



2021



Marketing Committee Meeting

Monday, March 1, 2021
Las Vegas Convention Center/Telephonic

www.lvcva.com



Board of Directors



JOHN MARZ
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Councilman
City of Henderson



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Commissioner
Clark County
Commission Office



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President and COO CityCenter
Aria Resort & Casino/
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SCOTT DEANGELO
EVP &
Chief Marketing Officer
Allegiant Travel Company



MICHELE FIORE
Councilwoman
City of Las Vegas



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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



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MARY BETH SEWALD
President and CEO
Vegas Chamber



STEVE THOMPSON
Executive Vice President
Operations
Boyd Gaming Corporation



NOTICE OF PUBLIC MEETING AND AGENDA

MARKETING COMMITTEE MEETING

MONDAY, MARCH 1, 2021

3:00 P.M.

Las Vegas Convention Center – Room N111

3150 Paradise Road

Las Vegas, Nevada 89109

Telephonically:

DIAL: (408) 418-9388 / ACCESS CODE: 187 346 7209

PLEASE NOTE THAT DUE TO THE COVID-19 RELATED RESTRICTIONS ON THE SIZE OF PUBLIC GATHERINGS, THERE WILL BE LIMITED IN-PERSON ATTENDANCE AT THIS MEETING. THE PUBLIC IS ENCOURAGED TO JOIN THE MEETING TELEPHONICALLY.

This meeting is noticed and will be conducted in conformance with the State of Nevada Executive Department Declaration of Emergency Directives 006, 016, 018, 021, 026, 029, and 037, dated March 22, 2020, April 29, 2020, May 7, 2020, May 28, 2020, June 29, 2020, July 31, 2020, and February 14, 2021, respectively.

If you desire to listen to this telephonic meeting, please call (408) 418-9388, enter access code 187 346 7209.

The Marketing Committee will take public comment during the periods listed below on the agenda. THERE WILL BE LIMITED IN-PERSON ATTENDANCE FOR PUBLIC COMMENT AT THIS MEETING. If you wish to provide public comment, you may do so via one of the following two options:

- 1) By calling the telephonic conference number provided above; or
- 2) Submitting your comments, via email, to the Board's Executive Assistant, Silvia Perez, at sperez@lvcva.com, **prior to 5:00 p.m. February 26, 2021**. Please include your name and the agenda item to which your comment pertains (if applicable) in your email submission. Public comments submitted via email will be read into the record during the appropriate public comment period for up to three (3) minutes.

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

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

LVCVA Website: www.lvcva.com/agenda

Nevada Public Notice Website: <https://notice.nv.gov/>

THE MARKETING COMMITTEE (COMMITTEE) 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.

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 Committee at this time, please step up to the podium or follow the instructions from the conference moderator 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 February 6, 2020 Marketing Committee Meeting.
For possible action.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

A. 2020 Marketing Recap and 2021 Marketing Outlook

The Marketing Division will provide a summary of the strategic approach from calendar year (CY) 2020 marketing efforts during the worldwide COVID-19 pandemic. In addition, there will be a presentation on the LVCVA's go-forward approach for CY 2021 destination marketing and sales plans based on the current outlook.

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

SET NEXT MEETING DATE

The next Marketing Committee meeting will be at the call of the Chair.

COMMENTS FROM THE FLOOR BY THE PUBLIC

This public comment period is for any matter that is within the jurisdiction of the Committee. 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 Committee at this time, please step up to the podium or follow the instructions from the conference moderator 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 Committee'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 Committee 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/>

Committee 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 Committee may participate in this meeting via telephone conference call. The general public may listen to the conference by calling (408) 418-9388 and entering access code 187 346 7209.

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

Supporting materials for this meeting are available by contacting Silvia Perez at 702-892-2802 or sperez@lvcva.com

MINUTES
Marketing Committee
February 6, 2020



MARKETING COMMITTEE MEETING

February 6, 2020

Minutes

The Marketing Committee Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on February 6, 2020, 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.

Marketing Committee Members:

Present unless otherwise noted

Councilman John Marz, Chair.....absent
Councilwoman Pamela Goynes-Brown, Vice Chair
Commissioner Larry Brown
Mayor Pro Tem Michele Fiore.....via telephone
Mr. Tom Jenkin..... absent
Mr. Anton Nikodemus
Commissioner Lawrence Weekly

LVCVA Executive Staff in Attendance

Steve Hill, CEO/President
Ed Finger, Chief Financial Officer
Caroline Bateman, Legal Counsel
Brian Yost, Chief Operating Officer
Lori Nelson-Kraft, Sr. VP of Communications & Government Affairs
Fletch Brunelle, Vice President of Marketing
Stana Subaric, Senior Vice President of People & Possibilities

OPENING CEREMONIES

Vice Chair Pamela Goynes-Brown called the meeting to order at 9:35 a.m.

FLAG SALUTE The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor by the public.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES

Member Larry Brown moved, and it was carried by unanimous vote of the voting members present, including Member Michele Fiore via telephone, to approve the February 6, 2020, Marketing Committee Meeting agenda and the September 5, 2019, Marketing Committee Meeting minutes.

STAFF REPORTS AND REQUESTED ACTIONS

ITEM A. **Marketing Committee Charter Review and Committee Performance Evaluation**

Fletch Brunelle, Vice President of Marketing, provided a PowerPoint presentation and requested that the Committee: 1) Review its Committee Charter and submit to the LVCVA Board of Directors for final approval, a proposed change to Section Two, Subparagraph Three in the Charter language to read "In order to discharge its responsibilities, the Committee shall establish a schedule of meetings as needed but no less than two times per year"; and 2) Evaluate its annual performance.

Member Lawrence Weekly moved, and it was carried by unanimous vote of the voting members present, including Member Michele Fiore via telephone, to approve and submit to the LVCVA Board of Directors for final approval, a proposed change to Item Three in the Charter language to read "In order to discharge its responsibilities, the Committee shall establish a schedule of meetings as needed but no less than two times per year."

ITEM B. **Las Vegas Brand Advertising Campaign Update**

Mr. Brunelle provided comments on the format of the Marketing Committee meeting and encouraged participation from Committee members.

Steve Hill, Chief Executive Officer (CEO)/President, provided background on the current brand campaign and outlined its execution and the response received.

R&R Partners CEO Billy Vassiliadis delivered a PowerPoint presentation highlighting the LVCVA's visitation goals, challenges within generational groups, and the concepts of adult freedom and customized experiences.

Mr. Vassiliadis provided background about the previous "What Happens Here Stays Here" campaign and provided context regarding the new "What Happens Here Only Happens Here" campaign as it relates to leisure and business travel, as well as special event branding.

R&R Partners Group Account Director Yanick Dalhouse discussed the integration approach, and detailed the timeline of activities related to the campaign launch. Ms. Dalhouse delivered a video showcasing the efforts involved in the campaign kickoff.

Ms. Dalhouse described the impact of media activations surrounding the campaign launch and presented a video clip of the campaign's feature on *CBS This Morning*. Ms. Dalhouse discussed the interest of other media outlets in the campaign following the feature.

Ms. Dalhouse described advertising efforts during New Year's Eve celebrations in Times Square, New York.

Lindsey Patterson, R&R Partners Corporate Media Director, detailed the efforts and reach in relation to the Times Square ad placement.

Ms. Dalhouse talked about the mention of the new campaign during Mr. Hill's presentation at Preview Las Vegas, and a subsequent media inquiry regarding the new campaign.

Ms. Dalhouse detailed influencer engagement in promoting the new campaign, as well as promotion by local entertainers, and presented videos relative to social media and television coverage.

Ms. Dalhouse described the escalation of activity in the days prior to the launch and talked about the discussions that took place in the wake of the news of NBA star Kobe Bryant and his daughter's passing. Ms. Dalhouse presented a video on steps taken in response to news of the

tragic events, including suspension of certain activities related to the campaign launch and their replacement with messages of condolences.

Ms. Dalhouse presented the television ad that premiered during the Grammy Awards, and detailed its number of impressions. Ms. Dalhouse described the timing of the unveiling of “Instagram traps” related to the new campaign and presented a video clip of the declaration of “Only Vegas Day” by Nevada Governor Steve Sisolak.

Ms. Dalhouse outlined marketing efforts related to the global launch of the campaign and its translation to other languages, and the success of a marquee takeover on the Strip with new brand messaging on January 30, 2020.

Erin McCleskey, PR Group Account Director at R&R Partners, provided information on Public Relations efforts related to the brand campaign launch, and opportunities to highlight “Only Vegas” experiences via a Vegas University Fam.

Ms. Dalhouse commented on the television advertising spot presented during Super Bowl Sunday. R&R Partners Executive Vice President Rob Dondero further detailed the history of advertising efforts during the Super Bowl and the partnership with the NFL.

Ms. Dalhouse outlined social media efforts following the Super Bowl spot.

Ms. Patterson spoke about a Twitter sponsorship in conjunction with the Super Bowl spot, its target audience, and the number of impressions.

Ms. Dalhouse defined a “super-thread” and commented on ongoing communication and engagement with property partners.

Todd Gillins, Vice President of Research at R&R Partners, commented on the initial results of the “Key of Vegas” advertisement and shared responses from consumers.

Ms. Patterson provided information on early results of the reach of paid media, social media engagement, and the growth of the visitlasvegas.com website.

Ms. McCleskey shared information on earned media and travel intent and commented on the connections of reporters with Las Vegas.

Ms. Dalhouse noted the global coverage of the campaign and talked about continuing efforts pertinent to the campaign.

Mr. Vassiliadis acknowledged the support of the resort properties following the Kobe Bryant tragedy, and commented on the demand of “Only” t-shirts. Mr. Vassiliadis commented on work with resort properties for future “Only” messaging.

Mr. Dondero recognized the support of the City of Las Vegas and Clark County with immediate changes in messaging and commented on feedback received from the Los Angeles Tourism Bureau regarding the messaging dedicated to the Kobe Bryant tragedy.

Mr. Brunelle stated the initial launch of the new advertising campaign is a 13-week effort which will be followed by a different 30-second television spot also running for 13 weeks. Mr. Brunelle reported that resort properties are being provided the campaign media schedule, provided information on past and upcoming CMO summits, and discussed future “Only Vegas” marketing opportunities.

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

C. **Laughlin Advertising Campaign Update**

Mr. Brunelle discussed challenges in the Laughlin tourism sector and introduced R&R Partners staff to outline the research conducted for that segment.

Arnie DiGeorge, R&R Partners Executive Creative Director, described the creative elements and images used in the Laughlin campaign, and presented videos as well as outdoor and digital pieces from the campaign.

Mr. Gillins detailed the research conducted relative to the Laughlin campaign.

Mr. Brunelle reiterated the difference in the Laughlin market versus the Las Vegas market, and detailed various marketing components and activations for Laughlin.

Member Weekly highlighted the diversity taking place in Laughlin and asked who the research was conducted on, to which Mr. Gillins replied there is some seasonality and future programs will include a more diverse group.

Member Weekly asked if there will be seasonal ad campaigns, to which Mr. Vassiliadis responded the television broadcast spot is limited to 30 seconds, and more specific advertising is being conducted through other media channels.

Member Weekly expressed his support of the messaging in the Laughlin ad campaign.

Vice Chair Goynes-Brown asked if the color scheme in the Las Vegas brand campaign would be changing seasonally, to which Ms. Dalhouse responded there are plans with the Pantone Color Institute to roll out a total of six colors congruent with mood, time of year, etc.

Vice Chair Goynes-Brown commented on the positive feedback being received in response to the Las Vegas ad campaign.

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

SET NEXT MEETING DATE

Mr. Brunelle recommended reaching out to Chairman John Marz for discussion of the next Marketing Committee meeting date.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted encouraged researching the reasons why Las Vegas locals don't visit Laughlin, provided his thoughts on the ability to write off visits to destinations, and discussed educational opportunities as a means to stimulate visitation. Mr. Braisted inquired on the process of the management of ideas after they are submitted by the public.

ADJOURNMENT

Vice Chair Goynes-Brown adjourned the meeting at 10:55 a.m.


Respectfully submitted,

Date Approved: March 1, 2021

Silvia Perez
Executive Assistant to the Board

John Marz
Marketing Committee Chair

LAS VEGAS CONVENTION AND VISITORS AUTHORITY MARKETING COMMITTEE MEETING AGENDA DOCUMENTATION

MEETING DATE:	MARCH 1, 2021	ITEM A
TO:	MARKETING COMMITTEE	
FROM:	KATE WIK CHIEF MARKETING OFFICER	<small>DocuSigned by:</small>  <small>5260A49809A44C1...</small>
SUBJECT:	2020 MARKETING RECAP AND 2021 MARKETING OUTLOOK	

RECOMMENDATION

The Marketing Division will provide a summary of the strategic approach from calendar year (CY) 2020 marketing efforts during the worldwide COVID-19 pandemic. In addition, there will be a presentation on the Las Vegas Convention and Visitors Authority's (LVCVA) go-forward approach for CY 2021 destination marketing and sales plans based on the current outlook.

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

FISCAL IMPACT

None

COMMITTEE ACTION:	
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DocuSigned by:

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STEVE HILL
CEO/PRESIDENT

PURPOSE AND BACKGROUND

After the successful launch of the "What Happens Here, Only Happens Here" campaign in January 2020, marketing for Las Vegas had to pivot in response to the global COVID-19 pandemic. During this meeting we will review our CY 2020 marketing efforts beginning in March 2020 with the unprecedented closure of Las Vegas, the slow ramp following the reopening in June 2020, and finally how the destination weathered the 2nd and 3rd waves of the health pandemic through nimble, focused, and timely strategies to market the destination. In addition, we will provide an overview of the realigned marketing organization, and the outlook for CY 2021 for business and leisure segments.

2021 BOARD OF DIRECTORS REGULAR MEETING SCHEDULE



JANUARY

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NOVEMBER

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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.
- 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



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