



Regular Meeting of the Board of Directors January 10, 2023 Minutes

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on January 10, 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.....*absent*
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

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 Member Jan Jones Blackhurst.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling referenced the Staff Presentations portion of the agenda and shared the attached handout expressing desire for Staff to present information regarding actual and potential revenues related to the recent CES tradeshow. Mr. Uehling shared his thoughts on the efforts and purpose of the LVCVA since its inception versus present times.

APPROVAL OF AGENDA AND MINUTES

Councilman Cedric Crear asked for clarification on whether he and new Board Member Michelle Romero would be unable to vote on items until after they were sworn in, to which Ms. Bateman confirmed.

**APPROVAL OF
THE AGENDA
AND MINUTES**

Secretary Jim Gibson moved, and it was carried by unanimous vote of the voting members, to approve the January 10, 2023 Regular Meeting of the Board of Directors agenda, and to approve the minutes of the December 13, 2022 Regular Meeting of the Board of Directors.

BOARD APPOINTMENTS

Pursuant to Nevada Revised Statutes (NRS) the following appointments have been submitted by the City of Las Vegas and the City of Henderson.

From the Governing Body of the City of Las Vegas.....NRS 244A.603(1)(b)
Councilman Cedric Crear

From the Governing Body of the City of Henderson.....NRS 244A.603(1)(c)
Mayor Michelle Romero

Vice Chair Nikodemus informed the Board that the City of Las Vegas appointed Councilman Cedric Crear as its representative on the LVCVA Board, and that the City of Henderson appointed Mayor Michelle Romero as its representative on the LVCVA Board.

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

***Oath of Office was administered to the newly appointed Members of the Board
by the Honorable Judge Tierra Jones***

REORGANIZATION OF THE BOARD – ELECTION OF OFFICERS

In accordance with NRS 244A.605(3) and 244A.611, and LVCVA Board Policy 1.03, during January of each odd-numbered year, the Board shall undergo a reorganization by electing its officers. Officers elected during Board reorganizations shall hold office for the ensuing biennium or until their successors are elected and qualified. Board officers may serve for two (2) terms in any specific office of the Executive Committee. The Executive Committee shall be comprised of two (2) elected public sector Board members and two (2) appointed business sector Board members.

- Chair
- Vice Chair
- Secretary
- Treasurer

Vice Chair Nikodemus outlined Nevada Law and LVCVA Policies as they pertain to the reorganization of the Board through the election of its executive committee.

Vice Chair Nikodemus nominated Member Jim Gibson for Chair of the LVCVA Board.

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to elect Jim Gibson as Chair of the LVCVA Board.

Member Pamela Goynes-Brown clarified that she voted in favor, as her vote didn't register on the electronic system.

Chair Gibson nominated Anton Nikodemus as Vice Chair of the LVCVA Board.

Chair Gibson moved, and it was carried by unanimous vote of the voting members, to elect Anton Nikodemus as Vice Chair of the LVCVA Board.

Vice Chair Nikodemus nominated Pamela Goynes-Brown as Secretary of the LVCVA Board.

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to elect Pamela Goynes-Brown as Secretary of the LVCVA Board.

Vice Chair Nikodemus nominated Scott DeAngelo as Treasurer of the LVCVA Board.

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to elect Scott DeAngelo as Treasurer of the LVCVA Board.

***Oath of Office was administered to the newly elected Officers of the Board
by the Honorable Judge Tierra Jones***

PRESENTATIONS

Presentations by the LVCVA Staff

Brian Yost, Chief Operating Officer, delivered a PowerPoint and video presentation on the Consumer Technology Association's CES 2023 tradeshow.

Lisa Messina, Chief Sales Officer, delivered a PowerPoint presentation on activities of the Convention Center Sales team, including its participation in the International Association of Exhibitions and Events (IAEE) Expo! Expo! and IBTM trade shows.

Ms. Messina shared information on awards received by the LVCVA's Business Sales team including *Exhibitor Magazine's* Best Convention Center award and *Smart Meetings Magazine's* Platinum Choice award.

Ms. Messina provided information on a new partnership between the LVCVA and Event Leaders Exchange (ELX).

Kate Wik, Chief Marketing Officer, highlighted marketing and social efforts related to the 30th Annual Las Vegas Bowl and the 2022 Pac-12 Football Championship game.

Ms. Wik shared a clip from the *Meanwhile in Vegas* campaign and clips from ExtraTV episodes highlighting the holiday season and New Year's activities in Las Vegas.

Ms. Wik highlighted a partnership between the LVCVA's Public Relations team and *Food and Wine Magazine* showcasing Las Vegas and some of its restaurant offerings.

Ms. Wik shared a clip from the United Kingdom's Channel 5 television special, "Michael Ball & Alfie Boe do Las Vegas" and provided information on that paid media partnership.

Ms. Wik outlined the New Year's Eve fireworks show and celebrations throughout Las Vegas and shared a "behind-the-scenes" video of fireworks preparations and a 2022 recap video.

Lori Nelson-Kraft, Senior Vice President of Communications, referenced the attached Quarterly Accomplishments Report and introduced the LVCVA's new Director of Communications Content Andrea Bennett.

Ms. Nelson-Kraft provided information on local media efforts during CES that featured the LVCVA's Chief Executive Officer (CEO)/President Steve Hill.

Ms. Nelson-Kraft highlighted the 75th anniversary of the LVCVA's archive collection, thanked Mayor Goodman and Councilman Crear for their support in the proclamation of LVCVA Archive Day on December 7th, and provided information on the Fremont Street Experience's Viva Vision show featuring the collection.

Ms. Nelson-Kraft provided information on the closeout of the 2022 Hospitality Heroes program and thanked Peter Guzman of the Latin Chamber of Commerce and Mr. Hill for their participation in the closing events, as well as Member Mary Beth Sewald for her participation in the selection committee.

Mr. Hill provided an update on the status of the LVCVA's land sale, noting that it did not close as anticipated and other proposals are being contemplated.

Member Crear asked for clarification of what land Mr. Hill was referring to, to which Mr. Hill clarified it is the ten-acre parcel situated where the former Riviera Hotel & Casino was, on the corner of Las Vegas and Elvis Presley Boulevards. Mr. Hill outlined the LVCVA's purchase of the property and its subsequent planned sale, noting that the transaction previously approved by the Board did not close. Mr. Hill noted that the LVCVA received the earnest money deposit of \$7 million that was held in escrow.

Mr. Hill explained that the unsuccessful land sale would not affect the current renovation efforts of the Las Vegas Convention Center (LVCC), outlined the funding structure for the renovation project, and commented on the LVCVA's revenues and expenditures.

Mr. Hill provided a progress update on the Phase Three Renovation Project, including the relocation of the LVCVA offices to the South Hall and the new entrance on the east end of the South Hall.

Chair Gibson requested Mr. Hill update the new Board Members on the structure of the Las Vegas Convention Center District (LVCCD) Project.

Mr. Hill summarized the three phases of the LVCCD Project, including the Riviera land purchase, the construction of the West Hall, and the renovation of the current LVCC facility. He discussed the conception of the Oversight Panel for Convention Facilities in Clark County and Senate Bill 1, and outlined the projected sequence of construction for the Phase Three Renovation Project.

Mr. Hill commented on Congress's recent passing of the Omnibus Travel and Tourism Act and the importance of the creation of the Assistant Secretary of Tourism and Travel position and expressed appreciation for the efforts of Congresswoman Dina Titus and Nevada's federal delegation.

Mr. Hill provided information on a potential future request for approval of a hospitality program related to the upcoming Formula 1 Grand Prix in Las Vegas.

Member Carolyn Goodman asked for clarification to new Board members, regarding the movement of convention goers as well as if any of the \$55M will come out of reserves, to which Ed Finger, Chief Financial Officer responded that the \$55M is part of the LVCVA's structural expenditure pattern that is contained within its revenue ability.

Mr. Hill outlined the LVCVA's prioritization in paying its total debt.

Member Goodman requested an overview of the LVCVA's people mover system, to which Mr. Hill invited Board members to experience the Loop system, and provided information on its three stations, ridership, current and potential future connections, and potential future expansion.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

MARKETING DIVISION

- ITEM 1. **Air Service Development Update - Fiscal Year 2023 (July 2022 - January 2023)**
Fletcher Brunelle, Vice President of Marketing, introduced Joel Van Over of Ailevon Pacific Aviation Consulting (APAC) and Rosemary Vassiliadis of Harry Reid International Airport to present an air service update to the LVCVA Board on activities and accomplishments since July 2022.

Mr. Van Over discussed the impact of the recent Southwest Airlines operational meltdown on Las Vegas air service.

Mr. Van Over commented on the number of airline seats added in support of the CES tradeshow and the impact of large shows on Las Vegas air service.

Mr. Van Over spoke about air service records set in 2022 including new air service, total passenger volume, and capacity as compared to previous years.

Mr. Van Over provided information on new air service to Las Vegas from Breeze, jetlines, and LynxAir, and the addition of new service to Las Vegas from various airlines from both domestic and international markets.

Mr. Van Over discussed the recovery and growth of Las Vegas air capacity as compared to previous years.

Ms. Vassiliadis commented on recent record-setting passenger volumes in Las Vegas, Transportation Security Administration (TSA) throughput, and the impact of major sporting events and large-scale special events on Las Vegas air service and on Harry Reid International Airport.

Ms. Vassiliadis commented on the rise of general aviation traffic and provided updates on efforts being made to accommodate the growing use of private aircraft during big event weekends with assistance from reliever airports.

Ms. Vassiliadis thanked the LVCVA for its partnership and contribution to the success of the Las Vegas airport system.

Mr. Van Over discussed the Las Vegas air service outlook including; continuing trends in airline capacity recovery and growth; daily inbound seats; and Las Vegas domestic and international capacity growth.

Board Member Michael Naft thanked the Clark County Department of Aviation for its support of the community's growth and its efforts during the Southwest Airlines meltdown situation.

Ms. Wik commented on the partnerships with resort stakeholders in coordinating marketing plans to help fill airline seats.

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

SALES DIVISION

ITEM 2. Cvent Software Solutions – Las Vegas Convention Center and Destination Event Sales and Marketing

Ms. Messina provided information on the proposed purchase of Cvent packages and each of their purposes and provisions, and requested that the Board consider: 1) Authorizing the Chief Sales Officer to execute an agreement with Cvent Holding Corp., in the amount of \$265,000, with two (2) optional one-year extensions in the amount of \$530,000, for software packages for the sales and marketing of the Las Vegas Convention Center and destination-wide meetings and events; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Councilman Crear asked if this will be a new system that will be implemented, or if it will be an upgrade to an existing system, to which Ms. Messina responded that the LVCVA's Research Center utilizes Cvent at a small scale. Member Crear clarified that the proposed package purchase was ancillary to the current system utilized by the LVCVA, to which Ms. Messina confirmed.

Fiscal Impact

FY 2023:	\$265,000	Expenditure
FY 2024:	\$265,000	Expenditure
FY 2025:	\$265,000	Expenditure

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members to: 1) Authorize the Chief Sales Officer to execute an agreement with Cvent Holding Corp., in the amount of \$265,000, with two (2) optional one-year extensions in the amount of \$530,000, for software packages for the sales and marketing of the Las Vegas Convention Center and destination-wide meetings and events; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

SPECIAL EVENTS

ITEM 3. **Las Vegas Events Update**

Tim Keener, President of Las Vegas Events (LVE), presented the Board with a comprehensive recap of LVE's activities during the first and second quarters of fiscal year (FY) 2023 including the following: NBA Summer League; United States Bowling Congress (USBC) Open Championships; Senior Softball USA World Championships; Life is Beautiful festival; Indian National Finals Rodeo; annual U.S. Hockey Hall of Fame event; Cliff Keen Las Vegas Wrestling Invitational; Wrangler National Finals Rodeo and spinoff events; Downtown Rocks concert series; Downtown Hoedown; New Year's Eve festivities; and Laughlin and Mesquite events.

Mr. Keener previewed planned FY 2023 third and fourth quarter activities including the following: Rock 'n' Roll Running Series Las Vegas; Mint 400; Pac-12 Basketball Tournaments; West Coast Conference; Mountain West Basketball Championships; USBC Women's Championships; Downtown Rocks Summer Concert Series; Laughlin – Bullhead Airshow; WON BASS Laughlin Open; Brooks & Dunn concert at Laughlin Events Center; Mesquite Motor Mania; Mesquite Balloon Festival; and the Mesquite Amateur golf event.

Member Crear referenced ancillary Rodeo events and inquired if LVE collaborates with the Plaza Hotel on its rodeo events, to which Mr. Keener responded that LVE isn't able to work with the Plaza on its rodeo event, as it is a non-sanctioned PRCA event.

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

ITEM 4. **Request to Approve LVE Event Funding: U.S. Bowling Congress Open Championships 2028–2039**

Mr. Yost provided information on the existing USBC contract and economic impacts from its previous events, and requested that the Board consider: 1) Approving an expenditure in the amount of \$8,350,000 to LVE to fund the United States Bowling Congress Open Championships, Women's Championships, and Category B Events in 2029, 2030, 2032, 2033, 2035, 2036, 2038, and 2039, at South Point Tournament Bowling Plaza and other Las Vegas bowling centers; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Member Steve Thompson stated that he is employed at Boyd Gaming where he serves as its Executive Vice President of Operations, and Agenda Item 4 proposes an expenditure to LVE to sponsor the USBC Championship events. Member Thompson stated that some of those events will take place at Boyd Properties, and Boyd Gaming will directly benefit from the events. Member Thompson stated that the independence of judgment of a reasonable person in his situation maybe materially affected by his employment with Boyd Gaming and would therefore be recusing himself from Agenda Item 4.

Fiscal Impact

FY 2024:	\$1,300,000	Expenditure*
FY 2026:	\$ 640,000	Expenditure*
FY 2027:	\$1,300,000	Expenditure*
FY 2029:	\$ 640,000	Expenditure
FY 2030:	\$1,300,000	Expenditure
FY 2032:	\$ 640,000	Expenditure
FY 2033:	\$1,300,000	Expenditure
FY 2035:	\$ 640,000	Expenditure
FY 2036:	\$1,300,000	Expenditure
FY 2038:	\$ 640,000	Expenditure
FY 2039:	\$1,300,000	Expenditure

* For the 2024, 2026, and 2027 Events, the Board previously authorized expenditures to LVE in the amounts of \$1,050,000, \$550,000, and \$1,050,000 respectively.

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members to: 1) Approve an expenditure in the amount of \$8,350,000 to LVE to fund the USBC Open Championships, Women's Championships, and Category B Events in 2029, 2030, 2032, 2033, 2035, 2036, 2038, and 2039, at South Point Tournament Bowling Plaza and other Las Vegas bowling centers; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Mr. Uehling referenced the Oath of Office performed at this meeting and commented on a document regarding home-sharing that was declared unconstitutional by a local judge. Mr. Uehling provided his thoughts on the unconstitutionality and dishonesties related to a recent business impact statement related to short-term rentals.

Daniel Braisted welcomed Members Romero and Crear and referenced the attached letter regarding the sharing of the number of attendees of major conventions by zip-code and encouraging the attendance of major events by residents of Nevada.

ET Snell commented on the number of deaths on the Interstate 15 freeway and the shutting down of emergency services along that route. Mr. Snell commended Member Goodman for her efforts in bringing those issues to light and requested action regarding the recent depletion of emergency services.

ADJOURNMENT

Chair Gibson adjourned the meeting at 10:50 a.m.

Respectfully submitted,

Date Approved: February 14, 2023

Silvia Perez
Executive Assistant to the Board

Jim Gibson
Chair



OCT.-DEC. 2022 ACCOMPLISHMENTS

NCAA MEN'S FINAL FOUR: BEHIND THE SCENES OF OUR WINNING BID

**Formula One fires up:
The 2023 Vegas Grand Prix
countdown begins**

PLUS: TikTok's case
study, SEMA breaks
records, Sales inks 2023
deals, and more



22



NEW & NOTEWORTHY

4 LVCVA NEWS

We celebrate one million TikTok followers; our weddings campaign picks up partners; Las Vegas goes global with the FIFA World Cup, and more

CAMPAIGNS

6 MARKETPLACE

OTA room night bookings explode; our Pride website launches; Meanwhile in Vegas travels abroad

FEATURES

8 BEHIND THE FINAL FOUR

Securing the holy grail of college basketball began long before our bid.

10 YOU CAN BRING YOUR KIDS TO VEGAS, BUT...

Our new "Why Would You?" campaign launches in solidarity with parents everywhere.

12 START YOUR ENGINES

Formula One roars into town for our countdown to the Las Vegas Grand Prix.

14 SEMA AND THE CITY

The longest running trade show in Las Vegas plans to become the South by Southwest of automotive.

16 NOW FOLLOWING

We did TikTok the Vegas way—and TikTok took notice.

SELLING LAS VEGAS

18 NEW SHOWS

New shows, first-timers return, and 2024 shows signed this quarter

19 INSIDE IMEX

IMEX returned, bulking up pre-Covid attendance.

28



THE HUB

20 TAKING FLIGHT

Las Vegas adds routes, Routes World adds Las Vegas.

22 ON THE GROUND

The Las Vegas Monorail and Loop set ridership records.

MEET ME IN VEGAS

23 MEETING INDUSTRY ADVOCACY

We promoted Las Vegas here and abroad.

FROM THE ARCHIVES

24 NFR RETURNS

NFR returns, and Cowboy Christmas breaks records.

OUT & ABOUT

25 LVCVA IN THE COMMUNITY

We celebrated our archive's 75th anniversary, served soup, treated the community to Halloween, and showed our vision on the Fremont Street canopy.

OUR PEOPLE

26 STRENGTH IN NUMBERS

Our annual BASH maintained a 40-year frontline win; our Leadership Summit trained executive and management leaders; Strive for Five rolled out, and our new benefits book went online.

27 HOSPITALITY HEROES

LVCVA honored our 2022 winners, going above and beyond in hospitality around Las Vegas.

ACCOLADES

28 LVCVA IN THE NEWS

LVCVA, our building, and our Ambassadors were recognized.

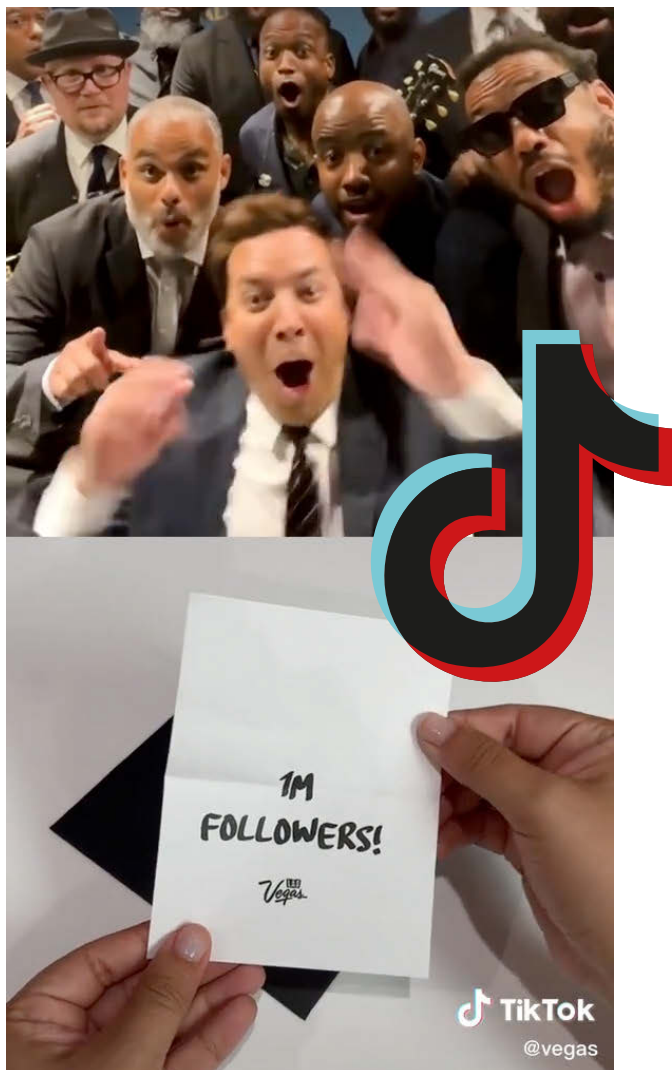
LAST LOOK

GOODBYE, 2022: HELLO, 2023!

THANKS A MILLION

We reached one million followers on TikTok and did a little duet with Jimmy Fallon.

Reaching one million followers on TikTok is an impressive feat for any brand, but our milestone catapulted us into first place among the world's destinations on the platform. In fact, we secured our @vegas handle in December 2021 and did extensive research before launching in May—grabbing our first million in only five months. We celebrated with a TikTok “duet” to the original sounds of Jimmy Fallon, Steve Higgins, and The Roots, now viewed 13,000 times.



THE GREATEST ARENA GOES WORLDWIDE

The LVCVA signed a partnership with FIFA making it one of only three regional supporters in North America for the 2022 FIFA World Cup in Qatar in November. Our branded elements were displayed globally through in-field digital signage during all 64 matches played in eight venues across five cities. The Greatest Arena on Earth campaign ran in several match ups domestically with partners like Fox, Fox Sports, and Telemundo.



Let's Get Married

The Wedding Capital of the World is spreading the word via a few new partners.

The “Wedding Capital of the World” moniker is so fitting, Clark County trademarked it just a few months before Las Vegas officiated its five millionth wedding in 2022. Weddings here represent about five percent of all weddings held in the United States each year—an average of nearly 200 each day. With stats like this, you might think Las Vegas sells itself to the marriage-minded, but it takes a little campaigning to stay this visible. A new weddings campaign introduced two new partners: *Brides* magazine and Loverly, a comprehensive wedding planning tool. Appearing in paid search, The Knot Worldwide, and Equal Pride along with our two new partners, we delivered 11.5 million impressions this quarter.



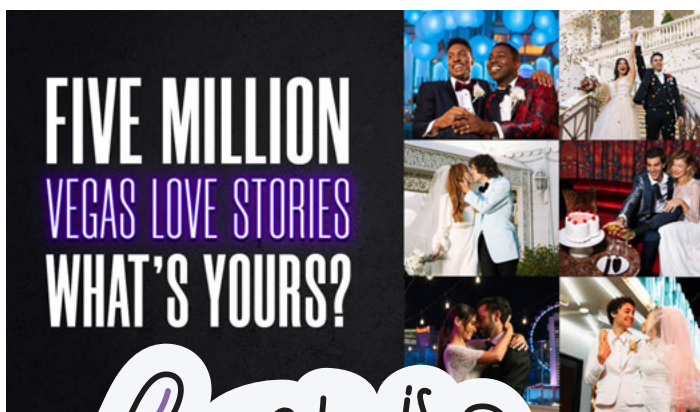
UFI Plans for Vegas

In a historic move, UFI, the Global Association of the Exhibition Industry, will hold its 90th annual show in Las Vegas in November 2023—the first hosted in the U.S. In advance of our hosting duties, Steve Hill, Lisa Messina and John Schreiber traveled to Oman for the 2022 show to invite UFI's attendees to join the 2023 show in Las Vegas. The association comprises organizations from 82 countries and regions around the world uniting decision-makers from the entire exhibition industry.

VEGAS TAKES ON THE TODAY SHOW

Anchors flying on Cirque rings, making magic as David Copperfield, and taking on The King

The annual *Today Show* Halloween extravaganza featured a “Viva Las Vegas” theme, allowing us to tap into their 15 million-plus audience across platforms. The show featured elements of Las Vegas including entertainment with Cirque du Soleil and David Copperfield, a JLo and Ben wedding couple dupe, Sammy Davis, Jr. and more iconic personas, past and present. The PR and social media teams were instrumental in working with all entities to pull the theme together. The feature resulted in 96 total media placements and 688 million impressions.



Love is in the Air

5 MILLION!
5 MILLION!
5 MILLION!
5 MILLION!



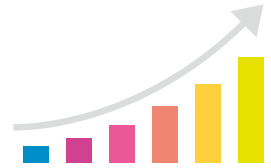
million impressions were generated by our series of posts in honor of Hispanic Heritage Month. We worked with three influencers to create and leverage content that drove those impressions and 67,500 interactions, including new audiences in the Hispanic community.

21

journalists joined us from eight countries in October and November, invited by our international PR team. Our estimated total impressions generated by these journalists: 50 million.

73.4M

impressions were generated by our sports campaigns. We launched a first-of-its-kind custom story partnership between a destination marketing organization and theScore—the digital sports media, gaming and technology company. And we launched a high-impact advertising campaign on MLBshop.com and NBAStore.com. The impressions our campaigns generated outnumbered the population of France.



10,000

was our average number of daily visits to our @vegas profile on Snapchat after we launched the destination on its platform.

Our organic posts resulted in our highest engagement to date, increasing our average daily profile visits from fewer than 50 per day to 10,000 per day.

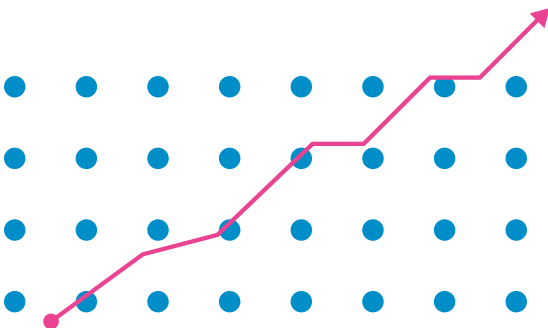
288,000

ROOM NIGHT BOOKINGS RESULTING FROM EXPEDIA AND PRICELINE PARTNERSHIPS FOR ONLY THREE MONTHS. AN ADDITIONAL BRAND CAMPAIGN THE LVCVA LAUNCHED WITH EXPEDIA.COM GENERATED 7.7 MILLION VIDEO VIEWS.



332,000

viewers tuned in to our live social media coverage of the Formula One Fan Fest, which we executed in partnership with F1. A recap video of the event resulted in over 3.5 million video views.



4.92 MILLION

views of four segments in partnership with Extra TV that highlighted Halloween and entertainment offerings, an “Ultimate Guys’ Weekend,” Adele’s residency, weddings, girls getaways the reopening of Jimmy Kimmel’s Comedy Club.



INSIDE PRIDE

We created an integrated campaign to drive viewership of the Night Pride Parade, which generated 13 million views through organic social video content and 17 million impressions from paid social efforts. Influencer content racked up another 37.5 million impressions.



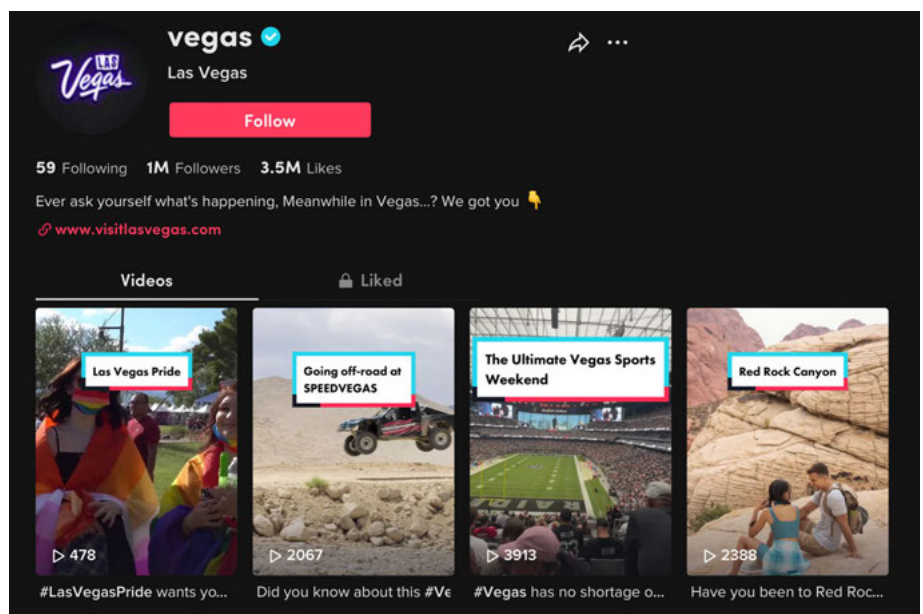
LAS VEGAS ACES FOR THE WIN

We're so proud of them, they got their own holiday.

Las Vegas celebrated its first major professional sports championship title, honoring the 2022 World Champions, the Las Vegas Aces, with a parade. More than just a title, their win reinforces the city's "Greatest Arena on Earth" moiker. Fans gathered for an on-stage party with the team's coaches, players and team owner, Mark Davis. The governor proclaimed Sept. 20 "Las Vegas Aces Day," and the occasion was commemorated with a marquee sign takeover by resorts throughout the destination.

Meanwhile in Vegas

We extended our Meanwhile in Vegas campaign, which reminds travelers that there's always something happening here, to Canada, Mexico, and the U.K. The ad campaign's newest video got 11 million views. An iteration of the campaign, Meanwhile Outdoors, drove more than 7 million impressions and 3.4 million views in its first few days.



ROAD TO THE FINAL FOUR

Our winning bid to host the NCAA Men's Final Four was years in the making.

The LVCVA made another major sports announcement to close out the year: Las Vegas had been chosen as the host city for the NCAA Men's Final Four basketball tournament—considered the holy grail of collegiate basketball championship weekends.

And although the news of our 2028 hosting duties felt like a surprise gift, Las Vegas and the LVCVA began planning for it even before Allegiant Stadium was built, says Lisa Motley, Senior Director of Sports and Special Events. “As Allegiant was being built, it was planned with the NCAA Final Four in mind,” she says. Details that might escape many fans, such as a translucent cover that would shield players from glare, were always part of the plan.

In fact, the NCAA approached the LVCVA in 2020 to talk about bidding for a host position. “We come from a place of yes,” Motley says. “Hospitality is in our DNA and there's nothing we can't overcome in a bid. We knew we were going after the Final Four.”

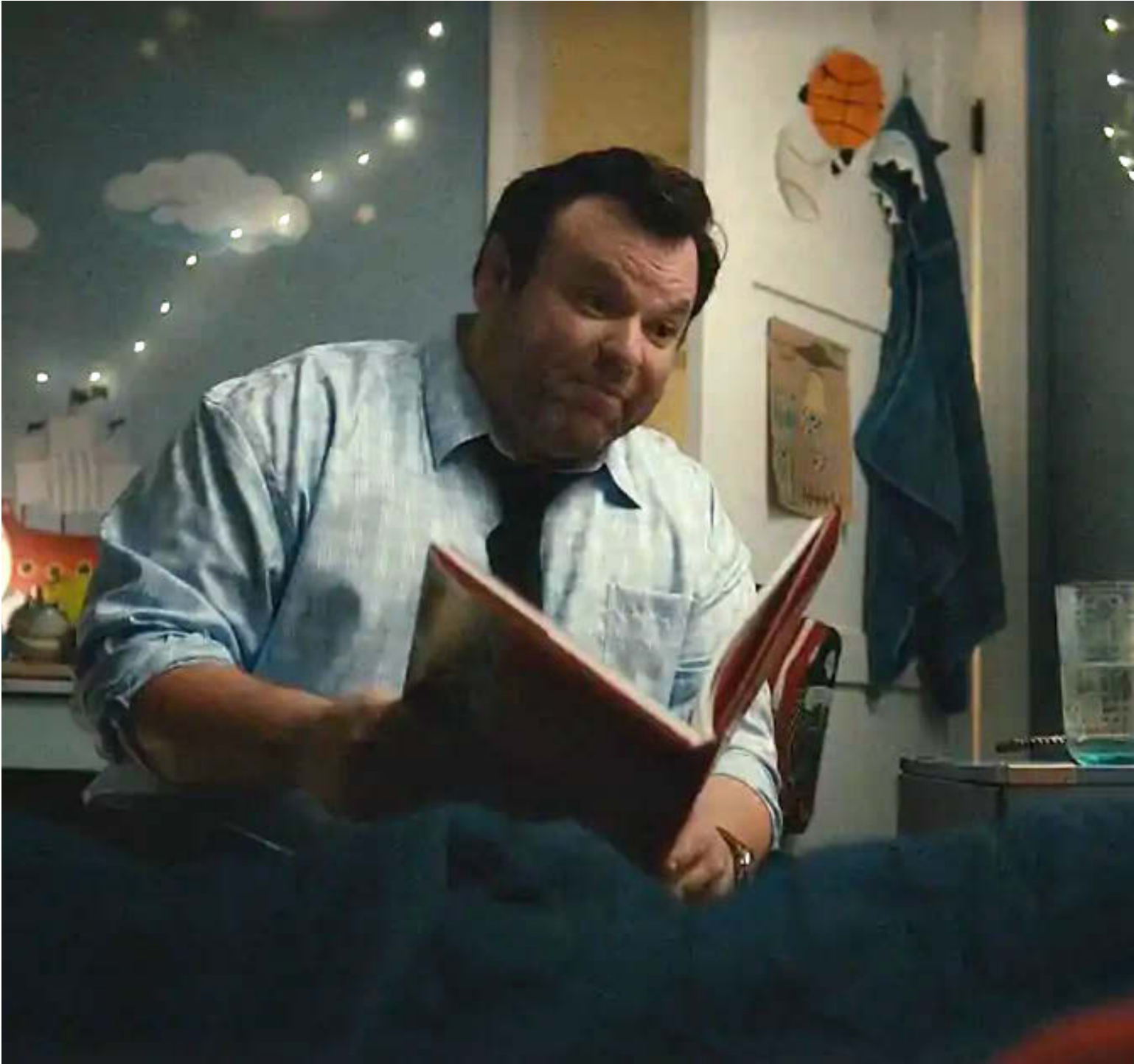
The fact that we're Las Vegas might lead some to believe that winning the bid was a foregone conclusion. But Motley and LVCVA leadership still had to prove our intent through a lengthy 225-page proposal. Among the requirements: hotels for teams, a competition venue, training sites, corporate partners, recruiting 2,500 community volunteers, a venue for a Fan Fest, which is earmarked to be held inside West Hall, and even hosting a music festival. NCAA also requires cities to meet public safety requirements, for which we partnered with the Las Vegas Metropolitan Police Department and the Las Vegas Fire Department. “There's no other city that has the kind of infrastructure and resources we do,” Motley says, “and the fact that we were able to get our resort partners to reserve meeting space and commit to NCAA-requested hotel rates for that weekend is testament to how our partners were willing to work as a team to get this done.” Letters of support from county officials, our Las Vegas mayor, governor, airport, public works departments, and fire department agreeing to NCAA's terms bolstered our bid. “When the day came that we found out which year we'd been awarded, we had our messaging, announcement, and our social media teams ready,” says Motley. “The best feeling was sending out that message: ‘Deploy.’”





The Las Vegas NCAA Men's Final Four bid team, from left to right, top row, Greg Desharnais, Jenny Bundschuh, Adam Feldman, Lisa Motley, Brian Yost, bottom row, Rob Dondero, Mike Newcomb, Sandra Douglass Morgan, Steve Hill, and Erick Harper







YOU CAN BRING YOUR KIDS TO VEGAS, BUT...

Our new “Why Would You?” campaign launches, giving permission to take time for yourself.

A middle-aged father sits by his son’s bed, reading him a bedtime story in *sotto voce* that begins, “In Las Vegas, the most popular food is broccoli.” He enthusiastically lists all of Vegas’s broccoli-related advantages: broccoli smoothies, broccoli pancakes, broccoli ice cream. The ad, which ends with the kid declining the next day’s Vegas trip and Dad’s feigned disappointment, landed on *Ad Age*’s top five campaigns list when it launched in October. It’s just one of our new ads (with two on the way) encouraging adults to take a little time for themselves—sans the kids.

The ads are running in top markets, including Los Angeles and New York City; across streaming platforms like Hulu; digitally through a YouTube takeover; on online video, and on radio/streaming audio in English and Spanish. The campaign has resonated in its first couple of months, achieving 78 million impressions and grabbing the attention of TheStreet.com, Casino.org, and Media Post Agency Daily, among others. Our social media team supported the campaign, leveraging high-profile parent influencers with a collective reach of 34.4 million to amplify the message on TikTok. Our team created an additional piece of social-first content to reinforce the message, which to date has been viewed 2.2 million times.

START YOUR ENGINES

Formula One roars into town for our
countdown to the Las Vegas Grand Prix.

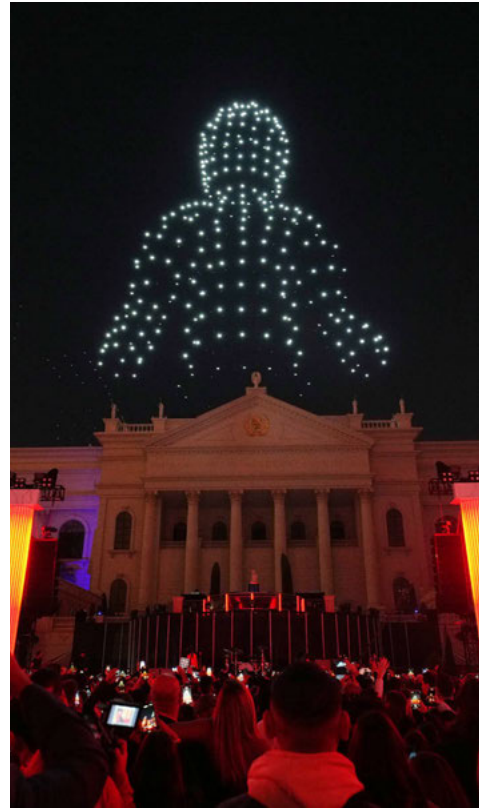
Visitors and locals descended on the Strip on November 15 for the one-year countdown to the Formula One Heineken Silver Las Vegas Grand Prix 2023. It will be the third race in the U.S. for F1, whose races have been an institution in Europe since 1946 and have exploded in popularity around the world. We joined F1, Liberty Media, resort leaders, and government officials for the official “Painting of the Line” ceremony. The party started near Caesars Palace, where guests crowded along the Strip to see marquee drivers Lewis Hamilton, George Russell, and Sergio Perez showcasing F1 cars on the Strip—which will become the F1 track come race day next year. The party went on into the night with a VIP party at Caesars Palace and a concert by The Killers.

At the LVCVA, our own countdown started long before the party. Senior leadership attended races in Singapore and Austin in advance of the Las Vegas debut. Chief Operations Officer Brian Yost describes Singapore as “the closest proxy to Las Vegas,” since cars speed around businesses encircling a city track in both races. “We learned how other cities handle the operations for a race like this,” Yost says. “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. We’re Las Vegas, so we go in and gain an understanding about what to do—and then our job is to top it.” The team’s trip to Austin highlighted the challenge of transporting 165,000 people in and out of the city come race day—discovery that will inform our work in executing a “Only Vegas” event.

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*“WE’RE LAS VEGAS, SO WE GO IN AND GAIN
AN UNDERSTANDING ABOUT WHAT TO DO—
AND THEN OUR JOB IS TO TOP IT.”
– BRIAN YOST, COO*

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SEMA AND THE CITY

The longest running trade show in Las Vegas plans to become
The South by Southwest of the automotive industry.

In November, the Specialty Equipment Manufacturers Association (SEMA) show took over nearly every inch of the LVCC. The longest running convention at LVCC, this year's show attracted an estimated 131,000 attendees, 1,900 registered exhibitors, and nearly 2,000 vehicles.

As SEMA closed out its 45th year in Las Vegas, it announced a bold five-year plan beginning in 2023: to expand the SEMA show into a citywide SEMA Week, taking over the Las Vegas Festival Grounds for SEMA Fest (think a music festival, car show, VIP experiences, automotive celebs, and motorsport events). The business-to-business SEMA Show will remain a trade-only event at LVCC for the first three days of the show, then open to the public on Friday through Saturday night.

"Our trade show performs on a very high level, but more enthusiasts want access. And manufacturers are going direct to the end user more than ever," says Tom Gattuso, SEMA's Vice President of Events. "The SEMA Week idea is growing organically because our trade show branched into vehicle activations. At the same time, festivalization has become a big thing for our industry. We see SEMA's future as the South by Southwest of automotive," With attendance up 30% from last year, Gattuso anticipates a strong 2023—including SEMA Fest numbers that will bring in an additional 60,000 enthusiasts. "We look at LVCVA with Formula One, the Speedway with Nascar and NHRA, and Wynn with the Concours d'Elegance. Las Vegas in November is the center of the automotive target, and we plan to be part of it."

|||||

*LAS VEGAS IN NOVEMBER IS THE
CENTER OF THE AUTOMOTIVE TARGET,
AND WE PLAN TO BE PART OF IT.
— TOM GATTUSO,
VICE PRESIDENT OF EVENTS, SEMA*

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SEMA STATS, 2022

131,000 ATTENDEES

1,900 REGISTERED EXHIBITORS

2,000 VEHICLES

139,000 FOOD PURCHASES MADE DURING SEMA

28,000 AVERAGE RIDERS PER DAY ON THE LOOP

34,000 RIDERS PER DAY ON THE LAS VEGAS MONORAIL





NOW FOLLOWING

We did TikTok the Vegas way—and TikTok took notice.

In November, TikTok’s chirpy text-to-speech voice called out the “5 best places to take your kids in Vegas,” in a 10-second video accompanied by Bishop Bullwinkle’s “Hell to the Naw”—and promptly went viral. The tongue-in-cheek video by the LVCVA (@vegas), featuring places you would definitely not want to take the kids, has now been viewed by 2.2 million people and counting.

The LVCVA’s success in the social media space, and particularly TikTok where it reached million viewers in September, prompted TikTok to conduct a case study on LVCVA’s performance. The study pointed not only to our speed in reaching one million followers, but also in beating benchmarks for cost per follower by 20% and cost per impression by 23%.

“We’re not gauging our success against other DMOs,” says Senior Director of Social Marketing Mike O’Brien. “We’re placing the Las Vegas brand in the ranks of Nike and Google.” In fact, Las Vegas is now the most followed destination in the world on TikTok, beating both Singapore and Visit New York.

“LVCVA’s digital team is a trailblazer,” says TikTok’s Brand Partnership Manager, Tina Kim. “They early on identified the opportunity in post-pandemic travel to reach out to a fresh new audience on a platform where they could really grow.” Kim notes that our winning methodology is decidedly anti-Vegas in feel. “The videos are not overproduced; they’ve utilized creators to bring in an authentic and native feel, and users build a relationship with the brand.”

She also points to our TikTok presence as a unique supporting piece to our larger brand. For instance, engaging prominent mom content creators to show their version on TikTok of our “Why Would You?” campaign shows how social build relationships around smart messaging.

For our social team, creating original, authentic content that leaves viewers wanting more is the unique proposition. “The 21- to 28-year-old demographic spends 141 minutes a day on TikTok—double that of YouTube,” O’Brien says. “A half-second thumb swipe, and if it doesn’t feel authentic, you already lost.”

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*LAS VEGAS IS NOW THE MOST
FOLLOWED DESTINATION IN THE
WORLD ON TIKTOK, BEATING BOTH
SINGAPORE AND VISIT NEW YORK.*

|||||

LVCC SALES BY THE NUMBERS

NEW SHOWS IN 2023

The Las Vegas Convention Center Sales team signed new shows, including:

GSE Expo September 2023
Aqua Live October 2023
HLTH 2023 October 2023

FIRST-TIME SHOWS IN 2022, THAT WILL RETURN IN 2023 AND BEYOND

Specialty Food Association — Fancy Food Show 2023 2023-2025
GSMA — Mobile World Congress 2023
International Pool / Spa / Patio Expo 2023 (re-signed for 2025)
International Roofing Expo 2024



INSIDE IMEX

In October, Las Vegas was the host city for IMEX America, the largest meeting planner trade show in North America. As the annual host city for this important show since 2011, our investment puts Las Vegas center stage for the more than 4,000 meeting planners who attend. Our Convention and Destination Sales teams took 150 meetings to secure future business in Las Vegas. Among this year's accomplishments:

- ★ Creative reuse of our already constructed booth, saving \$500,000
- ★ 20% increase of badge scans over 2019
- ★ Customer attendance increase of 4,339 in 2022, vs. 4,226 in 2019

REACHING KEY DECISION MAKERS

13,500

Domestic and international buyers introduced to Las Vegas through our active participation in key industry shows IMEX America, Association Forum, IBTW, and IAEE Expo! Expo!

690

potential customers reached in the six events we hosted in critical feeder markets of Chicago, Washington, DC, and Atlanta.



LAS VEGAS ADDS ROUTES, ROUTES WORLD ADDS LAS VEGAS

In October, Harry Reid International Airport catapulted to the country's **seventh largest domestic airport**, up from eighth place in October 2019, thanks to record expansion. According to travel data provider OAG, by October the destination's seat capacity had grown more than any other of the country's top ten airports—**up 13%, or 679,000 seats**. This quarter marked a watershed moment for travel to Las Vegas: inbound airline capacity into Las Vegas exceeded three million seats for the first time ever. The city inaugurated five new markets—three of which are brand new to Vegas—by four airlines. **Domestic capacity recovered to 116% of 2019 levels**, and international capacity was well on the way to recovery: 82%. By year's end, Las Vegas served 134 domestic destinations, 17 more than in the same period in 2019.

*THIS QUARTER MARKED
A WATERSHED MOMENT FOR
TRAVEL TO LAS VEGAS:
INBOUND AIRLINE CAPACITY
EXCEEDED 3 MILLION SEATS
FOR THE FIRST TIME EVER.*



ROUTES WORLD BY THE NUMBERS

2,300 ATTENDEES

87 EXHIBITORS

190 DIFFERENT AIRLINES

475 AIRLINE ATTENDEES

It was an apropos time for the city to host Routes World, which brings together decision makers from airlines, airports, and destinations to define the world's route networks—the largest conference of its kind. In October, the LVCVA partnered with ten resorts and 21 attractions to host the event. Las Vegas was the first North American city to host Routes World, and this year became the **first city ever to be selected twice as a host**. As Las Vegas experienced our own blockbuster airline capacity recovery, hosting Routes World attracted international attention to the destination. Our LVCVA communications team and air service development groups partnered with Harry Reid International Airport to hold a press conference with insights from the LVCVA, airport officials, and Routes World leaders, garnering 14 news stories about our performance as a host city and the city's efforts to grow air service. Notably, Routes World has reported that their attendee survey results had the **highest Net Promoter Scores ever** for a Routes World event.





RIDERSHIP RECORDS

HIGHEST-EVER
MONORAIL
RIDERSHIP:
150,000
PASSENGERS
DURING SEMA 2022

MONORAIL
REVENUE INCREASE
DURING SEMA: 32%

MONORAIL
REVENUE
INCREASE: 8%

LAS VEGAS
LOOP RECORD:
28,000
PASSENGERS
IN ONE DAY

THE LAS VEGAS MONORAIL AND VEGAS LOOP FINISH STRONG

Revenue growth, record passenger days, and satisfied guests:
a winning formula

The Las Vegas Monorail recently increased fares, resulting in a higher yield and an approximate 8% increase in overall revenue. It also had its highest-ever ridership during the SEMA show—150,000 passengers, with ridership up 24% and revenue up over 32% during the show. “We increased fares because it was time,” Reisman says, “but we did it the reverse way tickets are usually sold. Fares increased for walk-up riders, but those who bought their tickets electronically through a QR code got a discount.” The thinking, born out by this strategy, is that when people buy e-tickets, they usually buy a larger and more expensive ticket: they see a bigger discount, we see a higher yield. The fare increase drove about half our customers to purchase electronically and Reisman sees that conversion rate rising to 70-to 80% by April 1.

This quarter also saw the three highest ridership days ever on the Las Vegas Loop during SEMA, carrying a record 28,000 passengers in one day. “Our goal for the free Loop service around the LVCC campus is to improve customer service, reduce attendees’ travel times, and provide a Vegas Only experience,” Reisman says. Our transportation and customer experience departments are already working directly with the building’s shows to educate attendees about the unique benefits of zipping from one side of our campus to the other in a free Loop car—shaving up to 45 minutes from their travel time.

MEETING INDUSTRY ADVOCACY HERE AND ABROAD

We stumped for Vegas tourism and international travel recovery.

The Global Sales and PR teams attended **World Travel Market** London in November, along with ten resort partners, to network and negotiate deals with the biggest names in hospitality and the media. The entire group took on 325 appointments, and conducted key interviews, including with the BBC and trade media outlets, highlighting the arrival of Formula One in 2023 and the new British Airways flight between London Gatwick and Vegas beginning in March. Our LVCVA team took 46 appointments, including more than 20 media meetings with key European journalists representing over 366 million impressions to date.

325 APPOINTMENTS

20 MEDIA MEETINGS

366 MILLION+ MEDIA IMPRESSIONS

Visa processing delays are a significant barrier to a full recovery of international attendance at trade shows. LVCVA senior leadership met with Deputy Assistant Secretary for Visa Services Julie Stufft to discuss the challenge to international trade show attendance. She committed to working with us to help **expedite international trade show attendance recovery**.

Senator Jacky Rosen, Chair of the Senate Subcommittee on Tourism, Trade, and Export Promotion, last year introduced a bipartisan legislative package to help the nation's travel and tourism industry recover from ongoing challenges from the pandemic. The LVCVA was among more than a dozen leading Nevada-based and national groups to support the **Omnibus Travel and Tourism Act**. We supported the act to its successful passage December 20th.





HOWDY, PARTNERS!

National Finals Rodeo returns for its 37th year in Las Vegas to record numbers.

In this photo from the LVCVA Archive, two women on horseback welcome visitors to the first-ever National Finals Rodeo in Las Vegas in 1985. Since NFR's arrival 37 years ago, 6.2 million fans have descended on Las Vegas for the annual celebration of all things rodeo. This year, the Wrangler National Finals Rodeo lured 17,703 in a single day, the highest visitorship since 2006, and The Cowboy Channel Cowboy Christmas, held at LVCC, attracted a record show attendance of 40,894—the highest single-day figure in its history.



COMMUNITY VOLUNTEERING AND VISIBILITY

OUR DIAMOND ANNIVERSARY

We closed out the 75th anniversary of the LVCVA Archive collection with a proclamation honoring our celebration, presented by the City of Las Vegas Mayor and city councilmembers.

HISTORY OVERHEAD

Selections from our archive floated 90 feet above the Fremont Street Experience on the Viva Vision canopy. We worked with Fremont Street to create the larger-than-life vision as a dedicated 75th anniversary show on December 21.

CHICKEN SOUP FOR THE SOUL

The LVCC and our food and beverage partner Sodexo Live! prepared and donated 150 gallons of chicken noodle soup to Catholic Charities of Southern Nevada, feeding more than 1,800 people over two days. Known as “The Big Soup Donation,” the initiative was part of Sodexo’s Stop Hunger Foundation campaign.

SUPPORTING METRO

Metro’s expanded Convention Center Area Command opened on the LVCC campus. Our funding provided for what is now the Las Vegas Metro Police Department’s largest and most staffed substation, and space for a briefing room that doubles as a command center for large-scale events on the Strip.

ALL TREATS, NO TRICKS

We hosted a record-breaking 2,500-spirited trunk or treaters during the Las Vegas Police Department (LVMPD) Convention Center Area Command annual community event in our Bronze lot on October 27th. volunteers from SEMA, resort partners, and Las Vegas Fire & Rescue joined the festivities.

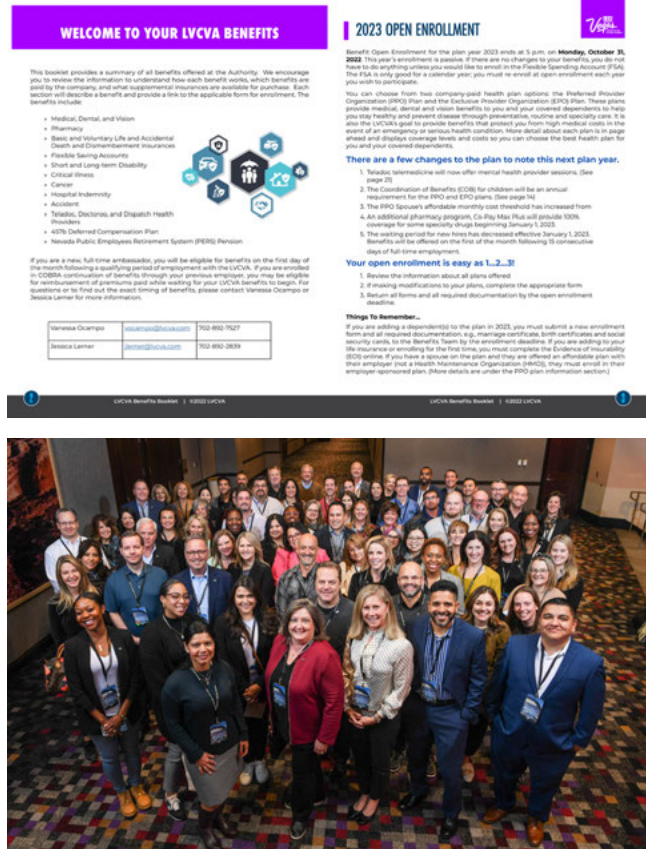
SUPPORTING AMBASSADORS

We celebrated our Ambassadors and added to our ranks.

We hosted our **annual BASH event** for Ambassadors, a 40-year LVCVA tradition we held this year at the Las Vegas Ballpark. The evening of fun—and an epic annual kickball game in which our frontline workforce maintained their equally long winning streak against management—was attended by 381 Ambassadors including their families. We honored 209 Ambassadors for their service milestones, including one who celebrated 30 years at LVCVA.

We held **two town hall meetings** to keep everyone informed of current events at LVCVA and, among other developments, our coming renovations. We produced our annual **Leadership Summit** for 78 of our executive and management leaders to identify and solidify our vision for our teams and our organization and learn from a fireside-style chat between Steve Hill and Las Vegas Raiders president Sandra Douglass Morgan.

We rolled out **Strive for Five**, an innovative new service standard for all guest-facing Ambassadors. And we successfully executed our Annual Benefits Open Enrollment for 2023. Our benefits are now more accessible than ever, thanks to our design and production of a new online **Benefits Summary** as a flipbook, a digital first that allows dynamic updates. Our P&C department received 656 applications for 21 positions, interviewing 154 prospective employees, and hiring and onboarding 19 new full-time Ambassadors.





Peter Guzman



Keoki Hill



Steve Hill and
Peter Guzman
with finalists

HOSPITALITY HEROES

Outstanding hospitality workers created “Only Vegas” experiences.

In December, the LVCVA celebrated our 2022 Hospitality Heroes winners and finalists during a reception in West Hall with remarks from local leaders including Steve Hill and Peter Guzman, President of the Latin Chamber of Commerce. Our recognition program shines a light on **outstanding hospitality workers** who go above and beyond for our millions of visitors each year. In the last year, it has garnered **more than 140 nominations**.

Our winner, **Keoki Hill**, a security supervisor at Planet Hollywood, distinguished himself by swiftly averting a security situation during a convention, with no disruption to the event or the guest experience. We honored all 30 of our 2022 Heroes and finalists.

LVCVA IN THE NEWS

Our organization, our building,
and our Ambassadors were recognized.

As the year came to a close, the travel and hospitality, sales, and media industries took stock—and took notice of the LVCVA.

Exhibitor magazine, the resource for trade show and corporate event marketers, named LVCC **Best Convention Center** (with more than one million square feet of exhibit space) in its Centers of Excellence special awards. The special awards “recognize the exhibitor-friendly venues that consistently exceed expectations and collectively raise the bar,” said editor in chief Travis Stanton.

At the local Public Relations Society of America’s Pinnacle Awards, our PR team took home a **Pinnacle in the Media Events** award for our Super Bowl press conference and **three Awards of Excellence** for our “5 Million Love Stories” campaign, NFL Draft press conference, and Super Bowl announcement.

Industry pros and *Smart Meeting* magazine readers cast their votes for the **Platinum Choice Awards**, which honor the hospitality industry’s top hotels and destinations with the highest standards of overall service and amenities, and awarded the honor to the LVCVA.

The annual Travvy Awards honor travel companies, travel products, travel agencies, and destinations for outstanding achievement. The LVCVA won **gold for Best Tourism**

Board in the US; Las Vegas was awarded **bronze as Best Domestic City Destination**, and the city was also awarded **silver for Best Culinary Destination in the U.S.**

At the *Travel Weekly* Magellan Awards, Las Vegas walked away with **gold in the U.S. for Overall Destinations**; **gold in Destination Marketing** for our Greatest Arena on Earth commercial; and **silver in Destination Marketing** for our Expedia co-op COVID-19 recovery campaign.

Chief Sales Officer Lisa Messina appeared on the cover of *Smart Meetings* magazine when she won its **2022 Catalyst Award**. Among her insights: “We are a business destination with powerful sustainability programming to conserve water and offset carbon emissions. We have diversity, equity, and inclusion priorities.” And on the city’s post-Covid 19 recovery: “Las Vegas is back, with nuances.”

The second annual OneVegas charity event presented by the Las Vegas Bowl at Allegiant Stadium celebrated the year in sports while supporting the Southern Nevada Sports Hall of Fame and community partners. This year, LVCVA president/CEO Steve Hill received the **Sports Executive of the Year** award, and the LVCVA received **Sports Moment of the Year** for the NFL Draft.





*Eight minutes of fireworks rang in the new year along the Las Vegas Strip,
with 11,000 pyrotechnics lighting the night for 400,000 revelers
from the rooftops of eight casino resorts. Happy 2023.
We're looking forward to an exciting year ahead.*

10December2023

To: LVCVA Board and Staff
From: Ed Uehling

When the staff gives the presentation regarding the CES Conference will they please give us and the Las Vegas public a complete view including the following:

- The hotel rates that were charged
- The total amount that the 115,000 attendees paid for lodging
- The total that flowed into the bank accounts of Las Vegas area residents who shared their homes with delegates
- The amount total amount of money that would have flowed into the community had the Convention reached its 2019 figures
- The total number of tourists, convention attendees and potential income to the region if only LVCVA and the community were to cooperate for their mutual benefit

The war being waged by this organization against the businesses and people of Las Vegas and its visitors benefit ONE entity: Wall Street

The casinos and their bought-off politicians today love to say that it is the casinos who bring the tourists here to Las Vegas and that, therefore, they are entitled to be the ONLY beneficiaries of the \$50 billion dollars that enter Clark County every year. Nothing could be further from the truth.

Las Vegas transformed from being a dusty railroad village of 10,000 people when my family and I moved here, to one of the most famous cities on the globe because of

- Boulder Dam—the most incredible engineering feat in the history of the world to date
- The invention of the air conditioner
- The dry, bug-free climate
- The desire of people to build America after its success in WWII
- It's proximity to the number 1 world-wide people influencer—the movie industry in Hollywood
- Wide-spread ownership of automobiles and great roads to accommodate them
- The bravery of the political leadership of the state and county in violating federal prohibitions against gambling, divorce and prostitution—a massive difference from our cowardly, subservient and paid-off political leadership today
- But especially the cooperation between the people, business and political leadership

I remember when the LVCVA was formed around 1956: I was a 16-year-old sports reporter for both Hank Greenspun's Las Vegas Sun and for Mr. Heckethorn, my boss at the Review Journal. The Fair and Recreation Board (as I remember the original name of this Institution) was clearly a community effort mutually benefiting the hotels (operated by people demonized as criminals two or three years previous by the Kefauver Hearings and even Senator Joseph McCarthy) and the people of Clark County.

What a contrast with today in which the LVCVA is strictly a tool of Wall Street and a handful of corrupt public officials.

Public Comment Submission

from Mr. Daniel Braisted
January 10, 2023

Po Box 27469
Las Vegas, NV 89126
January 6, 2023

Governor Joe Lombardo
Grant Sawyer State Office Building
555 East Washington Ave, Suite 5100
Las Vegas, NV 89101

Congratulations Governor Lombardo

Dear Governor Lombardo:

Apology on the short notice. As you know the Consumer Electronics Show (CES) is in town till 4pm Sunday.

One of the weaknesses of Nevada, the too many residents and companies don't take advantage of the conventions that come to our state. We don't use what we produce..

I realize that your schedule is maxed with meetings, getting ready for the Legislature. If you can, visit the basement of the Venetian Expo, "Eureka Park". That is where small companies first exhibit at CES. Companies are limited in this space to one booth, and must be a new business.

There are sections for blocks of companies from countries: France, Croatia; Israel; etc. The crime is there AREN'T any from Clark County/Las Vegas/Nevada. There is a section just for Colleges/Universities, again non from Nevada.

If Nevada doesn't have companies in the beginner exhibit areas, she will not have companies in the larger halls, in the future.

I attempted to get the number of Nevada Residents by zip code, who attended past CES shows. CES said they couldn't share that number because their contracts with exhibitors state, CES will not share demographic information. Request you ask someone to meet with CES and modify that contract provision to allow sharing of just the number of attendees by zip-code, with your county leaderships after major conventions state wide..

Again I acknowledge your workflow, yet consider a visit to "Eureka Park" in basement of Venetian Expo by Sunday 4pm during CES. If not you, ask someone to visit area for you.

Respectfully,

Daniel Braisted
Resident
702-365-1833