



## Regular Meeting of the Board of Directors August 8, 2023 Minutes

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on August 8, 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.

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### Board of Directors (Board)

*Present unless otherwise noted*

<b>Commissioner Jim Gibson, Chair</b>	Ms. Jan Jones Blackhurst..... <i>virtual</i>
<b>Mr. Anton Nikodemus, Vice Chair</b> ..... <i>absent</i>	Commissioner Michael Naft
<b>Mayor Pamela Goynes-Brown, Secretary</b>	Mayor Michelle Romero
<b>Mr. Scott DeAngelo, Treasurer</b>	Ms. Mary Beth Sewald
Councilman Cedric Crear..... <i>absent</i>	Mr. Steve Thompson
Mayor Carolyn Goodman	Councilman Steve Walton
Mr. Brian Gullbrants	Councilman Brian Wursten..... <i>absent</i>

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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

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### **OPENING CEREMONIES – CALL TO ORDER**

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

Caroline Bateman, General Counsel, acknowledged that all Board members were present, except for Members Anton Nikodemus, Pamela Goynes-Brown, Cedric Crear, and Brian Wursten.

Secretary Goynes-Brown entered the meeting at 9:07 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 agenda for the August 8, 2023 Regular Meeting of the Board of Directors, and to approve the minutes of the July 11, 2023 Regular Meeting of the Board of Directors.**

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## **PRESENTATIONS**

### **Presentations by the LVCVA Staff**

Brian Yost, Chief Operating Officer, delivered a presentation on Las Vegas Convention Center (LVCC) building updates including the FINAL FANTASY XIV Fan Festival, MAGIC Fashion Trade Show Las Vegas, and ASD Market Week.

Mr. Yost provided an update on the LVCC South Hall construction project.

Lisa Messina, Chief Sales Officer, highlighted the LVCVA Business Sales department's efforts including hosting Cvent CONNECT 2023 and the American Society of Association Executives, attending Corporate Event Marketing Association (CEMA), and sponsorship of Smart Meetings' Smart Women in Meetings Summit and Awards.

Kate Wik, Chief Marketing Officer, delivered a presentation highlighting LVCVA marketing efforts including the following: email marketing efforts and social media content for soccer and basketball events in Las Vegas; the announcement of the National Basketball Association's (NBA) In-Season Tournament in Las Vegas; Women's NBA All-Star Weekend; and earned media coverage and impressions in *Forbes*, *Conde Nast Traveler*, *Time Out*, *Luxury Korea*, *Elle*, *GQ Korea*, *Passport*, *Viva Italiano!* and *Travel Weekly* magazines.

Nadine Jones, Senior Vice President of People & Culture, recognized LVCVA Security Officers Oscar Garcia, Alex Matyas, and Jon Comport for their quick response and actions in assisting two visitors in a life-threatening crisis.

Lori Nelson-Kraft, Senior Vice President of Communications, commented on the attached Quarterly Accomplishments Report.

Steve Hill, Chief Executive Officer (CEO)/President, updated the Board on recent changes to college athletics as related to the Pac-12 Conference and provided information on the contractual relationship between the LVCVA and Pac-12 as it relates to future Pac-12 events.

Mr. Hill provided information on his role as Chairman of the Stadium Authority Board and acknowledged the instrumental efforts of Jeremy Aguero of Applied Analysis for the Stadium Authority and the Southern Nevada Tourism Infrastructure Committee.

Mr. Hill informed the Board that Mr. Aguero is now working for the Oakland A's Major League Baseball (MLB) team, and will no longer serve as staff to the Stadium Authority. Mr. Hill stated that he would propose to the Stadium Authority at their next upcoming meeting, to allow the LVCVA to administer Stadium Authority efforts via an interlocal agreement in which the LVCVA would track expenses incurred by the Stadium Authority, and costs would be reimbursed to the LVCVA from the Stadium Authority's revenue streams.

Mr. Hill provided information about assistance to the Stadium Authority including outside counsel, accounting work, and construction and maintenance oversight.

Mr. Hill informed the Board about an upcoming request of a proposed rate increase for LVCC building leases and stated that the LVCVA has not had any rate increases in more than five years. Mr. Hill stated that the proposed increases would be presented to the Board at a future meeting through a revised lease rates schedule and that the schedule would go into effect in 2026.

Member Carolyn Goodman commented on having the LVCVA held harmless in its interactions with the Oakland A's, to which Mr. Hill confirmed that would be the case.

Mr. Hill stated that the LVCVA has reached an agreement with Hunt-Penta on Sequence B of the LVCC Renovation Project, which is a little more than 50% of the construction that Hunt-Penta will do in the entirety of the renovation, at slightly below budget.



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**LVCVA STAFF REPORTS AND REQUESTED ACTIONS**

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ITEM 1. **Special Events Update**

Brett Taylor, Senior Director of Operations for the Formula 1 (F1) Las Vegas Grand Prix, delivered a presentation providing updates on the construction progress of the F1 Las Vegas Grand Prix fan zones including number of structures, dimensions, and construction timelines for the East Harmon, Koval North and South, Sphere, and West Harmon Zones.

Lieutenant Kendall Bell of the Las Vegas Metropolitan Police Department (Metro) provided an update on the Super Bowl Host Committee's Public Safety and Security Committee including the following: its mission statement and purpose; its working groups; Special Event Assessment Rating; federal coordination; planning meetings; credentialing and escorts; Las Vegas Strip partner preparation; and staffing plans.

Member Mary Beth Sewald asked if Metro would make use of resources such as contracted security organizations for the Las Vegas Super Bowl, to which Lt. Bell confirmed that Metro would not, however the NFL and Allegiant Stadium would.

Member Goodman asked how communications about vehicular clearance would be managed, to which Lt. Bell referenced Member Michael Naft as the Chair of the Transportation Committee and ensured plans would be communicated through all means possible.

Member Naft commended Lt. Bell for his efforts on major events in Las Vegas.

Member Goodman commented on potential incidents concerning pedestrians, to which Lt. Bell responded that barricades and officers would be strategically placed to help prevent incidents.

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

ITEM 2. **Air Service Development Update – Recap of Fiscal Year (FY) 2023 (July 2022-June 2023)**

Joel Van Over, Senior Director at Ailevon Pacific Aviation Consulting (APAC) presented a recap of FY 2023 Las Vegas air service activities including capacity growth, record number of cities connected, and new records for nonstop routes.

Mr. VanOver illustrated the importance of identifying growth opportunities by offering nonstop service to Las Vegas from previously unserved markets.

Mr. Van Over discussed the addition of new nonstop domestic routes to Las Vegas, and new international markets announced including Manchester, UK, and San Salvador, El Salvador.

Mr. Van Over provided an update on Las Vegas air service outlook including monthly inbound capacity and domestic and international capacity growth.

Mr. VanOver commented on the upcoming Routes World Conference in Istanbul, Turkey, thanked the Board for its support of Las Vegas hosting of the 2022 Routes World Conference, and emphasized the importance of attending the Routes World Conference.

Member Goodman encouraged efforts to add nonstop service from Las Vegas to Sao Paulo, Brazil, and asked if a citizen committee would be selected for countries with high international travel to Las Vegas, to which Mr. VanOver concurred that there is an opportunity for a citizen committee and expressed optimism for the new addition of Avianca Airlines air service to Las Vegas to develop further as it relates to direct service to Sao Paulo.

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

ITEM 3. **2023 World Route Development Forum Exhibition - Istanbul, Turkey - October 14-17, 2023**

Fletch Brunelle, Vice President of Marketing, provided background information on the World Route Development Exhibition event, shared expected attendance statistics, and commented on the successes resulting from the 2022 event. Mr. Brunelle requested that the Board of Directors consider authorizing the CEO/President to: 1) Approve an expenditure of \$386,000 for expenses associated with the LVCVA participation, booth design and build-out, and client hosting and entertainment during the 2023 World Route Development Forum (Routes World) that will take place October 14-17, 2023 in Istanbul, Turkey; 2) Execute all necessary agreements related to the LVCVA's Routes World participation; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2024: \$386,000 Expenditure

This expenditure has been budgeted for in the FY24 budget.

**Member Sewald moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to: 1) Approve an expenditure of \$386,000 for expenses associated with the LVCVA participation, booth design and build-out, and client hosting and entertainment during Routes World that will take place October 14-17, 2023 in Istanbul, Turkey; 2) Execute all necessary agreements related to the LVCVA's Routes World participation; and 3) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.**

ITEM 4. **IMEX America – Las Vegas, Nevada – October 17-19, 2023**

Ms. Messina provided background information on the IMEX America Trade Show and its history in Las Vegas, shared forecasted attendance information, and requested that the Board consider authorizing the CEO/President to do the following: 1) Execute an agreement with IMEX Group, in the amount of \$331,000, for the LVCVA's exhibition floor space license for the IMEX America Trade Show (IMEX America) which will take place October 17-19, 2023 at Mandalay Bay Convention Center; 2) Execute an agreement with a booth builder, in the amount of \$550,000, for the design and build out of a Las Vegas branded tradeshow booth for IMEX America; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2024: \$881,000 Expenditure

This expenditure has been budgeted in the FY 2024 budget.

**Member Naft moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to do the following: 1) Execute an agreement with IMEX Group, in the amount of \$331,000, for the LVCVA's exhibition floor space license for IMEX America which will take place October 17-19, 2023 at Mandalay Bay Convention Center; 2) Execute an agreement with a booth builder, in the amount of \$550,000, for the design and build out of a Las Vegas branded tradeshow booth for IMEX America; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.**

ITEM 5. **NBA In-Season Tournament Sponsorship Agreement - Las Vegas, Nevada – December 7<sup>th</sup> and 9<sup>th</sup>, 2023**

Mr. Yost provided information on the schedule of events of the inaugural National Basketball Association (NBA) In-Season Tournament, an upcoming broadcast partner announcement by the NBA, and expected attendance and economic impact numbers for the event. Mr. Yost requested that the Board consider the following: 1) Authorizing the CEO/President to execute a sponsorship agreement with the National Basketball Association (NBA), in the amount of \$2,250,000, for the NBA In-Season Tournament to be held at T-Mobile Arena in Las Vegas, NV on December 7th and 9th, 2023; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2024: \$2,250,000 Expenditure

**Secretary Goynes-Brown moved, and it was carried by unanimous vote of the voting members, to approve the following: 1) Authorizing the CEO/President to execute a sponsorship agreement with the National Basketball Association (NBA), in the amount of \$2,250,000, for the NBA In-Season Tournament to be held at T-Mobile Arena in Las Vegas, NV on December 7th and 9th, 2023; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.**

Mr. Hill expressed excitement in having Las Vegas host the inaugural NBA In-Season Tournament.

ITEM 6. **Formula 1 Las Vegas Grand Prix - Economic Impact Certification**

Mr. Hill commented on Ms. Bateman's previous efforts to allow advertising on public streets for certain events in Las Vegas. Mr. Hill detailed the required anticipated economic impact of an event and the certification of such by the LVCVA, before it can be presented to the Clark County Commission for possible approval of advertising during special events. Mr. Hill requested that the Board consider: 1) Certifying the economic impact of the Formula 1 Las Vegas Grand Prix (LV Grand Prix) to be \$250,000,000 or greater for the purpose of Special Event designation of the LV Grand Prix pursuant to Nevada Revised Statutes 484B.313; and 2) Authorizing him to execute all necessary certification documents.

**Member Sewald moved, and it was carried by unanimous vote of the voting members to: 1) Certify the economic impact of the Formula 1 Las Vegas Grand Prix (LV Grand Prix) to be \$250,000,000 or greater for the purpose of Special Event designation of the LV Grand Prix pursuant to Nevada Revised Statutes 484B.313; and 2) Authorize the CEO/President to execute all necessary certification documents.**

ITEM 7. **Approval of Debt Management Policy Statement and Five-Year Capital Improvement Program**

Ed Finger, Chief Financial Officer, described Nevada requirements as they relate to the Clark County Debt Management Commission's oversight of the property tax cap related to debt issuance. Mr. Finger detailed the LVCVA's budgeted debt coverage ratio, provided an update on a recent bond closing, and provided information on the LVCVA's Five-Year Capital Improvement Plan. Mr. Finger requested that the Board consider: 1) Approving updates to the LVCVA's Debt Management Policy Statement; 2) Approving the FY 2024 – 2028 Capital Improvement Program; and 3) Authorizing their submittals to the Clark County Debt Management Commission and to the State of Nevada Department of Taxation.

**Member Naft moved, and it was carried by unanimous vote of the voting members to: 1) Approve updates to the LVCVA's Debt Management Policy Statement; 2) Approve the FY 2024 – 2028 Capital Improvement Program; and 3) Authorize their submittals to the Clark County Debt Management Commission and to the State of Nevada Department of Taxation.**

ITEM 8. **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 information item and did not require Board action.

**COMMENTS FROM THE FLOOR BY THE PUBLIC**

ET Snell provided thoughts on a five-lane highway between Barstow, CA and Nevada State Line, commented on a newly rebuilt rest stop near the Barstow area, and commented on lane indicators on the fast lane between Barstow and Las Vegas. Mr. Snell provided thoughts regarding California public officials and encouraged support for a five-lane highway between Barstow and Las Vegas.

Daniel Braisted referenced the attached handouts regarding some of his previous suggestions including a tram system connecting the LVCC campus to the Venetian Las Vegas and the Wynn Las Vegas. Mr. Braisted provided information on upcoming tradeshows including DEFCON and ASD Market Week.

Ed Uehling recalled his experience in recent trips to China and provided thoughts on Chinese travel spending and the lack of marketing to China. Mr. Uehling commented on the theft of \$2 billion worth of equity from the properties of local constituents.

Thomas Olaes provided the attached handout and letters and expressed concern on challenges faced by special needs visitors to the LVCC and the Las Vegas Monorail. Mr. Olaes requested that the LVCVA consider implementing a regular review process of current safety, security, and special accommodation measures, along with monthly summaries of the number of reports received from visitors provided at each Board of Directors meeting.

Shaundell Newsome expressed excitement for several programs designed to support local small and minority businesses including the following: Hunt-Penta's Building Inclusion with Diverse & Small (BIDS); City of Henderson's Launchpad, City of North Las Vegas' Small Business Connector; Clark County Small Business Opportunity Program; City of Las Vegas Small Business Support Center; Building on Spiritual Substance (BOSS); Youth Entrepreneurial Success (YES); and the Vegas Chamber's Entrepreneur Development for Growth and Excellence (EDGE).

**ADJOURNMENT**

Chair Gibson adjourned the meeting at 10:31 a.m.

Respectfully submitted,

Date Approved: September 12, 2023

\_\_\_\_\_  
Silvia Perez  
Executive Assistant to the Board

\_\_\_\_\_  
James B. Gibson  
Chair





APRIL-JUNE 2023 ACCOMPLISHMENTS



**WINNING SEASON:  
VEGAS VICTORIES FOR NHL, MLB AND NBA**

**LVCC's South Hall legacy campus breaks ground**

**PLUS: Sales inks 2023 deals, new campaigns, and more**



4



Clark County Commission and LVCVA Board Chair  
Jim Gibson signs the ceremonial safety barrier at  
F1's Paddock topping off

## NEW & NOTEWORTHY

### 4 LVCVA NEWS

New digital campaigns, an F1 update, our Miami appearance

### CAMPAIGNS

#### 6 BY THE NUMBERS

A site visitor boom, breaking record inbound seats

#### 7 MARKETPLACE

Marquee soccer matches, an NCAA championship

## FEATURES

### 10 FIELD OF DREAMS

The Greatest Arena on Earth further solidifies its status

### 14 SOUTH HALL BREAKS GROUND

Work on the legacy campus commences

### 18 DAYTRIPPING

Extended destinations in the spotlight

## SELLING LAS VEGAS

### 20 INKING DEALS

New shows sign on this quarter.

### 21 MEET THE SALES TEAM

Ambassadors join our ranks, go on the road

9



NCAA Women's Bowling Championship  
bowl a strike in Las Vegas

### THE HUB

#### 22 ARRIVALS AREA

Rising capacity by air and a new sponsorship on the ground  
a winning combination

### MEET ME IN VEGAS

#### 24 LVCC MAKES STRIDES

Our sustainability partnership, a record NAB

### FROM THE ARCHIVES

#### 26 ACES IN BOTH PLACES

An iconic Las Vegas marketing campaign is born

### OUT & ABOUT

#### 27 OPPORTUNITY KNOCKS

P&C at the spring job fairs

### OUR PEOPLE

#### 28 STRENGTH IN NUMBERS

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

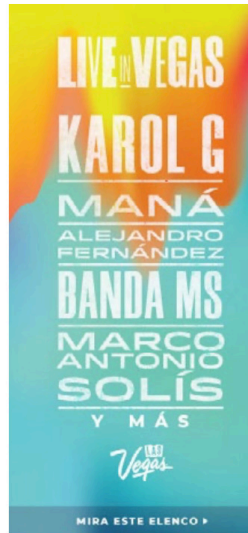
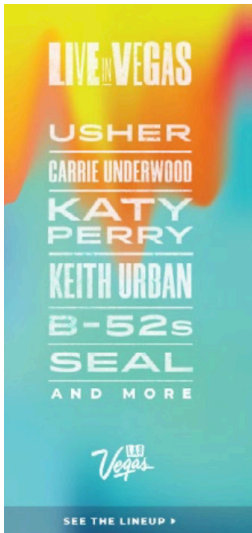
### ACCOLADES

29 LVCVA, our building, and our Ambassadors were  
recognized.

### LAST LOOK

#### VGK'S CHANCE GOES CROWDSURFING

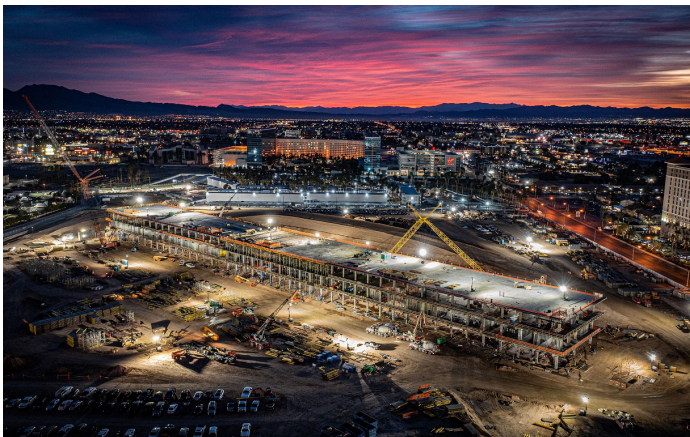




## NOW PLAYING

*The launch primes summer visitors*

ENTERTAINMENT-MINDED VISITORS HAVE EVEN MORE WAYS TO PLAN, SINCE “LIVE IN VEGAS” LAUNCHED IN MID-MAY ACROSS YOUTUBE, EXPEDIA AND TRIPADVISOR. COLLABORATIONS WITH DE&I-OWNED UNIVISION, CANELA MEDIA, AND GREY JONES MEDIA PROMOTE INCLUSIVITY AND WILL DELIVER AN ESTIMATED 114M IMPRESSIONS BY SUMMER’S END.



## RACE TO THE FINISH

*Construction crews reached a milestone when they placed a symbolic safety barrier on F1’s 300,000 square foot paddock in a topping out ceremony. Less visible: the intricate logistics involved in coordinating with resorts, public safety agencies, transportation companies, and others. Monthly meetings led by LVCVA COO Brian Yost and project manager Terry Miller now comprise over 500 members and update stakeholders along the race circuit as race day approaches.*

## VEGAS INVASION

*Miami Grand Prix watchers got a dose of Vegas magic*

When F1 fans watched Miami’s Grand Prix, LVCVA’s digital marketing group ensured they saw Vegas pre-roll video before Miami GP highlights all week long, through an F1 amplification agreement with Twitter. What they saw: Videos with the F1 drivers and iconic Vegas visuals showcasing the destination as a must-visit not only this November, but all year long. The team isn’t done yet: Grand Prix watchers in Italy, Monaco, and Spain are getting previews, too.

### The Miami Grand Prix could already have a problem – and it comes in the form of Las Vegas

The second edition this weekend of the unique street track around the Hard Rock Stadium needs the race to better the spectacle this time around, particularly with Vegas entering the fray

Kieran Jackson Formula 1 Correspondent • Saturday 06 May 2023 21:10 • [Comments](#)

INDEPENDENT **tv**  
**Lewis Hamilton says**  
**Formula 1’s GP in**  
**Las Vegas will be ‘epic’**



## EXTRA, EXTRA

*Katy Perry flying SlotZilla, Marshmello at Encore Beach Club and more grabbed Extra TV viewers*

*Over 13M Extra TV viewers have tuned in for ten segments since April, including crucial instructions on how to party like a rockstar and an edict by Garth Brooks to visit Las Vegas. The segments highlighted entertainment, outdoor adventure, Memorial Day weekend, extended destinations, and summer events. Bonus footage: Katy Perry flying over Fremont Street, Zendaya attending Usher's residency, Kim Kardashian at Katy Perry, Maroon 5's residency, Jonas Brothers at FlyOver, Wahlburger's opening, Miranda Lambert's residency, CinemaCon, and an exclusive Carrie Underwood interview—with a ticket giveaway to her Resorts World residency.*

## YACHT LIFE

*Laughlin's piece of the Colorado River has a new ad campaign*

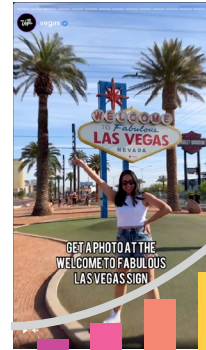
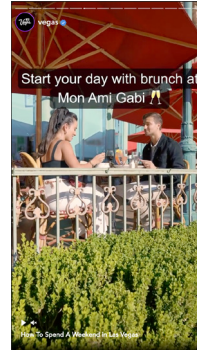
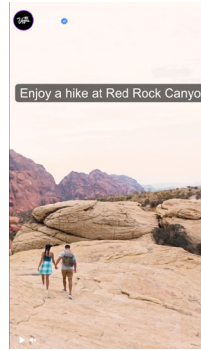
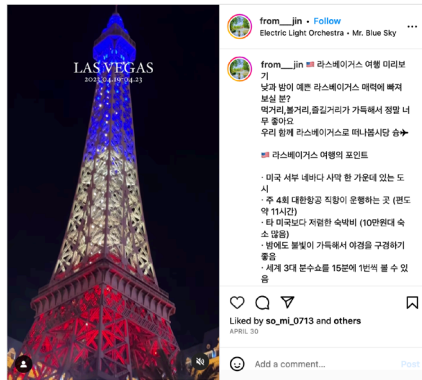
A new ad campaign for Laughlin, "Go with the Flow," emphasizes two distinguishing features of the destination—the river and its unpretentious, easygoing attitude. The campaign is set to drive 79 million impressions in its biggest drive- and fly-in markets Phoenix, Los Angeles and the Inland Empire, Las Vegas, Minnesota, and Wisconsin. The destination's leg up on other regional gaming cities is the river, says advertising manager Yvette Costello. "It's what separates Laughlin from competitors, and in the ads we're really showing that off," she says. The recently launched 96-foot *Grand Celebration* yacht that travels the river is a boon to Laughlin's glamor factor, appearing on Spot TV, digital, and in print media like *The Los Angeles Times*, *Las Vegas Review-Journal*, and the *Arizona Republic*.





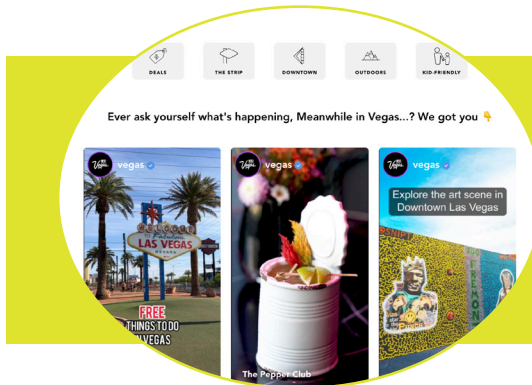
# 93 MILLION

*The reach of fam trips in April and May alone hosting media from Germany, Mexico, Korean influencers, and Korean media*



# 118M IMPRESSIONS

*A woman wakes up to cake pops in bed then enjoys a cocktail- and caviar-soaked day in Las Vegas. This and other “Meanwhile in Vegas” videos attracted 118M impressions and over 540K engagements.*



# 675%

*The increase in sessions on VisitLasVegas.com by users in Mexico from last year. Contributing to the surge: more content on the foreign language pages, with popular articles like “How to Visit Las Vegas Itinerary” and “18 Things To Do with Kids in Vegas” now translated into Spanish.*

# 187 MILLION

*Bucking broncos, cotton candy martinis, the Las Vegas Grand Prix, marquee entertainment residencies: They’re just a few of the attractions in the “A Million Reasons” international advertising campaign that has capitalized on F1 fever and attracted over 187 million impressions in broadcast and digital in Canada, Mexico, UK and new markets Germany and Italy.*



# 8.75 MILLION

*The inbound seat airline capacity in Q2 to Las Vegas – the most of any quarter in Las Vegas history*



## LOCAL HEROES

A DEEP DIVE INTO WEB ANALYTICS FOR EXTENDED DESTINATION SITES BY LVCVA'S DIGITAL MARKETING TEAM IS DRIVING RICHER CONTENT ABOUT SEARCHED-FOR TOPICS, INCREASING ENGAGEMENT SINCE APRIL:

**VISIT LAUGHLIN.COM**

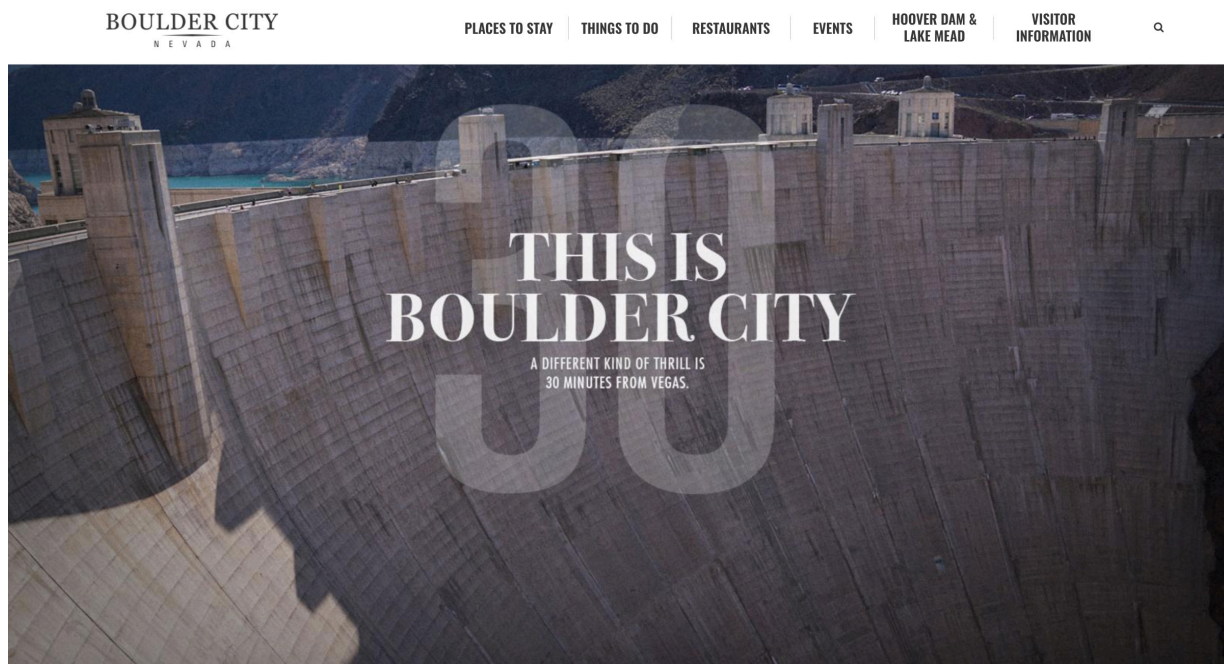
25% INCREASE IN SESSIONS, 24% INCREASE IN UNIQUE VISITORS

**VISITMESQUITE.COM**

23% INCREASE IN SESSIONS, 24% INCREASE IN UNIQUE VISITORS

**VISITBOULDERCITY.COM**

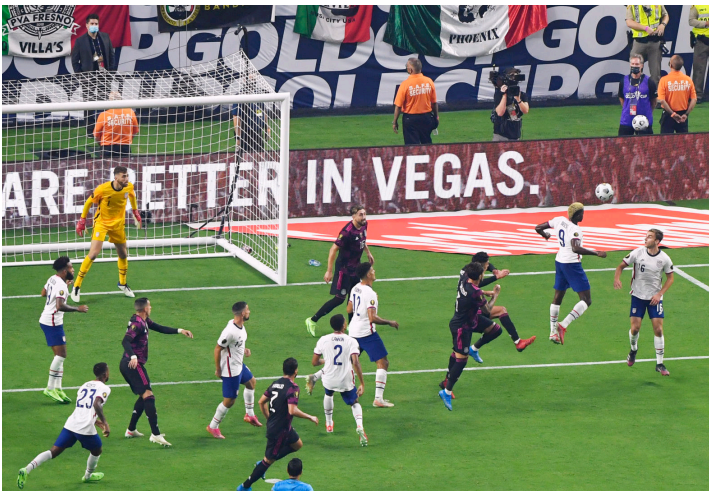
8% INCREASE IN SESSION DURATION





## Net Goals

Two of the world's biggest soccer clubs, England's Manchester United and Germany's Borussia Dortmund, face off at Allegiant Stadium in July, one of three citywide soccer events secured since April. The global soccer powerhouses are estimated to generate 21,000 room nights this summer. Las Vegas was also announced as the host city for the Concacaf Gold Cup Semi Finals. The flagship competition for men's national teams will be played this summer, generating an estimated 33,000 room nights. In June, youth soccer tournament Copa Rayados introduced a first-ever Copa Rayados West, hosting 200 national and international boys' soccer teams from the West Coast in Henderson. Premier Soccer Services and Copa Rayados West committed to an annual event for at least five years, bringing 3,680 attendees and players to the city each year.



## *Power Play*

For the first time ever, the 2023 National Collegiate Women's Bowling Championship was held in Las Vegas, hosted by LVCVA and UNLV at the 64-lane South Point Tournament Bowling Plaza. Since it was initiated as an NCAA sport in 2003, women's college bowling has become a presence at 101 NCAA member schools—one of the fastest-growing collegiate sports in the country. Vanderbilt defeated Arkansas State in the final.

The event attracted 500 attendees and added 1,000 room nights and was livestreamed on ESPNU.



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## FRESH RESEARCH

A new social media dashboard created by LVCVA's research center team now supports SEO planning by the digital marketing team by ingesting and displaying the top search terms leading users to [visitlasvegas.com](https://visitlasvegas.com). The dashboard now reflects month-by-month results since April 2022.

Unsurprisingly, "Las Vegas" is the top keyword by impressions (1.2 million) on the site, which regularly gets over 5 million impressions in a month. It's followed by "Vegas," and terms like "Things to do in Las Vegas." Creating content to serve some less predictable top keywords will help boost engagement. "Adele Las Vegas" has held steady in eighth place since the beginning of 2023 and "hell's kitchen las vegas" is tenth, narrowly beating "vegas shows" in 11th place.



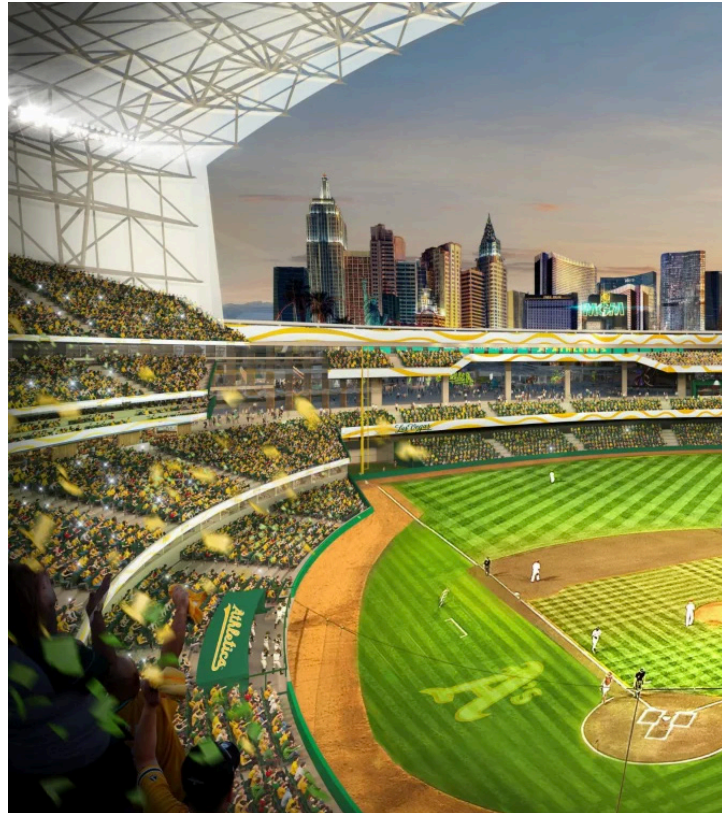
## FIELD OF DREAMS

The expansion of The Greatest Arena on Earth reaches full tilt with an NHL triumph, an NBA announcement, and legislation signing off on an MLB ballfield.

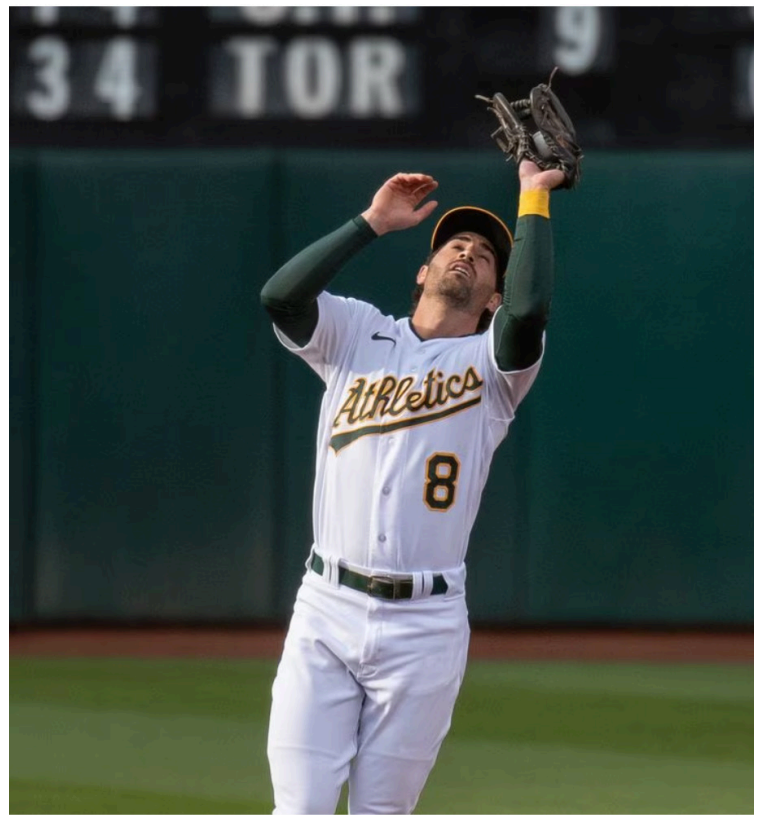
“Every Professional Sports Team Moves to Las Vegas,” a recent newspaper headline announced. And although it came from the satirical gazette *The Onion*, it didn’t feel too far from the truth when the Las Vegas Golden Knights won the Stanley Cup just one day before Governor Joe Lombardo signed into law a public financing package to help build a Major League Baseball stadium for the Athletics’ proposed move here. This is just the latest in a string of professional sports wins for the city which began with the construction of UFC global headquarters in 2015; the launch of the National Hockey League’s Vegas Golden Knights in 2017; the WNBA’s Aces move to Las Vegas in 2018, and the National Football League’s Raiders relocation to their new Allegiant Stadium in 2020.

Now as the city prepares for its Formula One Las Vegas Grand Prix in November and to host the Super Bowl LVIII in February soon after securing the NCAA Men’s Final Four for 2028, trademarking our moniker “The Greatest Arena on Earth” in 2021 seems like an even more prescient move. To cap off a year of announcements, Las Vegas will host the NBA’s inaugural in-season tournament, debuting December 7th in conjunction with the 2023-24 regular-season schedule.

A combination of innovation, imagination, daring, and the destination’s natural appetite for risk has fueled our reinvention as a sports city, says LVCVA President/CEO Steve Hill. “The arrival of Allegiant Stadium has been a gamechanger, allowing us to host large-scale events, attract more visitors, and attract tourism in ways we never imagined,” he says. LVCVA research shows that half of the city’s visitors will add a trip or stay longer to attend a sporting event. And those who come specifically for sports estimate spending more per trip than visitors who don’t attend a game.







Clockwise from left: The A's proposed ballfield, Stomper meets the local talent, a skyline of the future









At 30,000 seats, the A's stadium would be the smallest MLB stadium, but would come with specific benefits for hosting additional events in Las Vegas, says Lisa Motley, Senior Director of Sports and Special Events. With the sunsetting of Sam Boyd Stadium, she says, "We have a big need for a 30,000-seat stadium, where we can accommodate not just MLB but also everything from NHL to rugby to more football." On the site where the Tropicana currently stands, "It will be right in the heart of the Strip and will be easy to move visitors and fans around, especially with the Boring Company. And the fact that you'd have the NHL, MLB, UFC, NFL, all within a mile radius, is incredible. That happens in other cities, but other cities haven't evolved to have hotels and restaurants around, too, within walking distance. It's a different experience for the fans to be able to experience this much all in one place."



You had only to look outside in June to see how the city's focus on sporting events has changed the dynamic of the city and generated citywide excitement. More than 200,000 people lined the Strip and filled Toshiba Plaza as double-decker buses carried players down the Las Vegas Strip from Flamingo to T-Mobile Arena for a rally. As marquee all down the Strip synchronized with Stanley Cup tributes and VGK jerseys outnumbered regular street clothes in the city, Las Vegas felt more than ever like the Greatest Arena its copyright promised two years ago. And, Hill says, that's just the beginning. "At this moment, the next great Las Vegas era is being conceived. We're just getting started."





A sweeping new plaza will give South Hall a sense of arrival

## SOUTH HALL BREAKS GROUND

Work on the \$600 renovation of LVCC's legacy campus officially commences

The first ceremonial scoops of dirt by members of the LVCVA Board of Directors, business leaders, and LVCVA execs began the official work on LVCC's South Hall. The renovation, which broke ground in May, will mirror the 1.4 million-square-foot West Hall, which opened in 2021. When South Hall is complete in 2025, it will be joined to North Hall by a climate-controlled interior concourse. A Grand Lobby between North and Central Halls will have the same naturally lit feel as West Hall does today.

Digital displays, wayfinding, digital pylon signs, and interactive kiosks will be among the tech upgrades to South Hall, which is already connected by Vegas Loop to Central Hall. A new Vegas Loop station is ahead of schedule and will begin transporting guests next spring. An outdoor plaza and new lobby will create a sense of arrival. The construction was approved by our Board last August, and will be partially financed by the proposed \$125 million sale of the 10-acre former Riviera site.

As LVCVA planned construction with Terry Miller of Miller Project Management Group, architect of record Klai Juba Wald, and joint venture construction and contracting group Hunt Penta, the organization began to identify opportunities to keep parts of the project in-house. LVCVA Director of Capital Projects Walter Laub says the operations team began carving out \$70 million in projects we could do through CapEx. Among the projects we kept in house are upgrades to the Central Plant HVAC to accommodate the additional square footage created by the expansion, upgrading

|||||

*"NO OTHER DESTINATION HAS  
INVESTED IN THE TRADE SHOW  
INDUSTRY LIKE LAS VEGAS."*

*- COMMISSIONER JIM GIBSON*

|||||









the fire alarm system, and repaving Orange Lot. Replacing the roof on the Central, North, and adjacent buildings represents the bulk of the expense, he says. “We took out projects we knew we could do and save money on by bidding them out ourselves.” For instance, a cooling plant upgrade will now cost about half of the original quote; the roof, now receiving competitive bids, can be completed earlier than originally scheduled and at a greatly reduced price.



Looking inward to manage some projects has even yielded some Vegas construction firsts. “The Southern Nevada Water Authority has ended evaporative cooling, which was really all Las Vegas has historically done,” Laub says. “So we’ve gone back to the drawing board to rework our plans and show options involving heat pump exchange or gas exchange systems. Other organizations have tried this kind of thing on a smaller scale, but we have 18,000 tons of cooling in this building—where your house might have five tons. Understanding the magnitude of the project and creating something that will work and be sustainable puts us on the leading edge.”

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Clockwise from left: The LVCC campus of the future; Steve Hill addresses the crowd at groundbreaking; ceremonial shovels; LVCVA’s Board of Directors take the first shovels to the South Hall site.



## DAYTRIPPING

Three new ad campaigns for extended destinations speak to their strengths in the market

A new ad campaign for Mesquite, “The Magic of Mesquite,” generated close to 22 million impressions between March 21 and the end of May, leveraging not only the golf and gaming it’s been known for, but its family-friendly attractions—like camel riding and cosmic bowling. “Mesquite has become kind of a powerhouse in youth and amateur sports, and we’re reaching more travelers who are bringing the kids from destinations like Salt Lake City and Las Vegas,” says Advertising Manager Yvette Costello, who specializes in the extended markets of Mesquite, Laughlin, and Boulder City. Laughlin, which represents the largest visitorship among these destinations, has a new campaign, too. Its “Go With the Flow” ads appeal to the younger visitors now visiting specifically for its growing concert scene, as well as the fun of the Colorado River that passes through it. “They’re pulling in big-name concerts in the spring and fall, like Sam Hunt, Lady A, Journey, and Dierks Bentley. It’s changed our approach there,” she says.

LVCVA is targeting its ads to the destinations’ main drive markets; in Laughlin, those are Phoenix, Los Angeles/Inland Empire and Las Vegas. Two Laughlin resorts do air charter programs from the Midwest, flying in winter snowbirds from Michigan and Wisconsin, and are among the markets we bolster with paid advertising. Even the ad approach to Boulder City has changed, despite the timelessness of the destination itself. Boulder City’s “A Dam Good Time, Half an Hour Away,” highlights the Hoover Dam, watersports, Lake Mead, and down-home activities like strolling the downtown area with an ice cream. “The new thinking is reinforcing attention to the destinations, now attracting TKmore visits than they did in 2019. We’ve always had a strong relationship with the properties in these destinations, but now we’re more proactive with what they know will move the needle,” Costello says.



## LAUGHLIN VISITOR PROFILE STUDY

Our Research team released LVCVA's 2022 Laughlin Visitor Profile Study, the first since 2019, finding that 2022 visitors were younger and more ethnically diverse, and spent more than pre-pandemic visitors on lodging, gaming, dining, and entertainment. Highlights from the study:

**87% SAID THEY WERE LIKELY TO RETURN IN THE NEXT YEAR**

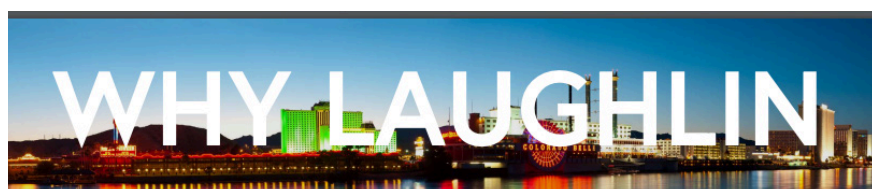
**40% CAME FOR VACATION, AND 24% CAME PRIMARILY TO GAMBLE**

**MORE VISITORS THAN IN PAST YEARS CAME FOR WATER-BASED RECREATION:  
14% IN 2022 VS. 3% IN 2019**

**MORE CAME FOR A SPECIAL EVENT:  
11% IN 2022 VS. 3% IN 2019**

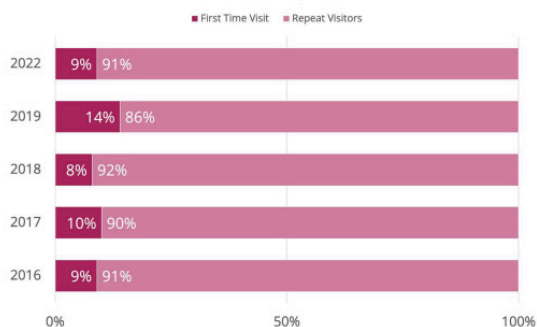
**THEY SPENT MORE:  
THOSE WHO SPENT MONEY ON ENTERTAINMENT:  
\$106, VS. \$43 IN 2019**

**THOSE WHO SPENT ON FOOD AND BEVERAGE:  
\$249 VS. \$175 IN 2019**

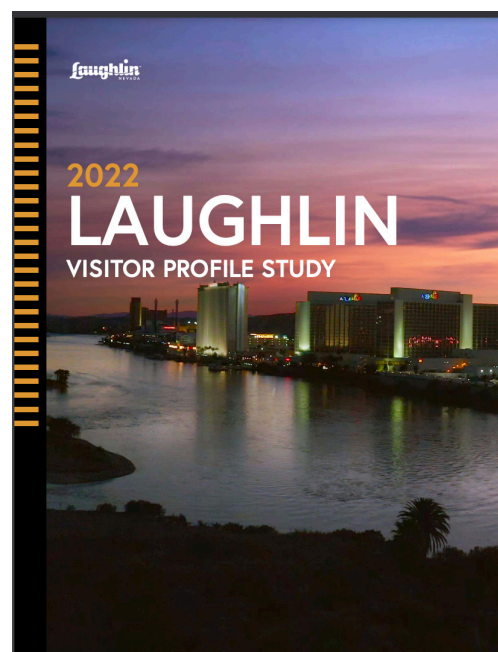


### WHY LAUGHLIN: REASONS FOR VISITING

FIGURE 1: First Visit vs. Repeat Visit



**Most visitors are regulars.**  
Over nine in ten 2022 Laughlin visitors (91%) had visited Laughlin in the past.



# LVCC SALES BY THE NUMBERS

## NEW SHOWS SIGNED

In the second quarter of 2023, the Convention Center Sales and Events team signed new shows:

Money20/20 ..... 2027, 2028 and 2029  
Glass Vegas.....2024  
Fabtech ..... 2026  
NAMA.....2025  
Mr. Olympia.....2024  
EVO.....2024  
Franklin National Pickleball Expo & Tournament.....2024





## SALES ON THE MOVE

Last year, **Chief Sales Officer Lisa Messina** joined LVCVA, revving up sales and now adding four new sales leaders to sell Las Vegas. **Rebecca DeLuca joins as VP of Destination Sales**, overseeing the team to drive meeting and convention business to Las Vegas. New **Senior Director of Trade Show and Convention Sales David Sargent** will work to create opportunities for meetings, conventions, incentives and trade show markets from our Chicago office. **Director of Intermediary Sales Mai Lim** will lead and grow meeting, convention and tradeshow sales while driving business opportunities to the LVCVA's resort and mission partners. **Jon Watson, National Sales Manager**, will promote Las Vegas to the LVCVA's mid-Atlantic customers from Washington, DC. "After exceeding our sales goals for FY23, the team is doubling down—and our goals are going up—to support meetings and convention attendance for the future," Messina says. "We have strategically been adding to the team to expand our reach to new and existing customers and industry shows, customer events, and market engagements."

The existing sales team has already logged plenty of air miles this quarter, hosting 200 appointments at IMEX Frankfurt with 12 mission partners; showcasing the destination for 600 planners in one-to-one meetings at MPI WEC in Mexico; and hosting customer events in Washington, DC for 100 clients, and more. Take a look at where the sales team has traveled to grow sales since April.

HelmsBriscoe Annual Business Conference – Denver, CO

SITE (Society of Incentive Travel Executives) Texas Chapter  
Technology & Innovation Summit – Cabo San Lucas, Mexico

ELX (Event Leaders Exchange) Hosted  
Dinner - Frankfurt, Germany

IMEX Frankfurt – Frankfurt, Germany

ECEF (Exhibition & Convention Executives  
Forum) – Washington, D.C.

IRF (Incentive Research Foundation) Annual  
Invitational – Resorts World, Las Vegas

MPI (Meeting Professionals International – World  
Education Congress) WEC- Tulum, Mexico

ConferenceDirect Diversity Summit – Chicago, IL

PCMA (Professional Convention Management  
Association) EduCon – Montreal, Canada

June 5 – MPI CAC Golf Outing – Ravinia IL

June 16 – Six Flags Great America –  
LVCVA Family Day – Gurnee IL

June 20-22 – ConferenceDirect Diversity 2023 – Chicago, IL

(upcoming) July 1 – Summerfest Client  
Event – Milwaukee, WI



## ARRIVALS AREA

Las Vegas broke all-time quarterly airline capacity records in Q2, with 8.75 million inbound seats—237,000 more quarterly seats than the previous record in 2022. Of the 25 largest airports in the world, Las Vegas now ranks No. 3 for growth over the second quarter of 2019. Our Air Service Development (ASD) team made a string of announcements, from securing direct flights from El Salvador on new-to-Vegas carrier Avianca beginning in July, to securing the return of flights from Manchester, UK on Virgin Atlantic in the summer of 2024, to new service from Lynx and Canada Jetlines, and resumption of London-Gatwick flights on British Airways.

Of the 13 new markets announced this quarter, 11 are previously unserved into Las Vegas, including New York-LaGuardia, the largest unserved domestic market to our destination. ASD and our partners present a business case to the airlines, giving them a comprehensive picture of the destination's economic outlook and growth and data like visitor spend and trip lengths, often building relationships over years before a flight is even feasible, says Director of Air Service Development Cheryl Smith. Even when an airline has the desire to open routes here, they may have to overcome hurdles: price competition with ultra-low-cost carriers; aircraft that can fly in and out of a “hot and high” destination like Las Vegas, and national crew shortages, which is why this many announcements in a quarter is so significant, Smith says. Among Q2's announcements, our return to Manchester—our third-largest unserved market—was a personal milestone, Smith says. “We built a business case that took us two-and-a-half years to accomplish. For our team and for the destination this was a big win.”



## ASD BY THE NUMBERS

**8.75M INBOUND SEATS**

**237K HIGHER THAN PREVIOUS QUARTERLY RECORD**

**INAUGURATED 4 NEW MARKETS**

**ANNOUNCED 13 NEW MARKETS**

**NEW DOMESTIC AIRLINE—REDWAY AIRLINES**

**NEW INTERNATIONAL AIRLINE—AVIANCA**

**NEW MARKETS TOTAL 488,000 NEW SEATS ANNUALLY**



## GROUND SWELL

The Transportation Division secured the first \$1M long-term sponsorship since the Monorail system opened in the early 2000s. Verizon will put signs in two Monorail stations and take a portion of the Vegas Loop system digital assets on the LVCC campus, signaling how it values our system and its riders. The Monorail served 4.8 million passengers in FY23 and earned \$5 million in net income, the highest in its history.





## NOW AIRING

The National Association of Broadcasters conference met in April for its centennial edition, the world's largest gathering of electronic media professionals. With revenue exceeding \$2.2 million, this was the highest grossing NAB event ever achieved by our building partner, Cox. LVCC works closely with Cox to update its technology—without which NAB would not be able to support the 1,200 exhibits which this year featured Web3, NextGen TV ATSC 3.0, and the largest-ever streaming showcase for an audience of over 100,000. In the last year, we completed a canopy upgrade that provides Wi-Fi 6 campuswide.



## RACE TO ZERO

LVCC announced our partnership with carbon management platform nZero. We have offered free tracking for building customers for the last year, with 31 shows signing on. Providing these sustainability metrics strengthens client relationships and allows LVCC to make informed decisions for our facility. Many large show producers like Emerald and Informa, whose financial success is tied to sustainability goals, use the information to report reliable data to their leadership teams.

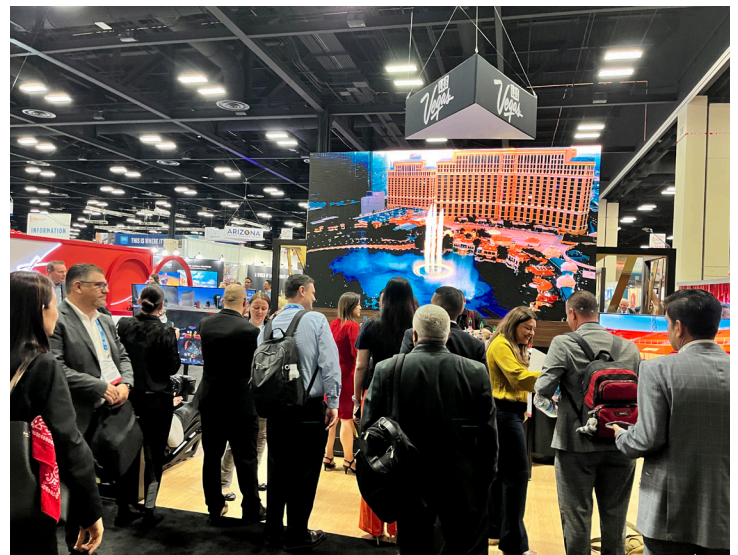




## FAR AND AWAY

*Our International Summit prepped reps from around the world for IPW and the year ahead*

Twenty PR and trade representatives from Canada, Mexico, the UK, Germany, and Korea converged in Las Vegas in May for our International Summit, an annual event that provides our international offices a platform to learn best practices and get destination and project updates in person. LVCVA leadership presented their vision for FY24 and each team had meetings, site visits, and evening networking events with our shareholders. Culminating the week of activities, the LVCVA provided an international market update to nearly 200 resort and destination representatives. The update offered insights and analysis of the global tourism market, equipping our partners with information to strategize their marketing and PR activities as our teams then headed to IPW 2023 in San Antonio. In the four days of IPW, our team and newly refreshed international reps met with more than 60 media members from 10 countries.







## ACES IN BOTH PLACES

A PR stunt in a pool splashes into the national imagination, becoming a signature image of summer life in Las Vegas.

In the 1950 musical *Gys and Dolls*, protagonist Nathan Detroit runs an illegal floating craps game, immortalized in the song, “The Oldest Established Permanent Floating Crap Game.”

True to the madcap spirit of the '50s, Sands publicist Al Freeman outfitted a few willing Sands patrons in eyeshades and garters and created a literal floating craps game, captured by Las Vegas News Bureau photographer Don English on June 30, 1953. The News Bureau put the photo on the United Press International wire, where it became available to newspapers all over the world and raised the bar for marketing Las Vegas.

## OPPORTUNITY KNOCKS

LVCVA hosted the Clark County Public Sector Career Fair in partnership with Clark County in April, held in North Hall, which gave job seekers the opportunity to meet with government agencies with between 800 and 1,000 jobs to fill. Over 2,800 job seekers attended. LVCVA representatives also attended multiple spring college career fairs, at UNLV, College of Southern Nevada, and Nevada State College, interviewing and meeting with over 1,000 students and alumnae.

The People & Culture team attends job fairs to connect with the community, says Senior Director of People & Culture Nichole Washington. “We are able to meet with a diverse range of local candidates, and a primary benefit is that we have access to a large pool of candidates and are able to boost our brand awareness and expand our network in a cost-effective way.” These events followed a successful Spring Job Fair hosted by Clark County Commission Chair Jim Gibson, with Commissioner Tick Segerblom in partnership with the EmployNV Business Hub. More than 300 jobseekers received on-the-spot offers at that fair. Of the hundreds of resumes and applications LVCVA reviewed in FY23, we extended 67 offers, approximately two-thirds of which were to diverse candidates.





## STRENGTH IN NUMBERS

**1214 JOB APPLICATIONS**

**23 FULL-TIME AMBASSADORS HIRED**

**9 PROMOTIONS**

## DE&I AND CORE VALUES UPDATE

To date, LVCVA has conducted six DE&I focus groups and four core values focus groups to garner feedback before we create roadmaps for both areas. Our consultant, Korn Ferry, is assessing LVCVA's current DE&I structural and behavioral maturity. Through Ambassador surveys, additional interviews, and a review of current policies, Korn Ferry will analyze the alignment of our current Ambassador experience to our ideal experience.

Beginning July 17, we will begin sending a confidential Core Values survey to the LVCVA workforce. Anonymous feedback will inform our work on Core Values as we improve the workplace for all Ambassadors. The survey period will close August 11.



## OUR ORGANIZATION, OUR BUILDING, OUR DESTINATION, AND OUR AMBASSADORS ARE BEING RECOGNIZED.



*Smart Meetings*, the media brand and magazine for meetings professionals, announced the winners of the 2023 Smart Stars Awards, awarding **Best Convention Center to LVCC**. The award platform, now in its eleventh year, recognizes meeting planners' preferences for hotels, resorts, properties, cruise lines, and conference and convention centers worldwide.

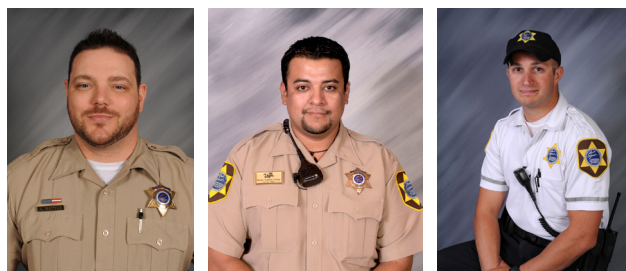
The Telly Awards, which honor video and television across all screens, announced their annual winners in May. The awards committee receives over 12,000 entries from all 50 states and five continents, representing the best work of advertising agencies, television stations, production companies, and publishers from around the world. LVCVA took home a **Silver Telly for our Super Ball** video journey from Phoenix to Las Vegas.

You can bring your kids to Vegas, but why would you? This year's Clio Awards, the annual award program that recognizes innovation and creative excellence in advertising, design, and communication, agreed. LVCVA's "Why Would You" campaign won a **Bronze Clio for film craft and copywriting for "Storytime."**

Cvent, the meetings, events, and hospitality technology provider, released its lists of Top **Meeting Destinations** for meetings and events worldwide in May. Las Vegas ranked No. 4 in North America, over such destinations as Chicago, Atlanta, Dallas, and Phoenix.

The Meeting Magazines, a group of publications that includes Corporate & Incentive Travel and Association Conventions & Facilities, voted **Las Vegas as 2023 Distinctive Achievement Award** winner for having best served clients' event needs.

In June, three LVCVA Security Officers distinguished themselves, performing lifesaving actions to revive two people who fell unconscious due to fentanyl exposure. When Dispatch received a call from Clark County Fire Department that they were en route to a parking lot to respond to a reported ingestion of an unknown substance received from a passerby, **LVCVA Officers Oscar Garcia, Alex Matyas, and Jon Comport** quickly responded, administering Narcan to the two people, reviving and stabilizing them until CCFD and emergency response units arrived to transport them to Sunrise Hospital. All LVCVA officers now carry Narcan and went through training last year. We honor them for their quick action in saving two lives.



From left: Officers Alex Matyas, Oscar Garcia, and Jon Comport





*The Vegas Golden Knights' mascot, Chance, takes a victory surf over a crowd of over 200,000 Stanley Cup revelers.*

# Public Comment Submission

from Mr. Daniel Braisted  
August 8, 2023



**From:** [Daniel Braisted](#)  
**To:** [brian.gullbrants@wynnresorts.com](mailto:brian.gullbrants@wynnresorts.com)  
**Cc:** [Silvia Perez](#)  
**Subject:** For LVCVA Board Aug 8, 2023 Reference Tram between LVCVA Campus and Wynn Properties  
**Date:** Tuesday, August 8, 2023 7:40:53 AM  
**Attachments:** [Tram concept 10a Revised \(9\).pdf](#)

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**This Message Is From an External Sender**

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Brian Gullbrants,  
CEO  
Wynn - North America  
Las Vegas, NV 89109

August 7, 2023

CC: LVCVA Letter to LVCVA May 30th, 2023, 2024 Budget item #15.  
Others

Ref: Talking Paper to Develop Efficient Tram Transportation  
Between Wynn Property/Venetian, and possibly various points surrounding  
LVCVA Campus

Attached Is a non scale map

Description: (any mention of pickup could also be considered drop off)

- A. Venetian Expo Possible pickup, Challenge: Twain Traffic
- B. Sphere, Employee Parking, and Venetian Pedestrian walking traffic via controlled crosswalk
- C. Wynn Property: Pick Up point (Suggested first pickup point)  
Tram route would be via inside Wynn Property on established driveway
- D. Wynn Property traffic controlled access to cross Paradise onto Sierra Vista Road, then north around Renaissance Hotel
- E. West Entrance to South Hall A common Bus loading location for shows  
(A Priority Drop Off Point Starting out or the SE corner of Campus Location Loop Station)
- F. Entrance to South Hall
- G. Tram Could continue to G at Central Hall and Central Loop Station: Challenge turning Tram

around without consuming parking spaces

H. North Hall

I. West Hall

K. 2nd Option Wynn property Unloading and Loading point, where travelers would cross Desert Inn/Paradise at existing controlled crosswalks

Route to start out, would be from C to K, all on Wynn Property, then add E site after crossing at Sierra Vista.

Transportation would be towed open cars (see picture, as seen at Universal Studios) allowing for faster loading and unloading than current buses. Towing tug could be upgraded to all electric. Cutting the number of buses on Twain, would help to lower the bus traffic congestion on Twain and Las Vegas Blvd.

Funding will be via Wynn marketing accounts, to pitch to travelers what Wynn was offering for the next two days (discount coupons, Players Club rewards, show/meal discounts, and more).

Also potential advertising dollars, from exhibitors at the shows (handouts, signage, verbal pitch, tram car wraps, etc).

As Loop stations and Mono-Rail Stations come on line, the route would be re-evaluated.

Another positive point, Wynn decides, which convention to participate with, and at what hours.

Respectfully,

Daniel Braisted

702-365-1833 ok2txt PO Box 27469, Las Vegas, NV 89126





**From:** [Daniel Braisted](#)  
**To:** [Silvia Perez](#)  
**Subject:** Item for Aug 2023 Board  
**Date:** Tuesday, August 8, 2023 7:43:05 AM

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Notes In Passing

LVCVA August 8, 2023

1. Over the weekend I heard Megan Kelly speak...One item she covered was, she was for the jab, she had #1 and #2, and a booster. She had her annual physical...Now has symptoms of auto-immune disease... Now she is all in, Anti-Vax.  
Write to the Clark County Health Board, and point out in the beginning, of Pandemic we heard daily updates on the Covid Deaths.... Now we don't hear a peep about the sudden deaths of young residents, that is wrong... We don't hear in public debate the two sides to the Jab. This is a crime.
2. Also over the weekend I heard Marisol Nochols, A female participant in the raids to save children as depicted in the movie Sound of Freedom. Her website <https://slaveryfreeworld.org/> has more information on the problem and accepts donations
3. I seek followup on my suggestion #21, in my letter (2040 Budget May 30, 2023) to this board, where I was suggesting a small monthly "use it or lose it" financial gift to non LVCVA employees, Board Members, to cover a lunch. Item Until they attend several trade shows at the campus and walk from the west end of the Diamond parking lot to the West Hall and back, they might not grasp the Item #1, need of electric golf carts for those older than them. Or see the need for Item #16, notification system for overfilled trash bins or empty water jugs. Or #7 the benefit of having flat screens in the lunchrooms to further communicate with attendees. Or #9 benefit of Meeting Spots (MSP's) throughout Campus.
4. Upcoming trade shows of possible interest to the community: DEFCON.org Aug 10-13 Cost \$460 cash, of value to who anyone with valuable assets tied to the Internet (CIA and military attend to learn the latest Internet hacks); ASD Aug 20-23 usually free, includes free classes on how to market items, and rows of items you might want to sell, Last day come with cash to buy items after 1PM a major discounts

Respectfully,

Daniel Braisted



Resident

702-365-1833 ok2txt

DanielB702@aol.com

# Public Comment Submission

from Mr. Thomas Olaes  
August 8, 2023



Good morning, Chairman & Members of the Board of Directors.

My name is Thomas Olaes, and I am a resident of Clark County District A. My elected representative is Commissioner Michael Naft.

I am reaching out to you today as a concerned citizen of this County to raise awareness of the challenges that our guests with special needs face when visiting the Las Vegas Convention Center and when using the Las Vegas Monorail, and to make a suggestion to facilitate continuous improvement of the LVCVA's own efforts to maintain a safe, secure, and accommodating network of facilities.

I will be passing on a few letters from attendees to a recent event held at the North Hall from July 27th through the 29th, the 2023 Final Fantasy XIV Fanfest, to Mr. Naft for inclusion to the public comments section of the minutes of today's meeting.

Today I am asking the LVCVA to consider implementing a regular internal review process of current safety, security, and special accommodation measures, along with a public acknowledgement of the number of reports received from visitors in these domains since the previous Board of Directors meeting. For example, in the last 30 days, how many points of feedback regarding special accommodations did the organization get? How many security issues did LVCVA track in that time? Were any AEDs pulled off the wall, and how quickly were they found and brought to the person in need? Do any of these events even require action on LVCVA's part? These and other similar questions could be answered once a regular review process is implemented, and efforts to meet and exceed safety, security and special accommodation standards can be demonstrated with monthly summaries delivered to the public via this meeting.

Covering this during the public Board of Directors meeting will do two things: one, the entire organization will know that safety, security, and ADA accommodation efforts are important to the success of the LVCVA—your team members up and down the chain of command will know that you care about resolving issues in these domains and they will act accordingly. Two, by doing this in a public forum, you are letting the public know—both residents of Clark County and visitors to this region from elsewhere around the globe—that addressing and resolving these issues are important to LVCVA to uphold the value of meeting and exceeding expectations for providing world class exhibition space available “Only in Vegas”.

Thank you for your time and attention, and I will be available for questions after this meeting.

To the Las Vegas Convention Center and Visitors Authority Board of Directors:

I am writing to you as a recent guest to Clark County, NV that was vacationing from July 26th to July 31st, 2023. I was confined to a wheelchair for the majority of my vacation. As both an attendee of Final Fantasy XIV Fan Festival needing accommodations under the American with Disabilities ACT (ADA) and frequent guest to the Las Vegas area of the last decade, I was put into unsafe situations multiple times over my trip and it makes me hesitant to return in the future. It is my hope that with my story, among others, you will be compelled to review current ADA accommodations for the monorail, Las Vegas Convention Center, and in the Las Vegas area. Additionally, I hope that you can put in a plan for improvement, and research other opportunities to make Las Vegas a more welcoming vacation destination.

It was difficult to navigate the monorail system and convention center while in my wheelchair. In order to access the monorail, I would have to access three to four separate elevators, far out of the way, before being able to access the monorail station platform. Elevators and monorail cars had their doors closed too quickly to board in a safe and comfortable manner, causing pain and stress for me multiple times a day. In addition, the signage for locating the elevators was badly placed, confusing, or non-existent. Based on this alone, I would be hesitant to return to Las Vegas in the future or recommend the city as a vacation destination for any friends or family.

On top of this frustration with the monorail system and elevators provided at the Las Vegas Convention Center, an unsafe situation for disabled attendees and all guests at the Final Fantasy XIV Fan Festival occurred on the evening of July 29th. Before a concert, the ADA seating section was relocated right behind a standing area for the concert. The walkway between the ADA seating and standing area was made non-existent after it was requested by staff that all persons within the standing area take a step back. Doing so removed any exit walkways for disabled and able-bodied attendees and contributed to a dangerous potential crowd crush scenario. There were no attempts that I could see to maintain crowd control from any staff working at the event, or maintain a safe environment for all guests.

I am requesting that ADA accommodations provided by Clark County be reviewed for possible areas of improvement and a plan be put in place to improve them. In addition, I am hoping for a vetting process for any staff working an event at the Las Vegas Convention Center, safety training, and a requirement for a detailed ADA plan for any event to be held at the LVCC in the future. If proper accommodations are planned for and made, then Las Vegas can be viewed as a safe destination, not just a fun one, and it will make anyone's experience at the Las Vegas Convention Center or connected facilities better.

Thank you for taking your time to read my request. If there is additional clarity needed or if you would like more detail about my Las Vegas experience, I can be contacted by email at [ash.danielle.davis@gmail.com](mailto:ash.danielle.davis@gmail.com) (preferred) or by phone at 503-757-3873.

Thank you,  
Ashton Davis



To the Las Vegas Convention Center and Visitors Authority Board of Directors:

I am writing as a guest to the Las Vegas Convention Center in Clark County, during the weekend of July 28th through the 29th of 2023. I attended the event 'SQUARE ENIX America 2023 Square ENIX Summer Fan Experience', held in the North Hall. During my time here, I accompanied a guest who required use of a wheelchair, and was made witness to a number of scenarios that could and should be improved to better accommodate disabled guests under the Americans with Disabilities Act (ADA). I believe that while accommodations have been made, they are not sufficient for a venue of this size and locale and respectfully request that improvements can be made for those who visit in the future.

Regarding availability of drinking water: Placements of the water fountains and refilling stations are irregularly located, with poor signage to help identify them among a crowd. Over the course of the event, attendees were required to wait in lengthy lines for the few stations available, or were not aware if other water stations could be found elsewhere. In the event of needing a fountain and not to fill a reusable bottle, these locations were not consistent and made confusing with the lack of adequate maps and indicators.

Regarding facility signage and navigation: Insufficient navigation hindered the ability to locate facilities such as restrooms, drinking water, and elevators. Available maps of the location fail to indicate detailed floor plans in a clear and concise manner. Many maps readily available only detail the location of halls and rooms, and signage throughout was poor if a crowd was present.

Regarding elevator usage: The elevators in the North Hall are narrow and difficult to navigate in and out of while in or accompanying a wheelchair, and other severely limited forms of mobility. To better accommodate the small space and offer consideration to disabled attendees, the period of time that the doors remain open is far too narrow. I witnessed on more than one occasion that a set of doors closing too early resulted in a jarring collision against a guest's wheelchair.

Regarding concessions/dining areas: A significant lack of tables sized for wheelchairs and handicapped guests made for a difficult time looking for suitable accommodations. Additional seating accommodations should be made to allow for disabled attendants, including tables lower to the ground and/or with space to allow a wheelchair to sit comfortably at.

Regarding transportation and the LVCVA Monorail Convention Center Station: During the event's time at the convention center, extensive construction was underway in the main parking lot for the North Hall. This led to a limited amount of space to be used by taxi and rideshare services, and leading to an over-congested usage of the monorail. There was no active crowd moderation at this station, which led to dangerous scenarios that resulted in an emergency stop of the escalators to prevent injury. With only one handicap-capable booth for ticketing and on the opposite side of a crowd queue from the elevator, a dense crowd made this impassable. Efforts made to make the queuing space more efficient may help alleviate crowd stress during and after major events.

Regarding responsibility of events on site: A current standing issue that is preventing improvements for disabled attendees from feeling confident in attending this event (or others) in the future is an unclear responsibility between LVCVA and the party responsible for holding events in the convention center (including all third party contracts made to hire event staff or security). Safety guidelines were not followed properly at this event, and no clear chain of communication is available to follow up on this issue.

LVCVA should be made aware of the several incidents that occurred at this event, resulting in ADA violations and general crowd mismanagement that could have led to an emergency situation. The LVCVA should also consider further transparency regarding party responsibility when holding events at the Las Vegas Convention Center, to better help prevent mismanagement and unsafe conditions within the facility.

Additionally, the LVCVA may wish to consider a more proactive hand in moderating events of this size within the LVCC facilities in the future.

Thank you for your time and consideration in reading this letter. If you need additional information or details regarding the experiences at this event, you can reach me by email at [wren.artofsareii@gmail.com](mailto:wren.artofsareii@gmail.com), or by phone number 831-207-6843.

Thank you,  
Sarah Diekmann



To the Las Vegas Convention and Visitors Authority:

This past week, on the dates of July 28th 2023 through July 29th 2023, I was an attendee of an event at the Las Vegas Convention Center – “SQUARE ENIX America 2023 Square ENIX Summer Fan Experience”, colloquially known as “Final Fantasy XIV Fan Festival”. I am disabled, limited in mobility and have several dietary restrictions. Unfortunately, while attending this event, I encountered a handful of situations at the Convention Center which threatened my wellbeing. This letter is being written with the hope that these situations can be remedied, as I believe they can, and make future events safer for other disabled people like myself.

My primary concern was the lack of handicap parking. Construction was taking place in the Silver Lot, which reduced the amount of parking overall. However, the lot only allotted a very limited amount of handicap parking spaces to make up for the ongoing construction. When I arrived on the morning of July 28th, handicap spaces were already filled, resulting in my being redirected to the Bronze Lot. This meant that I was now required to walk a very long distance to reach the North Hall where the event was taking place. When I attempted to call the Convention Center’s ADA hotline, they were unavailable – which I believe to be a problem in and of itself – and my call was redirected to the Security Line. I was then informed that there was no parking lot transportation, and I would simply have to walk, despite my severe mobility restrictions. It is my belief that this situation can be remedied in the future by increasing the amount of handicapped parking available, as well as providing some form of transportation from further lots to the Convention Halls.

As an aside from above, I would request that the ADA Hotline be available during any future events, as its lack of availability meant we had no one to contact as various ADA-violating situations unfolded throughout the weekend.

My secondary concern was the lack of availability of drinks within the convention center. Early on the morning of July 28th, I encountered a situation where my blood sugar critically dropped. While water stations are thankfully available throughout the convention center, I quickly discovered that every single vending machine was either broken or out of stock, leaving me to have to seek a sugared drink elsewhere – I became reliant on what Square Enix provided, which was very little. Through the rest of the event, the vending machines remained in the same state of disrepair. The event had restricted attendees from bringing outside food and drink, and that combined with the vending machines being unavailable, it ended up creating an unsafe situation for people like myself who need quick access in the event of a diabetic episode. As above, I believe this to be a fairly simple situation to remedy, which will go a long way to providing a safe environment at your convention center for people like myself who have health concerns and dietary restrictions.

While these are the situations I personally faced that threatened my wellbeing, there are many others that I encountered that are being addressed in letters from my fellow disabled attendees, and therefore I wish to respect your time by not repeating them. However, that brings me to my final concern. Repeatedly throughout the event, unsafe situations for disabled people happened

one after the other, and it was never apparent which party was responsible – the event itself, or the convention center hosting it. In the days that have followed, attempts have been made to discern who to contact with our concerns, and we have been unable to do so. Going forward, I believe that any convention center staff who are on site during events should have much more clear identifiers – badges or shirts obviously marking them as employees of the convention center, to separate them from employees of any ongoing events. I also believe the Convention Center should take a more hands-on approach, and have more staff on site to ensure ongoing events held there are adhering to ADA procedures.

While my overall time in Las Vegas was very pleasant and I would gladly return to the city in the future, the situations encountered at the Las Vegas Convention Center make me hesitant to attend any further events held there specifically, and I would advise any other disabled individuals not to do so either. I firmly believe that the Convention Center can be made a safe environment for disabled people in the future, however, and I respectfully request that the Las Vegas Convention and Visitors Authority review ADA procedures and facilities at the convention center in order to facilitate that safety.

I am open to further communication on this situation, and can be reached by email at [langstondoran@gmail.com](mailto:langstondoran@gmail.com), and by phone at (713) 294-4224.

Thank you for your time,  
Doran Langston



# ADA concerns at *SQUARE ENIX America 2023* *Square ENIX Summer Fan Experience* @ LVCC July 28th, 2023 + July 29th, 2023

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## Introduction

To the Las Vegas Convention and Visitors Authority Board of Directors. The purpose of this letter is to comment on the conditions and lack of sufficient accommodations provided during the *SQUARE ENIX America 2023 Square ENIX Summer Fan Experience* hosted at the Las Vegas Convention Center on July 28th and 29th, 2023. It is in my belief that the insufficient accommodations during this event posed a serious risk to handicap attendees. The following is a summary of the event broken down day by day.

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## Pre-Event Concerns

There are a few pre-event situations that led me to believe that Square Enix was in no way, shape, or form prepared to properly accommodate disabled attendees. In a support email sent by Square Enix, they explicitly state that canes and scooters would be banned from the event. The following image is the aforementioned email:



Doran Noir <technoirv2@gmail.com>

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### [t23507628:c286] FFXIV Fan Festival

support\_na\_ol@square-enix.com <support\_na\_ol@square-enix.com>  
To: technoirv2@gmail.com

Fri, Jul 14, 2023 at 11:19 AM

Greetings,

Thank you for contacting the SQUARE ENIX Customer Support Center! We are delighted to hear that you will be joining us!

To keep our guests safe and things running smoothly we have put in place rules and restrictions. We are also accommodating to our guests with any disabilities by providing wheelchairs as well as designated areas for the wheelchairs.

Unfortunately, we will not be allowing canes, fold out chairs, scooters, etc. as a safety precaution. We recommend the use of wheelchairs in its place to avoid any difficulty walking around.

We hope to see you soon!

Thank you,  
Emely  
SQUARE ENIX Customer Support

If you need any additional assistance with this concern, please reply to this email directly. If you need assistance with a new concern, please visit the SQUARE ENIX Support Center and submit a new support ticket at: <https://support.na.square-enix.com>. Additionally, we have a survey that you may fill out to provide your customer service feedback and suggestions once your ticket has been closed.



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This email details that canes, fold out chairs, and scooters will be banned. From what I understand, they intended to make up for this by contracting Scootaround to provide a small amount of wheelchairs for rent. Not only is this incredibly shortsighted as they have no idea how many attendees will need new accommodation, as I'm sure the Board is aware, this is a blatant ADA violation:

## Requirements Regarding Mobility Devices and Aids

Under the new rules, covered entities must allow people with disabilities who use wheelchairs (including manual wheelchairs, power wheelchairs, and electric scooters) and manually-powered mobility aids such as walkers, crutches, canes, braces, and other similar devices into all areas of a facility where members of the public are allowed to go.

In addition, covered entities must allow people with disabilities who use any OPDMD to enter the premises unless a particular type of device cannot be accommodated because of legitimate safety requirements. Such safety requirements must be based on actual risks, not on speculation or stereotypes about a particular type of device or how it might be operated by people with disabilities using them.

- For some facilities—such as a hospital, a shopping mall, a large home improvement store with wide aisles, a public park, or an outdoor amusement park—covered entities will likely determine that certain classes of OPDMDs being used by people with disabilities can be accommodated. These entities must allow people with disabilities using these types of OPDMDs into all areas where members of the public are allowed to go.
- In some cases, even in facilities such as those described above, an OPDMD can be accommodated in some areas of a facility, but not in others because of legitimate safety concerns. For example, a cruise ship may decide that people with disabilities using Segways® can generally be accommodated, except in constricted areas, such as passageways to cabins that are very narrow and have low ceilings.

In a follow-up email, Square Enix back pedals on their initial statement and ensures attendees that they will have unrestricted access to their mobility aids:



Doran Noir <technoirv2@gmail.com>

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**[t23507628:c286] FFXIV Fan Festival**

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support\_na\_cs@square-enix.com <support\_na\_cs@square-enix.com>  
To: technoirv2@gmail.com

Fri, Jul 14, 2023 at 5:35 PM

Greetings, Doran,

The previous response was in error and was not based on current information. Attendees with disabilities who require items for mobility purposes are welcome to bring them. This includes canes (this may still require inspection by security). In addition, scooters will be available for rental. However, the rentals are at the discretion of the venue and is based on their rules and policies. We apologize for any confusion and hope you enjoy your time at the FanFest!

Thank you,  
Tom  
SQUARE ENIX Customer Support

If you need any additional assistance with this concern, please reply to this email directly. If you need assistance with a new concern, please visit the SQUARE ENIX Support Center and submit a new support ticket at: <https://support.na.square-enix.com>. Additionally, we have a survey that you may fill out to provide your customer service feedback and suggestions once your ticket has been closed.

It is because of this interaction alone that I believe any subsequent accommodations were made in haste by Square Enix to attempt to meet the minimum requirements outlined by the American Disabilities Act.

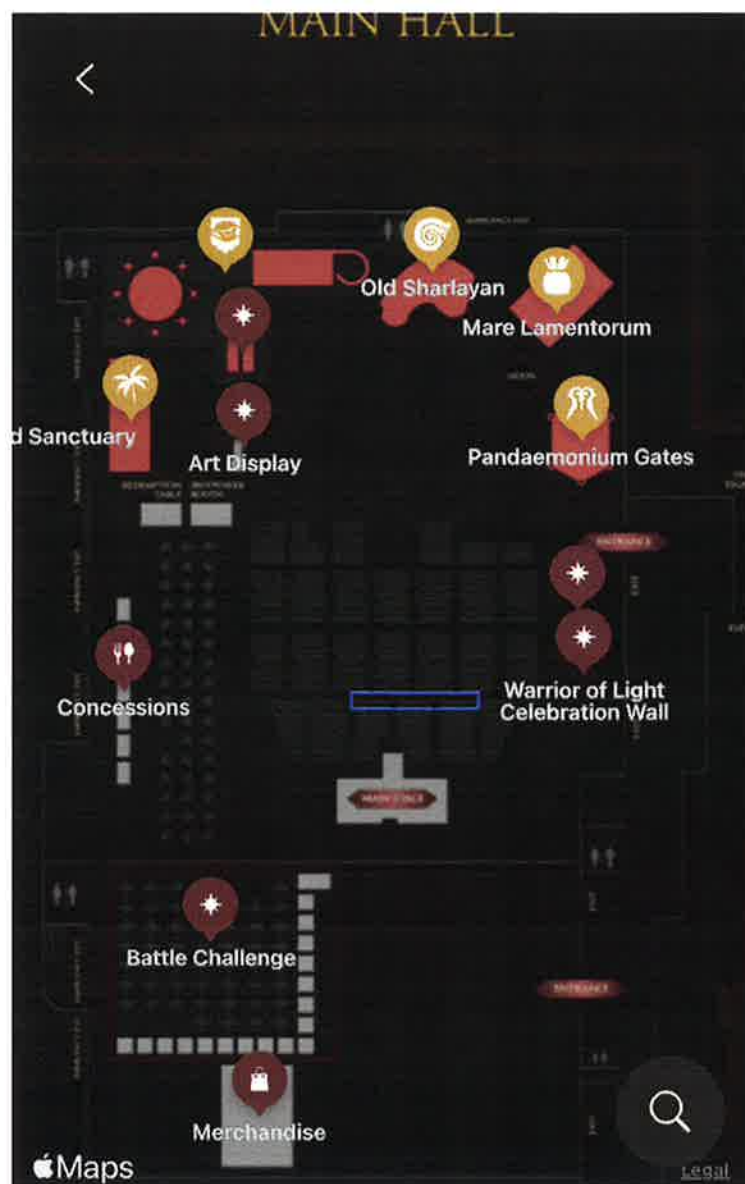
### **Day 1: July 28th, 2023**

The line for the event began well before the listed time that doors would be opened. Attendees were outside as early as 5am. The line started at the entrance to the concourse and wrapped north, then west, along the exterior of the North Concourse. There were no indicators as to where the handicap-accessible entryways were at any point along this line. Once the doors were open, there was no attempt to regulate the flow of attendees into the Concourse itself. It was very nearly a stampede until the area could no longer fit additional attendees. The ADA line, an expedited area for those with mobility aids, had no apparent signage or markers indicating where it would be held. Disabled attendees had to track down staff members to find out this information. However, only one individual working for



Square Enix had said information and it was not passed around by any official employee of the event. This ADA line's location, next to the starbucks inside the venue, was then passed by word of mouth via ADA attendees.

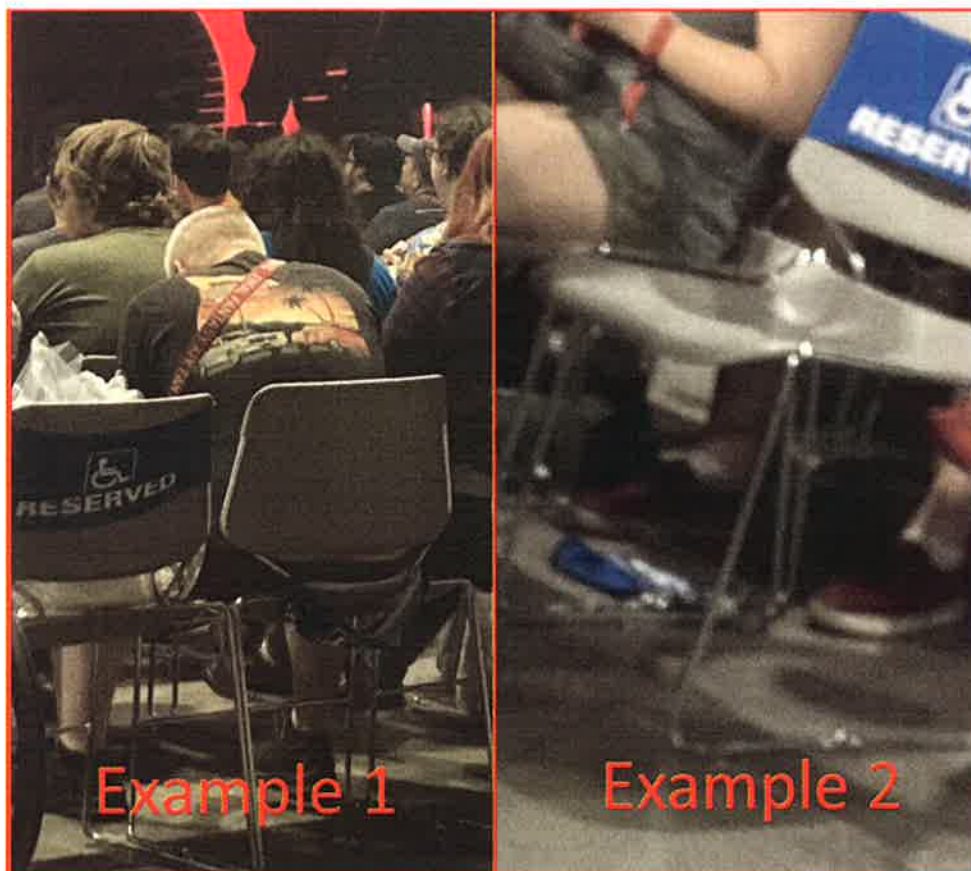
Those in the ADA line were allowed some measure of accommodation when it came to the seating inside the North Hall. This too, however, was woefully insufficient. The following image is a map of the venue. I took the liberty of highlighting the area where "ADA seating" was provided by the Square Enix:



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This area consisted of two rows of seats in the rear of three columns near the front of the stage. The seats were marked by blue socks indicating that these were intended to be handicap areas. The first problem with this is that these seats were located along a major thoroughfare in the hall and a majority of the foot traffic made its way through this area for the entirety of the event. This caused numerous incidents where individuals would run, stumble, and trip on the various wheelchairs, scooters, and other mobility aids lined along the back row. Not only did this cause harm to those seated in the mobility aids, but it resulted in a significant hazard to anyone attempting to move through that area.

The aforementioned blue socks used to indicate whether or not the seat was reserved for handicapped individuals were incredibly easy to tamper with. This resulted in several individuals removing the sock to acquire seating closer to the front of the stage, thus denying handicap individuals a guaranteed place to sit. The following image is an example of this:





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Square Enix staff made little to no attempt to enforce these seats and, by the end of the event, the handicap seating was reduced to a vague general area with no real indication as to where it begins and ends.

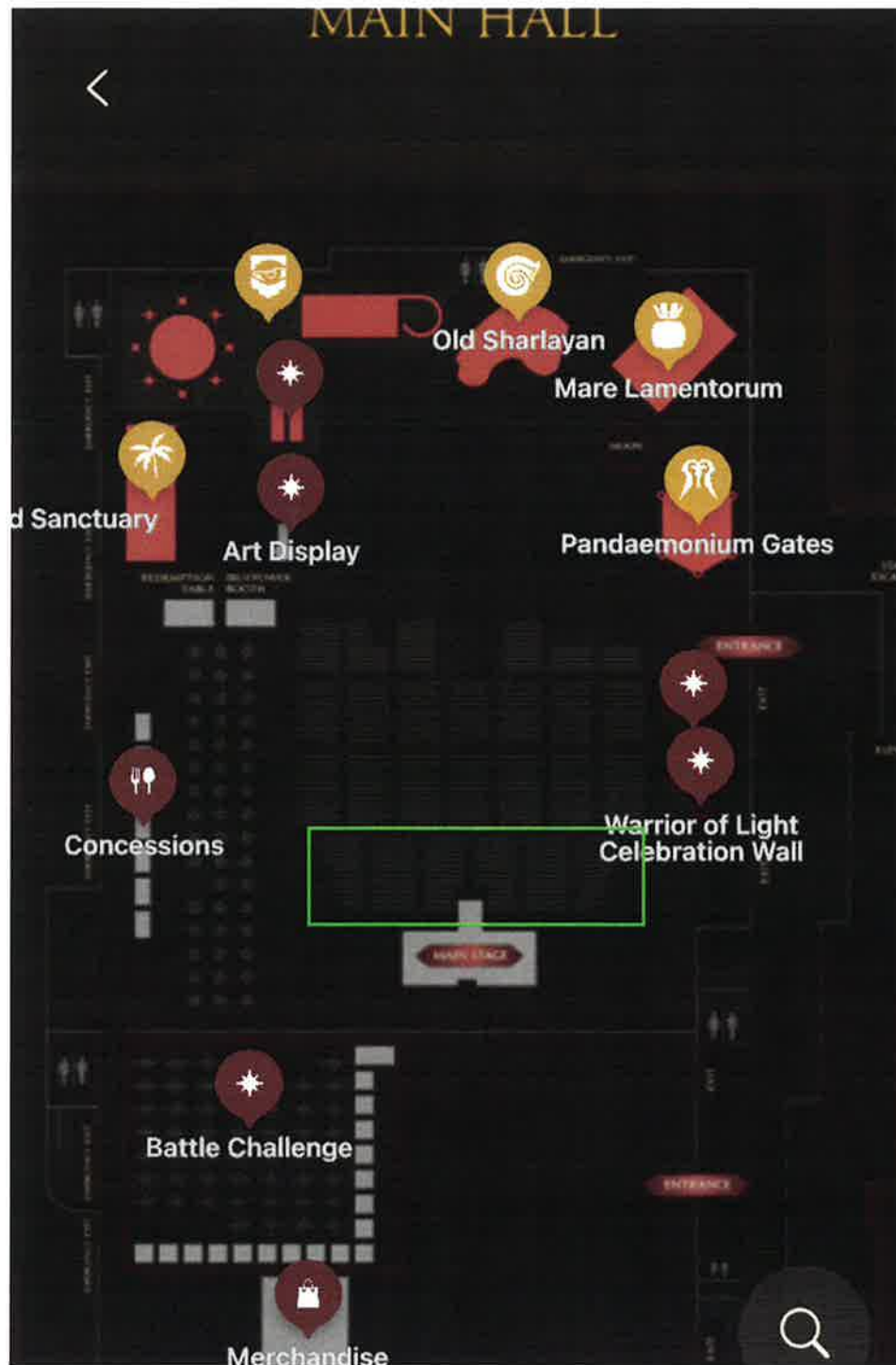
Identifying areas where those with mobility aids can access the second floor or the exits was a major issue. If you refer to the map posted above, you can see that there are no obvious signs or indicators as to where the automatic doors or elevators are located. I attempted to find a map of the LVCC to see if it had such information but I was not successful in this. Any further events hosted at the LVCC would benefit from clearer signage directing those with mobility aids to the locations of elevators and automatic doors.

At the end of the event, a majority of the attendees attempted to return to their hotels via the monorail. This was a disaster and could have resulted in multiple injuries. The escalators were packed to the brim and certain individuals took it upon themselves to hit the emergency stop buttons as the constant motion of the escalator was causing significant congestion at the upper levels. In addition to this, access to the elevators was nearly impossible with the amount of people attempting to traverse the station. Several handicapped attendees had to fight their way to the elevators and even then it wasn't guaranteed that they would be able to make it on board. Had they not had caretakers with them, I would not be surprised if a crush event occurred at the monorail station as those in wheelchairs and canes are significantly more vulnerable in such large crowds.

### **Day 2: July 29th, 2023**

Conditions at the event significantly deteriorated on day 2. Security was no longer checking individuals at the entrance, side entrances along the north concourse were not monitored so dozens of non-attendees were able to sneak in, and any sort of ADA accommodations were now incredibly difficult to find. It got to the point where attendee and non-attendee individuals were able to smuggle restricted items into the venue. A list of these items includes several large orders of outside food and drink, alcohol, weed, and other various prohibited items.

An individual by the name of Brendan Hee, working for Square Enix, was a huge danger to those attending the event. I can only describe his actions as callous and inept. In the evening, Square Enix hosted a concert in which they removed all of the front row seating highlighted in green:





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This includes the entire area for handicap seating. Square Enix had no plan in place for such a change to the venue and simply told the handicap attendees they needed to get up and move so they could finish removing the seats. Outraged, several individuals argued with the staff who then removed a number of individuals from other sections to make up for the now missing handicap seats. Unfortunately, this placed those in mobility aids right next to the massive crowd forming for the concert. Brendan continually asked the growing crowd to pack in closer and closer to the stage. This action alone risked a crush event happening. The crowd was eventually asked to back up from the stage and this is where the real danger for ADA attendees came. The already overpacked crowd then nearly sat right on top of where the handicap seating was located. There was such little room provided to move that, in the event of an emergency, handicap attendees would be trampled. A disabled attendee attempted to call the fire marshal but they unfortunately found out that the office is closed on the weekends. The following images are from said concert and feature Brendan (yellow shirt and blue jacket) packing in the crowds towards the stage:





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For the record, provided with the link is further evidence taken from a recording of the event in which the announcer asks the crowd to step back resulting in them becoming dangerously close to the handicap section:

<https://youtube.com/clip/UgkxUE2n9A9R4tqrHS2gG2BV3bGaxTYpE1sl>

## Conclusion

It is my belief that attendees, handicap or able, of the *SQUARE ENIX America 2023 Square ENIX Summer Fan Experience* were at serious risk of injury due to the negligence on the part of SQUARE ENIX. Those attending such events should not have to worry about whether or not they will have access to their mobility aids and safe avenues of passage within the venue hall itself. The event neglected to provide safe and distinct seating for those with disabilities. SQUARE ENIX put all of its attendees at risk during *THE PRIMALS* concert on July 29th due to incompetence and ill-conceived seating arrangements. Going forward, I would implore the Las Vegas Convention and Visitors Authority to require any event of this magnitude to send in their floor plans and operation plans in advance to prevent any further ADA violations.

Should you wish to contact me regarding this letter, please do so at the following email address:

Luke

lukeff2023@gmail.com