



Regular Meeting of the Board of Directors May 14, 2024 Minutes

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on May 14, 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

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

LVCVA Executive Staff present

Chair Jim Gibson called the meeting to order at 9:02 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present, except for Members Cedric Crear, Carolyn Goodman, and Michael Naft.

Member Naft entered the meeting at 9:04 a.m.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor by the public.

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 May 14, 2024, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the April 9, 2024, Regular Meeting of the Board.

PRESENTATIONS

Presentations by the LVCVA Staff

Brian Yost, Chief Operating Officer, delivered a presentation on Las Vegas Convention Center (LVCC) building updates including WasteExpo, International Council of Shopping Centers (ICSC), Advanced Clean Transportation (ACT) Expo, White Label World Expo, and the 10th Annual Amateur Athletic Union (AAU) In It to Win It Challenge.

Mr. Yost presented an update on the Las Vegas Convention Center's (LVCC) Phase Three Renovation project including demolition of the grand lobby, steel placement, roofing work, and new exhibit hall lighting.

Kate Wik, Chief Marketing Officer, highlighted the launch of the Vegas Pools advertising campaign and shared a video from the Summer Entertainment advertising campaign.

Ms. Wik shared clips and information from two recent ExtraTV segments featuring entertainment and dining, summer activities and experiences, and pool season in Las Vegas.

Ms. Wik highlighted the television announcement of Wrestlemania 41 in Las Vegas during the Kentucky Derby and provided information about the fandom surrounding World Wrestling Entertainment (WWE).

Ms. Wik discussed the LVCVA's international leisure sales and marketing teams' participation in the U.S. Travel Association's IPW trade show including travel partner meetings and the use of the LVCVA exhibit booth.

Ms. Wik shared a video including marketing activations at the final home game of the Bournemouth Football Club and discussed the three-year marketing partnership between the LVCVA and Bournemouth Football Club.

Lisa Messina, Chief Sales Officer, commented on the growth in attendance for several shows held at the LVCC and discussed strategies for the retention of four major shows (CES, SEMA, CONEXPO-CON/AGG, and the International Builders Show) held at the LVCC that attract more than 100,000 attendees. She discussed the Sales team's strategies for mapping out potential customers including event sponsorships, trade show attendance, and sales calls.

Ms. Messina highlighted two future shows new to the LVCC resulting from the Sales team's efforts: DEF CON 2024 and ComplexCon.

Ms. Messina highlighted the Destination Groups Sales team's effort and shared data related to increases in demand in terms of lead volume, room night, and group room nights. She attributed the increase in demand to a reimagined marketing strategy and launch of a new business advertising campaign, the launch of a new business website, and a reinvestment with the Cvent sourcing platform.

Ms. Messina provided an update of the Sales department's activities including the hiring of Maggie Olmetti, Director of National Accounts (Midwest), redeployment of salespeople, and institution of a Manager of Client Experience role held by Wendy Collins. She described the Sales team's efforts in conducting site inspections with clients, shared data regarding confirmed group room nights as a result of those efforts, and provided an example of a recent successful lead conversion with the Professional Liability Defense Federation booking in Las Vegas. She commented on four pieces of business that were completed as a result of hosting the potential client during the Formula 1 (F1) Las Vegas Grand Prix event.

Ms. Messina announced that Las Vegas was recently named the number two top meeting destination in North America by Cvent.

Chief Executive Officer (CEO)/President Steve Hill acknowledged the new graphics in the LVCVA Board Room and its offices and expressed excitement on the progress of the Phase 3 Renovation Project.

Mr. Hill detailed the need to address items that were removed from the Phase 3 scope of work, including work on meeting rooms, restrooms, and the tunnel area, and detailed the need for higher ceilings and a new locker room for Security staff.

Mr. Hill commented on a recent newspaper article regarding the awarding of a College Football National Championship to Las Vegas and noted that an RFP would be submitted by the LVCVA to the College Football Playoff (CFP) in summer 2024.

Mr. Hill commented on the need to budget for future special event sponsorship requirements and informed the Board about a reduction in the Sales budget due to a reduction of tickets purchased for this year's F1 Las Vegas Grand Prix event. He stated that the LVCVA's advertising budget would remain flat and noted that an augmentation would potentially be requested in late 2024.

Mr. Hill commented on the timely posting of building lease rates to allow the LVCVA the ability to enter into contracts with potential customers.

Mr. Hill provided a status update on Clark County Stadium Authority activities including the approval of a Community Benefits Plan, introduction of a lease agreement, the forthcoming introduction of a non-relocation agreement, and continued work on the development agreement.

Mr. Hill acknowledged that this would be Senior Vice President of Communications Lori Nelson-Kraft's final Board meeting, provided information on her career in Las Vegas, thanked her for her contributions the LVCVA, and presented her with a Hospitality Hero Award.

Ms. Nelson-Kraft thanked Mr. Hill, LVCVA staff, and the Board.

Chair Gibson expressed fulfilment for being a part of the success of Las Vegas and thanked staff for its professionalism.

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

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

ITEM 1. Wrestlemania 41 Sponsorship - Las Vegas, NV - April 19-20, 2025

Lisa Motley, Vice President of Sports and Special Events, provided information on projected room nights generated by the proposed Wrestlemania 41 event, listed other WWE events related to Wrestlemania that would take place in Las Vegas, and provided information on WWE's commitment to a Community Benefits Program. She provided background information on previous Wrestlemania events as related to ticket sales and media, and requested that the Board considers: 1) Authorizing the Chief Executive Officer (CEO)/President to execute a Sponsorship Agreement with WWE, LLC, in the amount of \$5,000,000, to host Wrestlemania 41, April 19-20, 2025, in Las Vegas, Nevada at Allegiant Stadium; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Treasurer Scott DeAngelo provided that Agenda Item 1 relates to a sponsorship agreement with WWE for WrestleMania 41 at Allegiant Stadium and that his employer Allegiant Travel Company is contracted for the naming rights. He stated that the independence of judgement of a reasonable person in his situation may be materially affected regarding the proposed expenditure and sponsorship by his employment with Allegiant and he would therefore abstain from deliberating or voting on Agenda Item 1.

Fiscal Impact

FY 2025: \$5,000,000 Expenditure

Vice Chair Brian 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 WWE, LLC, in the amount of \$5,000,000, to host Wrestlemania 41, April 19-20, 2025, in Las Vegas, Nevada at Allegiant Stadium; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

ITEM 2. National Basketball Association (NBA) Summer League Sponsorship – Las Vegas, NV – July 12 – 22, 2024 and July 2025

Ms. Motley provided information about the NBA's media reach and the NBA's Summer League event. She shared data on anticipated attendance and resulting room nights from NBA Summer League 2024 and 2025 in Las Vegas, and requested that the Board considers: 1) Authorizing the CEO/President to execute a two-year Sponsorship Agreement with the NBA, in the amount of \$1,200,000, to host the NBA Summer League basketball competition July 12–22, 2024 and July 2025, in Las Vegas at the Thomas & Mack Center; 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: \$600,000 Expenditure

Member Naft moved, and it was carried by unanimous vote of the voting members, to:

1) Authorize the CEO/President to execute a two-year Sponsorship Agreement with the NBA, in the amount of \$1,200,000, to host the NBA Summer League basketball competition July 12–22, 2024 and July 2025, in Las Vegas at the Thomas & Mack Center; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

ITEM 3. Las Vegas Convention Center (LVCC) Building Lease Rates Schedule

Ms. Messina outlined Board Policy requirements related to the Board's approval of the LVCC's building lease rate schedule encompassing halls, meeting rooms, concourses, and lobbies. She recalled the Board's previous approval of the 2026-2030 lease rate schedule and noted that the current request is for 2031-2035.

Ms. Messina provided that the business purpose of the request was to protect the LVCC's valued annual customers from competitors that work to secure events farther in advance than the LVCVA historically does. She detailed that building lease rates would be at \$0.49 per square foot by 2035, which is approximately a 3% year over year increase.

Ms. Messina provided that the proposed increase is representative of increased operating costs and keeps the LVCC aligned with competitors. She requested that the Board considers approving the proposed building lease rates schedule for the Las Vegas Convention Center, effective January 1, 2031.

Fiscal Impact

Facility Lease Rates – estimated annual incremental revenue:

FY 2031: \$2.7 million FY 2032: \$6.8 million FY 2033: \$9.5 million FY 2034: \$12.2 million FY 2035: \$14.9 million

Member Naft moved, and it was carried by unanimous vote of the voting members, to approve the proposed building lease rates schedule for the Las Vegas Convention Center, effective January 1, 2031.

ITEM 4. Bid #24-4784, On-Call Traffic Control Support

Darren Davis, Senior Vice President of Guest Experience, emphasized the importance of traffic control during events at the LVCC and noted that Las Vegas Parking currently supplements the LVCVA's on-call traffic staff. He stated that there has been an increase in demand of traffic control staff since the inception of the LVCVA's agreement with Las Vegas parking, and since the beginning of the LVCC's Phase 3 Renovation Project.

Mr. Davis stated that additional funds are needed to cover the increase in demand through the remainder of the term of the Las Vegas Parking agreement and requested that the Board of Directors considers: 1) Authorizing the CEO/President to execute an amendment to the On-Call Traffic Control Support Agreement with Las Vegas Parking in the amount of \$400,000; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2024: \$ 75,000 Expenditure FY 2025: \$325,000 Expenditure

Vice Chair Gullbrants moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute an amendment to the On-Call Traffic Control Support Agreement with Las Vegas Parking in the amount of \$400,000; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 5. <u>Geotechnical & Environmental Services, Inc. – Services for the Las Vegas Convention</u> Center District Phase 3 Renovation Project

Mr. Yost outlined the 2022 Request for Qualifications (RFQ) process and subsequent selection of Geotechnical & Environmental Services, Inc. (GES) for geotechnical and quality assurance services for the Las Vegas Convention Center District (LVCCD) Phase 3 Renovation Project. He provided that the next stage of work would exceed the CEO/President's signature authority and requested that the Board considers: 1) Authorizing the CEO/President to execute a Professional Services Agreement with Geotechnical & Environmental Services, Inc. (GES), in the amount of \$1,979,569, for geotechnical and quality assurance services for the LVCCD Phase 3 renovation project; and 2) Authorizing any residual unexpended balances from this agreement to revert to available capital funds.

Fiscal Impact

FY 2024: \$267,739 Expenditure FY 2025: \$1,114,865 Expenditure FY 2026: \$596,965 Expenditure

Member Naft moved, and it was carried by unanimous vote of the voting members, to:

1) Authorize the CEO/President to execute a Professional Services Agreement with GES, in the amount of \$1,979,569, for geotechnical and quality assurance services for the LVCCD Phase 3 renovation project; and 2) Authorize any residual unexpended balances from this agreement to revert to available capital funds.

ITEM 6. Amendment to Clark County Self-Funded Interlocal Medical and Dental Benefits Plan Agreement

Nadine Jones, Senior Vice President of People and Culture, provided that the proposed amendment to the Clark County Self-Funded Interlocal Medical and Dental Benefits Plan is for management plan employees of the Moapa Valley Fire Protection District to be eligible for participation in the plan Agreement, and that there is no fiscal impact from the approval of the amendment. She requested that the Board considers approving and authorizing the Board Chair to sign an amendment to the Interlocal Agreement for the Health, Accident, and Life Benefit Program among Clark County, the LVCVA, the Clark County Water Reclamation

District, the University Medical Center of Southern Nevada, the Las Vegas Valley Water District, the Clark County Regional Flood Control District, the Regional Transportation Commission of Southern Nevada, the Southern Nevada Health District, Henderson District Public Libraries, Mount Charleston Fire Protection District, the Las Vegas Metropolitan Police Department, the Moapa Valley Fire Protection District, and the Eighth Judicial District Court to: 1) Add the Assistant Chief of the Moapa Valley Fire Protection District to the Self-Funded Preferred Provider Organization (PPO) and the Exclusive Provider Organization (EPO) Medical and Dental Benefits Plans (collectively, the Plans); and 2) Clarify that Management Plan employees of the Moapa Valley Fire Protection District are eligible for participation in the Plans.

Member Naft moved, and it was carried by unanimous vote of the voting members, to approve and authorize the Board Chair to sign an amendment to the Interlocal Agreement for the Health, Accident, and Life Benefit Program among Clark County, the LVCVA, the Clark County Water Reclamation District, the University Medical Center of Southern Nevada, the Las Vegas Valley Water District, the Clark County Regional Flood Control District, the Regional Transportation Commission of Southern Nevada, the Southern Nevada Health District, Henderson District Public Libraries, Mount Charleston Fire Protection District, the Las Vegas Metropolitan Police Department, the Moapa Valley Fire Protection District, and the Eighth Judicial District Court to: 1) Add the Assistant Chief of the Moapa Valley Fire Protection District to the Self-Funded Preferred Provider Organization (PPO) and the Exclusive Provider Organization (EPO) Medical and Dental Benefits Plans (collectively, the Plans); and 2) Clarify that Management Plan employees of the Moapa Valley Fire Protection District are eligible for participation in the Plans.

ITEM 7. Designation of Authorized Representative – Purchasing Determinations

Ed Finger, Chief Financial Officer, outlined Nevada State Law requirements as related to the LVCVA's purchases of services and products and clarified that the proposed designation is related to contracts that are not obtained by competitive solicitation. He noted that the proposed designation is to clarify a technicality related to statutory requirements for procurements within the CEO/President's signature authority, formally naming Mr. Hill as the LVCVA's Authorized Representative for determinations that are made both for the Board's approval, and for those that are within his \$250,000 purchasing discretion. Mr. Finger clarified that the designation does not change Mr. Hill's signature authority or any of the LVCVA's past purchasing behaviors and requested that the Board consider designating the CEO as its Authorized Representative for LVCVA purchasing determinations related to contracts not adapted to awards by competitive solicitations.

Vice Chair Gullbrants moved, and it was carried by unanimous vote of the voting members, to designate the CEO as its Authorized Representative for LVCVA purchasing determinations related to contracts not adapted to awards by competitive solicitations.

ITEM 8. Public Hearing on the Issuance of General Obligation Bonds in the Maximum Principal Amount of \$18,660,000

Mr. Finger outlined previous Board approvals related to a proposed bond issuance and commented on the opportunity for savings in future debt service payments. He noted that the proposed bonds are general obligation-backed, resulting in a lower interest rate and better rating. Mr. Finger discussed the public notice, petition period, and public hearing requirements and requested that the Board conduct a public hearing regarding the issuance of up to \$18,660,000 of Clark County, Nevada, General Obligation (Limited Tax) LVCVA Refunding Bonds.

Chair Gibson opened the public hearing.

There were no comments from the floor by the public.

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

ITEM 9. Fiscal Year 2025 Preliminary Budget

Mr. Finger requested to present Agenda Items 9 and 10 together, to which Chair Gibson approved.

Mr. Finger discussed current room tax and convention revenues and expenditures, outlined the LVCVA's budget process, and thanked Finance Department staff for their efforts.

Mr. Finger presented the LVCVA's preliminary fiscal year (FY) 2025 budget including amounts in the general, debt, and capital funds, Other Post-Employment Benefits (OPEB) fund, and interfund transfers.

Mr. Finger discussed the LVCVA's expenditures as related to its operations as both a destination marketing organization, and a convention center, including the following: marketing; sales; special events; capital; debt service; and operations.

Mr. Finger discussed staffing levels prior to the COVID-19 pandemic and the growth in staffing demand due to increases in leased square footage and convention attendance since 2020. He noted that there is a proposed increase in staffing levels for FY 2025 and shared his thoughts on projected staffing levels over the next three years.

Mr. Finger shared data relating to full-time ambassador costs as a percentage of General Fund spend and compared the FY 2025 proposed budgeted amount to that of 2018.

Mr. Finger detailed revenue resources including room tax, convention, Las Vegas Monorail, and interest, and other revenues, and their distribution into the General, LVCCD Capital, Capital, LVCCD Debt, Debt, and OPEB funds.

Mr. Finger stated that the FY 2025 General Fund Revenue budget projections are about the same as the 2024 revenue projections but exclude revenues from a Super Bowl event.

Mr. Finger discussed Nevada State Law's drive for conservatism and its provisions to make necessary budgetary adjustments and reiterated that the FY 2025 resource profile is substantially similar to the budget constructed for FY 2024.

Mr. Finger provided details related to expenditures including payments of Senate Bill 1 (SB1) supported and non-supported bonds, and detailed annual payments for those bonds from 2014-2029 from the General Fund and the LVCCD Fund. He illustrated the debt profile ratio as net of LVCC revenues.

Mr. Finger stated that the LVCVA meets the three times revenue coverage ratio and detailed the capital outlay including LVCCD Phase 3 Renovation efforts, building improvements, escalator/elevator repair and maintenance, and other items related to LVCC campus capital.

Mr. Finger provided information on room tax collection allocation and detailed the 2023 distribution to the appropriate jurisdictions as related to the jurisdictions' room tax basis, and the relationship of collection allocation to room tax collections in each jurisdiction. He commented on payments to the State of Nevada for Nevada Department of Transportation (NDOT) for highway bonds, and payments to the Las Vegas Metropolitan Police Department for a Fusion Center, Safe Streets Initiative, and substation expansion bonds. Mr. Finger noted that the total of collection allocation, NDOT, and LVMDP payments amount to 11% of expenditures from the General Fund.

Mr. Finger provided that the \$128.5 million Marketing budget was to support the advertising, international air service development, leisure sales, research center, sports marketing, and event design functions.

Mr. Finger provided that the \$79.9 million Operations budget contains budgeted amounts for LVCC operations, Las Vegas Loop operations, and Las Vegas Monorail operations. He detailed the operational inflows and outflows of the LVCC, Las Vegas Loop, and Las Vegas Monorail.

Mr. Finger noted that the Special Events and Las Vegas Events (LVE) budgets would be less than the previous year, at \$43.5 million and \$4.5 million, respectively. He listed some of the items under those budgets and noted that the budgeted amount for National Finals Rodeo (NFR) was a net contribution to the LVE effort, and that Summer League events moved out of the LVE budget into Special Events.

Mr. Finger provided information on the \$15.3 million Sales and \$24.5 million administration budgets.

Mr. Finger compared FY 2024 and FY 2025 General Fund expenditures, noting that FY 2025 Special Events expenditures are significantly lower than those of FY 2024 due to the absence of a Super Bowl event. He commented on the FY 2025 reduction in capital transfers due to a mid-year augmentation using larger than expected general fund balances. Mr. Finger commented on an FY 2024 mid-year augmentation to the Marketing budget, noting that it would be likely to occur again in FY 2025, and that the 4% year-over-year increase in the Marketing budget is in alignment with other operational increases.

Mr. Finger discussed FY 2025 budget inflows, outflows, and interfund transfers including transfers to and from the General Fund and capital and debt programs. He commented on the occurrence of net income for FY 2025 and noted that the \$72 million in economic reserve is budgeted, but not included in the presentation.

Mr. Finger discussed the LVCVA's reserves and equity position, providing that the LVCVA's reserve strategy is to keep 15-20% of operational expenditure and general fund reserves in the Capital Fund, along with the accompanying 20% of room tax that is kept in the economic reserve.

Mr. Finger presented an illustration of the ending General Fund balance as a percentage of expenditures and discussed the formalization of including marquee events in the budgetary process with a potential future Board agenda item for approval of a reserve category. He detailed the budget strategy of \$20 million in annual funding for cyclical marquee events to prevent significant budgetary swings and funding challenges in future years.

Mr. Finger provided an example illustrating 2024-2028 "marquee event smoothing" including beginning and ending reserves, annual smoothed costs, and actual spend on events, to manage the repeated cyclicality of large scale, irregularly occurring events.

Mr. Finger stated that the LVCVA has an economic reserve of \$72 million in the Capital Fund that is available for use during a period of reasonable economic difficulty, upon approval by the Board.

Mr. Finger provided that his budget presentation today was informational and would be summarized and presented to the Board for its approval during the upcoming Public Hearing on the Budget scheduled within the prescribed Nevada State guidelines.

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ITEM 11. Contracts Report

Ms. Bateman provided the Contracts Report, which serves to notify the Board, pursuant to Board Policies (1.04 and 5.01) and NRS Chapters 332 and 338, of the following: 1) Contractual commitments, change orders, or amendments to contracts executed under the CEO's Signature Authority that exceed \$50,000; 2) Contractual commitments and amendments to contracts related to the LVCCD projects as executed under the delegated authority of the CEO/President; and 3) Public Works contracts awarded by the LVCVA.

Fiscal Impact

TBD

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

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted applauded the recent Children's Science Fair and expressed hope for its expansion to outlying areas. He provided information on the upcoming Annual Licensing Expo and expressed disappointment on the absence of flyers promoting the upcoming Chamber Expo. Mr. Braisted emphasized the importance and need for more manufacturing in the [Clark] County and encouraged manufacturers to reach out to the Vegas Chamber for participation in the Chamber Expo. He provided information on the upcoming DEF CON convention.

Steven Spann, owner of The Doyle Las Vegas, provided information on a Wedding Industry Professionals Association (WIPA) event that he recently hosted, and on his partnership with the National Football League (NFL) for its Green Initiative including using recycled material from the NFL Super Bowl event in a fashion show.

Mr. Spann provided information on sculptures that he created using discarded rebar from the demolition of Jackson Street and donated materials, noting that the sculptures are located on E Street and Van Buren on the Pioneer Trail.

Shaundell Newsome expressed fulfillment in being a part of activities in the Las Vegas community including the Super Bowl Host Committee's Green Initiatives, the Gospel Fest event in Henderson, and the King Week Las Vegas parade.

Mr. Newsome expressed excitement for a recent feature in *Travel Noire* magazine, titled "The Soul of Vegas: Discovering Black Culture and Community in Las Vegas" and shared his experiences about growing up in Las Vegas. He emphasized the importance of local Las Vegas communities feeling the impact of the capitalization of Las Vegas and provided examples of successful local small business entrepreneurs. Mr. Newsome encouraged the continuation of the impacts of the success of Las Vegas to the local community.

Chair Gibson adjourned the meeting at 10:29 a.m. Date Approved: June 11, 2024

Silvia Perez
Executive Assistant to the Board

ADJOURNMENT

James B. Gibson Chair