracting 100,000 fans each day of the F1 event and booking 400,000 room nights—bringing in \$966 million over three days. He also promised that F1 intends to be a long-term Vegas resident.



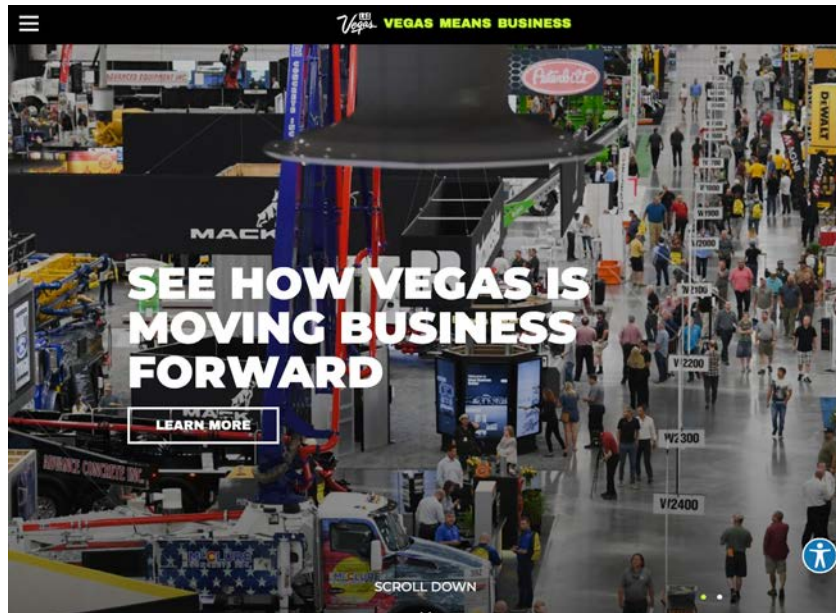


IF YOU CAN'T STAND THE HEAT...

Our intrepid social team infiltrated Chef Gordon Ramsay's actual kitchen at Harrah's for our new series on TikTok and Instagram asking chefs for the one thing they'd make. Ramsay, who would make you Beef Wellington and also wants you out of his kitchen, has been **viewed 15 million times** since our video went live on February 15.

Setting Sites High

VegasMeansBusiness.com has seen a significant uptick in traffic since the beginning of the year. **Organic sessions rose 28%, and pageviews are up 27%.** The rises are consistent with the convention calendar kickoff in January, but several areas rose even higher than usual. **Pageviews for the destination calendar increased 37%, and views for the LVCC increased 52%. Views for the Vegas Loop spiked 184%, tied to the increase in activity during our first three months of 2023.**



HOPELESSLY DEVOTED

Real love means wanting to marry the same person 25 times.

Las Vegas loves a love story and Lucky in Love, a giveaway we orchestrated with the Las Vegas Wedding Chamber of Commerce and the Marriage License Bureau, concluded at the end of January with one committed couple winning the grand prize: annual vow renewals at Chapel of the Flowers, plus Allegiant airfare and stays at Venetian for 25 years. **Nearly 700 couples vied for the prize**, posting their kissing selfies from eight iconic locations on Instagram with the hashtag #LuckyInLoveLasVegas.



WE MADE AN IMPRESSION

As part of the NFL Post-Season Kickoff program with Fox, four 30-second Greatest Arena on Earth spots ran across NFL NFC programming, generating over 28 million impressions. Another 78.8 million were generated in our relaunch of our "Why Would You?" campaign—and more in spots on the national TV show, *Extra*. We added impressions by running content on our own social channels, such as 1.2 million impressions of our CES content, 64 million for our Super Bowl journey, five million for our Black History Month programming, and 165 million in international paid social campaigns.



EXTRA, EXTRA

The city's virtuous side was in the spotlight at the beginning of the year, showcasing some of the city's most extravagant spas on Extra TV. The new year/new you piece was the first of five Las Vegas spots airing between the beginning of the year and the end of March. The show also directed viewers to activities on the Strip for Valentine's Day, Super Bowl, spring break, and March sporting events. The five **garnered over five million impressions for the city.**



Behind the scenes

Cake pops in bed and a Champagne- and caviar-fueled evening are just two ways travelers might indulge here. For those suffering FOMO, we created our new iteration of our "Meanwhile in Vegas" campaign, showcasing iconic experiences that could only happen in here. The selfie-style campaign launched nationally at the beginning of March over all our social channels, and ends mid-April.

COUNTDOWN TO KICKOFF

With one year left until Super Bowl LVIII in Las Vegas, we hit the road to accept a ceremonial football—and brought one of our own.

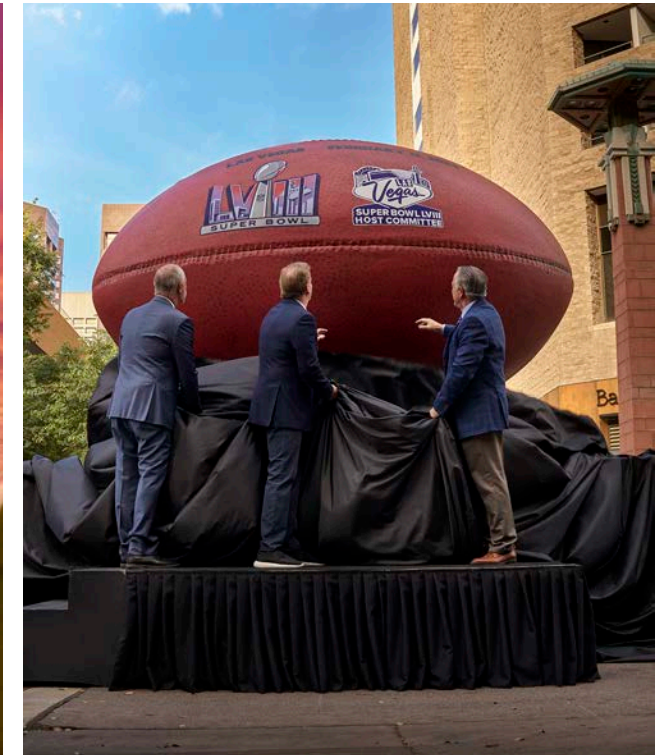
If it was not already apparent that Las Vegas is ready to host our first Super Bowl, we drove the point home in February by arriving in Phoenix with a 13-foot, 1,200-pound football on wheels. LVCVA CEO Steve Hill, Raiders president Sandra Douglass Morgan, NFL Commissioner Roger Goodell, and Nevada Gov. Joe Lombardo all attended the ceremonial football handoff from Phoenix to Las Vegas and the unveiling of our “Super Ball.” Our delegation including Hill, Brian Yost, Lisa Motley, and Kate Wik was joined by recognizable Vegas ambassadors Carrot Top, a Cosmopolitan mixologist, and a Fabulous Las Vegas sign, promoting not just the game but our destination.

What the world saw was the effortless excitement of a Vegas production. What it didn’t see: the years of tireless preparation, construction, and negotiation that led to the handoff, as well as a week of nonstop meetings and research surrounding it. “While we were in Arizona, we met with the NFL creative team, Arizona host committee, NFL’s finance and marketing teams, the NFL Foundation, community relations and legal teams,” says Lisa Motley, LVCVA’s senior director of sports and special events. And those meetings only scratched the surface. They did a site visit of State Farm Stadium, experienced indoor and outdoor fan fests, and were joined by more than 20 representatives from our metro police and fire departments to meet with Homeland Security, the CIA, and Secret Service in preparation. The exhaustive meeting schedule was part of our commitment to learn from host sites.

And while our team considered every component of planning an epic Super Bowl experience while they were in Phoenix, there’s one thing they never do. “We don’t ever go to another destination to see how we can do it better. We are always thinking about how to create these events through the lens of a city that’s a category of one,” Motley says.



Clockwise from left: The Super Ball’s 700-mile expedition took it from LA to Phoenix to Las Vegas; no one could have suspected what lay beneath this tarp before the unveiling in Phoenix; Steve Hill welcomes it home to Vegas.





EYES ON THE BALL

When the NFL officially put Las Vegas on the clock for next year's Super Bowl, we surprised the league and the world with our Super Ball. The half-ton mobile pigskin bears the logos of the LVCVA and Las Vegas Super Bowl Host Committee and was the brainchild of LVCVA CMO Kate Wik and our marketing team. We teamed up with our advertising partner, Grey, to create it in just three weeks in Los Angeles, then drove it to Arizona and back to Las Vegas. For those who have never created a monumental football, here's what it takes: A team of 30, including router operators, sculptors, scenic painters, metal workers, and hard coating crew carved, sculpted, and finished our mobile masterpiece in a polyurethane shell, then painted its pigskin texture by hand. The ball itself weighs close to 1,200 pounds and sits on a 400-pound base. The Super Ball has covered hundreds of miles so far, stopping at iconic locations such as the Hoover Dam, 'Welcome to Las Vegas' sign, and the Strip, and occasionally befuddling passersby at gas stations during refueling trips. Expect the Super Ball to make appearances around town all the way up to the Super Bowl on February 11, 2024, at Allegiant Stadium.

PRESENT AND ACCOUNTED FOR

In nearly 50 years of profile studies, new trends emerge.

If you rely on social media and television and movie portrayals of Las Vegas, you might assume the average Vegas visitor is a 20-something supermodel traveling in a pack with an unlimited Champagne and clothing budget. Each year, however, we turn to research to give us our real visitor breakdown.

In mid-March, the LVCVA released our *2022 Las Vegas Visitor Profile*, a snapshot of our visitors’ ages and retail, dining, and gaming habits, among other data points. This year, says Kevin Bagger, Vice President, LVCVA Research Center, “Our visitors were notably younger” than thirty years ago, and even two years ago. This can be partially accounted for by the fact that we adopted an additional survey methodology, adding opt-in app surveys to our historical intercept interviews (man on the street-style questions in various locations in the casino corridor). Caution among older travelers, and the emergence of Gen-Z in the travel space also may account for the younger demographic. “We can also see a more and more diverse visitorship over time,” he says, with more than half of Gen-Z visitors in non-white categories, versus a predominantly white visitor population as recently as five years ago. “Las Vegas is attracting visitors that mirror national demographics.” Gambling is still a focal point of stays, with 75% of visitors doing some wagering, compared to 90% in 1992. Some trends have emerged within 30 years, such as visiting an attraction—not a question asked in 1992. The research showed an increase from the year before in sports event and show attendance, as well as a higher-than-ever gaming budget per traveler. For this report, Bagger says, we asked a new question. “We know intuitively that people come to Vegas to celebrate, but now we have numbers to attach to that. Knowing that one out of four visitors falls into a ‘celebrator’ category gives us new information to look at. Do they dig deeper into their wallets? Is there something they have in common that can help us market to them? This is all data we can begin to collect and cross reference.” Perhaps most interesting from a meeting and convention standpoint, he says, is that 63% of respondents say they were more interested in a conference because it was held in Las Vegas—a spike over previous years in which no more than 48% expressed more interest. “The message to meeting planners now, is: You’ll have better attendance at your meeting because it’s held in Las Vegas.”



*“THE MESSAGE TO MEETING PLANNERS
 NOW, IS: YOU’LL HAVE BETTER
 ATTENDANCE AT YOUR MEETING
 BECAUSE IT’S HELD IN LAS VEGAS.”*

– KEVIN BAGGER, VP OF RESEARCH



SURVEY SAYS...

40.7 YEARS OLD IS THE AVERAGE VISITOR AGE

26% ARE HERE FOR A PERSONAL CELEBRATION

\$761 IS THE AVERAGE GAMING BUDGET, UP FROM \$541 IN 2017

6% ATTENDED A SPORTING EVENT WHILE HERE

94% SAID VEGAS MET OR EXCEEDED EXPECTATIONS

87% WOULD RECOMMEND VEGAS TO OTHERS



ROAD TO THE GRAND PRIX

Behind the glamour of Formula 1, the intensive preparation is on.

The intensive work to ready the city for our Grand Prix has kicked in and our Stakeholder Working Group now meets monthly to inform our stakeholders of logistics, security, timelines, and the commercial aspects of the race. “We started doing these meetings in conjunction with the NFL Draft,” says Chief Operations Officer Brian Yost. Interest was so widespread, “We went out of the chute for F1 meetings casting as wide a net as possible, including residential buildings, shopping, casinos, and even the gas stations proximal to the track.” The meetings have grown from a handful of Metro, fire, and airport representatives to over 400 attendees for the April meeting. “When you have an event of this scale, information is key,” he says.

At the LVCVA, our own countdown started long ago. Senior leadership attended races in Singapore and Austin to learn from other host cities in advance of the Las Vegas debut. “We learned how other cities handle the operations for a race like this,” Yost says. “For instance, it was key for us to see how Singapore shuts down the city and works with traffic, and we met with the Singapore Civil Defense Force to learn how they prepare for and execute security measures.” The team’s trip to Austin highlighted the challenge of transporting 165,000 people in and out of a city come race day. Among the stakeholder meetings have been exhaustive discussions about the road repaving process; identifying pedestrian paths to fan zones and paddock clubs; discussing designated offsite parking areas, and ticketing policies, among others. “We try to learn from each of these events,” he says, but the process can feel like Russian nesting dolls. “Every time we take the head off the last doll, there’s another one inside it.” But this process is key: “F1 will be larger than anything we’ve ever done or that we’ll do in the near future.”



*“WE WENT OUT OF THE CHUTE
 FOR F1 MEETINGS CASTING AS
 WIDE A NET AS POSSIBLE.”*

– BRIAN YOST, COO





INSIDE ITB

Ten resorts joined us to bring a little Vegas to Berlin—and the world.

The LVCVA international team and 10 resort partners descended on Berlin to represent Las Vegas at the world's largest tourism trade fair.

As Las Vegas continues to rebuild its international visitation, ITB Berlin created an opportunity to rekindle in-person meetings with European tour operators, travel agencies, and airlines that sell Las Vegas. The goal: to increase international visitation through hotel room nights sold to attendees at ITB Berlin. Senior Director of Global Sales Fernando Hurtado led the LVCVA delegation that included CMO Kate Wik, VP of Marketing Fletch Brunelle, International Market Executive Neli Boldt, and Director of Public Relations Molly Castano. Together with our resort partners, they took on 300 appointments, sharing updates on what's new in Las Vegas, including the significant growth of sporting events and entertainment.

The team works with and invests in the largest tour and travel operators to keep Las Vegas top of mind when they are selling hotel packages. To accomplish this, the LVCVA provides incentives for hotel bookings and offers co-op programs. “We also work with our largest tour operators to host their top sellers in Vegas, says Fernando Hurtado. “We believe that the best way to sell Las Vegas is to see Las Vegas.”

While the sales team was busy meeting with tour and travel companies, Molly Castano spent time promoting Las Vegas to several European travel trade news outlets to get additional media exposure for what's new in Las Vegas.

Hurtado noted that the biggest buzz at the LVCVA booth was all about Formula 1 coming to Las Vegas. “F1 is massive in Europe. The team fielded more inquiries for tickets and packages than anything else,” Hurtado said and laughed. The relationships we and our resort partners cultivate during ITB Berlin will reach far into the months and years ahead.

*"WE BELIEVE THAT THE BEST WAY TO
SELL LAS VEGAS IS TO SEE LAS VEGAS."*

- *FERNANDO HURTADO*,

SENIOR DIRECTOR OF GLOBAL SALES

LVCC SALES BY THE NUMBERS

NEW SHOWS SIGNED IN 2023

In the first three months of 2023, the Convention Center Sales and Events team signed new shows:

Twitch Con 2023
Reed Exhibitions (MagicCon).....2023
Premium Cigar Association 2024
Advanced Clean Transportation Expo.....2024

PUBLIC AND SPECIAL EVENTS

Play TCG! LLC (trading card tournament).....2023
3 Step Sports - Emperor's Cup.....2023



BUILDING THE FUTURE

The largest construction trade shows in North America arrived at the beginning of 2023, and all exceeded expectations.

World of Concrete, the world's largest concrete and masonry show, drew **48,000** attendees from over **120** countries, filling **587,000** net square feet of LVCC space in mid-January.

At the end of January, nearly **70,000** homebuilding professionals from around the globe filled **600,000** net square feet of LVCC as the National Association of Home Builders hosted the **NAHB International Builders' Show (IBS)**, the largest light construction show in the world. This year marked the 10th anniversary of **Design & Construction Week**, where **110,000** attendees from IBS and the **National Kitchen & Bath Industry Show** occupied more than **1 MILLION** square feet of indoor and outdoor space.

In mid-March, **ConExpo-Con/Agg & IFPE** drew record attendees to LVCC, launching new innovations, sustainable solutions and new building practices. Among the significant numbers from the show:

139,000 construction and fluid power professionals from **133** countries (6% more than 2020)

2400 exhibitors, including **603** that were new to the show

600+ global media from 33 countries

3+ million net square feet of exhibits (10.5% larger than 2020)



WELCOMING VISITORS, SETTING RECORDS

Airline capacity growth, a ticket revenue boom,
and record advertising revenue: a winning formula

The Las Vegas Monorail began 2023 on a high note—with its highest ever total revenue. January was the first \$1 million-plus net operating income month in the system’s history, with the highest sponsorship and advertising revenue for the transportation department in over five years. Our team’s ticketing strategy of integrating Monorail tickets into registrations accounted for a 160% increase in advance ticket sales for the National Association of Homebuilders (NAHB) and the Kitchen & Bath Industry Show (KBIS.) However, even when show attendees’ tickets were not automatically added to their show badge, they rode the Monorail. For instance, in 2020, Monorail access was integrated into every badge for 141,099 ConExpo exhibitors and attendees, with 41,796 attendees using their ticket at least once. In 2023, Monorail tickets were an option for attendees to add during registration. Throughout this year’s ConExpo-Con/Agg show, the stations generated a show total of \$1,153,277. Even without a full compulsory integration, the Monorail made 88% of the revenue the show generated in 2020.

During the first quarter of 2023, our air service development team attended the Routes Americas conference in Chicago, meeting with 35 unique airlines and hosting an airline partner event with more than 50 airline decision makers in attendance. The airline industry has shown its appetite for returning to Vegas: Airline capacity during the first quarter of 2023 was its highest ever, at 8.4 million inbound seats—11% higher than its previous record in 2020, and a higher inbound seat average than any other quarter in Las Vegas history. We’re adding routes, too, ending the quarter with 14 more unique destinations on our route map than in 2019.

**RIDERSHIP
RISES**

**LOOP RIDERSHIP:
75,896 PASSENGERS
DURING CONEXPO-
CON/AGG**

**MONORAIL
RIDERSHIP DURING
CONEXPO-CON/
AGG: 164,841**

**MONORAIL
2023 RIDERSHIP
INCREASE FROM Q1
2020: 8%**

**LAS VEGAS
AIRLINE CAPACITY
RECORD: 8.4
MILLION INBOUND
SEATS**

MUTUAL ADMIRATION SOCIETY

We always Strive for Five, and our scores are showing it.

Our sales reflect LVCC’s popularity among trade show groups, but we also measure the quality of our attendees’ experiences and the ease with which show managers worked with us. We analyze both customer surveys, collected by McGuire Research during the second or third day of a show, and manager surveys, which our guest experience team send to a show representative. Among the categories we measure are overall satisfaction, our convention service managers’ performance, and attendees’ experience with businesses in our building, such as Cox and FedEx—and each category contains multiple criteria. Our results inform our “Strive for Five” training of Ambassadors and building partners—most of whom have now gone through the training, says Lezlie Young, Vice President of Guest Experience. “It’s important for us that our guests feel we’re friendly and informative and that they feel valued and empowered,” she says. Our year-to-date numbers (January 1 – March 10), scored out of a possible five and aggregated from 400 responses each show, bear out our efforts.

OVERALL SATISFACTION.....5

CONVENTION SERVICE MANAGERS.....5 ON ALL QUESTIONS

COX BUSINESS.....5 ON ALL QUESTIONS

OVERALL STAFF FRIENDLINESS.....5

SALES MANAGERS.....5

MEETING ROOM SET UP, RESPONSIVENESS, AND STAFF COURTESY.....5



FIRST IN FLIGHT

As the jet set era dawns, a brand-new LVCC hosts its first convention.

The newly-opened Las Vegas Convention Center hosted its first show on April 12, 1959. A sign of the new times, the LVCC, which had opened on the site of a former horse racing track, would host The World Congress of Flight. The year was among the very first that air travel would eclipse ocean liners as the preferred way of crossing the Atlantic, and the show gave the public a glimpse of space and aviation progress around the globe. A demonstration from Nellis Air Force Base, including the Thunderbirds, capped off the milestone show.

YEAR OF THE RABBIT

Lions dancing through the streets; a ceremonial painting of dragons' eyes to awaken them; stacks of red envelopes filled with little gifts, and popping firecrackers: they're just a few of the celebratory moments in the Lunar New Year, held around the world. And they're some of the most dramatic events in Las Vegas.

In January, our social media team captured the festivities on and around the Strip and toured the decor at the Bellagio Conservatory & Botanical Gardens, generating nearly three million combined views on TikTok and Instagram alone. Meanwhile, our Lunar New Year tweet inspired users with ways to celebrate the new year, driving traffic to visitlasvegas.com. More than any other animal, the rabbit symbolizes luck—auspicious for a city that celebrates it like no other.



HELPING HANDS

To celebrate Global Meetings Industry Day (GMID), the LVCVA coordinated a unified effort for Las Vegas resort sales teams to serve local charitable organizations, signifying the positive impact meetings have on our community. Conceived by the U.S. Travel Association (USTA), GMID showcases the value of in-person meetings. Many trade shows choose Las Vegas because they share our values of sustainability and community responsibility. In honor of GMID, Sales teams from nearly all our resort partners gave back to charities including Three Square, Las Vegas Rescue Mission, Communities in Schools and Catholic Charities, leaving a lasting legacy in appreciation for our meeting customers and their many contributions to our community.



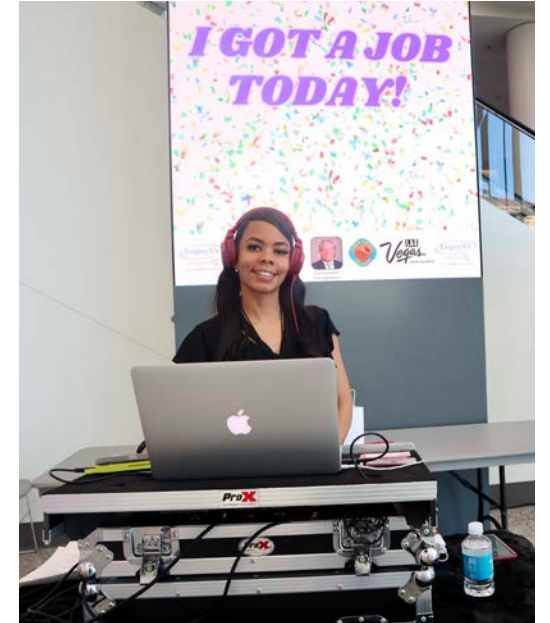
PACKING UP FOR GOOD

This year, ConExpo-Con/Agg drew more than 139,000 attendees and 2,400 exhibitors to the LVCC for what is now the largest international construction trade show in North America. With numbers this large, leftover materials are in abundance—and seeking recipients is the efficient and beneficial way to end a show. This year, the show’s organizers partnered with LVCVA to donate to six deserving charitable organizations. The nine pallets of furniture and electronics, plus picnic tables, flooring, carpeting, live foliage and more constituted nearly five tons of needed items.



OPPORTUNITY KNOCKS

In March, thousands of prospective employees arrived in our West Hall and found 135 companies looking to make a job match. The Spring Job Fair was hosted by Clark County Commission Chair and LVCVA Board Chair Jim Gibson, with Commissioner Tick Segerblom in partnership with the EmployNV Business Hub. More than 300 jobseekers received offers on the spot, with another 1,900 expected after second interviews and other employment requirements in the coming months. Gibson noted that the spring event was a way to conveniently make connections to “keep Nevada moving forward.”



SUPPORTING AMBASSADORS

We welcomed new Ambassadors and embarked on new initiatives.

We kicked off our program to **finalize our core values and initiate our Diversity, Equity & Inclusion practices**. We announced our working relationship with the **organizational consulting firm Korn Ferry** at our Leadership Summit for 78 of our executive and management leaders at the end of 2022. Over the course of their work with us, they will be gathering information via surveys, interviews, focus groups and workshops to help them understand our organization and current state. Early in April, we began inviting Ambassadors to serve on one of 10 focus groups. Six will be devoted to our DE&I, and four to the LVCVA core values. We look forward to sharing our work as we progress with the program.

We continued training programs among our workforce, hosting **Workplace Law Training** now completed by 368 of 377 fulltime Ambassadors. Our **Unconscious Bias Training** and **Writing Advantage Training** by Franklin Covey have been attended by 30 and 25 participants, respectively. We also introduced **Business Ethics Training**, of which 77 of 88 required participants have completed.

This quarter, **867 people submitted job applications to the LVCVA and we conducted 154 interviews, hiring and onboarding 20 new Ambassadors**. We continue to build and foster relationships with our community partners to fill our job vacancies, participating in local, government, and educational career fairs and events.

ACCOLADES

Our organization, our building, our destination,
and our Ambassadors are making strides.

Las Vegas was recently named one of Best Sports Business Cities in the country by the ***Sports Business Journal***. Despite being young in the world of major league sports markets, Las Vegas cracked the top 10 thanks to the turnkey nature of our destination and the success of our newest sports teams. Since 2017, we have added teams to the NFL, NHL, WNBA, NLL, AHL, XFL, and USL. The report notes that the coming Formula One Las Vegas Grand Prix, Super Bowl LVIII and NCAA Men’s Final Four contributed to our new status, as did facilities like Allegiant Stadium and T-Mobile Arena.

Jeff Hahn, Surveillance Investigator in our Customer Safety department, was presented with the “Southern Nevada Chapter Preparedness Partner of the Year” award for “outstanding service to the community and state” by the **Nevada Emergency Preparedness Association**. Jeff has been with the LVCVA for six years and was recognized for many contributions including helping manage multi-agency coordination for large events such as New Year’s Eve.

ConferenceDirect, one of the largest meeting brokers in the world, held its All Partner Meeting in March, naming Las Vegas the **No. 1 city booked in the U.S. among Conference-Direct associates**.

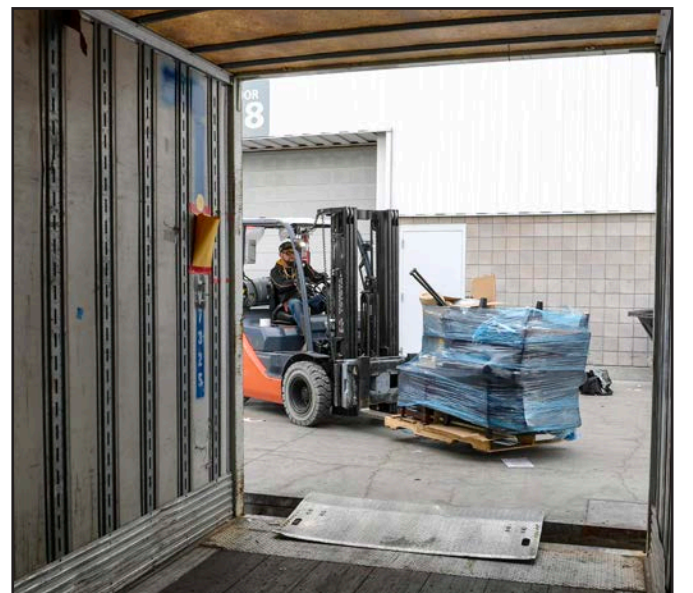
Our Chicago-based Director of National Accounts, Kelly

Peiffer, began her term as President of Destination Reps in the organization’s 25th year. The consortia of remote CVB/DMO sales representatives live in the Chicago area and surrounding Midwest states and represent destinations across North America.

This quarter LVCVA partnered with a private company in the Butts to Watts program, which **converts cigarette butts into renewable energy**. More than 65 cigarette receptacles have been placed throughout LVCC, and this program converts waste to energy at a rate of 576 watts per pound.

Major shows in the building donated their leftover materials to local charities. CES, Fancy Foods, ASD/Magic, and World of Concrete combined donated **94 tons of surplus items to our community**. The LVCVA donated 31 podiums to the Clark County School District, diverting nearly 3,000 pounds of materials from a landfill and distributing them to schools in need.

This quarter, our engineering and facilities teams have converted many lights in the building to LED, saving **more than 1 million kilowatt hours (kWh)** and earning more than \$28,000 in NV Energy and vendor rebates. LVCC also installed 24 more water bottle fill stations, bringing the total to 49 across the campus.





No football player ever yelled “go long” expecting the distance our Super Ball traveled. From Los Angeles to Phoenix and home to Las Vegas, our monumental stunt ball drives the final stretch to Allegiant Stadium.

April 10, 2023

Chairman James B. Gibson

LVCVA, Las Vegas, NV

CC: Governor Joe Lombardo (Delivered to Washington Office)

Sent to Many

REF: AI (Artificial Intelligence)

Dear Chairman Gibson:

Sir, what do you know about the capabilities and growing interest in AI?

This 8 min Clip is a good start: "The future is here today. <https://youtu.be/1f157Q6T-bo>

I am beginning to learn what I don't know.

Who in our State is introducing the topic of AI to the masses?

- 1) Chambers (about 30 in County)? No
- 2) Libraries No. Many with seating for over 250, close at 5pm on Saturdays
- 3) Visiting Tradeshows offering class or two on AI, maybe
- 4) Higher Ed ... Don't see any ads

While we are toasting, adding another Professional sport in town, and we should, other communities are teaching AI (ChatGPT, etc.) to their communities.

A) What if we designate Cashman Field -,"Tony Hsieh – Center of Learning"

And have small and large classes there, with focus on growth, including AI.

No one wants to go near the mess of San Francisco Streets, for classes these days thus: Las Vegas Center of Learning

Could also be used to show the new movie **Think and Grow Rich**, with facilitators leading discussions in spots, to the business community and the community serviced along Foremaster Lane

Light meals of basic sandwiches would encourage folks to pop in or take the bus/UBER for a class in the downtown

It could still be used for sports, trade shows and emergencies.

B) Consideration should be given to hold massive classes in larger facilities, including Allegiant Stadium

C) Every tradeshow should be asked "Are you going to be holding any classes involving AI? If so the County/State, would like to buy at least two tickets"

It's the next big thing, Las Vegas leads with Big Things.

Pls Wwatch the YouTube Clip

Sincerely,

Daniel Braisted

Resident 702-365-1833 PO Box 27469, Las Vegas, NV 89126