



**Regular Meeting of the Board of Directors
July 9, 2024
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on July 9, 2024, 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	Ms. Jan Jones Blackhurst..... <i>virtual</i>
Mr. Brian Gullbrants, Vice Chair	Commissioner Michael Naft
Mayor Pamela Goynes-Brown, Secretary	Mayor Michelle Romero
Mr. Scott DeAngelo, Treasurer	Ms. Mary Beth Sewald..... <i>virtual</i>
Councilman Cedric Crear	Mr. Steve Thompson
Mayor Carolyn Goodman	Councilman Steve Walton
Ms. Ann Hoff..... <i>virtual</i>	Councilman Brian Wursten..... <i>absent</i>

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
	Nadine Jones, Senior Vice President of People & Culture

OPENING CEREMONIES – CALL TO ORDER

Chair Jim Gibson called the meeting to order at 9:01 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present in person or virtually, except for Member Brian Wursten.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling provided his thoughts on the Purpose and Background section of Agenda Item 3 being “completely false” and recalled a 2008 LVCVA comprehensive international initiative that he stated was “never implemented.” Mr. Uehling commented on travel spending by Chinese citizens as compared to that of Americans. He provided that a workshop was held by WeChat at the Las Vegas Convention Center (LVCC) on the use of its product and stated that he has not received any communications from the LVCVA on WeChat. Mr. Uehling commented on the challenges of air travel in getting to Las Vegas from Asia.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES **Treasurer Scott DeAngelo moved, and it was carried by unanimous vote of the voting members, to approve the July 9, 2024, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the June 11, 2024 Regular Meeting of the Board.**

BOARD NOMINATION

Pursuant to Chapter 244A of the Nevada Revised Statutes (NRS), the following nominee has been submitted by the Nevada Resort Association (NRA) for the term of July 1, 2024 – June 30, 2026.

In accordance with NRS 244A.603(1)(g), only public sector Board Members may vote to appoint the nominee:

From the Nevada Resort Association:
Steve Thompson – Boyd GamingNRS 244A.603(1)(g)(2)

Member Carolyn Goodman moved, and it was carried by unanimous vote of the voting public sector members, to approve Mr. Thompson as the NRA’s appointee to serve as member of the Board of Directors for a term ending June 30, 2026.

Oath of Office was administered to the re-appointed Member of the Board by the Honorable Judge Tierra Jones.

PRESENTATIONS

Presentations by the LVCVA Staff

Brian Yost, Chief Operating Officer, delivered a presentation on Las Vegas Convention Center (LVCC) building updates including Jam On It Basketball 2024 West Coast National Championships, Evolution Championship Series, CHAMPS Trade Shows, ASD Market Week 2024, DEF CON 32, and the Las Vegas Home & Outdoor Expo.

Mr. Yost presented an update on recent sporting events held in Las Vegas including two matches from the CONMEBOL Copa America USA 2024 and the NHL Draft. He recognized Abriana Buffalino and Spencer Schaff of the LVCVA’s Sports and Special Events department for their coordination efforts during the Copa America matches.

Mr. Yost presented an update on the LVCC Phase Three Renovation project including progress on the installation of structural steel, exterior glass, escalator, carpet, and roofing.

Kate Wik, Chief Marketing Officer, discussed the utilization of social & digital media and Public Relations to highlight recent Juneteenth celebrations in Las Vegas. She provided information on Juneteenth event listings on the visitlasvegas.com website including a Juneteenth festival, music program, and ceremonial flag raising. Ms. Wik shared a video clip from the Lightning Round Series featuring Mayor Pamela Goynes-Brown during which Mayor Goynes-Brown shared the importance of Juneteenth and provided data on local coverage of Juneteenth events in Las Vegas.

Ms. Wik highlighted two Extra TV segments featuring entertainment, events, and attractions in Las Vegas as well as activities in Boulder City and Hoover Dam.

Ms. Wik discussed marketing efforts related to the NHL Draft in Las Vegas including a marquee takeover and the airing of the “Live in Vegas” advertising campaign during the broadcast. She shared resulting social media impressions from the live coverage of the event.

Ms. Wik shared social media content in partnership with UFC showcasing International Fight Week events in Las Vegas.

Ms. Wik highlighted top earned media coverage by the Public Relations team in leading news and lifestyle outlets including *Forbes*, *Thrillist*, and *Business Insider*, collectively reaching more than 130 million impressions.

Ms. Wik shared a clip from TV host and travel expert Gabe Saglie's production of a "*Live in Vegas*" satellite media tour, and shared data on resulting media impressions.

Lisa Messina, Chief Sales Officer, provided that Hewlett-Packard Enterprises was the first corporate customer to do its keynote live from Sphere Las Vegas. She shared data related to year-to-date business volume including leads, lead room nights, and converted room nights. Ms. Messina discussed additional support provided to clients by the Sales department including providing recommendations for venues, transportation, entertainment, and activities, and conducting site inspections with potential clients.

Ms. Messina highlighted National Sales Manager Anthony Duggan's recent success in driving business to Las Vegas in a "need period" by booking the American Federation of State, County, and Municipal Employees (AFSCME) international convention in Las Vegas in July 2030.

Ms. Messina described the efforts of Senior Director of Trade Show and Convention Sales Dave Sargent, in securing the Association for Talent Development's 2032 conference in Las Vegas.

Ms. Messina acknowledged Director of Trade Show and Convention Sales Lisa Phelps for her efforts in securing the RE+ Convention in Las Vegas in 2025 and 2026.

Ed Finger, Chief Financial Officer, shared a video recognizing the 20th anniversary of the Las Vegas Monorail and provided historical information on activities including its start of operation, replacement of trains, track extension, bankruptcy, and purchase by the LVCVA. Mr. Finger commented on the reduction of greenhouse gases resulting from the operation of the Las Vegas Monorail and commented on the opportunity to keep the Las Vegas Monorail system in operation longer than previously anticipated. He shared statistics on the Las Vegas Monorail system's ridership, revenue, operating expenses, and earnings before interest, depreciations, and amortization (EBIDA).

Member Goodman asked if there are plans to expand the route of the Las Vegas Monorail to other parts of the Las Vegas community to which Mr. Finger explained that the Las Vegas Monorail cannot be expanded without public subsidization and the LVCVA does not intend to do so. He commented on the development of privately funded opportunities for alternate transportation systems.

Chief Executive Officer (CEO)/President Steve Hill provided that there would be a topping off ceremony for the LVCC's Phase Three Renovation project on the morning of the August 13, 2024, Board of Directors meeting. Mr. Hill acknowledged the long agenda for the current meeting and noted that some agenda items would be moved to the August meeting including the request for purchase of Formula 1 (F1) Las Vegas Grand Prix tickets. He commented on a recent trailer related to a movie about F1.

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

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

- ITEM 1. **IMEX America License Agreement and Exhibition Booth Build – Las Vegas, Nevada – October 8-10, 2024**
Rebecca DeLuca, Vice President of Destination Sales, explained that 2024 will be the 13th year that the IMEX America Trade Show (IMEX America) takes place in Las Vegas and requested that the Board considers: 1) Authorizing the CEO/President to execute an agreement with IMEX Group, in the amount of \$372,000, for the LVCVA's exhibition floor space license for IMEX America which will take place October 8-10, 2024 at Mandalay Bay Convention Center; 2) Authorizing the CEO/President to execute an agreement with Conex Exhibition Services, in the amount of \$528,000, for the design and build out of a Las Vegas

branded tradeshow booth for IMEX America; and 3) Authorize any residual unexpended balances from these approved expenditures to revert to available general funds.

Fiscal Impact

FY 2025: \$900,000 Expenditure

This expenditure has been budgeted in the FY 2025 budget.

Member Cedric Crear inquired about the opportunity to be able to reuse LVCVA booths to which Ms. Messina explained that the current request is for the 2nd year use of the booth, and that the booth has a shelf life of three to five years. She clarified that the costs requested are associated to the warehousing and transportation of the booth, as well as labor costs for erecting and breaking down the booth. Ms. Messina commented on rising labor costs and conversations about building booths in-house in the future.

Member Crear asked about the requirement to use the hosting venue's labor union for setup and breakdown of booths, to which Ms. Messina confirmed and noted that there are house rules that impact total costs.

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute an agreement with IMEX Group, in the amount of \$372,000, for the LVCVA's exhibition floor space license for IMEX America which will take place October 8-10, 2024 at Mandalay Bay Convention Center; 2) Authorize the CEO/President to execute an agreement with Conex Exhibition Services, in the amount of \$528,000, for the design and build out of a Las Vegas branded tradeshow booth for IMEX America; and 3) Authorize any residual unexpended balances from these approved expenditures to revert to available general funds.

ITEM 2.

LVCVA Exhibition Booths Construction – ASAE 2024 Annual Meeting & Exposition and IAEE 2024 Expo! Expo! – Pure Creative Solutions

John Schreiber, Vice President of Business Sales, provided background information on the American Society of Association Executives (ASAE) Annual Meeting and Exposition and noted that 12 hotel partners have confirmed their participation in the LVCVA's proposed booth. He provided background information on the International Association of Exhibitions & Events (IAEE) Expo! Expo! and noted that hotel partner participation was unknown at this time, as invitations have not been sent out yet. Mr. Schreiber stated that Pure Creative Solutions was a new vendor for the LVCVA and expressed confidence in the vendor's experience and innovation to draw foot traffic to the LVCVA booths.

Mr. Schreiber requested that the Board considers authorizing the CEO/President to do the following: 1) Execute an agreement with Pure Creative Solutions, in the amount of \$292,486.96, for the LVCVA's exhibition booths at a) The ASAE Annual Meeting & Exposition, which will take place August 10-12, 2024 at Huntington Convention Center in Cleveland, and b) The IAEE Expo! Expo! which will take place December 17-19, 2024 at the Los Angeles Convention Center; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2025: \$292,486.96 Expenditure

This expenditure has been budgeted in the FY 2025 budget.

Member Steve Thompson provided that he is employed with Boyd Gaming, wherein he serves as Chief Administrative Officer. He stated that representatives from Boyd Gaming properties would be attending both the ASAE and IAEE trade shows and may utilize the LVCVA's booth at each show. He stated that Boyd Gaming will benefit from utilizing the LVCVA's exhibition booth at both events and as such, the independence of judgment of a reasonable person in

his situation may materially be affected regarding the proposed expenditures by his employment with Boyd Gaming and he would therefore abstain from deliberating or voting on Agenda Item 2.

Member Jan Jones Blackhurst echoed Member Thompson's comments and stated she would abstain from deliberating or voting on Agenda Item 2 to avoid the appearance of a conflict of interest should Caesars representatives utilize the LVCVA's booth due to her role on the Board of Directors for Caesars Entertainment, Inc.

Member Ann Hoff stated that she had the same disclosure due to her position at MGM Resorts International and would be abstaining from deliberating or voting on Agenda Item 2 for the reasons previously stated by Member Thompson as related to MGM representatives potentially utilizing the LVCVA booth.

Vice Chair Brian Gullbrants echoed Members Thompson, Jones Blackhurst, and Hoff's comments as related to abstaining from deliberating or voting on Agenda Item 2, as he serves as the Chief Operating Officer for Wynn North America and Wynn representatives may utilize the LVCVA booth.

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, with the exception of Members Thompson, Jones Blackhurst, Hoff, and Gullbrants who abstained, to authorize the CEO/President to do the following: 1) Execute an agreement with Pure Creative Solutions, in the amount of \$292,486.96, for the LVCVA's exhibition booths at a) The ASAE Annual Meeting & Exposition, which will take place August 10-12, 2024 at Huntington Convention Center in Cleveland, and b) The IAEE Expo! Expo! which will take place December 17-19, 2024 at the Los Angeles Convention Center; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 3.

International Tourism Promotion Services Agreement – AVIAREPS Mexico

Fletch Brunelle, Vice President of Marketing, provided information on the LVCVA's implementation of a comprehensive international visitation initiative and shared 2023 international visitation statistics for Las Vegas. He provided that the LVCVA contracted with two separate agencies in FY 2024 for the requested services, and that it issued a Request for Proposals in March 2024 for services in the areas of travel trade, travel trade public relations, and consumer public relations. Mr. Brunelle stated that after review by an evaluation committee, Staff recommends the selection of AVIAREPS Mexico. He described the activities to be supported by the requested expenditure and shared annual economic impact data related to Mexican visitors to Las Vegas. Mr. Brunelle requested that the Board considers: 1) Authorizing the CEO/President to execute a three-year agreement starting July 2024, with two optional one-year extensions, with AVIAREPS Mexico, for international tourism promotion services, in the amount of \$3,860,000; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Member Goodman asked how the economic impact resulting from the proposed request would be measured, to which Mr. Brunelle explained that the LVCVA utilizes overall international visitation statistics from entities including Brand USA to determine the market share for Las Vegas. He explained that the LVCVA also utilizes its Visitor Profile Study report to determine spending from international visitors, and measures room nights resulting from co-op programs with tour operators.

Member Goodman asked how visitor expenditures are measured to which Mr. Brunelle responded that the number used is for overall number of international visitors, and not specific to Mexico.

Fiscal Impact

FY 2025: \$720,000 Expenditure
FY 2026: \$745,000 Expenditure
FY 2027: \$770,000 Expenditure
FY 2028: \$800,000 Expenditure (Potential)
FY 2029: \$825,000 Expenditure (Potential)

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute a three-year agreement starting July 2024, with two optional one-year extensions, with AVIAREPS Mexico, for international tourism promotion services, in the amount of \$3,860,000; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 4. **Neon City Festival Sponsorship - Fremont Street Experience – November 22 – 24, 2024**

Lisa Motley, Vice President of Sports and Special Events, provided information on activations related to the proposed inaugural Neon City Festival, an event intended to drive occupancy and increase Average Daily Rates (ADR) for properties in Downtown Las Vegas during the F1 Las Vegas Grand Prix 2024 weekend. Ms. Motley requested that the Board considers: 1) Authorizing the CEO/President to execute an agreement with Fremont Street Experience, in the amount of \$1,000,000, to sponsor the Neon City Festival, taking place November 22 – 24, 2024 at the Fremont Street Experience in Downtown Las Vegas; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Chair Gibson asked if the estimate of available rooms was 6,000, to which Ms. Motley confirmed.

Member Goodman emphasized the importance of marketing the Neon City Festival events at Harry Reid Airport and to the population. She asked if there was an opportunity to “piggyback” on advertising for the F1 Las Vegas Grand Prix, as well as utilizing social and airport media to market the events.

Mr. Hill discussed the additional benefit of the Neon City Festival event including exhibiting the additional capacity in Downtown Las Vegas during the F1 Las Vegas Grand Prix.

Member Goodman reiterated her thoughts on the importance of marketing the Neon City Festival and commented on the allocation of the \$1 million funding to hire bands for the proposed festival, to which Mr. Hill stated that the LVCVA would make a marketing contribution and that the Downtown Las Vegas properties would undergo separate initiatives to drive attendance. Ms. Wik confirmed that conversations have taken place related to integrated marketing.

Member Michelle Romero asked if there were any efforts in coordination with small business who had significant impacts from the F1 Las Vegas Grand Prix to which Mr. Yost responded that small businesses in the Downtown Las Vegas area are invited to participate.

Member Romero asked if the small businesses in Downtown Las Vegas have been involved in the planning to which Mr. Yost answered that he has not been involved in the planning and noted that the Fremont Street Experience and its Board Members have taken an active role in engaging small businesses.

Fiscal Impact

FY 2025: \$1,000,000 Expenditure

Member Thompson disclosed that he is employed with Boyd Gaming wherein he serves as Chief Administrative Officer. He stated that Boyd Gaming was a founding entity of Fremont Street Experience, and that he serves on the Fremont Street Experience Board. He further noted that Boyd properties, including but not limited to, the California Hotel, Fremont Hotel, Main Street Station will benefit from the proposed Neon City Festival and its associated marketing. Member Thompson stated that the independence of judgment for reasonable person in his situation may materially be affected regarding the proposed expenditures by his employment with Boyd Gaming and would therefore abstain from deliberating or voting on item on Agenda Item 4.

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, with the exception of Member Thompson who abstained, to authorize the CEO/President to: 1) Authorize the CEO/President to execute an agreement with Fremont Street Experience, in the amount of \$1,000,000, to sponsor the Neon City Festival, taking place November 22 – 24, 2024 at the Fremont Street Experience in Downtown Las Vegas; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

ITEM 5.

NBA Cup Sponsorship Agreement - Las Vegas, Nevada – December 2024

Ms. Motley provided information about the proposed National Basketball Association (NBA) Cup, formerly the NBA In-Season Tournament, and provided data on the 2023 event as related to attendance and incremental room nights. Ms. Motley requested that the Board considers the following: 1) Authorizing the CEO/President to execute a sponsorship agreement with the NBA, in the amount of \$1,600,000, for the NBA Cup to be held at T-Mobile Arena in Las Vegas, NV in December 2024; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2025: \$1,600,000 Expenditure

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute a sponsorship agreement with the NBA, in the amount of \$1,600,000, for the NBA Cup to be held at T-Mobile Arena in Las Vegas, NV in December 2024; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

ITEM 6.

National Football Foundation Sponsorship Agreement - Las Vegas, Nevada - December 2024 - 2026

Ms. Motley provided information on the annual National Football Foundation (NFF) Awards dinner, including attendance and previous event locations, and described the opportunity to showcase the offerings of Las Vegas for future additional sports programs. Ms. Motley requested that the Board consider the following: 1) Authorizing the Chief Operating Officer to execute a sponsorship agreement with the NFF and College Hall of Fame, Inc., in the amount of \$525,000, for the annual NFF Awards Dinner to be held in Las Vegas, Nevada in December 2024 - 2026; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Mr. Hill disclosed that he has been added to the NFF Board and is no longer participating in any of the business conversation between the NFF and the LVCVA. He specified that Mr. Yost is the signatory requested on this agenda item.

Ms. Hoff disclosed that she is employed with MGM Resorts International, wherein she serves as the President and Chief Operating Officer of Bellagio Las Vegas, Park MGM Las Vegas, and NoMad Las Vegas. She stated that the NFF Awards Dinner will take place at Bellagio Las Vegas and that MGM Resorts International will benefit from the NFF holding its awards dinner at Bellagio Las Vegas. She stated that the independence of judgment of a reasonable

person in her situation may materially be affected regarding the proposed expenditures by her employment with MGM Resorts International and therefore, she would abstain from deliberating or voting on Agenda Item 6.

Fiscal Impact

FY 2025: \$175,000 Expenditure

FY 2026: \$175,000 Expenditure

FY 2027: \$175,000 Expenditure

Vice Chair Gullbrants moved, and it was carried by unanimous vote of the voting members, with the exception of Member Hoff who abstained, to: 1) Authorize the Chief Operating Officer to execute a sponsorship agreement with the NFF and College Hall of Fame, Inc., in the amount of \$525,000, for the annual NFF Awards Dinner to be held in Las Vegas, Nevada in December 2024 - 2026; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

ITEM 7. **National Rugby League Sponsorship Agreement - Las Vegas, Nevada – March 2025 – 2028**

Ms. Motley provided that the agreed sponsorship fees for the National Rugby League tournament constitute the maximum LVCVA financial support for the event with the final amount of the sponsorship fee for the event to be based on actualization of room nights. She added that the LVCVA would work with a third party to determine those room nights. She noted that the proposed 2025 event would feature eight teams and four matches, and provided attendance, viewership, and room night information related to the 2024 event. Ms. Motley requested that the Board considers the following: 1) Authorizing the CEO/President to execute a sponsorship agreement with the National Rugby League, Ltd. (NRL), in the amount of \$2,550,000, for the Rugby League Las Vegas Event to be held at Allegiant Stadium in March 2025, 2026, 2027, and 2028; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2025: \$600,000 Expenditure

FY 2026: \$625,000 Expenditure

FY 2027: \$650,000 Expenditure

FY 2028: \$675,000 Expenditure

Treasurer DeAngelo disclosed that he serves as Executive Vice President/Chief Marketing Officer for Allegiant Travel Company. He stated that the proposed events would be taking place at Allegiant Stadium, where his employer, Allegiant Travel Company, has contracted for the naming rights. Member DeAngelo stated that the independence of judgment of a reasonable person in his situation may be materially affected regarding the proposed expenditure by his employment with Allegiant Travel Company and he would therefore abstain from deliberating or voting upon agenda item number 7.

Vice Chair Gullbrants moved, and it was carried by unanimous vote of the voting members, with the exception of Treasurer DeAngelo who abstained to: 1) Authorize the CEO/President to execute a sponsorship agreement with the NRL, in the amount of \$2,550,000, for the Rugby League Las Vegas Event to be held at Allegiant Stadium in March 2025, 2026, 2027, and 2028; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

ITEM 8. **Las Vegas Convention Center Fire Alarm System Upgrade – Pope Technologies, LLC**

Mr. Yost provided that the LVCVA's current Phase Three Renovation project excluded certain portions of the renovation work including upgrades of the existing fire alarm system in portions of the legacy campus. Mr. Yost noted that Pope Technologies, LLC, built the fire alarm

system in the LVCVA's new West Hall and has performed previous work on property through the current renovation contractor. Mr. Yost provided that Nevada Revised Statutes allow the LVCVA to enter into a contract with Pope Technologies, LLC in a non-competitive solicitation due to the need for system continuity and connection with the West Hall alarm system and emergency radio communications system. Mr. Yost requested that the Board considers: 1) Authorizing the CEO/President to execute an agreement with Pope Technologies, LLC., in the amount of \$2,178,000 for fire alarm system upgrades and emergency radio communications systems installation, to the Las Vegas Convention Center; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2025: \$2,178,000 Expenditure

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute an agreement with Pope Technologies, LLC., in the amount of \$2,178,000 for fire alarm system upgrades and emergency radio communications systems installation, to the Las Vegas Convention Center; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 9. **Las Vegas Convention Center Climate Action Plan**

Mr. Yost presented the climate action plan for the Las Vegas Convention Center. He detailed the motives and necessity for such plan including the correlation between greenhouse gas emissions and climate change, increased heat risks in Las Vegas, and new sustainability initiatives and standards being set by the meetings and conventions industry such as the Net Zero Carbon Events pledge.

Mr. Yost discussed the LVCVA's sustainability improvements and goals as presented in its 2024 Accomplishments Report including LED conversions, energy efficiency, and waste diversion and recycling efforts. He highlighted the LVCVA's receipt of the Global Biorisk Advisory Council's (GBAC) Star Facility rating and its award of the Green Globe's Golden Globe accreditation.

Mr. Yost provided information on the LVCVA's RFP process to ultimately select Blue Strike Environmental (Blue Strike) for consulting services on a climate action plan and shared Blue Strike's mission statement and a list of some of its clients.

Mr. Yost described the three types of emissions associated with greenhouse gases. He explained scopes 1-3 of emissions as those resulting from direct fuel use from the LVCC, those that the LVCVA purchases and are generated elsewhere, and those that result from indirect LVCC operations, respectively. Mr. Yost noted that the LVCVA will focus on scopes 1 and 2, as those would yield the majority of results, and that it may evaluate scope 3 later.

Mr. Yost shared Blue Strike's determination that 90% of the LVCVA's greenhouse gas emissions are generated through electricity and emphasized the importance of the recently approved energy supply agreement in the LVCVA's sustainability efforts.

Mr. Yost shared graphs demonstrating the LVCVA's energy consumption in 15-minute intervals and monthly electricity usage from 2018-2023. He shared a "Letter from the CEO" as part of the climate action plan, to communicate to the LVCVA's clients its commitment of a 50% reduction of scope 1 and 2 greenhouse gas emission by 2030, and a 100% reduction by 2050.

Mr. Yost listed the eight principles on which the LVCVA's climate action plan is founded, committing it to continued reporting, oversight, and goal setting, and engagement of its clients and building partners in assisting with those efforts.

Mr. Yost presented Blue Strike's creation of a dashboard report for recognition of each LVCC show's greenhouse gas emission reduction efforts as well as its assistance in the creation of a climate action plan meeting planner's toolkit. He reported that the Events Industry Council has awarded the LVCC the Gold Certification for Sustainable Event Standards as a result of all of these efforts.

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

Member Michael Naft thanked Staff for its efforts related to sustainability.

ITEM 10. **2024 Refunding Bond Sale Resolution**

Mr. Finger outlined the previous approvals for the proposed refunding bond sale and provided information on potential savings based on current interest rates. He noted an error in the Resolution and stated that page 10 requires the deletion of the words "except for the 2022 bond". Mr. Finger requested that the Board consider: 1) Approval and adoption of Resolution 2024-04 (2024 Bond Resolution) providing for issuance of Clark County, Nevada, General Obligation (Limited Tax) LVCVA Refunding Bonds (additionally secured with pledged revenues) Series 2024 (2024 Bonds) in the maximum principal of \$63,160,000; 2) Authorizing the Chair of the Board to sign the 2024 Bond Resolution; 3) Authorizing the CEO/President or the CFO to arrange for the sale of the Bonds and to execute agreements necessary for issuance; and 4) Authorizing the CFO and the Finance Department to complete all other necessary measures to fulfill the requirements of the 2024 Bond Resolution.

Fiscal Impact

FY 2025: \$ 385,000 Estimated costs of issuance (paid from bond proceeds)

FY 2025-2042: (\$ 4,550,000) Estimated total reduced debt service payments

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to: 1) Approve and adopt Resolution 2024-04 (2024 Bond Resolution) providing for issuance of Clark County, Nevada, General Obligation (Limited Tax) Las LVCVA Refunding Bonds (additionally secured with pledged revenues) Series 2024 (2024 Bonds) in the maximum principal of \$63,160,000; 2) Authorizing the Chair of the Board to sign the 2024 Bond Resolution; 3) Authorizing the CEO/President or the CFO to arrange for the sale of the Bonds and to execute agreements necessary for issuance; and 4) Authorizing the CFO and the Finance Department to complete all other necessary measures to fulfill the requirements of the 2024 Bond Resolution.

ITEM 11. **Insurance Policies – FM Global**

Mr. Finger described the LVCVA's robust insurance program and requested that the Board consider: 1) Authorizing the CFO to execute the following insurance policies with FM Global – a) Property insurance in the amount of \$964,440 for the policy period August 1, 2024, through August 1, 2025, and b) Builder's Risk insurance for the Las Vegas Convention Center District Phase 3 Renovation Project in the amount of \$240,230 for the construction period through December 31, 2025; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2025: \$1,003,892 Expenditure

FY 2026: \$ 200,778 Expenditure

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CFO to execute the following insurance policies with FM

Global – a) Property insurance in the amount of \$964,440 for the policy period August 1, 2024, through August 1, 2025, and b) Builder’s Risk insurance for the Las Vegas Convention Center District Phase 3 Renovation Project in the amount of \$240,230 for the construction period through December 31, 2025; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 12. **Approval of Debt Management Policy Statement and Five-Year Capital Improvement Program**

Mr. Finger outlined NRS requirements related to the submission of debt management policy updates and five-year capital plans to the Debt Management Commission and the Nevada Department of Taxation. He provided that the LVCVA continues to meet the Board Policy goal of three times revenue coverage ratio and stated that the LVCVA has completed the new money issuance for its expansion and renovation efforts and doesn’t anticipate necessity for new money in the near future but reserves the ability to do so if necessary. Mr. Finger provided that the Five-Year Capital Plan includes a reiteration of the Board-approved 2024-2025 capital program for year one, the estimated activity subject to future board budgetary approval for each of the years two through five, and a closeout of the \$630 million renovation project with the order of magnitude for \$20-\$30 million a year of continued capital activity to maintain and improve the LVCC Campus. Mr. Finger requested that the Board consider: 1) Approving updates to the LVCVA’s Debt Management Policy Statement (Debt Management Policy), 2) Approving the Fiscal Year (FY) 2025 – 2029 Capital Improvement Program (CIP), and 3) Authorizing the Chief Financial Officer to submit the Debt Management Policy and CIP to the Clark County Debt Management Commission and to the State Department of Taxation.

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to: 1) Approve updates to the LVCVA’s Debt Management Policy Statement (Debt Management Policy), 2) Approve the FY 2025 – 2029 CIP, and 3) Authorize the Chief Financial Officer to submit the Debt Management Policy and CIP to the Clark County Debt Management Commission and to the State Department of Taxation.

COMMITTEES

ITEM 13. **Compensation Philosophy and Executive Salary & Bonus Range Review**

Compensation Committee (Committee) Chair Brian Gullbrants provided that the Compensation Committee met on June 27, 2024 and would provide its recommendations for each of the items presented. He asked Nadine Jones, Senior Vice President of People & Culture, to summarize her presentation from the Compensation Committee Meeting related to the LVCVA’s Compensation Philosophy and Executive Salary & Bonus Ranges, for the Board.

Ms. Jones provided that the recommended revisions to the LVCVA’s Compensation Philosophy were minor grammatical and language edits to reflect its updated values, and that the core elements remain unchanged. She stated that the LVCVA utilizes a benchmark of the market median to provide a competitive salary and benefits structure.

Ms. Jones shared the LVCVA’s Compensation Philosophy’s definition of the target market for its executive, marketing, and sales roles including destination marketing organizations (DMO), local hospitality market, and public agencies.

Ms. Jones referenced The Segal Group’s (Segal) 2020 independent assessment of the LVCVA’s executive compensation data and a recommendation by the Committee Chair to conduct an assessment every three to four years. She provided that the LVCVA hired Segal during FY24 to assist the LVCVA in identifying executive salary and bonus ranges and to recommend competitive positioning within the salary ranges.

Ms. Jones shared Segal's finding that the LVCVA's executive salary and bonus ranges are aligned with market pay and presented an illustration of current executive salary and bonus ranges as compared to Segal's recommendations and to the LVCVA's recommendations.

Ms. Jones clarified that the intent of Agenda Item 13 was to recommend the minimum, midpoint, and maximum salary base salary potential for the LVCVA's executive officer positions, not to establish actual pay rates for its executives.

Ms. Jones shared a slide reflecting current executive salary ranges, Segal range recommendations, and LVCVA range recommendations. She noted that the column reflecting the LVCVA's recommendation would be the range requested for approval. The LVCVA's proposed salary range recommendations for the E5, E4, and E3 positions were midpoint increases of 0.85%, 3.5%, and 4.6%, respectively. Ms. Jones detailed the differences between Segal's and the LVCVA's range recommendations, noting that Segal spreads its ranges by 50%, whereas the LVCVA spreads them by 40%.

Ms. Jones pointed out that the LVCVA's 3.5% midpoint increase recommendation for E4 positions differs from Segal's 0.32% recommendation because the LVCVA wants to ensure it is paying competitively within the local market for those critical positions and recommends moving those ranges in tandem with the rest of the organization's ranges.

Ms. Jones presented a slide illustrating proposed bonus ranges including current ranges, and Segal's and the LVCVA's recommended bonus percentages, noting that no changes are recommended as the current bonus ranges align with Segal's recommendations.

Mr. Hill requested the authority to adjust the salary and bonus ranges of Mr. Yost and Mr. Finger up to a midpoint that is between the E3 and E4 ranges to recognize the multiple responsibilities they perform, beyond those associated with their current titles.

Ms. Jones discussed the recommendations made by Segal that were not accepted by the LVCVA. She provided that Segal recommended using the 75th percentile instead of the 50th percentile when comparing the LVCVA against other DMOs, as the LVCVA is approximately four times larger in size and scope than its closest competitor. Ms. Jones provided that Segal also recommended that the local talent market is used as comparison for all executive positions, not just sales and marketing positions. She reiterated that these recommendations were not incorporated by the LVCVA.

Ms. Jones summarized Staff's request for approval of the changes to the LVCVA's Compensation Philosophy, adjustments to the salary and bonus ranges as indicated in the agenda item, and the authorization to compensate Mr. Yost and Mr. Finger up to \$330,000 as a maximum salary range, and a bonus range of up to 25% while they are performing unique and multiple job functions.

Member Romero asked why the LVCVA didn't take Segal's recommendation as related to utilizing the 75th percentile when comparing to other DMOs, to which Ms. Jones responded that further evaluation was necessary prior to implementing the recommendation.

Committee Chair Gullbrants provided that the Committee discussed the possibility of exploring an alternate consulting firm that would incorporate the use of different markets in its comparisons.

Committee Chair Gullbrants stated that the Compensation Committee unanimously approved the items under Agenda Item 13 for recommendation to the Board and requested that the Board considers approving the following: 1) Proposed changes to the LVCVA's general compensation philosophy; 2) Proposed salary and bonus ranges of executive officers who report to the Board or the CEO/President; and 3) Delegating authority to the CEO/President

to adjust the top of the salary and bonus range of Ed Finger and Brian Yost for such period that they continue to perform functions well beyond the duties of their job titles.

Committee Chair Gullbrants moved, and it was carried by unanimous vote of the voting members, to approve the following: 1) Proposed changes to the LVCVA's general compensation philosophy; 2) Proposed salary and bonus ranges of executive officers who report to the Board or the CEO/President; and 3) Delegating authority to the CEO/President to adjust the top of the salary and bonus range of Ed Finger and Brian Yost for such period that they continue to perform functions well beyond the duties of their job titles.

ITEM 14. **General Counsel's Annual Performance Evaluation and Review of Fiscal Year 2025 Goals and Objectives**

Committee Chair Gullbrants provided that Ms. Jones would share Segal's recommendations related to Agenda Item 14, followed by Ms. Bateman's presentation, and then conclude with the Committee's recommendations.

Ms. Jones provided Segal's recommendation to place Ms. Bateman at the midpoint of the updated salary range, which would be \$250,000, based on her experience and tenure. She noted that the recommendation aligns with the LVCVA's current practice to place Ambassadors at the midpoint of their range upon their fifth year of employment.

Ms. Bateman acknowledged and thanked Legal Department Staff for their work. She described her accomplishments in ensuring legal compliance as related to operational policies, the Nevada Public Records Act, and Open Meeting Law. Ms. Bateman detailed litigation management efforts and administrative actions performed to defend and protect the interest of the LVCVA and Las Vegas and provided information on efforts by the Legal and Marketing departments to maintain trademarks and combat infringement actions. Ms. Bateman commented on her efforts to evaluate and make necessary changes within the Legal Department as well as outside counsel for continued improvements. She discussed her efforts to maintain efficiencies of the Legal Department's responses and shared data related to improvements in response times for contracts and lease agreements. Ms. Bateman commented on the increase in number of leases, amendments, and special events contracts.

Ms. Bateman discussed her strategic project accomplishments including efforts on key event agreements and on the 10-acre "Riviera" land sale. She described other accomplishments related to the LVCC Renovation Project, serving as counsel for the Clark County Stadium Authority Board, and other local, state, and federal government affairs efforts.

Ms. Bateman presented her proposed FY 2025 goals including the following: ensuring the LVCVA's legal compliance; defending and protecting the interests of the LVCVA and Las Vegas; effectively managing the Legal Department and outside counsel and consultants; improving efficiency of Legal Department responses; and delivering necessary legal support for the LVCVA's strategic goals and initiatives.

Committee Chair Gullbrants thanked Ms. Bateman for her leadership and efforts.

Mr. Hill recognized the volume and diversity of the matters that Ms. Bateman manages, informed the Board that a new attorney would be added at the LVCVA, and thanked Ms. Bateman for her work.

Member Jones Blackhurst expressed support for bringing Ms. Bateman to the midpoint of her position's range, provided her thoughts that Ms. Bateman would still be underpaid after the adjustment, and suggested another review of her salary in six month.

Committee Chair Gullbrants stated that the Compensation Committee unanimously approved a pay rate for Ms. Bateman of \$250,000, and a 20% bonus in alignment with her performance and contributions to the LVCVA.

Fiscal Impact
FY 2025: TBD

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to: 1) Approve the General Counsel's proposed FY 2025 goals and 2) Approve the General Counsel's annual salary of \$250,000 and a 20% bonus.

ITEM 15. **CEO/President's Annual Performance Evaluation and Review of Fiscal Year 2025 Goals and Objectives**

Ms. Jones shared Segal's findings and recommendations that Mr. Hill's role should be compensated on the higher end of the updated range, based on his tenure, performance, and comparable scope to other DMOs. She detailed that the newly approved midpoint salary of Mr. Hill's role is \$476,000 and that his current salary is just shy of that amount. Ms. Jones noted that Segal's recommendation was that Mr. Hill's salary should be past the midpoint and closer to the maximum of the updated range, based on his tenure and accomplishments.

Mr. Hill outlined the LVCVA's FY 2023-28 goals and thanked LVCVA Staff and its resort partners and [Clark] County agencies including Harry Reid Airport, the Regional Transportation Commission, the Las Vegas Metropolitan Police Department, Clark County Fire Department, for their efforts in the successes Las Vegas has accomplished over the past year.

Mr. Hill presented FY 2024 accomplishments. He highlighted the financial success of Las Vegas during FY 2024 including an 11% increase in revenue per available room (RevPAR).

Mr. Hill recognized Marketing team efforts in the production of several award-winning advertising campaigns that delivered more than one billion total paid media impressions. He presented data related to the "massive" coverage generated from Public Relations (PR) placements and earned PR impressions related to the Super Bowl and F1 Las Vegas Grand Prix. Mr. Hill discussed the creation of a "groundbreaking" sponsorship with the Las Vegas Aces basketball team players and commented on the 36% growth of Las Vegas' social media followers from 5.6 million to 7.6 million, and commented on the LVCVA's goal of obtaining 10 million social media followers.

Mr. Hill highlighted Sales team efforts in securing 18 new shows at the LVCC resulting in more than 500,000 future attendees and commented on an updated goal to bring 1.9 million LVCC attendees per year. He acknowledged the 20% increase in group attendees, growing from five million to six million.

Mr. Hill shared statistics resulting from the inaugural F1 Las Vegas Grand Prix including its \$1.5 billion economic impact and commented on plans for the 2025 F1 race including improvements and the addition of the Neon City Festival and a Las Vegas Raiders game occurring during the same weekend.

Mr. Hill presented accomplishments related to Sports & Special events including the \$1 billion economic impact from Super Bowl LVIII in Las Vegas. He commented on the securing of WrestleMania 41 in April 2025 in Las Vegas and commented on the 2024 inaugural NBA In-Season Tournament in Las Vegas and the upcoming second year of that event in December 2024.

Mr. Hill commented on the on-time and under-budget completion of the LVCVA's new administrative offices and the East entrance to the South Halls. He discussed the LVCVA's

partnership with NV Energy to implement 80% renewable energy at the LVCC and commented on the LVCVA's commitment to a Climate Action Plan.

Mr. Hill provided an update on The Boring Company's activities including a decrease in costs per ride, an increase in ridership, the upcoming opening of Vegas Loop tunnels, and the launch of two boring machines up Paradise Road. He commented on the record ridership and profit achieved by the Las Vegas Monorail and noted that customer satisfaction scores for both the Las Vegas Monorail and the Convention Center Loop system were among the highest in surveys conducted at the LVCC.

Mr. Hill provided that the LVCVA brought back air service from Manchester, England, in partnership with Virgin Atlantic and Harry Reid International Airport.

Mr. Hill discussed the development and launch of the LVCVA's internal rebrand and provided information on Ambassador surveys for the improvement of the LVCVA Ambassador experience.

Mr. Hill highlighted LVCVA recognition in publications including *The Wall Street Journal*, *Sports Illustrated*, and *Fast Company*.

Mr. Hill provided that the FY 2025 goals would remain similar to what they have been in the past. He elaborated on goals to drive demand, fully develop sports and events, fill meeting space, renovate the convention center and enhance operations, improve access, and strengthen the LVCVA's culture.

Committee Chair Gullbrants commended Mr. Hill for his leadership in the growth and development of Las Vegas.

Member Romero commended Mr. Hill for his accomplishments, provided thoughts on a 50% compensation not being sufficient for "exceptional" executives, and encouraged the Board to re-evaluate the bonus structure. She highlighted the Neon City Festival and encouraged Mr. Hill to continue focusing on including the entire Las Vegas community's participation in large scale events.

Committee Chair Gullbrants stated that the Committee unanimously approved a pay increase of 4% and a 40% bonus for Mr. Hill. He noted that the Committee's recommendation is aligned with Segal's recommendation and that the Committee recommends approval of the same by the Board. He noted that the Committee recommends a re-evaluation of how the LVCVA's compensation is benchmarked against other DMOs.

Fiscal Impact
FY 2025: TBD

Committee Chair Gullbrants moved, and it was carried by unanimous vote of the voting members, to: 1) Approve the CEO/President's proposed FY 2025 goals 2;) Approve a base pay increase of 4% and a 40% bonus for the CEO/President; and 3) Approve a re-evaluation of the LVCVA's compensation strategy.

ITEM 16.

Review of the LVCVA's Rewards & Recognition Policy

Ms. Jones informed the Board that the LVCVA's Rewards & Recognition Policy was attached to the agenda item. She noted that the recommended modifications were to add the LVCVA's on-call Ambassadors to its 10-year milestone award program and to update its quarterly Ambassador recognition program including the addition of a Team Award. Ms. Jones provided that the rest of the Rewards and Recognition Policy remains unchanged and requested that the Board considers conducting its annual review of the LVCVA's Rewards and Recognition Policy providing special awards for Ambassadors.

Fiscal Impact
FY 2025: \$127,000 Expenditure

Committee Chair Gullbrants moved, and it was carried by unanimous vote of the voting members, to approve Staff's recommended modifications to the LVCVA's Rewards and Recognition Policy providing special awards for Ambassadors.

ITEM 17. **Compensation Committee Annual Charter Review and Performance Evaluation**

Ms. Jones provided a list of the Compensation Committee's responsibilities as assigned through its Charter. She noted that the only unfulfilled responsibility was related to the review and recommendation of union contracts. Ms. Jones explained that in the previous year, Staff agreed to an annual wage reopener and is currently involved in those negotiations. She stated that once those negotiations are concluded, either a Compensation Committee meeting would be held, or Staff may seek permission to request the Board's direct approval of the tentative agreement.

Ms. Jones provided that Staff has no recommended changes to the Compensation Committee Charter and that it believes that the Compensation Committee has fulfilled its responsibilities as outlined in its Charter and has met performance expectations for the current year.

Chair Gibson thanked Committee Chair Gullbrants for his efforts on the wage review process.

Committee Chair Gullbrants moved, and it was carried by unanimous vote of the voting members, to approve no changes to the Compensation Committee Charter.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling provided his thoughts on the dishonesties presented at the meeting, noting that the Las Vegas community is "not doing great." He commented on the LVCVA's inability to provide a swimming pool for Boulder City, on its "horrible job" in significantly growing visitation to Las Vegas, and on the number of local Las Vegas businesses that were harmed due to the F1 Las Vegas Grand Prix.

E.T. Snell provided his thoughts that the Board is doing a "fantastic job" and stated he was distracted by Mr. Uehling's comments, to which Chair Gibson asked that he present his comments exclusive of his thoughts about Mr. Uehling. Mr. Snell commented on the recent record temperatures and resulting fires and commented on Interstate-15 rest stops being recently open. He expressed support of the widening of the road between Las Vegas and Barstow and commented on the distance of the rumble strips on the road between the California/Nevada state line and Barstow.

Cyrus Hojjaty commented on recent polls demonstrating the frustration of citizens related to the direction of the country. He referenced Juneteenth celebrations and commented on the past occurrence of slavery throughout the world. Mr. Hojjaty encouraged the distinguishing of climate change and the urban heat island effect and applauded Staff for addressing a climate action plan. He referenced polls reflecting tourists' dissatisfaction with pricing and commented on the record level of credit card debt in America. Mr. Hojjaty commented on home prices in Las Vegas, decreased job openings and a slowing economy. He applauded the success of the Las Vegas Monorail and encouraged alternative forms of transportation.

Daniel Braisted referenced his attached handout, commented on the Nevada Open Meeting Laws, and suggested an opportunity for the public to receive replies during public comment portions of meetings. He expressed interest in the information provided regarding the Las Vegas Monorail and the Climate Action Plan, encouraged the LVCVA to track the licensing of electric vertical takeoff aircraft, and expressed appreciation for the mentioning of the upcoming DEF CON convention. Mr. Braisted provided information on weekly Avis and Uber rental rates and encouraged marketing opportunities for polling riders. He encouraged the posting of egress times for events at Sphere and other large venues to allow for travel planning by the public.

ADJOURNMENT

Chair Gibson adjourned the meeting at 11:37 a.m.

Respectfully submitted,

Date Approved: August 13, 2024

Silvia Perez
Executive Assistant to the Board

James B. Gibson
Chair

Public Comment Submission

from Mr. Daniel Braisted
July 9, 2024

From: [Daniel Braisted](#)
To: [Silvia Perez](#)
Cc: DanielB702@aol.com
Subject: For LVCVA Boards Meeting June 9, 2024 Trade Shows Benefits
Date: Monday, July 8, 2024 4:54:54 PM

This Message Is From an External Sender

This message came from outside your organization.

[Report Suspicious](#)

June 8, 2024

Christine Spencer
Governor's State of Nevada
Business Development Office
Washington Blvd, Las Vegas

CC: LVCVA Board Meeting June 9, 2024

Ref: Expanding Benefits of Trade Shows to the State of Nevada via Grants and Scholarships

Ms Christine Spencer,

End of last year I sent the Governor's Office an email suggesting the State of Nevada, "Expand Benefits of Tradeshow to the State of Nevada".

You acknowledged receipt of the email to me. I didn't follow up.

The reason I didn't follow up sooner, was my numerous prior attempts via councils, chambers, commissions, elected representatives, etc. to "Expand Benefits of Trade Shows to the State of Nevada" never garnered any interest. Till hopefully now, there will be, with this short copy.

September 2023, the MGM was hit by a major computer hacking group for an estimated loss of 100 million. Multiple consultants in the local Cyber Security Business, I have asked, feel it was avoidable.

I heard another major business owner in a private meeting state (with a slight tear in his voice) state his company was Cyber Hacked for 8 million. When compared to the MGM's P&L about the same percentage.

And yet the largest Trade Show DefCon dealing with Computer Hacking has been held in Las Vegas for years. DEFCON 35 will be held August 8-11, 2024 at Caesars Forum. Tickets are \$480 cash, for the basic classes. How many of you or your colleagues have

attended, even for a half day?

What I am suggesting is that State, Counties, Cities, Chambers, Companies, LVCVA, etc, offer grants and scholarships to allow more residents of Nevada to attend DEFCON 35 with the caveat that attendees are required to give short presentations to their communities, on Cyber Hacking. Main area of interest should be that local carelessness is the main way amateur and professional hackers are getting into the Government and Corporate Computer Databases.

Grants and Scholarships should also be considered to increase the benefits of major Trade Shows to Nevada Rurals.

Respectfully,
Daniel Braisted, Resident
702-365-1833 DanielB702@aol.com