

2021



REGULAR MEETING OF THE

# Board of Directors

Tuesday, June 8, 2021  
Las Vegas Convention Center

[www.lvcva.com](http://www.lvcva.com)



## Board of Directors

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**JOHN MARZ**  
*Chairman*  
Councilman  
City of Henderson



**MARILYN SPIEGEL**  
*Vice Chair*  
President  
Wynn and Encore



**JIM GIBSON**  
*Secretary*  
Commissioner  
Clark County  
Commission Office



**ANTON NIKODEMUS**  
*Treasurer*  
President and COO CityCenter  
Aria Resort & Casino/  
Vdara Hotel & Spa



**SCOTT DEANGELO**  
EVP &  
Chief Marketing Officer  
Allegiant Travel Company



**MICHELE FIORE**  
Councilwoman  
City of Las Vegas



**CAROLYN G. GOODMAN**  
Mayor  
City of Las Vegas



**PAMELA GOYNES-  
BROWN**  
Councilwoman  
City of North Las Vegas



**JAN JONES BLACKHURST**  
Caesars Entertainment  
Board of Directors  
Chief Executive in Residence,  
UNLV International  
Gaming Institute



**KIERNAN MCMANUS**  
Mayor  
City of Boulder City



**MICHAEL NAFT**  
Commissioner  
Clark County  
Commission Office



**MARY BETH SEWALD**  
President and CEO  
Vegas Chamber



**STEVE THOMPSON**  
Executive Vice President  
Operations  
Boyd Gaming Corporation



**BRIAN WURSTEN**  
Councilman  
City of Mesquite



**NOTICE OF PUBLIC MEETING AND AGENDA**  
**REGULAR MEETING OF THE BOARD OF DIRECTORS**  
**TUESDAY, JUNE 8, 2021**  
**9:30 A.M.**

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

This meeting is noticed in conformance with the State of Nevada Executive Department Declaration of Emergency Directives 006 and 044, dated March 22, 2020 and April 19, 2021, respectively.

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**BOARD OF DIRECTORS:**

**Councilman John Marz, Chair**  
**Ms. Marilyn Spiegel, Vice Chair**  
**Commissioner Jim Gibson, Secretary**  
**Mr. Anton Nikodemus, Treasurer**  
Mr. Scott DeAngelo  
Councilwoman Michele Fiore  
Mayor Carolyn Goodman

Councilwoman Pamela Goynes-Brown  
Ms. Jan Jones Blackhurst  
Mayor Kiernan McManus  
Commissioner Michael Naft  
Ms. Mary Beth Sewald  
Mr. Steve Thompson  
Councilman Brian Wursten

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

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:

- May 11, 2021 Regular Meeting of the Board
- May 26, 2021 Public Hearing on the Budget

For possible action.

## **BOARD APPOINTMENT**

In accordance with the Nevada Revised Statutes (NRS), the following appointment is made to the LVCVA Board by the City of Mesquite:

From the Governing Body of the City of Mesquite..... NRS 244A.603(1)(f)  
Councilman Brian Wursten

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

## **BOARD NOMINATIONS**

In accordance with the NRS, the following nominees have been submitted by the Vegas Chamber for the term of July 1, 2021, through June 30, 2023.

***In accordance with the NRS, only elected Board Members may vote for the following nominees:***

From the Vegas Chamber.....NRS 244A.603(1)(g)(1)  
Ms. Mary Beth Sewald – Vegas Chamber  
Ms. Jan Jones Blackhurst – Caesars Entertainment

For possible action.

***Oath of Office will be administered to the newly appointed Members 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. **Las Vegas Events Promotion Agreement - July 1, 2021 – June 30, 2022**

That the Board consider authorizing the Chief Executive Officer (CEO)/President to execute an Events Promotion Agreement with Las Vegas Events, Inc. for fiscal year 2022 in the amount of \$7,421,962.

For possible action.

2. **Ailevon Pacific Aviation Consulting - One Year Contract Extension**

That the Board consider authorizing the CEO/President to execute a one-year extension of the airline consultation services agreement with Ailevon Pacific Aviation Consulting in the amount of \$520,012.

For possible action.



3. **Left Field Live Sponsorship Agreement - Las Vegas Rugby Weekend - Las Vegas, Nevada – October or November 2021**

That the Board consider authorizing the CEO/President to execute a Sponsorship Agreement with Left Field Live Pty Ltd, in the amount of \$175,000, for the Las Vegas Rugby Weekend featuring the Ireland National Rugby Team versus the United States National Rugby Team in October or November 2021.

For possible action.

**OPERATIONS DIVISION**

4. **American Express Lounge Rent Abatement**

That the Board consider: 1) Delegating authority to the CEO/President to abate rent due from American Express Open for the American Express Lounge at the Las Vegas Convention Center (LVCC) for a period up and through September 1, 2021; and 2) Authorizing the CEO/President to execute the required documents.

For possible action.

5. **FedEx Business Services License Amendment**

That the Board consider: 1) Approving an amendment to the FedEx Business Center Retail Operator License in the LVCC authorizing a reimbursement of costs incurred by FedEx in establishing a new business center location in the West Hall, in the amount of \$139,010.40, in the event that LVCVA elects not to enter an optional extension of the License; 2) Authorizing the CEO/President to execute the amendment documents.

For possible action.

6. **Renaming Client Services Building After Taryle Spain**

That the Board consider renaming the LVCVA Services Building to the Taryle Spain Services Building.

For possible action.

**GENERAL GOVERNMENT DIVISION**

7. **Turner Martin-Harris Joint Venture Construction Manager at Risk Contract – LVCC Phase 2 Construction Manager at Risk Amendment No. 8**

That the Board consider authorizing the CEO/President to execute Amendment No. 8 to the Turner Martin-Harris Joint Venture Construction Manager at Risk Contract for the LVCC Phase 2 Project, increasing the total contract price from \$900,142,129 to \$901,235,483.

For possible action.

8. **Las Vegas Monorail and LVCC Loop Advertising Sales, Sponsorships, and Naming Rights Agreement**

That the Board consider authorizing the CEO/President to execute an agreement with Intersection Media, LLC, in the amount of \$3,000,000, for advertising, sponsorship, and naming right services related to the Las Vegas Monorail and Las Vegas Convention Center Loop for a period of five (5) years.

For possible action.

9. **Exterior Wireless Communication Site Revenue Lease Extension, Southwestco Wireless, LP d/b/a Verizon Wireless**

That the Board consider authorizing the CEO/President to execute a three-year revenue lease agreement extension with Southwestco Wireless, LP d/b/a Verizon Wireless, for the Paraiso cellular communication monopole site located in the southwest corner of the Las Vegas Convention Center Silver 3 parking lot.

For possible action.

10. **Approval to Initiate Arbitration Proceedings Against the Clark County Las Vegas Stadium, LLC, and to Increase the CEO'S Signature Authority for Outside Litigation Counsel Pisanelli Bice, PLLC**  
That the Board consider: 1) Authorizing staff to initiate arbitration proceedings against the Clark County Las Vegas Stadium, LLC; 2) Delegating to the CEO/President the authority to make case related decisions during the pendency of the arbitration, including possible settlement; and 3) Increasing the CEO's Signature Authority for outside litigation counsel, Pisanelli Bice, PLLC, to \$250,000.

For possible action.

## **COMMITTEES**

11. **Marketing Committee Report**  
The Marketing Committee met on May 17, 2021 to meet finalists for the LVCVA's Advertising and Marketing Communications Agency of Record.

This is an information item and does not require Board 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.

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**  
**May 11, 2021**



## Regular Meeting of the Board of Directors May 11, 2021 Minutes

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109, and telephonically on May 11, 2021. This meeting was properly noticed and posted in accordance with the State of Nevada Executive Department Declaration of Emergency Directives 006 and 044, dated March 22, 2020 and April 19, 2021, respectively.

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### Board of Directors (Board)

*Present unless otherwise noted*

**Councilman John Marz, Chair**  
**Ms. Marilyn Spiegel, Vice Chair**  
**Commissioner Jim Gibson, Secretary**  
**Mr. Anton Nikodemus, Treasurer**  
 Mr. Scott DeAngelo  
 Mayor Pro Tem Michele Fiore  
 Mayor Carolyn Goodman.....*via phone*

Councilwoman Pamela Goynes-Brown  
 Jan Jones Blackhurst.....*via phone*  
 Mayor Kiernan McManus  
 Commissioner Michael Naft  
 Ms. Mary Beth Sewald  
 Mr. Steve Thompson  
 Councilman Brian Wursten.....*via phone*

LVCVA Executive Staff present

Steve Hill, CEO/President  
 Caroline Bateman, General Counsel  
 Ed Finger, Chief Financial Officer  
 Brian Yost, Chief Operating Officer  
 Lori Nelson-Kraft, Sr. VP of Communications  
 Kate Wik, Chief Marketing Officer  
 Stana Subaric, Senior Vice President of People & Culture  
 Constance Brooks, Vice President of Public Affairs and Diversity

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

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

Caroline Bateman, General Counsel, acknowledged that all Board members were present except for Members Carolyn Goodman and Jan Jones Blackhurst. Ms. Bateman acknowledged that Member Brian Wursten was attending telephonically.

The Pledge of Allegiance was performed.

Member Goodman joined the meeting telephonically at 9:02 a.m.

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

There were no comments on the floor or telephonically by the public.



## **APPROVAL OF AGENDA AND MINUTES**

### **APPROVAL OF THE AGENDA AND MINUTES**

**Member Jim Gibson moved, and it was carried by unanimous vote of the voting members, to approve the May 11, 2021, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the April 13, 2021, Regular Meeting of the Board of Directors.**

## **PRESENTATIONS**

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

Brian Yost, Chief Operating Officer, provided information on the return of the Tobacco Products Expo to the Las Vegas Convention Center (LVCC).

John Schreiber, Vice President of Business Sales, provided updates on upcoming new and returning LVCC shows including the November 2021 Lowrider Las Vegas Super Show, IDEA World Convention, and Printing United Exposition.

Kate Wik, Chief Marketing Officer, invited Billy Vassiliadis of R&R Partners to the podium to share recent advertising launches and preview future marketing efforts.

Mr. Vassiliadis presented two recent advertising spots and explained the intent of the spots including ideas of transformation and fun. Mr. Vassiliadis explained the differences in the production of the two spots including timing and restrictions, and shared research findings that were used in their creation.

Ms. Wik provided placement and production details of the "The Dance" and "Boom Boom Clap" ads presented by Mr. Vassiliadis.

Ms. Wik described Public Relations efforts related to the recovery of the destination including business and leisure coverage, and detailed a recent targeted influencer push to showcase Las Vegas offerings and shared the results of that effort.

Member Jones Blackhurst joined the meeting telephonically at 9:12 a.m.

Ms. Wik presented recent Extra TV segments on weddings and the opening of Resorts World and provided an update on the partnership with Extra TV.

Ms. Wik provided information on the LVCVA's recent support of the U.S. Travel Association's National Travel and Tourism Week including digital and social executions and travel agent messaging.

Ms. Wik acknowledged business marketing efforts and media coverage related to The Boring Company's LVCC Loop, the West Hall Grand Opening, and the upcoming World of Concrete show in June. Ms. Wik provided an update on paid media efforts including the Fast Forward to Vegas campaign, and acknowledged the presence of the destination sales team at major industry events to keep Las Vegas "top of mind" and drive leads to the destination.

Member Mary Beth Sewald asked if the Extra TV partnership was a paid media effort, to which Ms. Wik confirmed it was a paid annual program.

Members Michele Fiore and Jones Blackhurst requested links to the commercials presented by Mr. Vassiliadis, to which Ms. Wik confirmed she would send them out to the full Board.

Stana Subaric, Senior Vice President of People & Culture, introduced new LVCVA Vice President of Business Sales Dawn Holden, and new LVCVA Vice President of Customer Safety Fred Bradford, and described their backgrounds and roles.

Steve Hill, Chief Executive Officer (CEO)/President, expressed excitement for the reopening of the Las Vegas Monorail on May 27, provided information on upcoming events including the West Hall Grand Opening Reception and ribbon cutting, and informed the Board of changes to the time and location of the June 8, 2021 Regular Meeting of the Board of Directors.

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

### **MARKETING DIVISION**

- ITEM 1. **Air Service Development Update - Recap of FY 2020 and COVID-19 Recovery**  
Ms. Wik provided background on the partnership between the LVCVA and Ailevon Pacific Aviation Consulting (APAC) on driving air service to the destination.

Joel Van Over, Senior Director of APAC presented a PowerPoint presentation of fiscal year (FY) 2020 activities and provided a status update on COVID-19 air service recovery to the LVCVA Board of Directors including pre-COVID capacity, domestic capacity recovery, new service to Las Vegas, TSA throughput volume, and international recovery.

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

- ITEM 2. **Meeting Professionals International, 2021 World Education Congress Opening Reception Co-Sponsorship**

Fletcher Brunelle, Vice President of Marketing, provided background on Meeting Professionals International (MPI) and its World Education Congress (WEC) event, and requested that the Board consider: 1) Approving an expenditure in the amount of \$125,000 to co-sponsor the opening reception of the MPI annual WEC on June 17, 2021 at Allegiant Stadium; and 2) Authorizing the CEO/President to execute any necessary contract documents related to the co-sponsorship.

**Fiscal Impact**

FY 2021: \$125,000 Expenditure

**Vice Chair Marilyn Spiegel moved, and it was carried by unanimous vote of the voting members to: 1) Approve an expenditure in the amount of \$125,000 to co-sponsor the opening reception of the MPI annual WEC on June 17, 2021 at Allegiant Stadium; and 2) Authorize the CEO/President to execute any necessary contract documents related to the co-sponsorship.**

### **GENERAL GOVERNMENT DIVISION**

- ITEM 3. **Fiscal Year 2022 Preliminary Budget**  
Mr. Hill commented on the following: the balancing of the fiscal and financial stability of the LVCVA as compared to the previous year, differences in the marketing budget as it relates to international efforts, conservative revenue estimates, and future replenishment of the reserves for renovations and future event opportunities.

Ed Finger, Chief Financial Officer, stated there is no Board action required for today's proposed budget presentation, but staff would request that the Board take action at the LVCVA's May 26 Public Hearing on the Budget. Mr. Finger thanked staff for its efforts in the preparation of the budget. Mr. Finger presented the preliminary budget for FY 2022 to the Board, inclusive of: financial framework, general fund revenues, fiscal year 2022 LVCC show schedule, general fund expenditures, special events, personnel, capital, debt coverage ratio, reserves, and ending fund balance.

Fiscal Impact

FY 2022: Expenditures and transfers out:  
General Fund \$280,175,073  
Capital Project Fund 65,071,194  
Debt Service Fund 50,323,620  
LVCCD Capital Fund 75,937,637  
LVCCD Debt Service Fund 37,781,153

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

ITEM 4. **Interfund Budget Transfer**

Mr. Finger explained the need for transferring \$409,200 from the Capital Projects Fund to the Debt Service Fund and requested the Board's consideration and approval of the transfer.

Fiscal Impact

There is no impact to budgeted appropriations (expenditures and uses) of the LVCVA.

**Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members to approve the transfer of \$409,200 from the Capital Projects Fund to the Debt Service Fund.**

ITEM 5. **Quarterly Budget and Statistical Report**

Mr. Finger referred to the thorough report presented during the Fiscal Year 2022 Preliminary Budget agenda item and stated to the Board that he was available for any questions related to the Quarterly Budget and Statistical Report as presented in the agenda packet.

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

ITEM 6. **Amendment No. 5 - NOVA Geotechnical and Inspection Services, LLC Professional Services Agreement No. 20-4597 – LVCC Loop Project**

Mr. Finger described NOVA's scope of work relating to safety and inspection services and stated the proposed cost increase was anticipated. Mr. Finger requested that the Board consider authorizing the Chief Executive Officer (CEO)/President to execute Amendment No. 5 to the NOVA (d/b/a Universal Engineering Services) Professional Services Agreement increasing the total contract price from \$2,989,190 to \$3,250,000.

Fiscal Impact

FY 2021: \$260,810

**Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members to authorize the CEO/President to execute Amendment No. 5 to the NOVA (dba Universal Engineering Services) Professional Services Agreement increasing the total contract price from \$2,989,190 to \$3,250,000.**

ITEM 7. **Amendment No. 7 - Turner Martin-Harris Joint Venture Construction Manager at Risk Contract – LVCC Phase 2 Construction Manager at Risk**

Mr. Hill informed the Board that most of this increase was for covering additional project costs due to the COVID-19 pandemic and stated there are a few open items left in the closing out conversation with Turner Martin-Harris. Mr. Hill requested that the Board consider authorizing the CEO/President to execute Amendment No. 7 to the Turner Martin-Harris Joint Venture Construction Manager at Risk Contract for the Las Vegas Convention Center Phase 2 project, increasing the total contract price from \$891,576,996 to \$900,142,129, and increasing the total project cost from \$990,606,573 to \$999,171,706.

Fiscal Impact  
FY 2021: \$8,565,133

**Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members to authorize the CEO/President to execute Amendment No. 7 to the Turner Martin-Harris Joint Venture Construction Manager at Risk Contract for the Las Vegas Convention Center Phase 2 project, increasing the total contract price from \$891,576,996 to \$900,142,129, and increasing the total project cost from \$990,606,573 to \$999,171,706.**

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 Las Vegas Convention Center District (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**

Mr. Daniel Braisted commented on considering the participation of residents in conventions in Las Vegas.

Mr. Shaundell Newsome, Board Chair for the Urban Chamber of Commerce, thanked Chair Marz and the Board for keeping Las Vegas at the forefront of meetings and events, and encouraged the LVCVA to engage and include Southern Nevada local, small, and minority business firms in Convention Center activities.

Mr. Uehling commended APAC on its presentation and provided his thoughts on the effect of airport charges to passengers, airlines and small businesses. Mr. Uehling referenced SB-363 as it relates to the number of visitors and room tax to Las Vegas.

Mr. Stanley Washington acknowledged that Mr. Bryan Stewart would be presenting telephonically, with two other in-person speakers turning their time over to Mr. Stewart.

Member Fiore reminded Mr. Washington he should ask the Chair's permission prior to stating his plan.

Mr. Washington asked Chair Marz if his plan was acceptable, to which Chair Marz asked for clarification. Mr. Washington stated he intended to speak for three minutes, to which Chair Marz acknowledged Mr. Washington had one minute and 45 seconds left to speak. Mr. Washington stated he would be speaking to Mr. Hill after the meeting.

Member Fiore reminded Mr. Washington that his time was running out, to which Mr. Washington stated the two individuals with him, would each pass their three minutes to him, and asked Chair Marz to grant that request. Chair Marz asked if the two others would be speaking on the same subject, to which Mr. Washington indicated they would be. Chair Marz reminded Mr. Washington that he had about 25 seconds left to speak. Mr. Washington clarified his request to have his two guests each turn their three minutes to him. Chair Marz stated each person has three minutes to address the Board. Mr. Washington invited Bryan Stewart to speak to the Board via phone.



Bryan Stewart, Lead Executive for the Parade Development Office at the Pasadena Tournament of Roses, provided information on an opportunity for the LVCVA to enter a float in the 2022 Rose Parade. Mr. Stewart provided background on the New Year Rose Parade, including viewership information and audience reach.

Mr. Washington reiterated he would be speaking with Mr. Hill after the meeting.

#### **ADJOURNMENT**

Chair Marz encouraged Board members to attend the May 26 LVCC West Hall Grand Opening Ceremony.

Chair Marz adjourned the meeting at 10:33 a.m.

Respectfully submitted,

Date Approved: June 8, 2021

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Silvia Perez  
Executive Assistant to the Board

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John Marz  
Chair





# Rose Parade® Float Participation

INTEGRATION | ACTIVATION | POSSIBILITIES



# PASADENA TOURNAMENT OF ROSES®

Since 1890, the Tournament of Roses Association has produced **America's New Year Celebration®**, bringing the traditions of the **Rose Parade®** and **Rose Bowl Game®** to the United States and the world for more than 130 years.

The nonprofit Association is supported by **935 volunteers**, each assigned to one of 32 committees, and 35 staff. Year after year, Tournament members contribute **80,000 volunteer hours**, including countless evenings, weekends and holidays, to ensure the success of the Parade and Game.

While our flagship and ancillary events are the most visible charitable works of the Association, our foundation makes a difference in the community year-round.





# AMERICA'S NEW YEAR CELEBRATION

New Year's Day 2022 will mark the reemergence of the Rose Parade as a symbol of hope to a nation and world recovering from a deeply unsettling time. Dozens of events in the months leading up to the the New Year will offer much more than spectacle: they will and demonstrate our capacity to rise together from the greatest of challenges.





# AMERICA'S NEW YEAR CELEBRATION 2022

**Tournament of Roses Royal Court**  
presented by Citizens Business Bank

Aug-Dec 2021

**Rose Bowl Hall of Fame  
Induction Ceremony**

Dec 31, 2021

**Rose Parade Float Decorating**

Nov-Dec 2021

**Rose Bowl Bash**

Dec 31, 2021

**Float Decorating Experience**

Dec 28-30, 2021

**VIP Tailgate**

Jan 1, 2022

**Bandfest**  
presented by Remo

Dec 29-30, 2021



Jan 1, 2022

**Equestfest**

Dec 29, 2021

**Floatfest**

Jan 1-2, 2022







presented by

**HONDA**



**133** RD YEAR

**5.5** MILE PARADE ROUTE

**85+** UNITS





## FLORAL FLOATS

Vibrant themed floats decorated by volunteers represent commercial brands, service organizations, causes and cities.

## MARCHING BANDS

The Rose Parade has perpetually included the best high school, college, university, and military bands from across the country and around the world.



## EQUESTRIANS

A longstanding staple of the Rose Parade, equestrian groups from all corners of the country bring their time-honored artistry to the fore.

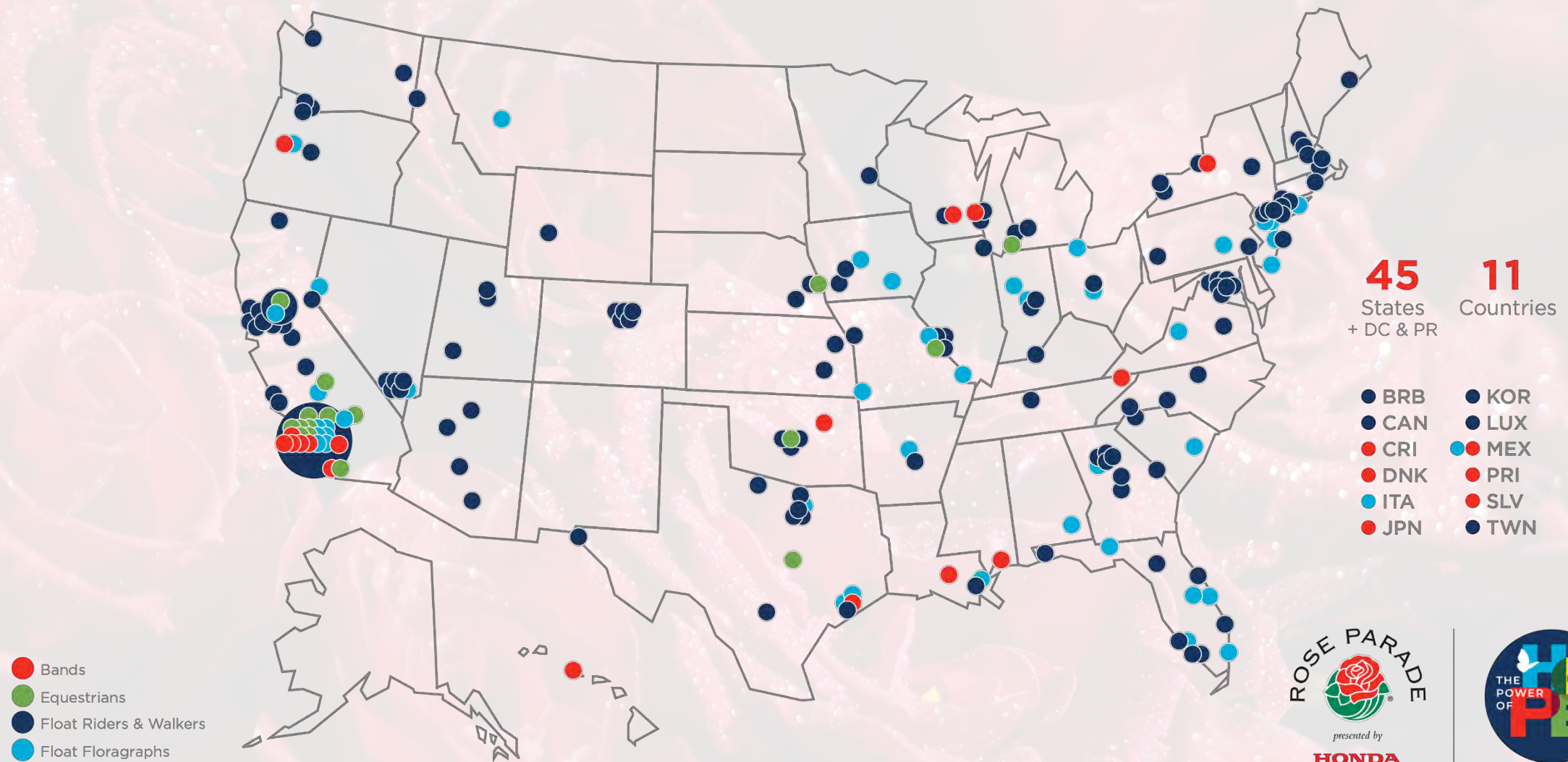
## PERFORMANCES

Major recording artists, dancers and set pieces inject energy and showmanship as the sun rises on the New Year.





# 2020 ROSE PARADE® REPRESENTATION





# ENDURING WORLDWIDE APPEAL

Generation after generation, the Rose Parade's enduring appeal is undeniable. **Tens of millions** across the nation and around the globe make the Rose Parade a centerpiece of their New Year celebration.



 **750,000** STREETSIDE SPECTATORS\*



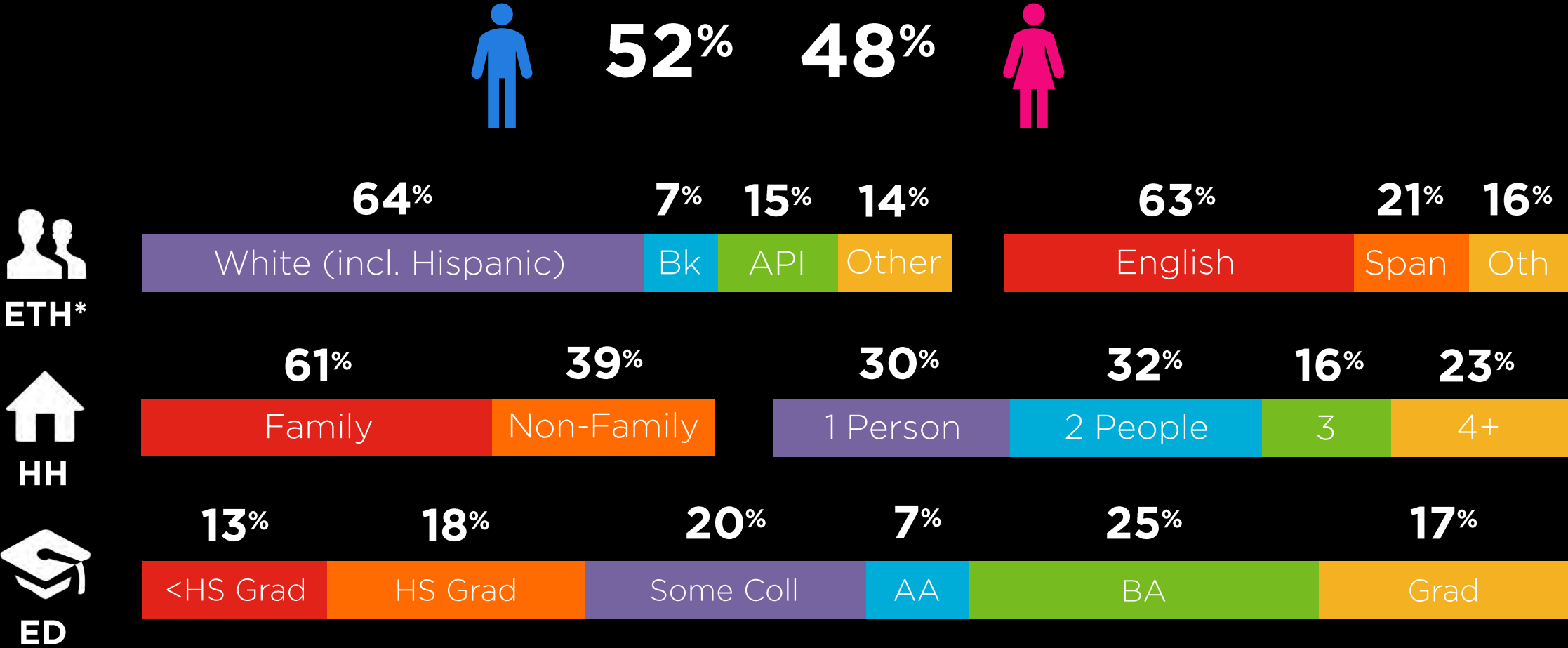
 **40.8 MILLION** U.S. TV VIEWERS\*\*

 **TELEvised IN 120 COUNTRIES**



\*LiveGauge study of 2019 Rose Parade \*\*Nielsen viewers, minimum viewing time 1 minute

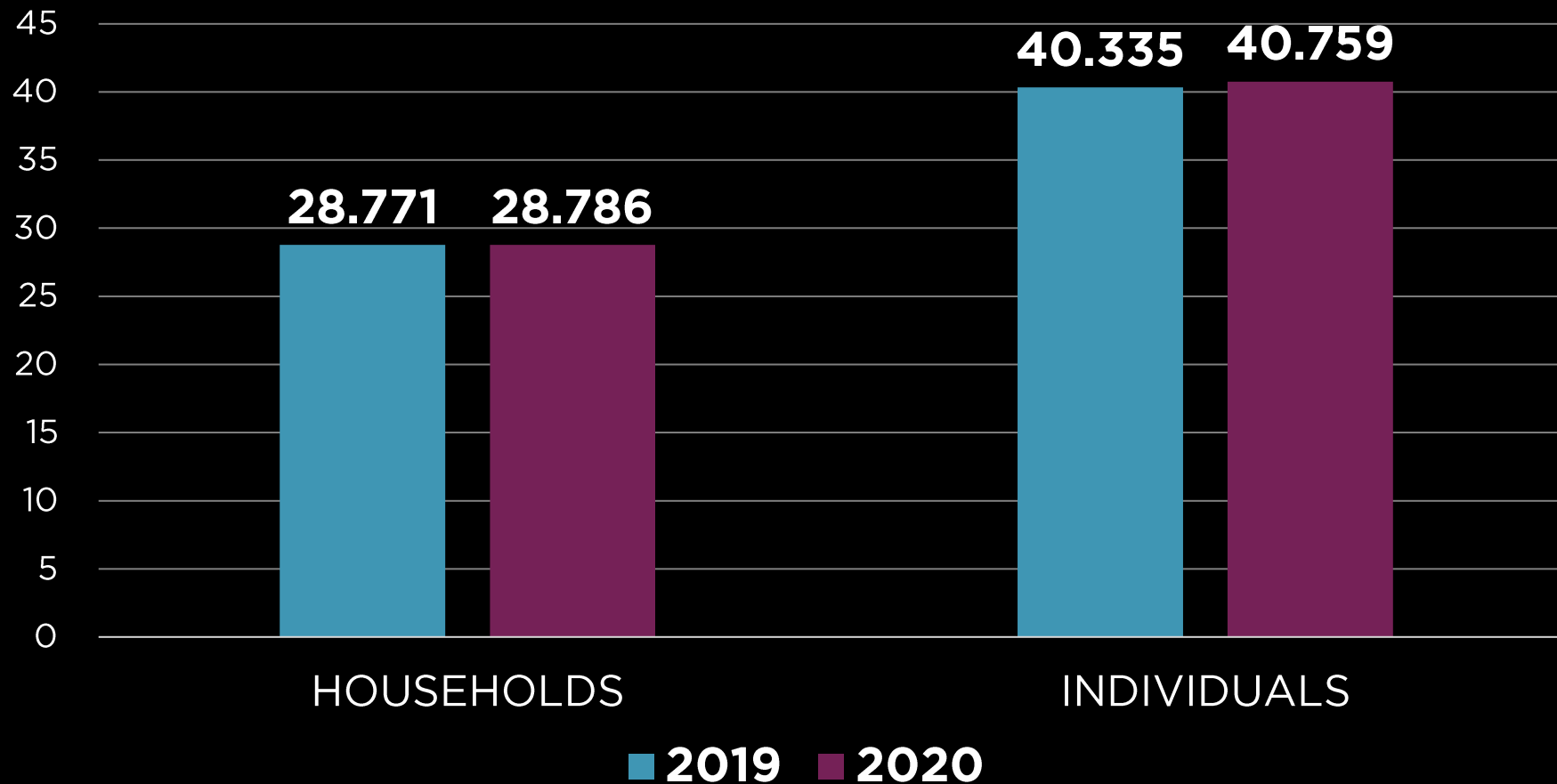
# ROSE PARADE ATTENDEE DEMOGRAPHICS



Source: LiveGauge study of 2019 Rose Parade

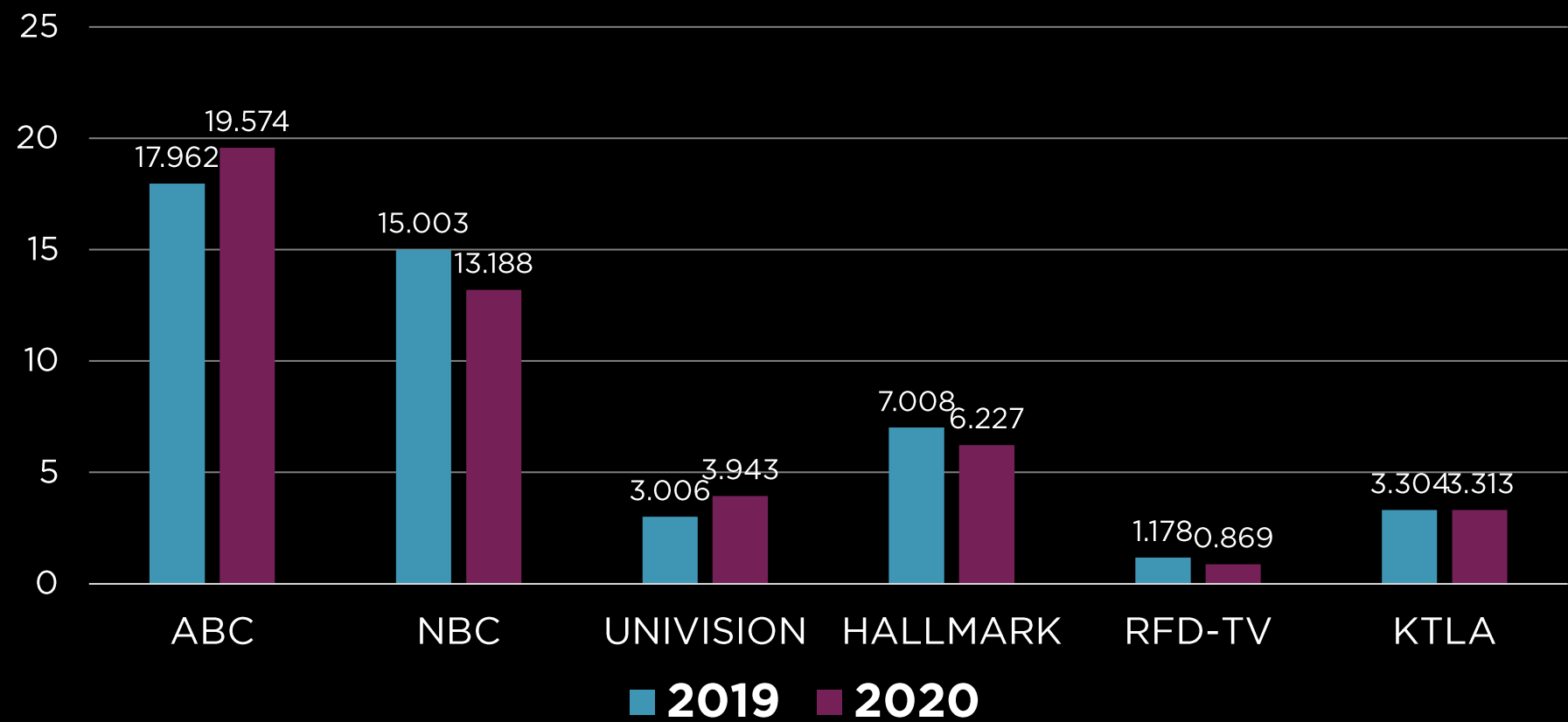
# ROSE PARADE TV VIEWERSHIP, USA

(Uniques in Millions)



# ROSE PARADE TV VIEWERSHIP, USA

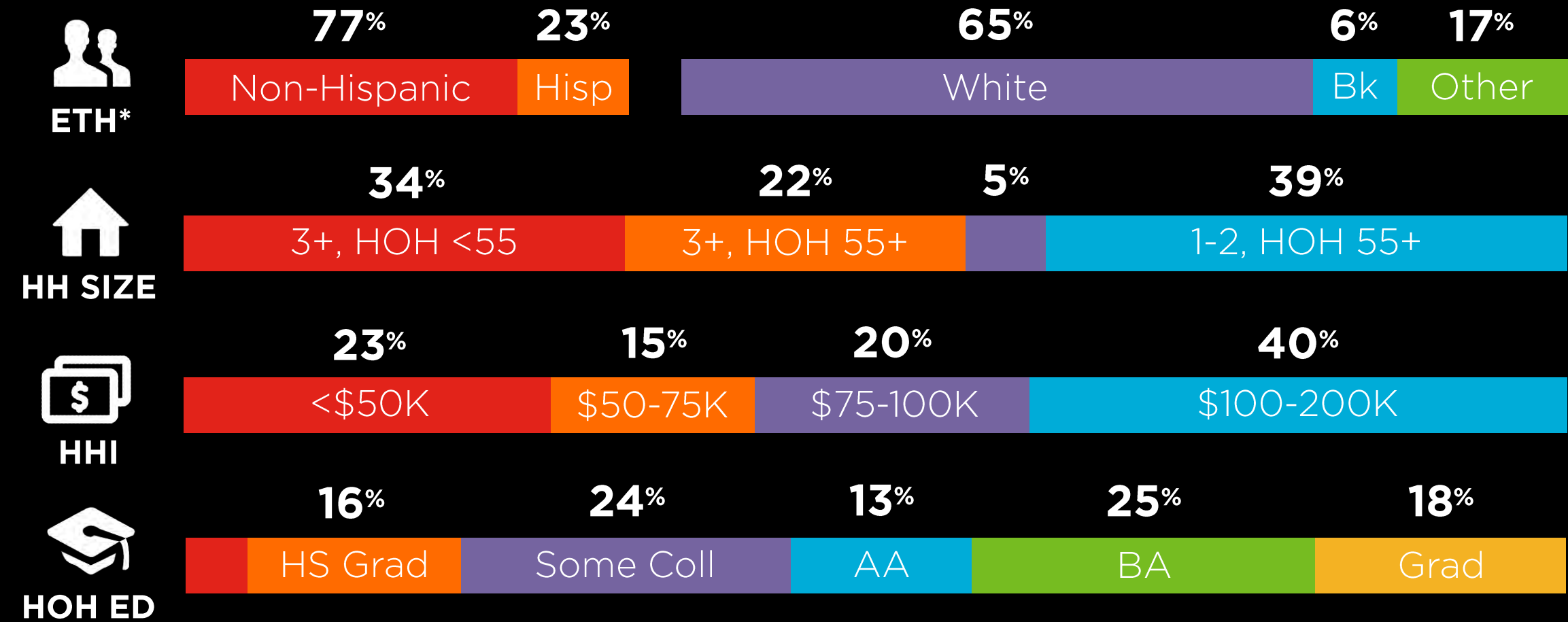
(Broadcaster, Overall Viewers in Millions\*)



\*Includes minor duplication between networks



# ROSE PARADE TV VIEWERSHIP DEMOGRAPHICS



Source: 2020 Nielsen Report, KTLA Live Telecast \*Exceeds 100% due to multiple ethnic identification

# ROSE PARADE FLOAT PARTICIPATION

## INTEGRATION

Float Branding Platform  
Mass Audience Reach  
Tickets & Hospitality

## ACTIVATION

TofR Event Sponsorship, Activation Area  
Advertising in TofR Media

## POSSIBILITIES

Earned & Social Media  
Constituent Engagement





# FLOAT BRANDING PLATFORM

Up to 40 floats total  
Standard float lengths  
of 35, 55 and 70 feet  
Decorated entirely  
with natural materials  
Innovative, animated  
and spectacular floats  
engage millions  
Riders and walkers  
energize presentation

- National broadcast reach
- Wide range of options for extending to external and internal audiences



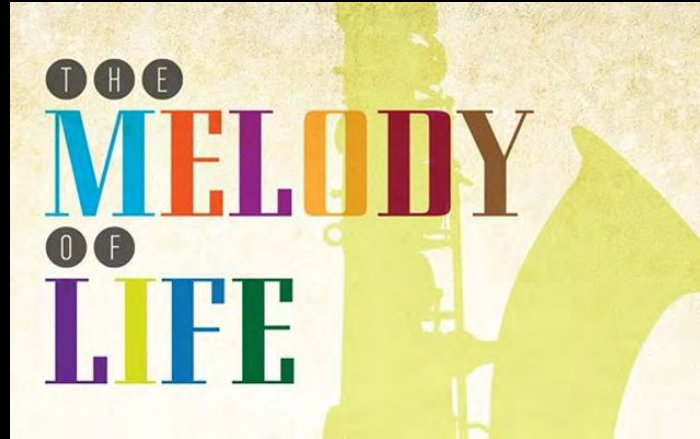


# FLOAT PARTICIPATION PLATFORM



*"Premium supplier of farm-fresh fruits and vegetables grown and delivered from around the world to your table at the peak of quality, freshness and taste."*

START WITH BRAND POSITIONING



WEAVE IN THE PARADE THEME



RENDER FLOAT THEME & DESIGN



DECORATE THE BRANDED VESSEL



IMPACT SPECTATORS & VIEWERS



ENGAGE AT FLOATFEST



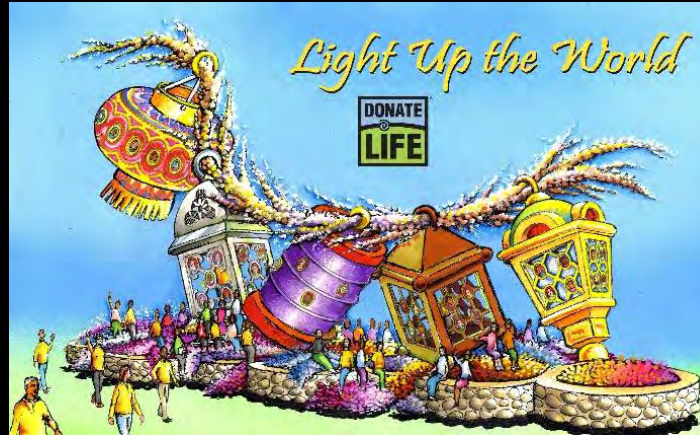
# FLOAT PARTICIPATION PLATFORM



*"Organ donation is life-affirming."*

*"Choose to be an organ donor.  
Check 'yes' at the DMV."*

POSITIONING & CALL TO ACTION



FLOAT THEME & DESIGN



BRANDING ON FLOAT



VIEW FROM THE STANDS



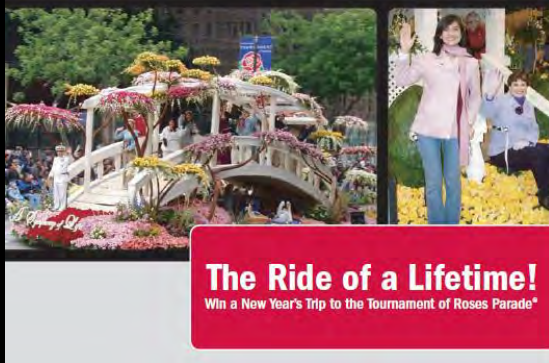
FEATURED IN BROADCASTS



ENGAGE AT FLOATFEST



# LEVERAGING FLOAT PARTICIPATION



RIDER SELECTION & AMBASSADORSHIP



NEWS COVERAGE



SOCIAL MEDIA



RELATIONSHIP BUILDING



VOLUNTEER DECORATING

# 2022 ROSE PARADE FLOAT PARTICIPANTS

as of 5/4/21

## COMMERCIAL

American Honda  
China Airlines  
Dole Packaged Foods  
Farmers Insurance

Kaiser Permanente  
Lucy Pet Foods  
Medically Home  
Mrs. Meyer's Clean Day

RFD-TV  
Trader Joe's  
The UPS Store  
Western Asset

## NON-COMMERCIAL

AIDS Healthcare Foundation  
American Physical Therapy Association  
City of Alhambra  
City of Hope  
City of Torrance  
Donate Life

Kiwanis International  
Lions International  
Lutheran Hour Ministries  
Odd Fellows and Rebekahs  
Rotary International  
Salute to America's Band Directors

San Diego Zoo Global  
Shriners Hospitals for Children  
The Lundquist Institute  
United Sikh Mission  
Underground Service Alert (DigAlert)

## SELF-BUILT

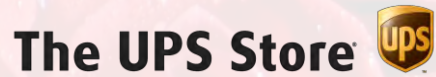
Cal Poly Universities  
City of Burbank

City of Downey  
City of La Canada Flintridge

City of Sierra Madre  
City of South Pasadena



# YOU'RE IN GOOD COMPANY



Proudly Featuring



# SUPPORTING OUR COMMUNITY

The **Pasadena Tournament of Roses Foundation** is a non-profit organization which supports charities in the greater Pasadena area by funding programs in three priority areas:



## SPORTS & RECREATION

Sports and Recreation grants support organizations that promote healthy lifestyles and youth development through sports and recreation.



## EDUCATION

Education grants typically fund organizations that prioritize early childhood education, STEM and literacy.



## VISUAL & PERFORMING ARTS

Visual and Performing Arts grants support organizations that inspire artistic development.

**\$3.6M** awarded to 200+ organizations since 1983



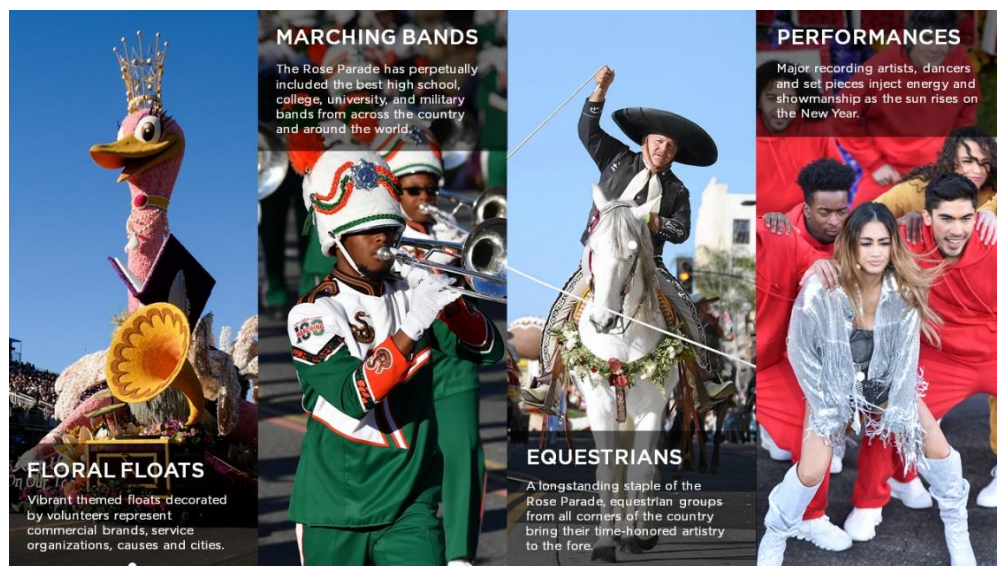


Pasadena Tournament of Roses  
Parade Development Office  
391 South Orange Grove Boulevard  
Pasadena, CA 91184





The Rose Parade® is the culmination of a year of planning by the Tournament of Roses®, our 935 volunteers and 35 staff, and parade units whose participants and supporters are proud to make a deeply meaningful contribution to America's New Year Celebration®.



*America's New Year Celebration®*

PASADENA TOURNAMENT of ROSES

391 S. ORANGE GROVE BLVD. • PASADENA, CALIFORNIA 91184 • T 626.449.4100 • WWW.TOURNAMENTOFROSES.COM



## ENDURING WORLDWIDE APPEAL

Generation after generation, the Rose Parade's enduring appeal is undeniable. **Tens of millions** across the nation and around the globe make the Rose Parade a centerpiece of their New Year celebration.

 **750,000** STREETSIDE SPECTATORS\*

 **40.8 MILLION** U.S. TV VIEWERS\*\*

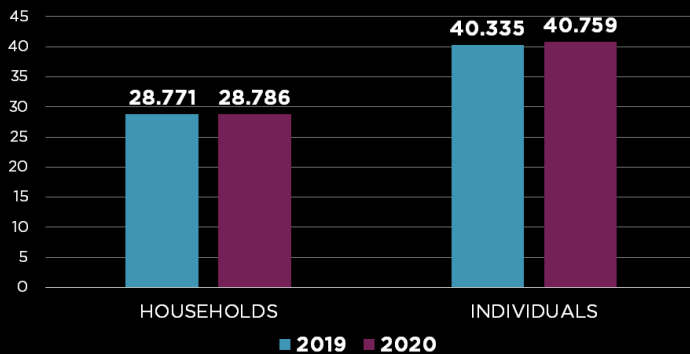
 TELEVISED IN **120** COUNTRIES



\*LiveGauge study of 2019 Rose Parade \*\*Nielsen viewers, minimum viewing time 1 minute

## ROSE PARADE TV VIEWERSHIP, USA

(Uniques in Millions)



## YOU'RE IN GOOD COMPANY







## ROSE PARADE FLOAT PARTICIPATION

The Rose Parade represents an utterly unique branding platform that communicates viscerally to 750,000 parade spectators, over 40 million U.S. television viewers, and an international broadcast audience. The Rose Parade audience values brands whose partnership with the Pasadena Tournament of Roses rewards their desire to be entertained, charmed, and moved at America's New Year Celebration.

Rose Parade float participation offers mass audience reach, activation opportunities, and myriad opportunities to engage constituents and the media—all revolving around a one-of-a-kind, authentic storytelling canvas primed to support market position, inspire brand affinity, and motivate consumer behavior.







# **ROSE PARADE FLOAT PARTICIPATION**

## **NON-COMMERCIAL ENTRY EXECUTIVE SUMMARY**



### **INTEGRATED ELEMENTS**

#### **Float Construction**

- Design, construction and decoration of a branded Rose Parade float, with logo prominent on both sides

#### **Mass Audience**

- Rose Parade Streetside (750K spectators)
- Rose Parade Broadcast (40.8 million US viewers) supported with broadcast announcer talking points and on-screen graphics

#### **Media**

- Rose Parade Souvenir Program Feature and Listing (50K circulation)
- TofR Website, Media Kit and Social Media (Facebook 85K, Twitter 20.3K, Instagram 23K)

#### **Experiential**

- Float Decorating; Floatfest Post-Parade Exhibition (75K attending)

#### **Tickets & Hospitality**

- (4) Rose Parade, (4) Rose Bowl Game, and (4) VIP Tailgate Party Tickets

### **OPTIONAL ELEMENTS**

#### **Media**

- Advertising in Rose Parade Program, Rose Parade App and Rose Bowl Game Program
- Public relations and social media initiatives

#### **Experiential**

- Sponsorship and activation at a wide range of Tournament-produced events

#### **Constituent Engagement**

- Float rider nomination, selection, ambassadorship and participation
- Promoting parade participation via communications, campaigns and events
- Involving volunteers, employees and community partners in float decorating
- Rewarding employees and volunteers with a meaningful "pilgrimage to Pasadena"

#### **Tickets & Hospitality – Opportunity to Purchase**

- (24) Rose Parade, (24) Rose Bowl Game, and (24) the VIP Tailgate Party Tickets

### **INVESTMENT**

- \$280,000 – Includes Rose Parade integration and high-value float presentation. Over-height or animated float elements may increase cost.
- \$25,000 – Recommended activation at affiliated events or advertising in TofR media



# ROSE PARADE FLOAT PARTICIPATION

## FREQUENTLY ASKED QUESTIONS



### How do you enter a float in the Rose Parade?

Any organization or company may [submit an application](#) to sponsor a float in the Rose Parade. All applications are reviewed by the Tournament of Roses Float Entries Committee and Executive Committee.

### How do you decide what floats to accept as part of the Rose Parade?

The Tournament seeks to maintain a balance of corporate, civic, non-profit, and international entries. New participants vary every year depending upon vacancies created by another organization's departure.

### When are new applicants officially invited to participate in the upcoming Rose Parade?

Official invitations are sent to new float participants after being reviewed by the Tournament of Roses Float Entries Committee and Executive Committee, typically within 45 days of the application submission. Generally, invitations are extended to new participants in early March.

### How many floats are in the Rose Parade?

The Rose Parade features 40 to 42 floats each year. The parade's two-hour live broadcast window makes it necessary to limit the number of participants.

### What does float participation cost?

Float participation has two core elements: (1) design, construction and decoration of a high-value float presentation; and (2) integration into the Rose Parade, which includes organizational, broadcasting and spectator support; traditional, digital and earned media; post-parade exhibition at Floatfest; and tickets and hospitality. These costs generally begin at approximately \$350,000 for commercial entries and \$280,000 for non-commercial entries, with the actual cost dependent on the size and sophistication of the design, degree of animation, and variety of floral materials. The cost of each float is mutually agreed upon by the participating organization and a Tournament of Roses approved builder.

In addition, in order to expand reach and impact, the Tournament recommends investing an additional \$25,000 activating at affiliated events or advertising in Tournament media.

### Who actually builds the floats?

There are three official Tournament of Roses float builders. After being introduced to each builder, float participants select their builder of choice. An official float builder agreement must be signed within 60 days after receipt of the official invitation.



## Frequently Asked Questions (cont'd)

### How are floats designed?

After the float participant chooses a builder, they are encouraged to provide input to guide the design process. Marketing objectives, brand positioning, visual cues, and story elements help designers craft float presentations that serve the float participant's goals. As the designer makes progress, the builder presents pencil sketches, then rough color concepts. Throughout the process, sketches are presented to the Tournament's Design Variance Committee.

### How can I ensure my design stands out?

In early February, the Tournament conducts a "theme draft" to ensure that any primary element is represented only once. (For example, a dragon, castle, fire engine, balloons, etc.) Builders are careful to offer designs that have not been claimed by another participant.

### How long does it take to build a float?

Once a design is approved by the float participant and Design Variance Committee, the float builder can begin construction. Float construction is ongoing through mid-December, as each vessel can take two to four months to build and prepare for decorating.

### How are floats decorated?

Starting in mid-November, volunteers are assembled to cover all visible surfaces of each float with natural materials. Until late December, decorators focus on dry materials, such as leaves, seeds and bark. By December 27, fresh flowers are added to the mix. The most delicate flowers, including roses, are inserted into individual vials of water and placed one by one onto the floats. Floats are completed for judging by December 31.

### May a float represent a company's product or service?

Float presentations are considered messages of goodwill offered by corporations and non-commercial entities. The Rose Parade historically promotes floral creativity and design ingenuity in its floats, while downplaying overt commercialism. Floats are encouraged to relate to the overall parade theme for the year. Prior to construction, the Tournament's design review committee approves each float design.

### Are floats allowed to feature non-organic elements?

The Tournament of Roses prides its longstanding, iconic tradition of featuring beautiful floral floats. On occasion, float participants and their builders present high-concept designs that incorporate non-organic elements. Past examples include a swimming pool for surfing dogs; a vintage automobile; and large video screens with cameras pointed at the streetside audience. Proposed non-organic elements are evaluated by the Design Variance Committee, which conditions approval on high entertainment value.

## Frequently Asked Questions (cont'd)

### How are riders and walkers selected?

Float participants have complete discretion over choosing the people to be featured in their Rose Parade presentation. Floats that choose to have people on board typically feature between 4 and 20 riders, who must be at least 12 years of age. Walkers (“out-walkers” in Tournament lexicon) are occasionally incorporated to add to the float’s story, spectacle, and interaction with spectators. Float participants are encouraged to treat each rider or walker as an ambassador whose Rose Parade participation will interest news community organizations and media from their hometown, city, or state. In addition, riders and walkers with standout stories may be of interest to the approximately 300 credentialed media who cover the Rose Parade each year.

### What are the benefits of Rose Parade float participation?

The Rose Parade is among the most widely seen special events in the world. The parade attracts 750,000 streetside spectators, is seen by approximately 40 million U.S. broadcast viewers, is televised internationally in more than 120 countries. Rose Parade float participation offers mass audience reach, activation opportunities, and myriad opportunities to engage constituents and the media—all revolving around a one-of-a-kind, authentic storytelling canvas primed to support market position, inspire brand affinity, and motivate consumer behavior.





# ROSE PARADE FLOAT PARTICIPATION ANNUAL CALENDAR\*



Date(s)	Event	Description
January	Invitations to Returning Float Participants	Float Entries Committee extends invitations to returning float participants
Early March	Invitations to New Float Participants	Float Entries Committee extends invitations to new float participants
Early May	Float Design Target Date	Maximizes time for construction, campaign planning and execution
May	Secure Hotel and Grandstand Seat Blocks	Recommend securing hotel rooms and grandstand seats as soon as possible
Mid-June	Float Design Unveiling Window Opens	Issue float design news release any time after official rendering is completed
Mid-August	Recommended Float Rider/Walker Deadline	Recommended deadline to compile float rider/walker information, bios and photos
Sept-Oct	Float Riders Unveiled	Launch website, issue news release
Sept 30	Game Ticket Order Due	Deadline to submit game ticket order form
Sept 30	Rose Parade Program Ad Insert Deadline	Deadline to submit ad insert order for Rose Parade Official Souvenir Program
October	Portal Update Deadline	Deadline to update information in portal for Official Souvenir Program
Late Oct	Float Participants' Photo Day	Photo opportunity with ToFR President and Royal Court at Tournament House, Pasadena
Oct-Dec	PR Campaign	Ongoing targeted media outreach; pitch purpose, riders' stories
Mid Nov to Dec 31	Float Decorating	Opportunity to engage volunteers in decorating; advance planning required; see builder's schedule
Dec 20	Materials Due at On-Site Media Center	Deadline to deliver materials for distribution at On-Site Media Center; recommended qty 300
Dec 29	Contingent Arrives	Arrive at BUR or LAX; decorating opportunity
Dec 29	Float Participants Reception	Up to six attendees per float
Dec 30	Special Events	Schedule breakfast, lunch, dinner and/or decorating; attend ancillary ToFR events
Dec 31	Float Judging	Official evaluation for award consideration
Jan 1	Rider Transportation	Transport riders from hotel to formation area
Jan 1	Rose Parade	8am-10am PT
Jan 1	Rose Bowl Game	Rose Bowl Game - 2pm PT
Jan 1	Pick Up & Return Riders	Transport riders from Floatfest
Jan 1-3	Floatfest	Post-parade float viewing east of parade route Jan 1: 1pm-5pm; Jan 2: 9am-5pm
Jan 2	Guests Depart	Riders, sponsors and guests depart

\*Applicability varies according to float participant's campaign elements



## INITIAL APPLICATION FOR FLOAT PARTICIPATION

This is a worksheet created to help interested parties prepare to complete the online Float Entry Application in the Tournament of Roses Participant Portal.  
To start the application process, register [here](#).

**Organization/Company Name\***

### ORGANIZATION PRIMARY ADDRESS

Country\*

Address\*

City, State, Zip

Contact Phone

Organization/Company Website

Referred By

### PRIMARY CONTACT INFORMATION

Name\*

Title\*

Email\*



Phone\*

**Address (only if different than above)**

Country\*

Address 1\*

City, State, Zip

## **PARADE PARTICIPATION**

Brief Overview of Company or Organization\*

Objectives/Goals for Participation in the Rose Parade\*

Estimated Length of Participation in Years\*

☐

1 Year

☐

2+ Consecutive Years

Estimated Budget for Float Design and Construction\*

\$

Estimated Budget for Entertainment Elements within Float Presentation (Live Performers, Dancers, etc.)

\$

Estimated Budget for Activation in Pasadena Area  
(Event Sponsorship, Exhibiting, Program Advertising, etc.)

\$

## **FUNDING**

Are the budget estimates above fully funded and/or budgeted at this time?

☐

Yes

☐

No

If Yes, please proceed to the Vision section. If No, please answer the following questions:

Please describe fundraising activities and the projected revenue to be raised through each activity  
(e.g. sponsorship of campaign, individual contributions, fundraising events, etc.)

Please describe any value-in-kind an organization or individual will receive in exchange for their contribution (e.g. participation as a float rider or outwalker, messages affixed to flower vials, tickets and hospitality, branding on float, etc.)

--

## VISION

Please share your vision of what your Rose Parade Entry would entail, including featured float elements, entertainment, float riders and outwalkers.

--

**MINUTES**  
**Public Hearing on the Budget**  
**May 26, 2021**





## Public Hearing on the Budget May 26, 2021 Minutes

The Public Hearing on the Budget of the Las Vegas Convention and Visitors Authority (LVCVA) was held at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109, on May 26, 2021. This meeting was properly noticed and posted in conformance with the State of Nevada Executive Department Declaration of Emergency Directives 006 and 044, dated March 22, 2020 and April 19, 2021, respectively.

### Board of Directors (Board)

*Present telephonically unless otherwise noted*

**Councilman John Marz, Chair**  
**Ms. Marilyn Spiegel, Vice Chair**  
**Commissioner Jim Gibson, Secretary** .....absent  
**Mr. Anton Nikodemus, Treasurer**  
Mr. Scott DeAngelo  
Mayor Pro Tem Michele Fiore  
Mayor Carolyn Goodman

Councilwoman Pamela Goynes-Brown  
Jan Jones Blackhurst  
Mayor Kiernan McManus  
Commissioner Michael Naft  
Ms. Mary Beth Sewald  
Mr. Steve Thompson  
Councilman Brian Wursten.....absent

LVCVA Executive Staff present

Steve Hill, CEO/President  
Caroline Bateman, General Counsel  
Ed Finger, Chief Financial Officer  
Brian Yost, Chief Operating Officer  
Lori Nelson-Kraft, Sr. VP of Communications  
Kate Wik, Chief Marketing Officer  
Constance Brooks, Vice President of Public Affairs and Diversity

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

Chairman John Marz called the meeting to order at 11:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present telephonically, except for Members Jim Gibson and Brian Wursten.

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

There were no comments on the floor by the public.

### **APPROVAL OF AGENDA**

#### **APPROVAL OF THE AGENDA**

**Vice Chair Marilyn Spiegel moved, and it was carried by unanimous vote of the voting members, to approve the May 26, 2021, Public Hearing on the Budget agenda.**

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

### **PUBLIC HEARING ON THE BUDGET**

- ITEM 1. **Public Hearing on the Tentative Budget and Possible Adoption on a Final Budget**  
Ed Finger, Chief Financial Officers, stated the Budget presented at this meeting was unchanged from the budget that was presented at the May 11, 2021 Regular Meeting of the Board of Directors. Mr. Finger detailed the proposed budget, inclusive of: General Fund revenues and budget, year-end available reserves, ending General Fund balance, and changes from preliminary to final budget. Mr. Finger requested that the Board consider, pursuant to Nevada Revised Statute 354.598: 1) Conducting a public hearing on the LVCVA fiscal year (FY) 2022 Tentative Budget; and 2) Adopting the LVCVA's final budget for FY 2022.

**Chair Marz opened the Public Hearing on the Fiscal Year 2022 Budget.**

The Board conducted a public hearing on the LVCVA's FY 2022 Tentative Budget.

There was no discussion of the Budget by any interested person.

**Chair Marz closed the Public Hearing on the Fiscal Year 2022 Budget.**

**Member Jan Jones Blackhurst moved, seconded by Member Mary Beth Sewald, and it was carried by unanimous vote of the voting members to adopt the LVCVA's final budget for FY 2022.**

---

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

There were no comments from the floor by the public.

---

## **ADJOURNMENT**

Chair Marz adjourned the meeting at 11:12 a.m.

Respectfully submitted,

Date Approved: June 8, 2021

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Silvia Perez  
Executive Assistant to the Board


---

John Marz  
Chair

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JUNE 8, 2021	<b>ITEM NO. 1</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	H. FLETCH BRUNELLE VICE PRESIDENT OF MARKETING	<small>DocuSigned by:</small>  <small>SZ7945EA779748C...</small>
<b>SUBJECT:</b>	LAS VEGAS EVENTS PROMOTION AGREEMENT JULY 1, 2021 – JUNE 30, 2022	

#### **RECOMMENDATION**

That the Board of Directors consider authorizing the Chief Executive Officer (CEO)/President to execute an Events Promotion Agreement with Las Vegas Events, Inc. (LVE) for fiscal year 2022 (FY 22) in the amount of \$7,421,962.

For possible action.

#### **FISCAL IMPACT**

FY 2022: \$7,421,962 Expenditure

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**

The proposed FY 22 Events Promotion Agreement with LVE, a non-profit Nevada corporation, enables LVE to promote special events within Clark County, and authorizes the Las Vegas Convention and Visitors Authority (LVCVA) to provide funding for certain special events and other expenses.

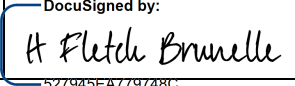
The destination capitalizes on special events to drive visitor volume and media exposure, extend television and other media coverage, and provide co-sponsorship and branding for Las Vegas and outlying areas. Mesquite and Laughlin utilize these special events as part of their branding campaigns as well.



# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JUNE 8, 2021	<b>ITEM NO. 2</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	H. FLETCH BRUNELLE VICE PRESIDENT OF MARKETING	<small>DocuSigned by:</small>  <small>527945EA779748C...</small>
<b>SUBJECT:</b>	AILEVON PACIFIC AVIATION CONSULTING ONE YEAR CONTRACT EXTENSION	

#### **RECOMMENDATION**

That the Board of Directors consider authorizing the Chief Executive Officer (CEO)/President to execute a one-year extension of the airline consultation services agreement with Ailevon Pacific Aviation Consulting (APAC) in the amount of \$520,012.

For possible action.

#### **FISCAL IMPACT**

FY 2022:	\$435,012	Contract extension
	\$ 85,000	Reimbursable Travel Expenses (Not to Exceed Amount)
Total:	\$520,012	

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**

APAC is the consultant of record to the Las Vegas Convention and Visitors Authority (LVCVA) with a focus on air service development for the destination. APAC provides air service data analysis, short and long-term planning, and continuous airline engagement.

APAC worked throughout the pandemic to successfully recover domestic air service to the destination. As of June 2021, the destination has recovered and expanded service to and from 125 markets, up five markets (5) from June 2019. In the year ahead, APAC will focus on recovering international air service in as much as borders open and travel restrictions are lifted.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JUNE 8, 2021	<b>ITEM NO. 3</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	H. FLETCH BRUNELLE VICE PRESIDENT OF MARKETING	DocuSigned by: <i>H Fletch Brunelle</i> 527945EA779748C...
<b>SUBJECT:</b>	LEFT FIELD LIVE SPONSORSHIP AGREEMENT LAS VEGAS RUGBY WEEKEND LAS VEGAS, NEVADA – OCTOBER OR NOVEMBER 2021	

#### **RECOMMENDATION**

That the Board of Directors consider authorizing the Chief Executive Officer (CEO)/President to execute a Sponsorship Agreement with Left Field Live Pty Ltd, in the amount of \$175,000, for the Las Vegas Rugby Weekend featuring the Ireland National Rugby Team versus the United States National Rugby Team in October or November 2021.

For possible action.

#### **FISCAL IMPACT**

FY 2022: \$175,000 Expenditure

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
CEO/PRESIDENT

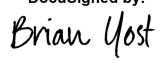
#### **PURPOSE AND BACKGROUND**

The Las Vegas Rugby Weekend will feature the Ireland National Rugby Team, Irish Rugby, versus the United States National Rugby Team, Eagles. The event will take place in October or November 2021 at Allegiant Stadium. The Sponsorship Agreement will provide the Las Vegas Convention and Visitors Authority (LVCVA) with advertising and marketing opportunities before, during, and after the Las Vegas Rugby Weekend. The event is expected to attract more than 48,750 domestic and international visitors generating \$42.3 million in direct visitor spending and approximately \$73 million in total economic impact.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JUNE 8, 2021	<b>ITEM NO. 4</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	BRIAN YOST CHIEF OPERATING OFFICER	<small>DocuSigned by:</small>  <small>9EB6A1EA330F4A7...</small>
<b>SUBJECT:</b>	AMERICAN EXPRESS LOUNGE RENT ABATEMENT	

#### **RECOMMENDATION**

That the Board of Directors consider: 1) Delegating authority to the Chief Executive Officer (CEO)/President to abate rent due from American Express Open for the American Express Lounge at the Las Vegas Convention Center (LVCC) for a period up and through September 1, 2021; and 2) Authorizing the CEO/President to execute the required documents.

For possible action.

#### **FISCAL IMPACT**

FY 2021: \$148,961.68

FY 2022: \$148,961.68

**BOARD  
ACTION:**

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**STEVE HILL  
CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**

The American Express Lounge (Lounge) has been operating at the LVCC since 2012. American Express Open offers an upscale, full-service meeting and resting location for American Express business and elite card holding customers and show attendees at the LVCC.

Since opening its LVCC Lounge, American Express Open has invested in renovations to the space three times, each time upgrading the level of the experience and the products and services offered. Customer feedback about the lounge is consistently exceptional.

In July of 2020, the Board approved granting American Express Open a rent abatement for the months in which the LVCC was closed to the public. As the LVCCA makes all necessary arrangements to welcome back its customers and guests, American Express Open is initiating startup plans to reopen the Lounge. While the LVCC began welcoming events in May, the number and sizes of those events were not conducive to the opening of the Lounge.



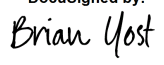
Las Vegas Convention and Visitors Authority Board of Directors' Meeting  
Agenda Documentation  
Meeting Date: June 8, 2021  
Subject: American Express Lounge Rent Abatement

American Express Open anticipates reopening the Lounge in Summer 2021 with opening plans commencing shortly. Staff believes a rent abatement lasting through the reopening of the Lounge is appropriate. As such, staff requests abatement approval be delegated to the CEO/President for a period not to extend past September 1, 2021. Rent abatement will cease upon the reopening of the Lounge.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JUNE 8, 2021	<b>ITEM NO. 5</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	BRIAN YOST CHIEF OPERATING OFFICER	<small>DocuSigned by:</small>  <small>9EB6A1EA330F4A7...</small>
<b>SUBJECT:</b>	FEDEX BUSINESS SERVICES LICENSE AMENDMENT	

#### **RECOMMENDATION**

That the Board of Directors consider: 1) Approving an amendment to the FedEx Business Center Retail Operator License in the Las Vegas Convention Center (LVCC) authorizing a reimbursement of costs incurred by FedEx in establishing a new business center location in the West Hall, in the amount of \$139,010.40, in the event that Las Vegas Convention and Visitors Authority (LVCVA) elects not to enter an optional extension of the License; 2) Authorizing the Chief Executive Officer (CEO)/President to execute the amendment documents.

For possible action.

#### **FISCAL IMPACT**

FY 2022: Potential Impact - \$139,010.40

**BOARD  
ACTION:**

DocuSigned by:



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**STEVE HILL  
CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**

Since 2008, FedEx Office and Print Services (FedEx) has been operating in the Las Vegas Convention Center (LVCC) under a Business Center Retail Operator License for the purpose of providing customers, patrons, and others at the LVCC with commercial business center related retail services. FedEx's performance in providing business services to show attendees and exhibitors at the LVCC has been outstanding, consistently receiving customer experience ratings over 4.7 (on a scale of 1 to 5) throughout the term of its License. The FedEx Office brand is widely recognized by our customers and is representative of the high standards of customer service expected from all building partners.

Las Vegas Convention and Visitors Authority Board of Directors Meeting  
Agenda Documentation  
Meeting Date: June 8, 2021  
Subject: FedEx Business Services License Amendment

In November of 2020, the Board approved a new FedEx Business Services License Agreement (License) Extension lasting through November of 2025. As the LVCVA and FedEx negotiated the final terms of the License Extension, they agreed to an initial Extension term lasting through November 30, 2022 with a subsequent, optional, 3-year extension (Option) lasting through November 30, 2025.


Through the terms of the License Extension, FedEx has agreed to add a fourth business center location of approximately 2,800 square feet in the new West Hall of the LVCC. In the event the LVCVA chooses not to exercise the final three-year contractual Option in November of 2022, Staff requests authorization to reimburse FedEx the unamortized costs (Costs) in the amount of \$139,010.40 to equip and fit out the West Hall location. If FedEx chooses not to execute the Option, the LVCVA will not be obligated to reimburse the Costs.



# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	<b>JUNE 8, 2021</b>	<b>ITEM NO. 6</b>
<b>TO:</b>	<b>BOARD OF DIRECTORS</b>	
<b>FROM:</b>	<b>BRIAN YOST CHIEF OPERATING OFFICER</b>	<small>DocuSigned by:</small>  <small>9EB0A1EA330F4A7...</small>
<b>SUBJECT:</b>	<b>RENAMING CLIENT SERVICES BUILDING AFTER TARYLE SPAIN</b>	

#### **RECOMMENDATION**

That the Board of Directors consider renaming the Las Vegas Convention and Visitors Authority (LVCVA) Services Building to the Taryle Spain Services Building.

For possible action.

#### **FISCAL IMPACT**

FY 2021: \$4,500 Expenditure

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**

Taryle Spain, affectionately nicknamed "TJ", began his career with the LVCVA in 2001, and over the past two decades advanced through the organization from Services Shift Supervisor to Senior Director of Client Services. He was universally well-respected and will long be remembered at the LVCVA for his tremendous knowledge, willingness to drop everything to help a colleague out, and ability to get the job done. He led one of our hardest working and largest departments. The LVCVA is a better organization due to his leadership.

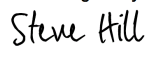
TJ's smile, laugh and positive attitude were infectious as was his passion for the Green Bay Packers. Sadly, TJ passed away unexpectedly in February of 2021.

Pursuant to Board Policy 2.01, the Board must approve names of the LVCVA's facilities upon recommendation of the CEO or his designee. As a tribute to his legacy, staff is requesting approval to rename the Client Services Building the "Taryle Spain Services Building". LVCVA would like to celebrate the re-dedication of the building in his name with a small ceremony for his family, fellow ambassadors and any Board of Directors members who may wish to attend, on a date to be determined.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JUNE 8, 2021	<b>ITEM NO. 7</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	STEVE HILL CEO/PRESIDENT	<small>DocuSigned by:</small>  <small>A0348F0DE947422...</small>
<b>SUBJECT:</b>	<b>TURNER MARTIN-HARRIS JOINT VENTURE CONSTRUCTION</b> <b>MANAGER AT RISK CONTRACT – LVCC PHASE 2 CONSTRUCTION</b> <b>MANAGER AT RISK AMENDMENT NO. 8</b>	

#### **RECOMMENDATION**

That the Board of Directors consider authorizing the Chief Executive Officer (CEO)/President to execute Amendment No. 8 to the Turner Martin-Harris (TMH) Joint Venture Construction Manager at Risk Contract for the Las Vegas Convention Center (LVCC) Phase 2 Project, increasing the total contract price from \$900,142,129 to \$901,235,483.

For possible action.

#### **FISCAL IMPACT**

FY 2021: \$2,272,259

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**


#### **PURPOSE AND BACKGROUND**

Staff previously reported to the Board the likelihood that the LVCC Phase 2 project will close out over budget. At this time, negotiations have concluded with the CMAR for the final contract price.

The total project cost, once soft costs are finalized, will be approximately \$1,001,500,000, which is approximately a 2% increase, and within the Board-approved budget.

The LVCCD Capital Fund fiscal year 2021 budget includes budgeted (non-contracted) contingency for this approval.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY BOARD OF DIRECTORS MEETING AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JUNE 8, 2021	<b>ITEM NO. 8</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	ED FINGER CHIEF FINANCIAL OFFICER	<div style="border: 1px solid black; padding: 2px;"> <small>DocuSigned by:</small>    <small>93337CA3F6364C0...</small> </div>
<b>SUBJECT:</b>	LAS VEGAS MONORAIL AND LVCC LOOP ADVERTISING SALES, SPONSORSHIPS, AND NAMING RIGHTS AGREEMENT	

## RECOMMENDATION

That the Board of Directors consider authorizing the Chief Executive Officer (CEO)/President to execute an agreement (Agreement) with Intersection Media, LLC, in the amount of \$3,000,000, for advertising, sponsorship, and naming right services related to the Las Vegas Monorail (Monorail) and Las Vegas Convention Center Loop (LVCC Loop) for a period of five (5) years.

For possible action.

## FISCAL IMPACT

FY 2021 – FY 2026:      \$7,500,000 Revenue Estimate  
                                      \$3,000,000 Not-To-Exceed Contract Expenditure

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
CEO/PRESIDENT

## PURPOSE AND BACKGROUND

The Las Vegas Convention and Visitors Authority (LVCVA) issued Request for Information (RFI) #21-4684 in March 2021 for advertising, sponsorship, and naming right services for the Las Vegas Monorail and the LVCC Loop.

Five (5) organizations submitted a proposal for the RFI. After an internal interview and evaluation process, staff is recommending awarding the contract to Intersection Media, LLC (Intersection). Intersection has strong experience in transportation advertising, having worked for the Chicago Transit Authority, the Los Angeles County Metropolitan Transportation Authority, the New Jersey Transit Corporation, United Airlines, and others.



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

Meeting Date: June 8, 2021


Subject: Las Vegas Monorail and LVCC Loop Advertising Sales, Sponsorships,  
and Naming Rights Agreement

The Monorail has a number of physical and digital assets, including trains and stations, that provide opportunities for advertising, sponsorships, and naming rights. The Loop also has existing and future digital assets available for advertising. The proposed Agreement will grant Intersection the exclusive right to sell and manage advertising sales, sponsorships and naming rights for the Monorail and Loop. The agreement will also provide for a minimum revenue guarantee of \$1 million to the LVCVA beginning in calendar year 2023. The revenue guarantee will grow 3% per year thereafter, and the agreement may be terminated by the LVCVA if the net revenue guarantee is not met.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JUNE 8, 2021	<b>ITEM NO. 9</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	ED FINGER CHIEF FINANCIAL OFFICER	<small>DocuSigned by:</small>  <small>83337CA3F0364C0</small>
<b>SUBJECT:</b>	EXTERIOR WIRELESS COMMUNICATION SITE REVENUE LEASE EXTENSION, SOUTHWESTCO WIRELESS, LP D/B/A VERIZON WIRELESS	

#### **RECOMMENDATION**

That the Board of Directors consider authorizing the Chief Executive Officer (CEO)/President to execute a three-year revenue lease agreement extension with Southwestco Wireless, LP d/b/a Verizon Wireless, for the Paraiso cellular communication monopole site located in the southwest corner of the Las Vegas Convention Center Silver 3 parking lot.

For possible action.

#### **FISCAL IMPACT**

Annual revenue (subject to a 4% annual increase):

Year 1 - \$48,030.97

Year 2 - \$49,952.21

Year 3 - \$51,950.29

Total three-year revenue income - \$149,933.47

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**

The Las Vegas Convention and Visitors Authority (LVCVA) entered into the current lease agreement with Southwestco Wireless d/b/a Verizon Wireless (Verizon) on July 1, 2009; allowing operation of a disguised palm tree monopole cell tower (Cell Tower) on Las Vegas Convention Center (LVCC) property in the Silver 3 Parking Lot, adjacent to Paradise Road and the Renaissance Hotel. The cell tower is ideally located to provide exterior building cellular coverage for convention attendees visiting the LVCC, Las Vegas Monorail station, and immediate surrounding areas.

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

Meeting Date: June 8, 2021

Subject: Exterior Wireless Communication Site Revenue Lease Extension,  
Southwestco Wireless, LP d/b/a Verizon Wireless

All costs associated with the operation and upkeep of the Cell Tower are borne by Verizon. LVCVA staff shall review any proposed modifications to the Cell Tower before Verizon can perform the modifications.


The proposed three-year lease renewal term will be effective from July 1, 2021 through June 30, 2024. Lease revenue payments are made monthly. The lease rate increases annually 4% (compounded) from the prior year's rate through the pendency of the lease agreement.



# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JUNE 8, 2021	<b>ITEM NO. 10</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	STEVE HILL CEO/PRESIDENT	<small>DocuSigned by:</small>  <small>A6348F0DE947422...</small>
<b>SUBJECT:</b>	<b>APPROVAL TO INITIATE ARBITRATION PROCEEDINGS AGAINST THE CLARK COUNTY LAS VEGAS STADIUM, LLC, AND TO INCREASE THE CEO'S SIGNATURE AUTHORITY FOR OUTSIDE LITIGATION COUNSEL PISANELLI BICE, PLLC</b>	

#### **RECOMMENDATION**

That the Board of Directors consider: 1) Authorizing staff to initiate arbitration proceedings against the Clark County Las Vegas Stadium, LLC; 2) Delegating to the Chief Executive Officer (CEO)/President the authority to make case related decisions during the pendency of the arbitration, including possible settlement; and 3) Increasing the CEO's Signature Authority for outside litigation counsel, Pisanelli Bice, PLLC, to \$250,000.

For possible action.

#### **FISCAL IMPACT**

FY 2022: Filing Fee - \$3,850. Additionally, there will be outside legal costs associated with the arbitration that Staff does not anticipate will exceed the proposed, revised CEO's Signature Authority for Pisanelli Bice, PLLC.

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

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#### **PURPOSE AND BACKGROUND**

On or about March 13, 2017, the Las Vegas Convention and Visitors Authority (LVCVA) entered into a Naming Rights and Marketing Agreement (Agreement) with the Clark County Las Vegas Stadium, LLC (Stadium) for the Las Vegas Ball Park. The Agreement provides for an annual \$4,000,000 sponsorship fee (Fee) which the LVCVA pays in four installments throughout the year.

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

Meeting Date: June 8, 2021

Subject: Approval to Initiate Arbitration Proceedings Against the Clark County Las Vegas Stadium, LLC, and to Increase the CEO's Signature Authority for Outside Litigation Counsel, Pisanelli Bice, PLLC.

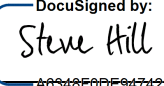
In exchange for the Fee, the Stadium is required, amongst other obligations, to hold a minimum of one hundred (100) Events at the Las Vegas Ball Park. The Events include games, concerts, shows, exhibitions, and other related events that are open to the public. The Agreement specifies that if the Stadium fails to sponsor and host the minimum number of Events in a calendar year, the LVCVA is entitled to a credit towards the Fee which is calculated based on the number of Events held.

During the 2020 calendar year, the Stadium failed to fulfill its Event obligations. Attempts to negotiate a resolution to the dispute have not been successful. The Agreement requires arbitration in the event that a dispute cannot be resolved by the parties through a negotiated resolution process. As such, staff requests approval to initiate arbitration proceedings.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JUNE 8, 2021	<b>ITEM NO. 11</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	STEVE HILL CEO/PRESIDENT	<small>DocuSigned by:</small>  <small>A0348F0DE947422...</small>
<b>SUBJECT:</b>	MARKETING COMMITTEE REPORT	

#### RECOMMENDATION

The Marketing Committee met on May 17, 2021 to meet finalists for the Las Vegas Convention and Visitors Authority's (LVCVA) Advertising and Marketing Communications Agency of Record (AOR).

The Marketing Division facilitated meetings between each of the four agency finalists and the Marketing Committee members. Each agency had an allocated one-hour and forty-five-minute time block to outline its approach to marketing the destination. The Marketing Division's specific assignment for each agency was to focus on marketing the destination to the Las Vegas leisure consumer. Agencies were asked to present a marketing plan and creative platform that could launch this calendar year.

The assignment is a typical step in an agency review process and was intended to see each agency's unique approach and talent as applied to our business.

The four agency finalists included: Grey, Havas, GSD&M and R&R Partners.

A formal recommendation for the AOR contract will be provided to the Board of Directors in a future public Board meeting and the recommendation may include all of, or a portion of, the contracted scope of services to one or more agency partners. The current AOR contract expires on June 30, 2021, but includes an optional 6-month extension, which the Board approved during its June 9, 2020 meeting and which will be activated to cover the review period and any transition period as necessary.

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**



# 2021 BOARD OF DIRECTORS REGULAR MEETING SCHEDULE



## JANUARY

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## APRIL

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## JUNE

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## JULY

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## OCTOBER

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## DECEMBER

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- 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	12	MAY	11	SEPTEMBER	14
FEBRUARY	09	JUNE	08	OCTOBER	12
MARCH	09	JULY	13	NOVEMBER	09
APRIL	06	AUGUST	10	DECEMBER	14

## Committee Meetings/Other

AUDIT COMMITTEE MEETING – FEBRUARY 4  
 MARKETING COMMITTEE MEETING – MARCH 1  
 COMPENSATION COMMITTEE MEETING – APRIL 8  
 MARKETING COMMITTEE MEETING – MAY 17  
 PUBLIC HEARING ON THE BUDGET – MAY 26  
 COMPENSATION COMMITTEE MEETING – JULY 8



## Committees of the LVCVA Board of Directors

### AUDIT COMMITTEE

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

### COMPENSATION COMMITTEE

Ms. Marilyn Spiegel, Chair  
Ms. Mary Beth Sewald, Vice Chair  
Mr. Scott DeAngelo  
Councilwoman Michele Fiore  
Commissioner Michael Naft

### POLICY COMMITTEE

Ms. Jan Jones Blackhurst, *Chair*  
Councilwoman Pamela Goynes-Brown, Vice Chair  
Mayor Carolyn Goodman  
Mayor Kiernan McManus  
Mr. Anton Nikodemus

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

Commissioner Jim Gibson  
Mayor Carolyn Goodman

### LVCCD COMMITTEE

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

### MARKETING COMMITTEE

Councilman John Marz, Chair  
Mr. Anton Nikodemus, Vice Chair  
Mr. Scott DeAngelo  
Councilwoman Pamela Goynes-Brown  
Ms. Jan Jones Blackhurst  
Ms. Mary Beth Sewald  
Ms. Marilyn Spiegel