



Regular Meeting of the Board of Directors April 12, 2022 Minutes

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on April 12, 2022, at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109. This meeting was properly noticed and posted in accordance with the State of Nevada Executive Department Declaration of Emergency Directives 006 and 044, dated March 22, 2020 and April 19, 2021, respectively.

Board of Directors (Board)

Present unless otherwise noted

Councilman John Marz, Chair <i>absent</i>	Councilwoman Pamela Goynes-Brown
Mr. Anton Nikodemus, Vice Chair	Jan Jones Blackhurst..... <i>absent</i>
Commissioner Jim Gibson, Secretary	Mayor Kiernan McManus
Mr. Scott DeAngelo, Treasurer	Commissioner Michael Naft
Councilwoman Michele Fiore	Ms. Mary Beth Sewald..... <i>via phone</i>
Mayor Carolyn Goodman	Mr. Steve Thompson
Mr. Brian Gullbrants	Councilman Brian Wursten

	Steve Hill, CEO/President
	Caroline Bateman, General Counsel
LVCVA Executive Staff present	Ed Finger, Chief Financial Officer
	Brian Yost, Chief Operating Officer
	Lori Nelson-Kraft, Sr. VP of Communications
	Kate Wik, Chief Marketing Officer

OPENING CEREMONIES – CALL TO ORDER

Vice Chair Anton Nikodemus called the meeting to order at 9:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present except for Chair John Marz and Member Jan Jones Blackhurst.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling referenced Agenda Item 5 and provided thoughts on the amount of money spent on the Loop transportation system.

Daniel Braisted commented on Agenda Item 5 and encouraged more visible signage for the Convention Center Loop.

Rick Rosen of Vegas BETTS provided information regarding the SAFER barrier and encouraged its use in Las Vegas during special events.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES

Vice Chair Nikodemus acknowledged an adjustment to the agenda, withdrawing Agenda Item 4.

Secretary Jim Gibson moved, seconded by Treasurer Scott DeAngelo, and it was carried by unanimous vote of the voting members to approve the amended April 12, 2022, Regular Meeting of the Board of Directors agenda, *withdrawing item 4*, and the March 8, 2022 Regular Meeting of the Board of Directors minutes.

PRESENTATIONS

Presentations by the LVCVA Staff

Lori Nelson-Kraft, Senior Vice President of Communications, thanked the Hospitality Heroes selection committee, and shared a video introducing the Hospitality Heroes Award recipient Paola Crow of The Cosmopolitan of Las Vegas.

Brian Yost, Chief Operating Officer, delivered a PowerPoint and video presentation on building updates including the following events at the Las Vegas Convention Center (LVCC): National Hardware Show; Coverings Show; International Door Association Expo; and National Association of Broadcasters.

Mr. Yost provided information regarding the upcoming National Football League (NFL) Draft, and shared renderings of main event locations during the NFL Draft Experience, including lane closures and street modifications.

Kate Wik, Chief Marketing Officer, described marketing and communications efforts related to the NFL Draft including marketing strategies, media assets, and city-wide branding and décor. Ms. Wik highlighted an integrated media campaign launched with the NFL, and shared paid media video ads related to the Draft event.

Mr. Yost acknowledged the efforts of hotel partners and [Clark] County staff in the planning of the NFL Draft.

Ms. Wik highlighted marketing efforts including the following: announcement of the Formula One grand prix race in Las Vegas and its associated digital and social media content and coverage; summary of the Grammy Awards held in Las Vegas and the associated Extra TV segments; BTS concert engagement efforts; and Global Meetings Industry Day.

Ms. Nelson-Kraft referenced the attached Quarterly Highlights and Accomplishments report that was provided to the Board.

Ed Finger, Chief Financial Officer, informed the Board about the pending start date of the LVCVA's new Senior Vice President of People and Culture, Nadine Jones, and provided information on her experience.

Steve Hill, Chief Executive Officer (CEO)/President, thanked the Board for its support on the LVCVA's recent accomplishments, and highlighted the work of Clark County Commissioners and staff in regard to the NFL Draft.

Mr. Hill thanked the LVCVA's customers and partners, including Formula One and the NFL, for their partnerships and informed the Board about an upcoming agenda item regarding an agreement between the LVCVA and Formula One. Mr. Hill provided comments about the high anticipated levels of viewership of the Formula One Las Vegas race and acknowledged its potential effect on international visitation.

Mr. Hill expressed excitement for the upcoming NFL Draft and provided information on downloading the NFL One Pass application for free entry into the Draft events.

Mr. Hill provided a summary on a recent trip to Washington, DC for Global Meetings Industry Day, including meetings with Nevada's Congressional delegation and conversations regarding international visitation, among other travel and tourism topics.

Mr. Hill provided information on the LVCVA's Budget process including preliminary budget reporting requirements and an upcoming Public Hearing on the Budget.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

MARKETING DIVISION

- ITEM 1. **27th World Route Development Forum - Las Vegas, Nevada – October 15-18, 2022**
Fletch Brunelle, Vice President of Marketing, provided background information on the Routes World event and detailed the host expenses, and requested that the Board consider: 1) Approving an expenditure of \$4,208,000 for Host Destination Support expenses associated with the LVCVA hosting the 27th World Route Development Forum (Routes World) to take place October 15-18, 2022; and 2) Authorizing the Chief Executive Officer (CEO)/President to execute all necessary contract documents related to the LVCVA's Routes World hosting duties.

Fiscal Impact

FY 2023: \$4,208,000

(\$1,000,000) (Anticipated Sponsorship Contributions)

\$3,208,000 Total Anticipated LVCVA Net Expenditure

Vice Chair Nikodemus clarified that this event was initially scheduled during the COVID-19 pandemic, to which Mr. Brunelle agreed and stated that it was originally approved in 2018 but brought back to the Board to make clear the change in date and title.

Secretary Gibson emphasized the importance of these types of events for the recovery of Las Vegas.

Secretary Gibson moved, seconded by Treasurer DeAngelo, and it was carried by unanimous vote of the voting members, to: 1) Approve an expenditure of \$4,208,000 for Host Destination Support expenses associated with the LVCVA hosting the 27th World Route Development Forum (Routes World) to take place October 15-18, 2022; and 2) Authorize the Chief Executive Officer (CEO)/President to execute all necessary contract documents related to the LVCVA's Routes World hosting duties.

- ITEM 2. **Airline Consultation Services Agreement**
Mr. Brunelle provided background on the competitive process Staff conducted to evaluate the qualifications of companies that provide air service development services, provided background on the selected firm and its scope of work, and requested that the Board consider authorizing the CEO/President to: 1) Execute an agreement with Ailevon Pacific Aviation Consulting (APAC), in the amount of \$1,845,000, for airline consultation services and aviation transportation advocacy efforts, for the term of July 1, 2022 through June 30, 2025; and 2) Execute two optional one-year contract extensions with APAC, in the total amount of \$1,230,000.

Fiscal Impact

FY 2023: \$615,000 Expenditure

FY 2024: \$615,000 Expenditure

FY 2025: \$615,000 Expenditure

FY 2026: \$615,000 Expenditure (Potential)

FY 2026: \$615,000 Expenditure (Potential)

The proposed agreement includes a maximum annual consumer price index adjustment increase of 3.5%.

Secretary Gibson moved, seconded by Treasurer DeAngelo, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to: 1) Execute an agreement with Ailevon Pacific Aviation Consulting (APAC), in the amount of \$1,845,000, for airline consultation services and aviation transportation advocacy efforts, for the term of July 1, 2022 through June 30, 2025; and 2) Execute two optional one-year contract extensions with APAC, in the total amount of \$1,230,000.

OPERATIONS DIVISION

- ITEM 3. **2022 NFL Draft, Budget Authorization Request - Las Vegas, Nevada – April 28-30, 2022**
Mr. Yost summarized previous approvals for the NFL Draft, described the reasons for the need to increase the budget, and requested that the Board consider the following as they relate to the 2022 NFL Draft in Las Vegas, Nevada on April 28 – 30, 2022: 1) Approving an expenditure in the amount of \$525,000 for increased costs associated with the event; and 2) Authorizing the CEO/President to execute any contract documents.

Fiscal Impact
FY 2022: \$525,000 Expenditure

Secretary Gibson moved, seconded by Treasurer DeAngelo, and it was carried by unanimous vote of the voting members, to approve the following as they relate to the 2022 NFL Draft in Las Vegas, Nevada on April 28 – 30, 2022: 1) An expenditure in the amount of \$525,000 for increased costs associated with the event; and 2) Authorizing the CEO/President to execute any contract documents.

- ITEM 4. **Soccer United Marketing Sponsorship Agreement - Las Vegas, Nevada – July 2022**
WITHDRAWN That the Board consider the following as they relate to a Sponsorship Agreement with Soccer United Marketing, LLC, for an international soccer match to be held at Allegiant Stadium in July 2022: 1) Approving an expenditure of \$425,000; and 2) Authorizing the CEO/President to execute the contract documents.

For possible action.

GENERAL GOVERNMENT DIVISION

- ITEM 5. **Las Vegas Convention Center Loop Operations and Management Agreement**
Mr. Finger provided information on the previous year's operations of the Vegas Loop system, highlighting safety and efficiency, provided thoughts on the annual review of this contract and its anticipated future autonomous operation, stated that the system has met the LVCVA's expectations regarding safety and capacity, and requested that the Board consider authorizing the CEO/President to execute an agreement with TBC -The Boring Company, DBA Vegas Loop (Provider), for operations and management of the Las Vegas Convention Center Loop (System), in an amount not to exceed \$4,500,000 for the period beginning July 1, 2022, through June 30, 2023.

Fiscal Impact
FY 2023: \$ 4,500,000 Expenditure

Treasurer DeAngelo moved, seconded by Secretary Gibson, and it was carried by unanimous vote of the voting members with the exception of Member Carolyn Goodman who opposed, to authorize the CEO/President to execute an agreement with TBC -The Boring Company, DBA Vegas Loop (Provider), for operations and management of the Las Vegas Convention Center Loop (System), in an amount not to exceed \$4,500,000 for the period beginning July 1, 2022, through June 30, 2023.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Shaundell Newsome, Vegas Chamber Trustee and Chairman of the Urban Chamber of Commerce, thanked Mr. Hill and the Board for their engagement with small businesses, recalled a recent meeting he attended in which small businesses were given an opportunity to participate in the NFL Draft. Mr. Newsome expressed excitement for future opportunities and a recent experience at a men's religious conference.

Daniel Braisted encouraged the attendance of government entity representatives at local conventions, provided thoughts regarding signage at the West Hall of the Las Vegas Convention Center, and provided information on attending the National Association of Broadcasters show.

Randall Cannon congratulated Mr. Hill and staff on the F1 race, recalled his experience with the Caesars Palace Grand Prix, and expressed interest in the design of the race route and the management of emergency services for locals in the vicinity of the race route.

Michael Garwood inquired about bicycle parking during the NFL Draft, and commented on the following: gas prices; bargains offered in Las Vegas; and the One Big Club (OBC) bicycle club.

Ed Uehling recalled events during his youth in Las Vegas, commented on short term rental properties, and expressed excitement for community participation in events throughout Las Vegas.

ADJOURNMENT

Chair Marz adjourned the meeting at 10:22 a.m.

Respectfully submitted,

Date Approved: May 10, 2022

Silvia Perez
Executive Assistant to the Board

John Marz
Chair

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LAS VEGAS LANDS F1 RACE



pg6

BOINGO SPONSORS MONORAIL STATION



AIR SERVICE TO LAS VEGAS INCREASES

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LVCC HOSTS INAUGURAL **LAS Vegas** FOOD & BEVERAGE INDUSTRY WEEK



LAS Vegas
CONVENTION AND VISITORS AUTHORITY

HIGHLIGHTS & ACCOMPLISHMENTS

JANUARY – MARCH 2022

PRESENTED APRIL 2022

BROUGHT EVENTS TO THE DESTINATION



LAS VEGAS GRAND PRIX

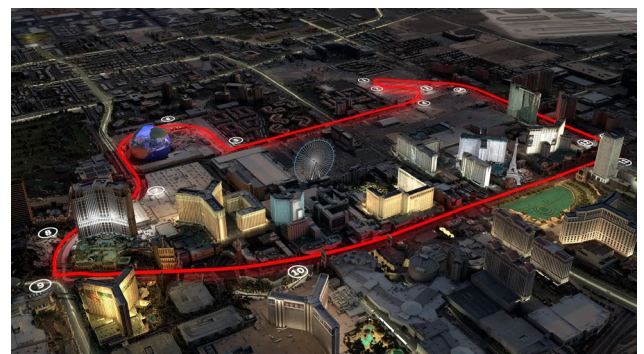


Reinforced why Las Vegas is truly the Greatest Arena on Earth by **securing Formula 1** in Las Vegas beginning in November 2023.

- Efforts included assisting Formula 1 in meeting with key resort partners, local and state government officials and public safety officials to ensure the event had the support needed to be a success.
- Collaborated with Formula 1 to announce the international race with a press conference at the Cosmopolitan followed by an “Only Vegas” celebration at MGM Grand’s The Mansion.
 - Media and social media results will be shared shortly.



The Las Vegas Grand Prix press conference, March 30, 2022.



EVENTS TO THE DESTINATION [CONTINUED]

Hosted two **Ultimate Sports Weekends** by marketing and leveraging the collective appeal of several high-profile sporting events:

Feb. 3-6 included the Pro Bowl, NHL All-Star Weekend, and East-West Shrine Bowl.



THE WEEK'S FESTIVITIES INCLUDED

- **Community events** at the Las Vegas Ballpark, Heritage Park, Wells Park and Clark County Wetlands
- Utilizing the **LVCVA's volunteer portal** to recruit for and **fill 350 shifts**.
- **Media campaigns** that **delivered more than 21.6M impressions** to targeted sports fans
- visitlasvegas.com's "Ultimate Sports Weekend" landing page generated **more than 23K page views**.
- **ABC/ESPN shot 11 sports programs** from Las Vegas that **delivered 3.9M impressions**.
- **Live social media coverage** on Instagram and Twitter for the NFL Pro Bowl, East-West Shrine Bowl, and the NHL All-Star game **garnering over 1.8M organic impressions** and **1.5M video views**.

March's Ultimate Sports Week brought together college basketball tournaments, VGK games, UFC 272, NASCAR Pennzoil 400, and the Mint 400.

Marketing efforts included a sports round-up press release, media pitching and a website sports hub page. Results will be shared soon.



Mark Stone competes in the NHL All-Star Bellagio Fountain Faceoff.



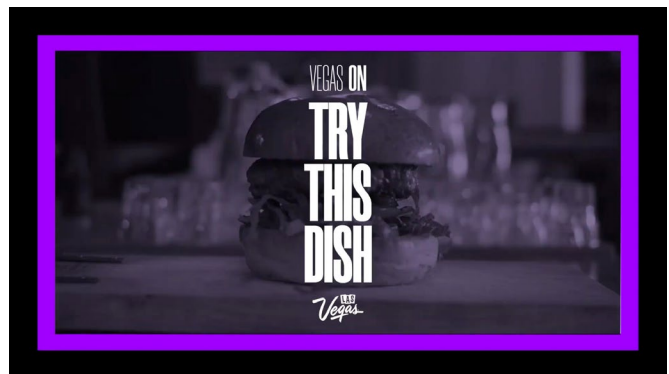
Justin Jefferson goes up for a catch during the 2022 Pro Bowl Skills Showdown

LAUNCHED NEW MARKETING AND ADVERTISING CAMPAIGNS

VEGAS ON

WHAT'S NEW. WHAT'S NOW.

Debuted **VEGAS ON**, a new magazine-style web series on YouTube and VisitLasVegas.com to show consumers the latest happenings in Las Vegas. Two show teasers delivered nearly 11M impressions and **Episodes 1 & 2 garnered 15.6k YouTube views with 204 subscribers gained** from the videos. The **web page generated 44,374 pageviews** and **@Vegas social channels garnered 12,803,877 impressions**.



- Regenerated interest in Laughlin by refreshing the “Lights of Laughlin” campaign to showcase the destination.
- Gathered the best Las Vegas talent and prepped a series of **Super Bowl Tweet Backs** responses to have at the ready for commercials, plays, fumbles, tackles, and everything in between **resulting in 5M+ impressions, 43K+ engagements and 900K+ video views** across our created content.
- **Vegas was trending** when we **shared a post from the Bangtan Boys (BTS)** announcing their Vegas concert at Allegiant Stadium and received the highest number of Twitter impressions ever seen for our @Vegas account with **2,546,044 impressions**.

LEARNED MORE ABOUT OUR EVER-CHANGING VISITORS

- To illustrate evolving visitor characteristics and behaviors, the Research Center compiled and published **year-end tourism statistics** and **published the 2021 Las Vegas Visitor Profile Study**. These “go to” resources assist the LVCVA and destination stakeholders to better understand their need and better market to them.
- Undertook projects to understand the convention and meetings segment in the post-pandemic environment.
- Conducted a semi-annual full audit of hotel and meeting inventory to ensure information is current and correct as it’s used to guide marketing and sales efforts.



LEVERAGED PAID MEDIA PARTNERSHIPS

- Partnered with **Expedia and Priceline** targeted 27 key cities and **resulted in 587,600 room nights** booked in the destination.
- **Extra TV segments** delivered **3.5M** impressions and included news about Super Bowl 2024, Pro Bowl, NHL All-Star Game, NFL Draft, NASCAR Pennzoil 400, Rock ‘n’ Roll Marathon, NCAA basketball conferences, Valentine’s Day and weddings.

EARNED MEDIA COVERAGE

- Coverage about Asian cuisine was featured in **Passport Magazine** and **garnered 2.7 million impressions**.
- **Smart Meetings Magazine** and **Trade Show Executive Magazine** featured news from the **2021 trade show recap press release**.
- Brand Public Relations staff attended **TravMedia’s IMM North America** and **conducted 28 media- appointments**.
- Brand PR Staff attended the **2022 Society of American Travel Writers (SATW) Western Chapter Meeting** to participate in professional development sessions, tours, and Media Marketplace with 30 media.

WE CELEBRATED 5 MILLION REASONS WHY LAS VEGAS REMAINS THE WEDDING CAPITAL OF THE WORLD



The LVCVA leveraged marketing efforts surrounding several wedding milestones.

- Clark County proclaimed February 2022 as “Wedding Month,”
- Clark County issued out its 5 millionth marriage license
- Celebrated the symbolic romantic meaning behind 2/22/22 by promoting the weddings hosted in the destination that day.

EFFORTS INCLUDED:

- The **Knot World-Wide sweepstakes** that **generated more than 5K new leads** for the database.
- A **social media takeover on 2/22/22** alongside hotel partners promoting #ForeverHappensHere social content throughout the day.
- Launched the **“Five Million Vegas Love Stories” social media contest** to encourage Vegas wedding storytelling among users for a chance to win an all-inclusive second honeymoon.
- **5 Millionth Marriage License social media campaign** inviting people to post their wedding photos in Vegas on Instagram.
 - Over **965K impressions garnered** for all wedding content



Visitors Luis Pantoja and Mayra Ramirez were recognized as recipients of the five millionth marriage license issued in Clark County

WEDDING CAPITAL OF THE WORLD [CONTINUED]

- **190 news stories generated** from 5 millionth marriage license and 2/22/22 weddings.
- **Hosted two Wedding Influencers with a collective following of 370K** to capture weddings-themed content to promote Las Vegas as the ultimate wedding destination. Effort **garnered over 567K impressions and 50K engagements**.
 - Influencers visited and covered The Cosmopolitan, Bellagio, Green Valley Ranch, The Strat, Venetian, Virgin Hotels, and more.
 - The highlight was one of the Influencer's wedding ceremony, hosted by the Neon Museum and Cactus Collective Weddings.

SECURED NEW BUSINESS FOR THE CONVENTION CENTER AND DESTINATION

- **Executed a naming rights sponsorship** for the Las Vegas Convention Center **Monorail Station with Boingo Wireless** estimated to bring **\$6 million in revenue** to the LVCVA over the next 10 years.
- Landed the **GSMA – Mobile World Congress Americas Show**, using **225,000 net square feet** in September 2022 and 2023. **Anticipated attendance is 15,000**.
- Inked the **Sweets & Snacks Expo** (National Confectioners Association) – leasing **200,000 net square feet** in May 2026 and 2029 with an anticipated attendance of over 15,000.
 - **LVCVA supported the announcement with a :60 sizzle video** to promote the destination to future attendees along with media relations support surrounding the announcement in Florida attended by CEO Steve Hill.
 - Promoted all newly signed shows with a media campaign and resort partner letter that **resulted in 73 local and industry trade news outlets**.
- **The Ultimates Invitational,** representing USA Weightlifting, USA Boxing, and International Brazilian Jiu Jitsu Federation competitions. The invitational will be part of the UFC's fan experience during UFC International Fight Week June 27 – July 3, 2022.
- **Confirmed first-time Las Vegas customer CrowdStrike FalCon meeting group at Aria**, bringing over **7000 room nights and 2,500 attendees** in September.



SUPPORTED NEW BUSINESS EFFORTS WITH MARKETING



Created Las Vegas Food & Beverage Industry Week as a sales and marketing tool for Emerald and Questex, two valued Convention Center customers to help achieve their exhibitor attendance goal.

LVCVA packaged and marketed

- Bar & Restaurant Expo
- Pizza Expo
- SIAL America
- World Tea Conference

with efforts including the creation of an event microsite, a press release announcing the combined shows and a show opening press conference with all show producers together and the CEO of the LVCVA that generated 20 news stories in trade publications and local media.

- New online content launched with PREVUE, Meetings & Incentives magazine and BIZ Bash to promote the destination to meeting planners.
- Vegas Means Business
 - Deployed an email to its database to encourage more live shows.
 - Short videos were created highlighting ease of access (airlines, monorail, the LVCC Loop), unique spaces, and sustainability of venues and spaces to help customers understand the ease of transportation options.



A bartender serves samples at the Bar and Restaurant Expo.



REPRESENTED AND SOLD THE DESTINATION

THE DOMESTIC GROUP SALES STAFF:

- Hosted a VIP client group opening night of the PCMA Convening Leaders at Caesars Forum
- **Organized seven site visits** for the DC market with a **potential for 15,300 room nights**.
- **Participated in DC Market ‘Business Industry Week’, International Association of Exhibitions and Events (IAEE) Women’s Leadership Forum and the PCMA Visionary Awards Dinner**, where we hosted eight VIP clients and exhibited at the Destination Showcase.
- **Brought back the Sin City Classic LGBTQ Sports Festival with over 9,000 participants and a 50% increase in room nights (over 5,000)**, making this the world’s largest annual LGBTQ sporting festival besides Gay Games.

DOMESTIC LEISURE SALES STAFF:

- **Executed a Sales Mission** in Los Angeles with **75+ in attendance** and **200 joining the live stream**.
- **Facilitated incentives for top wholesale booking agents** Apple Leisure Vacations Group that **generated more than 1K room nights**.

Provided **event support** and activations **for 11 high profile events** for sports, sales and air service development including:



AIR SERVICE DEVELOPMENT:



- Attended the **Airport Roundtable Conference** and **Routes Americas** where individual meetings were held with **network planners from 30 separate airlines**. **Hosted a reception for 100 air service professionals**.

• Las Vegas **welcomed 21 new markets by 6 airlines**, ten of which were previously unserved, and four being international markets. These flights **add 792,000 more inbound seats annually; 97,500** of which will be **from international locations**.

- **Air service from three international airlines resumed** from Germany: Condor, Eurowings Discover; and Edelweiss in Switzerland.
- **Breeze, a new airline**, was announced and will **start service from 7 new inaugural underserved markets** to Las Vegas in the second quarter of 2022.



Edelweiss flight taxis to its gate.

EXTENDED DESTINATIONS:

STAFF REPRESENTED MESQUITE AND LAUGHLIN AT:

- **American Bus Association Marketplace**
- **Colorado Golf Expo** where Harrah's Laughlin, and Golf Mesquite were invited to exhibit with LVCVA in front of nearly 8,000 golfers.
- **National Tour Association** with **45 Tour Operator decision-makers**
- **Select Traveler Conference** where 35 appointments with travel planners and advisors were conducted.
- A **Lunch and Learn** hosted **for 14 extended destination clients** including meeting planners, golf group organizers and travel advisors.
- A Top Golf **client event in Denver** included **16 golf group organizers and travel planners** from Denver and **Mission Partners** from the **Plaza Hotel & Casino, Harrah's Laughlin, and Golf Mesquite**.

Other efforts **generated 7 original leads** and **14 service bookings** and **provided 39 clients** including AAA, tour operators and visitor centers **with more than 13K in Laughlin 2022 Fun Books** to distribute to customers.

EFFORTS TO ATTRACT YOUTH SPORTING EVENTS

- With more than 60 million youths that participate in sports each year, Las Vegas has an opportunity to explore and position Southern Nevada as the ideal host city. **The LVCVA Sports Marketing department launched the Youth Development Working Group** with representative cities of Las Vegas, Henderson, North Las Vegas, Mesquite, Boulder City, and Clark County, to work on a strategic plan.

RESUMED INTERNATIONAL SALES AND PR EFFORTS



Showgirls wave as German airline Condor arrives.

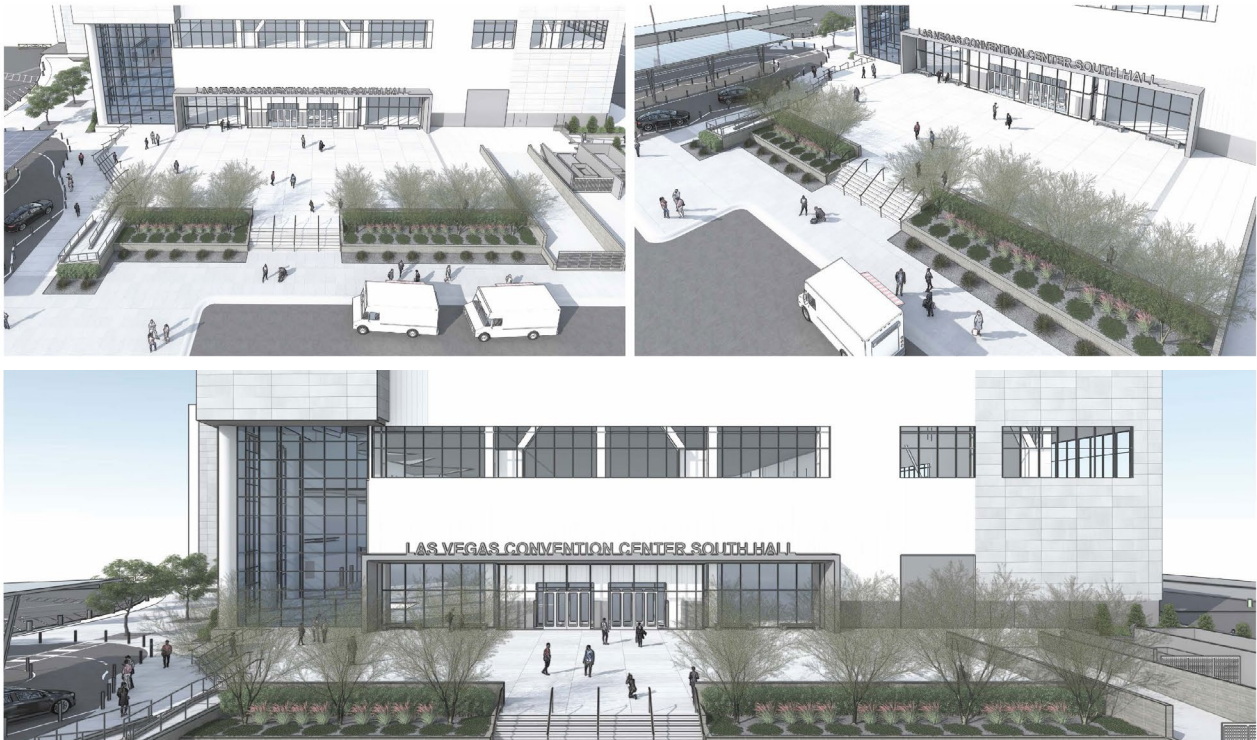
The return of **representation in Canada, Mexico, UK, and Germany** resumed and are instrumental in assisting the LVCVA's marketing efforts on a global scale.

- Efforts in support of airport arrivals for **Condor/Frankfurt inaugural flight resulted in 2,702,891 impressions and 13 news stories.**
- International staff **attended the Germany Visit USA Virtual Roadshow, Edmonton Travel Show, Eurowings Discover Roadshow, and Unite London tradeshow** attended by over 2,900 travel professionals.
- Global Sales participated in: **Brand USA 1:1 Business Meetings: UK & Europe, and The Americas** where it had the opportunity for **46 individual appointments** to highlight the destination.

PLANNED FOR OUR FUTURE



The renovation of the existing convention center will move forward after the Board recently approved Hunt Penta Joint Venture to be the Construction Manager At Risk (CMAR) for the nearly \$600M project.



- As part of the scope of work, the LVCVA will **relocate its executive office and Board Room** to the upper level of South Hall. Architects Klai Juba Wald under the leadership of Owner's Representative Miller Project Management have commenced planning efforts with the goal of the office move taking place in late-2023.

COMMUNICATED WITH OUR KEY AUDIENCES

- Produced **Winter and Spring Ambassador newsletters** to keep the workforce informed and to celebrate their accomplishments. The newsletter is **read by more than 80 percent of the workforce**.
- Utilized archival images** for social media posts to support **World of Concrete's show** that generated **241 fan engagements** and **5,395 impressions**.
- Facilitated **more than 50** local, national and trade **media inquiries** ranging from the return of CES, Las Vegas' evolution into a sports destination, new business secured and the lifting of mask mandates.
- Proactively pitched **2021 Visitation** resulting in **nine news stories**, including the Associated Press.



Meet our first Hospitality Hero of 2022: Paola Crow of the Cosmopolitan

- Launched the **2022 Hospitality Heroes** program with an enhanced web presence on VMB, changes in the selection committee and outreach to resort partners to encourage participation with the recognition opportunity.
- Promoted key findings of the **2021 Visitor Profile Study** with a press release and proactive media pitching to showcase the rebounding of visitation among leisure and business visitors resulting in **nine news stories**.
- Shot dozens of interviews with conventioners and show-managers to produce customer testimonials for social media and Vegas Means Business efforts at the CES Show, World of Concrete, and MAGIC shows.
- Executives **made presentations about LVCVA** efforts to market and sell the destination and provide transportation infrastructure to **RTC's Transportation Resource Advisory Committee, Leadership Henderson** and the **Harvard Kennedy School of Public Policy**.

PARTNERED WITH THE COMMUNITY

- The operations team and UMC **implemented a COVID-19 testing center for visitors**, servicing more than 1,500 patients.
- Worked with Emerald and Questex to coordinate delivery of **1,700 pounds of unused food to 22 local charities**, churches, and senior centers from its Pizza Expo, SIAL America, Bar & Restaurant and World Tea show.
- Tapped into the **LVCVA Archive collection to celebrate 100 years of YESCO Lighting up Las Vegas** by creating an exhibit in partnership with the NEON Museum and YESCO. The exhibit is featured at the Nevada Humanities Gallery and was showcased at two First Friday events by archivist Kelli Luchs.



Three Square driver loads a pallet of donated food at the conclusion of the Bar and Restaurant Expo

- Media coverage for the exhibit was **garnered 10 local news stories**.

Here's a sample of photos from the exhibit:

Employees at YESCO's on July 26, 1961.

- **Sodexo Live! (Centerplate) donated nearly 1,000 unopened boxed meals** from the CES show to **the Salvation Army of Southern Nevada** and **Our Savior's Lutheran Church in Henderson**.
- The donation **generated five local news** stories including the Review Journal.

MANAGED OUR FINANCES

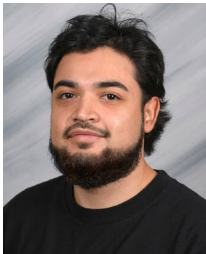
- Facilitated a refund bond sale resolution to take advantage of **\$730,000 savings on a \$15 million bond** over the remaining term of the debt.

INVESTED IN TECHNOLOGY (IT)

- The IT department provided technology support for **25 customers shows, 26 events, and 66 marketing efforts** as well as **resolved more than 880 internal issues** from various departments and ambassadors
- Implemented fiber optic connection to the Monorail System.
- Finished the initial deployment of the Cisco Umbrella Security platform to further block malicious internet traffic. **More than three million network threats have already been blocked.**

GREW OUR WORKFORCE

- Filled several positions to meet optimal staffing including Senior Director of Facility Services, Senior Diversity Recruiter, Financial Analyst and Custodian.



Steven Damian-Avila
Custodian



Rico Ramirez
Senior Diversity Recruiter



Sophia Rodgers
Custodian



Adalberto Silva
Custodian



Melissa Smith
National Sales Manager



Phillip Tanlim
Financial Analyst



Nakeymia Tait-Brazelton
Custodian



Kristin Weddingfeld
Public Relations Manager



Lisa Witherell
Senior Director of Facility Services

- Incorporated Diversity Equity and Inclusion questions and analytics into the hiring process as part of the evolving work culture.
- Procured the new background check company Truview.
- **Coordinated a three-day security training program attended by 350 LVCVA Ambassadors** and professionals representing **19 different casino/resort properties** on Crowd Management, Violent Extremism Awareness and Prevention, Suspicious Activity Recognition and Reporting, and Comparative Risk Assessment.

ACCOLADES



- **CEO Steve Hill** and R&R Partners CEO Billy Vassiliadis served as **the keynote speakers at the Vegas Chamber's annual PREVIEW Las Vegas** event to provide a look back and look ahead at the destination including its latest chapter as the Greatest Arena on Earth.
- Las Vegas ranked among **the top convention centers on Northstar Meeting Group's Conventions Cities Index** both domestically and among global destinations.



Named among the **2022 Centers of Excellence in EXHIBITOR MAGAZINE**, the LVCC was also one of 17 facilities **named finalists in seven categories:**

Best Convention Center (in four size-based categories), Best New or Improved Convention Center, Best Customer Service & On-Site Support, and Best Health & Safety Protocols (a new award this year).



LVCVA Senior Director of Convention Sales, **Laurae Clifford**, was named as one of the **Smart Meeting Magazine's "100 Smart Women in Meetings"**.

