



REGULAR MEETING OF THE

# BOARD OF DIRECTORS

TUESDAY, JANUARY 10, 2023





## Board of Directors

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**ANTON NIKODEMUS**

*Vice Chair*

President and COO CityCenter  
Aria Resort & Casino/  
Vdara Hotel & Spa



**JIM GIBSON**

*Secretary*

Commissioner  
Clark County  
Commission Office



**SCOTT DEANGELO**

*Treasurer*

*EVP &  
Chief Marketing Officer  
Allegiant Travel Company*



**CAROLYN G. GOODMAN**

Mayor  
City of Las Vegas



**PAMELA GOYNES-  
BROWN**

Mayor  
City of North Las Vegas



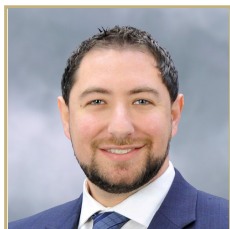
**BRIAN GULLBRANTS**

President  
Wynn Resorts Las Vegas



**JAN JONES BLACKHURST**

Caesars Entertainment  
Board of Directors  
Chief Executive in Residence,  
UNLV International  
Gaming Institute



**MICHAEL NAFT**

Commissioner  
Clark County  
Commission Office



**MARY BETH SEWALD**

President and CEO  
Vegas Chamber



**STEVE THOMPSON**

Executive Vice President  
Operations  
Boyd Gaming Corporation



**STEVE WALTON**

Councilman  
City of Boulder City



**BRIAN WURSTEN**

Councilman  
City of Mesquite





**NOTICE OF PUBLIC MEETING AND AGENDA**  
**REGULAR MEETING OF THE BOARD OF DIRECTORS**  
**TUESDAY, JANUARY 10, 2023**  
**9:00 A.M.**

**Las Vegas Convention Center – Board Room**  
**3150 Paradise Road**  
**Las Vegas, Nevada 89109**

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**BOARD OF DIRECTORS:**

**Mr. Anton Nikodemus, Vice Chair**  
**Commissioner Jim Gibson, Secretary**  
**Mr. Scott DeAngelo, Treasurer**  
Mayor Carolyn Goodman  
Mayor Pamela Goynes-Brown  
Mr. Brian Gullbrants

Ms. Jan Jones Blackhurst  
Commissioner Michael Naft  
Ms. Mary Beth Sewald  
Mr. Steve Thompson  
Councilman Steve Walton  
Councilman Brian Wursten

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THIS PUBLIC MEETING IS PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

Las Vegas Convention and Visitors Authority (LVCVA) – 1<sup>st</sup> Floor Administration Offices  
3150 Paradise Road, Las Vegas, NV 89109

LVCVA Website: [www.lvcva.com/agenda](http://www.lvcva.com/agenda)  
Nevada Public Notice Website: <https://notice.nv.gov/>

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*THE BOARD OF DIRECTORS (BOARD) MAY:  
CONSIDER AGENDA ITEMS OUT OF ORDER;  
COMBINE TWO OR MORE AGENDA ITEMS FOR CONSIDERATION; AND  
REMOVE OR DELAY DISCUSSION ON ANY AGENDA ITEM AT ANY TIME.*

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**AGENDA**

**OPENING CEREMONIES**

Call to Order  
Roll Call  
Pledge of Allegiance

**COMMENTS FROM THE FLOOR BY THE PUBLIC**

The first public comment period is limited to comments on items on the agenda. Items raised under this portion of the agenda cannot be deliberated or acted upon until the notice provisions of the Nevada Open Meeting Law have been met. If you wish to speak to the Board at this time, please step up to the podium and clearly state your name and spell your first and last name for the record. COMMENTS ARE LIMITED TO THREE (3) MINUTES IN LENGTH.

**APPROVAL OF AGENDA AND MINUTES**

Approval of the Agenda.  
For possible action.

Approval of the Minutes from the December 13, 2022, Regular Meeting of the Board.  
For possible action.

## **BOARD APPOINTMENTS**

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

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

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

This is an information item and does not require Board action.

***Oath of Office will be administered to the newly appointed Members of the Board.***

## **REORGANIZATION OF THE BOARD – ELECTION OF OFFICERS**

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

- Chair
- Vice Chair
- Secretary
- Treasurer

For possible action.

***Oath of Office will be administered to the newly elected Officers of the Board.***

## **PRESENTATIONS**

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

LVCVA staff will deliver presentations on Operations, Marketing and Sales achievements, People and Culture, and General Government highlights.

This is an information item and does not require Board action.

## **LVCVA STAFF REPORTS AND REQUESTED ACTIONS**

### **MARKETING DIVISION**

#### **1. Air Service Development Update - Fiscal Year 2023 (July 2022 - January 2023)**

Staff will present an air service development update with Ailevon Pacific Aviation Consulting (APAC) and Harry Reid International Airport to the LVCVA Board on activities and accomplishments since July 2022.

This is an information item and does not require Board action.



## **SALES DIVISION**

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

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

For possible action.

## **SPECIAL EVENTS**

3. **Las Vegas Events Update**

Las Vegas Events (LVE) will present the Board with a comprehensive recap of its activities during the first and second quarters of fiscal year (FY) 2023 and it will preview its planned FY 2023 third and fourth quarter activities.

This is an information item and does not require Board action.

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

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

For possible action.

## **COMMENTS FROM THE FLOOR BY THE PUBLIC**

This public comment period is for any matter that is within the jurisdiction of the Board. Items raised under this portion of the agenda cannot be deliberated or acted upon until the notice provisions of the Nevada Open Meeting Law have been met. If you wish to speak to the Board at this time, please step up to the podium and clearly state your name and spell your first and last name for the record. COMMENTS ARE LIMITED TO THREE (3) MINUTES IN LENGTH.

## **ADJOURNMENT**

Persons are invited to submit written remarks for all matters, both on and off the agenda. Written remarks presented for inclusion in the Board's minutes must be flat, unfolded, on paper of standard quality, and 8½ by 11 inches in size. Written remarks shall not exceed five (5) pages in length. The LVCVA will not accept for filing any submission that does not comply with this rule. On a case-by-case basis, the Board may permit the filing of noncomplying [sic] written remarks, documents, and related exhibits pursuant to NRS 241.035(1)(e).

To submit ideas to the LVCVA, please visit <https://www.lvcva.com/who-we-are/meetings-and-minutes/>

The Board's meeting rooms are accessible to persons with disabilities. If special arrangements are required, please contact the Customer Safety Department at: 702-892-7400, which is a 24-hour Dispatch Control Center, or contact Silvia Perez in the Board Office at: 702-892-2802 or [sperez@lvcva.com](mailto:sperez@lvcva.com)

Members of the Board may participate in this meeting via telephone conference call.

For information or questions regarding this agenda please contact:  
Silvia Perez, Executive Assistant to the Board  
3150 Paradise Road, Las Vegas, Nevada 89109  
702-892-2802 or [sperez@lvcva.com](mailto:sperez@lvcva.com)

Supporting materials for this meeting are available at 3150 Paradise Road, Las Vegas, NV 89109 or by contacting Silvia Perez at 702-892-2802 or [sperez@lvcva.com](mailto:sperez@lvcva.com)

# **MINUTES**

**Regular Meeting of the Board of Directors  
December 13, 2022**



## Regular Meeting of the Board of Directors December 13, 2022 Minutes

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on December 13, 2022 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*

**Councilman John Marz, President**  
**Mr. Anton Nikodemus, Vice Chair**  
**Commissioner Jim Gibson, Secretary**  
**Mr. Scott DeAngelo, Treasurer**  
Mayor Carolyn Goodman  
Mayor Pamela Goynes-Brown  
Mr. Brian Gullbrants

Ms. Jan Jones Blackhurst  
Commissioner Michael Naft.....*absent*  
Ms. Mary Beth Sewald  
Mr. Steve Thompson.....*via phone*  
Councilman Steve Walton  
Councilman Brian Wursten.....*absent*

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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 John Marz called the meeting to order at 9:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present either in person or telephonically, except for Members Jan Jones Blackhurst, Michael Naft, and Brian Wursten.

The Pledge of Allegiance was performed.

Member Jones Blackhurst entered the meeting at 9:01 a.m.

### **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**

**Secretary Jim Gibson moved, and it was carried by unanimous vote of the voting members, to approve the December 13, 2022, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the November 8, 2022 Regular Meeting of the Board of Directors.**



## **BOARD APPOINTMENT**

Pursuant to Nevada Revised Statute (NRS) 244A.603(1)(e) the following appointment has been submitted by the City of Boulder City for the following term:

From the Governing Body of the City of Boulder City  
For the term ending November 2026  
Councilman Steve Walton

Chair Marz informed the Board that the City of Boulder City appointed Councilman Steve Walton as its representative on the LVCVA Board.

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

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

## **PRESENTATIONS**

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

Lori Nelson-Kraft, Senior Vice President of Communications, thanked the Hospitality Heroes award judges and shared a video introducing Hospitality Heroes Award recipient Keoki Hill, Security Supervisor at Planet Hollywood Las Vegas Resort & Casino.

Brian Yost, Chief Operating Officer, delivered a PowerPoint and video presentation on building updates including the Cliff Keen Las Vegas Collegiate Wrestling Invitational, National Groundwater Association's Groundwater Week, the Irrigation Association's Irrigation Show and Education Week, and Cowboy Christmas.

Kate Wik, Chief Marketing Officer, and Mr. Yost highlighted the announcement of Las Vegas as the host city for the National Collegiate Athletic Association's (NCAA) Men's Final Four college basketball championship events. Mr. Yost thanked the bid committee for its efforts.

Ms. Wik provided social media statistics regarding impressions and engagements from the NCAA announcement.

Ms. Wik detailed trending social media topics including the announcement of the Garth Brooks and Adele residencies and the 23<sup>rd</sup> Annual Latin Grammy Awards in Las Vegas.

Ms. Wik highlighted the amplification of the "Why Would You" campaign with the use of a TikTok audio trend and parent influencers.

Ms. Wik commented on the partnerships with social media influencers to grow the Las Vegas brand on TikTok.

Ms. Wik shared a clip from the latest ExtraTV segment featuring the "Why Would You" campaign and Ultimate Guys Weekend. She also provided information on an additional ExtraTV segment featuring weddings in Las Vegas.

Ms. Wik highlighted the final episode of the first season of the "Vegas On" campaign featuring the "Awakening" show at Wynn Las Vegas, Cake Boss, and Eataly Las Vegas.

Ms. Wik outlined LVCVA media placements during the 2022 World Cup and provided images of the televised placements in World Cup venues.

Ms. Wik shared visitation and viewership statistics of the Pac-12 Championship game in Las Vegas and provided information on branding opportunities during the event.

Ms. Wik shared a clip from the “Yellowstone” stars’ attendance at the National Finals Rodeo (NFR) in Las Vegas, and summarized attendance and viewership statistics from the 10-day event.

Ms. Wik provided information on a recent “reverse mission”, in which the LVCVA hosted the top five leisure sales clients from Canada, Mexico, UK, Germany and South Korea along with representatives from the LVCVA’s international offices, to provide information on new developments in the destination, as well as meeting opportunities with property and venue partners.

Nadine Jones, Senior Vice President of People & Culture, recognized LVCVA Staff members Molly Castano, Maria Phelan, Kristin Weddingfeld, and Lisa Motley, as well as R&R Partners Staff, for recently receiving awards at the Public Relations Society of America’s Pinnacle Awards Ceremony.

Steve Hill, Chief Executive Officer (CEO)/President, welcomed Councilman Walton to the Board, and congratulated Members Gibson and Pamela Goynes-Brown for their election success. Mr. Hill noted that Member Goynes-Brown is Nevada’s first Black elected mayor.

Mr. Hill recognized Member Mary Beth Sewald for being recently named one of the most respected leaders in the State of Nevada by the Nevada Business Journal.

Mr. Hill highlighted the recent opening of the Metro Area Command Station on the LVCVA’s campus.

Mr. Hill summarized activities surrounding the recent National Football Foundation’s College Football Hall of Fame event held in Las Vegas.

Mr. Hill commented on efforts between LVCVA staff, Formula 1 (F1), and resort partners in relation to a hospitality plan for the F1 race in Las Vegas.

Mr. Hill provided information on an upcoming meeting between the LVCVA, Nevada Department of Transportation, and Kiewit Corporation regarding a construction project on the intersection of Tropicana and Interstate 15 and discussed the importance of that intersection during large upcoming events in Las Vegas.

Mr. Hill shared a video in honor of Mr. Pat Christenson of Las Vegas Events (LVE), and his impact on special events in the destination.

Mr. Hill described Mr. Christenson’s contributions to Las Vegas, specifically with the NFR.

Mr. Christenson thanked LVE Staff and summarized his experiences and accomplishments during his tenure at LVE. Mr. Christenson discussed the history and growth of NFR and introduced Tim Keener of LVE as his replacement at LVE. Mr. Christenson thanked his wife for her support and expressed excitement for the future of special events in Las Vegas.

Secretary Gibson thanked Mr. Christenson for his service.

## **LVCVA STAFF REPORTS AND REQUESTED ACTIONS**

### **SPECIAL EVENTS**

#### **ITEM 1. Pac-12 Football Championship 2023 Sponsorship Agreement - Las Vegas, Nevada – December 2023**

Mr. Yost commented on the recent Pac-12 Football Championship game held in Las Vegas and requested that the Board consider: 1) Authorizing the CEO/President to execute a one-year sponsorship agreement extension with the Pac-12, in the amount of \$1,400,000 for the 2023 Pac-12 Football Championship at Allegiant Stadium; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

|                               |                    |             |
|-------------------------------|--------------------|-------------|
| FY 2024:                      | \$1,400,000        | Expenditure |
| Authorized expenditure        | \$1,400,000        |             |
| Estimated sponsorship support | <u>(\$100,000)</u> |             |
| Estimated net expenditure     | \$1,300,000        |             |

Treasurer Scott DeAngelo stated that he is employed by Allegiant Travel Company, as its Executive Vice President and Chief Marketing Officer, and that Agenda Item 1 relates to a sponsorship agreement extension for the 2023 Pac-12 Football Championship, which will take place at Allegiant Stadium. Treasurer DeAngelo stated that his employer is contracted for the naming rights of the stadium, and the independence of judgment of a reasonable person in his situation may be materially affected regarding the proposed expenditure and he would therefore abstain from deliberating or voting on Agenda Item 1.

**Secretary Gibson moved, and it was carried by unanimous vote of the voting members to: 1) Authorize the CEO/President to execute a one-year sponsorship agreement extension with the Pac-12, in the amount of \$1,400,000 for the 2023 Pac-12 Football Championship at Allegiant Stadium; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.**

**OPERATIONS DIVISION**

ITEM 2. **Las Vegas Convention Center District (LVCCD) Phase Three Renovation Project - Amendment of CEO's Delegated Authority**

Mr. Yost provided information on previous budget approvals related to the LVCCD Phase Three Renovation Project, and requested that the Board consider: 1) Amending the CEO's delegated authority to execute construction services agreements related to the LVCCD Phase Three Renovation Project from \$432,200,000 to \$462,200,000; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available Capital Projects funds.

Fiscal Impact

FY 2022: \$ 30,000,000 Expenditure

**Vice Chair Anton Nikodemus moved, and it was carried by unanimous vote of the voting members to: 1) Amend the CEO's delegated authority to execute construction services agreements related to the LVCCD Phase Three Renovation Project from \$432,200,000 to \$462,200,000; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available Capital Projects funds.**

**GENERAL GOVERNMENT DIVISION**

ITEM 3. **Monorail Property Insurance – Delegation of Authority**

Ed Finger, Chief Financial Officer, commented on the expiration of the current policy and quotes on the proposed policy, and requested that the Board consider: 1) Delegating authority to the Chief Financial Officer to acquire property insurance for the Las Vegas Monorail, for the policy period of January 1, 2023 to January 1, 2024, in the amount of \$320,000; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2023: \$320,000 Expenditure



**Secretary Gibson moved, and it was carried by unanimous vote of the voting members to: 1) Delegate authority to the Chief Financial Officer to acquire property insurance for the Las Vegas Monorail, for the policy period of January 1, 2023 to January 1, 2024, in the amount of \$320,000; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.**

ITEM 4.

**Korn Ferry – Professional Services Agreement**

Ms. Jones provided details on the scope of work of the two proposed engagements under the proposed professional services agreement. Ms. Jones provided information on the proposals received and explained why Staff proposed Korn Ferry be awarded the proposed agreement. Ms. Jones discussed the importance of Diversity, Equity and Inclusion (DE&I), and requested that the Board consider: 1) Authorizing the CEO/President to execute an agreement with Korn Ferry, in the amount of \$365,000, to provide consultation services and implementation roadmaps for both DE&I and the alignment of the LVCVA's core values with the ambassador experience; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2023: \$365,000 Expenditure

**Secretary Gibson moved, and it was carried by unanimous vote of the voting members to: 1) Authorize the CEO/President to execute an agreement with Korn Ferry, in the amount of \$365,000, to provide consultation services and implementation roadmaps for both DE&I and the alignment of the LVCVA's core values with the ambassador experience; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.**

**COMMITTEES**

5.

**Policy Committee Report and Recommendations**

Item A. Review and Approval of Proposed Amendments to Board Policies

Policy Committee Chair Jones Blackhurst confirmed that the Policy Committee met and reviewed the Board Policies, and determined that having done a thorough review the past two years, the Committee approved for recommendation to the board no amendments to Board Policies at this time.

**Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members to approve the review and recommendation of no amendments to Board Policies.**

Item B. Policy Committee Charter Review and Evaluation of Committee

Policy Committee Chair Jones Blackhurst confirmed that the Policy Committee performed the annual review of the Committee's Charter and conducted the Policy Committee's performance evaluation. Policy Committee Chair Jones Blackhurst stated that the Policy Committee found it performed its duties satisfactorily as prescribed in its Charter, and that the Policy Committee Charter did not require any revisions for recommendation to the Board at this time.

**Chair Marz moved, and it was carried by unanimous vote of the voting members to approve the Policy Committee's annual review of its Charter and evaluation of its performance.**

Mr. Hill presented a tribute video honoring Chair Marz and his service and contributions to the LVCVA.

Mr. Hill thanked Chair Marz for his commitment to the LVCVA, Las Vegas, and Southern Nevada.

Chair Marz thanked the Board, commented on the success of the destination, and commended LVCVA Staff for its efforts on several endeavors.

#### **COMMENTS FROM THE FLOOR BY THE PUBLIC**

Mr. Michael Jenkins provided information on a licensing agreement to bring the FIFA World Cup teams to Las Vegas and his design of a Las Vegas history art masterpiece. Mr. Jenkins requested the LVCVA's support in bringing the FIFA World Cup teams to Las Vegas and requested a photo opportunity with Board Members.

#### **ADJOURNMENT**

Chair Marz adjourned the meeting at 10:18 a.m.

Respectfully submitted,

Date Approved: January 10, 2023

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Silvia Perez  
Executive Assistant to the Board


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Chair

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

|                      |   |   |
|----------------------|---|---|
| <b>MEETING DATE:</b> | JANUARY 10, 2023  | <b>ITEM NO. 1</b>   |
| <b>TO:</b>           | BOARD OF DIRECTORS  |   |
| <b>FROM:</b>         | H. FLETCH BRUNELLE<br>VICE PRESIDENT OF MARKETING                           | <small>DocuSigned by:</small><br><br><small>1ED0BA07D2D34D9...</small> |
| <b>SUBJECT:</b>      | AIR SERVICE DEVELOPMENT UPDATE<br>FISCAL YEAR 2023 (JULY 2022-JANUARY 2023) |   |

#### **RECOMMENDATION**

Staff will present an air service development update with Ailevon Pacific Aviation Consulting (APAC) and Harry Reid International Airport to the Las Vegas Convention and Visitors Authority (LVCVA) Board of Directors on activities and accomplishments since July 2022.

This is an information item and does not require Board action.

#### **FISCAL IMPACT**

None.

|                      |  |
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| <b>BOARD ACTION:</b> |  |
|----------------------|--|

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**STEVE HILL**  
**CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**

APAC is the consultant of record to the LVCVA with sole focus on air service development for the destination. APAC provides air service data analysis, short and long-term planning and continuous airline engagement.


The LVCVA works strategically with APAC and Harry Reid International Airport to increase domestic and international air seat capacity for the destination. Ongoing collaborative outreach efforts include identifying areas of growth and concern, hosting airline summits and events, attending strategic airline conferences and leveraging airline relationships through their joint venture partnerships.



# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

|                      |  |   |
|----------------------|--|---|
| <b>MEETING DATE:</b> | JANUARY 10, 2023   | <b>ITEM NO. 2</b>   |
| <b>TO:</b>           | BOARD OF DIRECTORS   |   |
| <b>FROM:</b>         | LISA MESSINA<br>CHIEF SALES OFFICER  | <small>DocuSigned by:</small><br><br><small>735AE513E879439...</small> |
| <b>SUBJECT:</b>      | CVENT SOFTWARE SOLUTIONS – LAS VEGAS CONVENTION CENTER AND DESTINATION EVENT SALES AND MARKETING |   |

#### **RECOMMENDATION**

That the Board of Directors consider: 1) Authorizing the Chief Sales Officer to execute an agreement with Cvent Holding Corp., in the amount of \$265,000, with two (2) optional one-year extensions in the amount of \$530,000, for software packages for the sales and marketing of the Las Vegas Convention Center (LVCC) and destination-wide meetings and events; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

For possible action.

#### **FISCAL IMPACT**

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

|                      |  |
|----------------------|--|
| <b>BOARD ACTION:</b> |  |
|----------------------|--|

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**STEVE HILL**  
**CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**

Cvent's software solutions optimize marketing, sales, and operations as the only platform that connects over 90,000 planners to 290,000 hotels and venues globally. Cvent offers software solutions to event planners and marketers for online event registration, venue selection, event management and marketing, virtual, hybrid, and onsite solutions, and attendee engagement.

The proposed agreement will provide the Las Vegas Convention and Visitors Authority (LVCVA) with two distinct software packages.

Las Vegas Convention and Visitors Authority Board of Directors Meeting  
Agenda Documentation

Meeting Date: January 10, 2023

Subject: Cvent Software Solutions – Las Vegas Convention Center and  
Destination Event Sales and Marketing

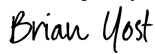
- The first package, focused on destination-wide meetings and events sales and marketing software, will include: competitive market advertisements; a planner navigator to connect the LVCVA with customers with known meetings and events businesses; search screen and features advertisements to market the latest offerings in the destination and assist in closing more business; and multi-property user access to allow for the tracking of individual sales person productivity as it relates to RFPs managed and ultimately closed (collectively, the Destination Assets).
- The second package, focused on sales and marketing for the LVCC, will include the same assets as the Destination Assets and also include email newsletters and targeted display advertisements promoting the LVCC West Hall expansion and the North and Central Hall renovations.

Investing in CVENT provides the LVCVA with competitive benchmarking in addition to statistics relative to the LVCVA's performance in achieving its goals of driving room nights to the destination - number of leads, awarded business, and conversion ratios. The proposed agreement will provide software solutions so that the LVCVA can continue to drive room nights and convention opportunities to the destination and improve conversion percentages to win more business.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

|                      |                                       |   |
|----------------------|---------------------------------------|---|
| <b>MEETING DATE:</b> | JANUARY 10, 2023                      | <b>ITEM NO. 3</b>   |
| <b>TO:</b>           | BOARD OF DIRECTORS                    |   |
| <b>FROM:</b>         | BRIAN YOST<br>CHIEF OPERATING OFFICER | <small>DocuSigned by:</small><br><br><small>9EB0A1EA330F4A7...</small> |
| <b>SUBJECT:</b>      | LAS VEGAS EVENTS UPDATE               |   |

#### **RECOMMENDATION**

Las Vegas Events (LVE) will present the Board of Directors with a comprehensive recap of its activities during the first and second quarters of fiscal year (FY) 2023 and it will preview its planned FY 2023 third and fourth quarter activities.

This is an information item and does not require Board action.

#### **FISCAL IMPACT**

None

|                      |  |
|----------------------|--|
| <b>BOARD ACTION:</b> |  |
|----------------------|--|

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**STEVE HILL**  
 CEO/PRESIDENT

#### **PURPOSE AND BACKGROUND**


LVE will present its report to the LVCVA Board of Directors, recapping first and second quarter activities of FY 2023 and outlining activities for the third and fourth quarters of FY 2023. The report will summarize the impact of LVE's various events and include details regarding attendance, room nights generated, and additional activities associated with the events.



# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

|                      |  |   |
|----------------------|--|---|
| <b>MEETING DATE:</b> | JANUARY 10, 2023   | <b>ITEM NO. 4</b>   |
| <b>TO:</b>           | BOARD OF DIRECTORS   |   |
| <b>FROM:</b>         | BRIAN YOST<br>CHIEF OPERATING OFFICER  | <small>DocuSigned by:</small><br><br><small>9EB0A1EA330F4A7...</small> |
| <b>SUBJECT:</b>      | REQUEST TO APPROVE LVE EVENT FUNDING:<br>US BOWLING CONGRESS OPEN CHAMPIONSHIPS, 2028 – 2039 |   |

#### **RECOMMENDATION**

That the Board of Directors consider: 1) Approving an expenditure in the amount of \$8,350,000 to Las Vegas Events (LVE) to fund the United States Bowling Congress Open Championships, Women's Championships, and Category B Events in 2029, 2030, 2032, 2033, 2035, 2036, 2038, and 2039, at South Point Tournament Bowling Plaza and other Las Vegas bowling centers; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

For possible action.

#### **FISCAL IMPACT**

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

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

|                      |  |
|----------------------|--|
| <b>BOARD ACTION:</b> |  |
|----------------------|--|

DocuSigned by:  
  
AE326823-8668-4703-A926-7A222ADD9A81  
**STEVE HILL**  
**CEO/PRESIDENT**

Las Vegas Convention and Visitors Authority Board of Directors Meeting  
Agenda Documentation

Meeting Date: January 10, 2023

Subject: Request to Approve LVE Event Funding: US Bowling Congress Open  
Championships, 2028 – 2039

### **PURPOSE AND BACKGROUND**

The US Bowling Congress Open Championships and Women's Championships are two of the world's largest annual participatory sporting events. The Open Championships, to be held in 2030, 2033, 2036, and 2039, are expected to host an estimated 50,000 participants annually. The Women's Championships, to be held in 2029, 2032, 2035, and 2038, are expected to host an estimated 20,000 participants each year.

In 2013, the USBC and LVE entered into a 12-year agreement to host a series of Open Championships and Women's Championships. In 2014, the first amendment to the agreement extended the partnership through 2027. Under the existing agreement, Las Vegas hosted, and will host, the Women's Championships in 2016, 2023, and 2026, and the Open Championships in 2017, 2019, 2021, 2024, and 2027.

The 2019 Open Champions had more than 50,000 participants and generated a total estimated economic impact of \$117 million.

Through the proposed expenditure, LVE will secure United States Bowling Congress Open Championships, Women's Championships, and Category B Events through 2039 with marketing opportunities during preliminary events throughout the nation.

# 2023 BOARD OF DIRECTORS REGULAR MEETING SCHEDULE



## JANUARY

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |

## FEBRUARY

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 |    |    |    |    |

## MARCH

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 |    |

## APRIL

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 |    |    |    |    |    |    |

## MAY

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 |    |    |    |

## JUNE

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 |    |

## JULY

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 |    |    |    |    |    |

## AUGUST

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    | 1  | 2  | 3  | 4  | 5  |
| 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 |    |    |

## SEPTEMBER

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

## OCTOBER

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |

## NOVEMBER

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |    |    |

## DECEMBER

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 |    |    |    |    |    |    |

- Regular meetings of the Las Vegas Convention and Visitors Authority (LVCVA) Board of Directors (Board) are scheduled for the second Tuesday of each month at 9 a.m., or at the call of the chair.
- All Board meetings of the LVCVA are open to the general public.
- Per NRS 354.596(4): The public hearing on the tentative budget must be held by the governing body not sooner than the third Monday in May and not later than the last day in May.
- Agendas and approved minutes of the Board meetings are posted on the LVCVA website at: [www.lvcva.com/agenda](http://www.lvcva.com/agenda).
- Most meetings are held at the Las Vegas Convention Center in the Board Room at 3150 Paradise Road, Las Vegas, Nevada 89109. Locations of meetings are subject to change.

### REGULAR MEETINGS

|          |    |        |    |           |    |
|----------|----|--------|----|-----------|----|
| January  | 10 | May    | 9  | September | 12 |
| February | 14 | June   | 13 | October   | 10 |
| March    | 14 | July   | 11 | November  | 14 |
| April    | 11 | August | 8  | December  | 12 |

### COMMITTEE MEETINGS/OTHER

Marketing Committee Meeting – January 24



# COMMITTEES OF THE LVCVA BOARD OF DIRECTORS

## **AUDIT COMMITTEE**

Commissioner Michael Naft, Vice Chair  
Mayor Pamela Goynes-Brown  
Ms. Mary Beth Sewald  
Mr. Steve Thompson  
Councilman Brian Wursten

## **COMPENSATION COMMITTEE**

Mr. Anton Nikodemus, Chair  
Ms. Mary Beth Sewald, Vice Chair  
Mr. Scott DeAngelo  
Commissioner Michael Naft

## **LVCCD COMMITTEE**

Commissioner Jim Gibson, Chair  
Mr. Anton Nikodemus, Vice Chair  
Mayor Carolyn Goodman  
Ms. Jan Jones Blackhurst  
Commissioner Michael Naft  
Mr. Steve Thompson

## **LVCVA REPRESENTATIVES ON THE LAS VEGAS EVENTS BOARD OF DIRECTORS**

Commissioner Jim Gibson  
Mayor Carolyn Goodman

## **MARKETING COMMITTEE**

Mr. Scott DeAngelo, Chair  
Mr. Anton Nikodemus, Vice Chair  
Mayor Pamela Goynes-Brown  
Mr. Brian Gullbrants  
Ms. Jan Jones Blackhurst  
Ms. Mary Beth Sewald

## **POLICY COMMITTEE**

Ms. Jan Jones Blackhurst, Chair  
Mayor Pamela Goynes-Brown, Vice Chair  
Mayor Carolyn Goodman  
Mr. Brian Gullbrants

