

MINUTES of the NEVADA COMMISSION ON TOURISM

THURSDAY, JUNE 15, 2023

Commissioners:

Carson City:

Lt. Governor Stavros Anthony

Rick Murdock

Herb Santos

Edward Estipona

Jane Moon

Rafael Villanueva

Tom Lester

Las Vegas:

Donald Contursi

Jill Lagan

Absent Excused:

Steve Hill

Charles Harris

Claire Muñoz

Brian Wadsworth

Staff & Guests:

Brenda Scolari (speaking)

M.E. Kawchack (speaking)

Kelly Benoit (speaking)

Caroline Sexton (speaking)

Abigail Ortiz (speaking)

Angie Mathiesen

Ron Webster

John Bridges

Bobby Ritzi – Fahlgren Mortine (speaking)

Jessica Rowland – Fahlgren Mortine (speaking)

B.C. LeDoux – Noble (speaking)

Jeff Deikis – Noble (speaking)

Kimberly Pedego – Noble

Monica George – Noble

Tony Logoteta – Reno Air Races (speaking)

Mike Draper – Argentum Partners/Air Races (speaking)

Fred Steinman – UNR (speaking)

Adam Grant – NV Energy (speaking)

Raheel Sadiq – NV Energy
Michael Dayton – LG’s office
Homa Woodrum – DAG (speaking)

ANTHONY: Good morning, everyone, I would like to call the Nevada Commission on Tourism meeting to order. It’s been properly noticed. Is that correct?

BENOIT: Yes, the meeting has been properly noticed.

ANTHONY: Great. And now roll call.

BENOIT: Kelly Benoit for the record. Calling roll. Lt. Governor Anthony?

ANTHONY: Here.

BENOIT: Commissioner Murdock.

MURDOCK: Here.

BENOIT: Commissioner Santos.

SANTOS: Here.

BENOIT: Commissioner Estipona.

ESTIPONA: Here.

BENOIT: Commissioner Moon.

MOON: Present.

BENOIT: Commissioner Villanueva.

VILLANUEVA: Here.

BENOIT: Commissioner Lester.

LESTER: Here.

BENOIT: Commissioner Wadsworth? Absent Excused.
Commissioner Muñoz? Absent Excused.
Commissioner Harris? Absent Excused.
Commissioner Hill? Absent Excused.
At the Las Vegas location: Commissioner Lagan?

LAGAN: Here.

BENOIT: Commissioner Contursi?

CONTURSI: Here.

BENOIT: We have a quorum.

ANTHONY: Very Good. Thank you. Agenda Item B – Public Comment. This is time set aside for public comment so I will open it up to anybody in this room that would like to come up to the podium to make a public comment.

LOGOTETA: Tony Logoteta, Chief Operating Officer, Reno Air Racing Association. Lt. Governor, Commissioners, Director Scolari, I would like to discuss this year's National Championship Air Races. I'm assuming everybody's heard that it will be the last year for the air races at Stead and while we're deeply saddened by this fact, after 60 years in northern Nevada, we are also excited. The interest is huge in every way, both from an attendance standpoint and from a media and marketing PR standpoint as well. We are really excited to bring huge crowds, which are looking very promising based on our ticket sales up to this point, into Nevada. The impact has been measured somewhere around one hundred million annually. In addition to that we are also excited about the opportunities from a marketing standpoint, broadcast standpoint, live stream and everything we have going on. We are very excited to bring all this benefit to our state and to our region. We really hope to get the opportunity to work with Travel Nevada as well. I want to give a quick presentation and answer any questions.

ANTHONY: Thank you. We will talk about the air races when we get to that agenda item. We have that as an agenda item further on. Does anyone else want to make a public comment on a specific agenda item? None. Anyone is the south? I don't see anyone down there. Anybody on a phone call somewhere, emails?

BENOIT: No public comment at this time.

ANTHONY: Outer space area, anywhere? We'll post public comment and move on to Agenda Item C – Approval of Minutes from 3-8-23. Any comments about the minutes from 3-8-23? I see none. I will take a motion.

MURDOCK: I'd like to make a motion to approve the minutes provided for March 8, 2023, for the Nevada Commissioner on Tourism.

ANTHONY: Is there a second?

SANTOS: I will second.

ANTHONY: All in favor of the motion, say Aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay? Motion carries. We are now on Item D. First of all, I would like to welcome a new member to the commission as well as a new member that could not make the last meeting. I would like to have both of you introduce yourself. I want to thank you for serving on the tourism commission. I know you get paid a lot of money for doing this [laughs], so it's good that you're here. So, Mr. Santos, would you mind introducing yourself to everybody?

SANTOS: Thank you, Lt. Governor. Herb Santos, for the record. I'm back [laughs]! It's good to see so many familiar faces and some new faces. Some of you don't know that I was on the tourism commission from 2012-2021. I served two terms. And Governor Lombardo asked me to come back. I love working with your folks. I love Nevada and I love promoting Nevada to the world because working with you folks, people in the tourism department, you guys are awesome, you're second to none, and you got a great product to promote, and you guys are doing a great job promoting it. I am very fortunate and it's an honor to be back with you. I was born and raised in Reno. That's about it. Thank you.

ANTHONY: Great. Thank you. Mr. Lester.

LESTER: Thank you for having me. I am with the Elko Convention Visitors Authority. I've been there for 19 years as the Marketing Tourism Manager. I've partnered with Travel Nevada for several years as well as currently serving as the Cowboy Country Territory Chair. I'm just happy to be here to promote this program and tourism throughout the state. So, thank you.

ANTHONY: Great. I just want to thank all commissioners for serving on this board. I really appreciate your honesty and expertise in helping us move tourism forward in the State of Nevada. So, thank you very much for serving. Before continuing on with the Director's Report, I want to give you a little update about what I've been doing since I was elected Lt. Governor. The biggest thing I've been doing is the President of the Senate, which is part of the legislative session for the last 5-6 months – one session and two special sessions. I'm not going to get too much into the legislative session, Brenda is, but the tourism office, we did ok in the legislative session and our tourism director will fill us in on what happened. But as far as the rest of the session, all I can tell you is it reminds me of the Clint Eastwood spaghetti western "The Good, The Bad and The Ugly" [laughs]. And that's all I am going to say. As far as tourism is concerned, these are some of the things I've been doing. I took a two-day tour of Carson Valley, which is absolutely unbelievable. Jan Vandermade gave me a nice tour and I learned a lot about Carson Valley. Great place to visit. I went to Virginia City a couple of times. I was part of the Mark Twain Days in Carson City with the mayor, an outstanding event. I went up to the Tahoe Events Center and toured that center that's under construction. It's going to be a phenomenal part of our tourism industry at Lake Tahoe. I went to Frey Ranch and had a couple of shots of bourbon. That was good [laughs]. I went out to the Sutro Tunnel in Dayton. We have a new outdoor recreation director who will be working very closely with us because we do a lot of outdoor recreation tourism and that's Denise Beronio. A couple of things I have coming up personally. I am going to do the Cowboy Corridor, that particular tourism area for four to five days. I am going to do the Great Basin Corridor which has Ely in the middle of it. I am going to Germany, Israel, Greece and Mexico on economic development tours on delegation. And Southern Nevada, if you haven't heard, it's the 70th anniversary of Las Vegas being designated as the wedding capital of the world so they're having a big celebration this Fall, I think it's September. Lorraine Hunt is working on that. And Lynn Goya from the Clerk's office is working on that. They called me and they wanted our office involved in it and I told them absolutely. They did not ask for any money, which was great. They just want our support, so we'll be working on that. And then I found our Main Street programs here in Nevada which are absolutely outstanding. I haven't actually been to one yet, but we have some very unique Main Street programs that are fully developed in certain areas. Some are trying to get developed. Some are just at the beginning. That's a great program. That's what I've been doing and what I

plan on doing. I open it up to any commissioners who want to talk about anything they've been doing or are interested in doing. If not, we'll move on. Ok. We're now onto agenda item E, the Director's Report.

SCOLARI: Thank you, Lt. Governor. For the record, Brenda Scolari. I'll start by introducing new staff. Some of you may have met Caroline Sexton at Rural Roundup. She joined us in April as our Chief Marketing Officer. Caroline has a really impressive career in digital strategy and that includes the tourism sector. And we're just really proud to have her join the team. So Caroline, I'll make you stand up. We're thrilled to have her on board. The second item is the annual report. The FY22 annual report; you have a hard copy in front of you. This is also available on travelnevada.biz in digital form. At the last commission meeting, I did promise to step you through it but because we have such a long agenda, I am reluctant to do that unless you have specific questions. FY22 was another recovery year, so this report details our challenges, and how we overcame them. But otherwise, I'm going to move on because I do want to spend some time on our FY24-25 Strategic Plan. We sent you the document later than anticipated. So my plan is, I'll review the items on the plan that have significant changes from the last one and then I'll allow the commission to view it in depth between this meeting and our September gathering. I'll garner any input in the meantime, and we'll look for approval in September. Is that ok with everyone? Ok. So our mission, vision and major initiatives have not changed. We're still effectively trying to decrease stakes on spending, contribute to long term growth economies, lead the expansion of state partnerships, foster welcoming world destinations with a mission to understanding tourism products are an important part of the economy. And we do so under five programmatic areas – those being brand evolution, which you are going to hear later in the agenda about our new creative campaign. So our brand evolution is ongoing. As the last strategic plan did, we include strategies and tactics to our day-to-day actions that will move our strategies forward and we report on the tactics in each of our quarterly reports to you. Destination development continues to be a priority. The change here is that we have categorized our rural marketing grants as part of our Rural Destination Development program so then we'll have marketing and infrastructure grants under one umbrella. Industry relations – The change here is that we have integrated visitor experience in industry relations. Industry relations being an overarching term for any engagement in tourism facing agencies for tourism run businesses. New to this is our Battle Born Insiders online education platform that is for our instate tourism industry partners. This corresponds with our Nevada Trailblazers online education platform which is for our tour operators. So that's a new development and we're very excited. We're also partnering with RSCVA on Bleisure Marketing, encouraging extended stays for business travelers as part of industry relations. And based on the effectiveness of that model, we hope to approach the LVCVA with a similar partnership. Discover Your Nevada -- our goal here is to find new ways to communicate with residents and encourage them to explore their state. And I'll point out that there are excellent examples of how we do this in your quarterly report. There are some examples of paid media placements. There's an example of a takeover of a page in the Las Vegas Review Journal, and those methods have been incredibly effective. And finally, in domestic and international market development, both of these programs, because we have a far more robust revenue stream this biennium, we will do ongoing research regarding entering new markets, which we will bring to the commission. So that is all for the strategic plan. I can field any questions now. Happy to do that, or as I said, I will take any input in the coming months, and we will formally approve this in September.

ANTHONY: Anybody have any questions or comments on the strategic plan at this point? Anything -- anybody in the south? So, okay. Well, if you do have any questions, comments, or something that you need clarified or added, just let our director know. And like she said, we'll approve this as a final document, in September. I know one thing I want to mention is I was talking to a previous commissioner, I think he was on 10 years ago. The one thing he kind of wanted us to stress is that we have two and a half million people in Southern Nevada and 80% of them have probably never been in the rest of the state. And I think that Discover Your Nevada can help get these folks in our state to really recognize what a great state we have, when it comes to tourism and travel and some of the things that we can see. So I know that I'm glad to see that in there, because he thought that was kind of a big deal. So. All right. Great. Continue on.

SCOLARI: Great. Brenda Scolari, for the record. So, just to discuss some other work in the quarter, besides hosting two conferences -- so many of you were at Rural Roundup -- we also took the lead on an industry gathering of the Western State's Tourism Policy Council. There were nine states in attendance at Lake Tahoe to discuss common industry issues. This is a yearly gathering, but the first time it's happened in Nevada. We were proud to host our colleagues at that important gathering. And we also moved our Reno staff into a new office in downtown Reno. We're at 200 South Virginia Street in the Chase Building, in Suite 500. So everyone should come by and say hello. Besides all of that, we did everything outlined in your Q3 report. Of course, the release of the summer issue of Nevada Magazine, we did all the discovery and testing for the new creative campaign that you will hear about later in the agenda. In regard to our Destination Development program, our Cohort One awardees -- those being Black Rock, High Rock, White Pine County, and Lincoln County -- are in the final stages of their award process. The team conducted listening sessions in each of the awarded communities, and 10-year plans will be presented and refined in August. And then the projects will apply for the funding portion of their award, which is their portion of the \$2 million that is funding this initial round of the Destination Development program. The only other thing I really wanted to point out is the industry team's domestic and international work in regard to FAMs. Familiarization tours are back with a vengeance. And if you look in your Q3 report, it names them all, but I just want to point some of them out. We've had influencer FAMs. It's a long list. We had three stargazing top 100 FAMs, Travel and Leisure, Forbes, and Space.com. International FAMs have included Brand USA, UK and Ireland Mega Fam, a multinational fam, Brand USA, Australia Mega Fam. And then we've had seven individual press trips, so the team is really working hard, in that regard, and that's one of those things that is a sign of full recovery, to see that happening. If there are any other questions in regard to your Q3 report, I'm happy to answer them. If not, I will just move on to tell you a little bit about the legislative outcomes. Senate Bill 477, which was our executive bill to restructure the department, makes a number of operational changes that were approved. That did pass. So the bill creates a deputy of tourism position, which is new. Currently I oversee the department and the Division of Tourism. This would be a new position just to focus on the tourism staff. The position itself doesn't actually exist until October, so we will have some time in between to recruit. I believe we'll have to do a national search. I've already asked the Lieutenant Governor to be a part of the interview committee and just really look forward to having that person lead the team. It creates an administrative budget account. So, besides budget account 1522, which is where Travel Nevada expends all of its programmatic and operational funding, we will have an administrative account. So those of us who do work for the entire department, our salaries

will be paid out of that. All of the transfers to the cultural agencies will come out of there, and any operational costs that serve the entire department, as well. The most important one and perhaps what was the initial motivation behind this bill was Nevada Magazine. And we now will integrate the entire staff and all of the publication costs for the magazine into the marketing team. Nevada Magazine will continue to publish four issues a year and be the publication we've all come to know and trust and love. But it will be a Travel Nevada product. The bill also removes the ex-officio, non-voting members from this commission. We really felt like with each agency already having a body of oversight and an administrator or executive director, or in tourism's case, a deputy, that we really didn't need those chairs in attendance on this commission. We've had some low attendance from chairs and then some also complained they didn't have a vote anyway, so we just felt it was time to make that change. Our governor's recommended budget was also approved. The Division of Tourism was given \$27.08 million in authority for FY24. And our process now is that the FY23 budget closes in August. And once the Governor's finance office sets up our new administrative account, we will begin reviewing both of those budget accounts at these commission meetings. So you'll see the first one in September. Any questions about the bill or the legislative budget?

ANTHONY: Any questions?

SANTOS: Congratulations.

SCOLARI: Thank you. It was an interesting process to be a part of. Let's take a look at the current budget. This is budget account 1522, which I referred to. We have learned from the Governor's finance office that the unusually large cash reserve that we discussed at the last commission meeting will now become the basis of the tourism budget, moving forward. So as of July, the majority of that money will go there, because our concern had been, we would have to work program to move that money out of cash reserve into an expenditure category. But we no longer have to worry about that. If collections exceed projections, we will then execute a work program to increase our spending authority and come before the commission to approve any of those expenditures. Let's focus on category 31, which is the part of the budget that is expended on all the typical tourism expenditures. In Q4 of the year, because our media invoices lag so severely, it always looks like we're underspent. We actually are, if you track year over year and we are 7% below expenditure from FY22. So we thought it would be a good idea to create a committed funds column so that you can see how those funds are at least committed. We will receive invoices for these things before the fiscal year closes. So, as you can see, even with the committed funds of \$8.5 million, we are still underspent by \$1.89 million. What I will propose is that the \$1.3 million approved adventure center contingency that we talked about last commission meeting, come out of this unspent in in FY23. Also, there are two items pending approval on this agenda. One of them, the sponsorship fund and the other, an additional adventure center expenditure, would expend all but a \$100,000 of this underspend. Any questions about that? We'll also talk about those expenditures later in the agenda.

ANTHONY: Any questions? Yes, commissioner.

SANTOS: Thank you, Lieutenant Governor. Herb Santos, for the record. So the \$1.8 million is money that hasn't been spent?

SCOLARI: Correct. If we were to eliminate the committed funds, which is \$8.5, we're still under \$1.89 million dollars.

SANTOS: And then where will that money go?

SCOLARI: In the March meeting, we approved the expenditure of \$1.3 million toward the adventure centers in Carson City and Boulder City. And then, also, we're proposing \$250,000 be earmarked for a sponsorship fund on this agenda.

SANTOS: Okay.

SCOLARI: And then I will explain, there is an additional adventure center cost, as well.

SANTOS: Gotcha. This is sort of a thought since I wasn't at that meeting. When there's overages like that, I would love for that to be able to go to, either rural grants or something else, where we've always wanted to have more money to help out the folks in the rurals, to advance their programs. But you guys have it spent in other good places, so that's awesome.

SCOLARI: Right. We did get close. It is our job to expend all the money, and we had a shortfall in the expended grant category and the commission authorized us to spend that on strategic planning for each of the territories. So the excess money did go out to them for a very important use.

SANTOS: Great. Thank you.

ANTHONY: Any other questions? Mr. Vice Chair?

MURDOCK: Thank you, Lieutenant Governor. So, the \$1.89 million, do you put a rainy-day fund together in case something pops up, that's an opportunity fund of some sort?

SCOLARI: Brenda Scolari, for the record. We are required to carry a cash reserve already. So we can't go under 60 days of typical expenditure. So that cash reserve that you saw in the budget account is for that. So we consider that our rainy-day fund.

MURDOCK: If you had an opportunity or something came up that you needed, you could exercise that?

SCOLARI: We could, yes.

MURDOCK: I'm all for spending every dime we have on tourism. So I want to say that. Just checking. Thank you.

SCOLARI: I'm in complete agreement.

ANTHONY: Any other questions or comments from the commission? Yes, sir?

VILLANUEVA: Rafael Villanueva, for the record. So, you just said earlier, of the \$1.85 you're hoping to use \$1.3 million for adventure centers, another \$250,000 for a sponsorship fund-- so now that gives you a few hundred thousand dollars still left.

SCOLARI: Correct. Item J, Carson City Adventure Center expenses, is in the amount of \$150,000 for additional architectural expenses. So that leaves about \$100,000 that still remains. That typically will be swept into our cash reserve for FY24.

VILLANUEVA: So, there's not really \$1.8 million that you're hoping for. It would be \$100,000 that will be remaining, that's non-committal at the moment.

SCOLARI: Correct. Yes.

ANTHONY: Any other questions, comments? Okay, continue on.

SCOLARI: All right. Let's move on to item F, which is the creation of a sponsorship fund. We are often approached by worthy organizations and events for sponsorship. And what we propose today is to earmark \$250,000 for tourism-related sponsorships. We'll treat this as we do any expenditure. So anything at the \$100,000 level or above will come to the commission for approval. But we propose that anything smaller would be at the approval and discretion of either myself and/or the lieutenant governor. We had an informal event sponsorship program for a long time. And at one time we had an online application, but it really didn't function very well. So this would be an interim step reintroducing event sponsorship as something that Travel Nevada does, and I think it should do.

ANTHONY: Yeah, so just a little bit more background on this. Again, I'm kind of new to the commission and the department. So, I had the Reno Air Races call me and said, hey, you know, we got the air races coming up and you've been a sponsor in the past, and some things happened, and we'd really love to have you be a sponsor again. And we'll put your Travel Nevada stuff everywhere, and people will see it when they come into Reno and we'll help you, kind of, with travel Nevada, marketing rural Nevada. So if people come to the air races for a couple of days, we'll try to get them to go to Elko for a day or go someplace else in Nevada while they're here. And we were kicking around how much money to sponsor it. And then, I had somebody else call me. And then I'm saying, okay, well how exactly do we do this? Because I hadn't wanted to just make unilateral decisions. So, I sat down with the Director and Vice Chair Murdock, to talk about, if somebody wants to sponsor \$5,000 and they'll put the Travel Nevada stuff out during their event. Or what if somebody wants \$100,000? How do we make those decisions? So, this is kind of the plan we came up with that I wanted to bring to you for discussion. We set aside \$250,000. If somebody comes to us, like the Reno Air Races, and they say, hey, we'd love to have you as a sponsor, if it's under \$100,000, then the Director and I will just make a command decision of how much money, considering we only have a \$250,000 budget. And if it's over \$100,000, then we would bring it to the commission for approval. And then any monies we would disperse as part of a sponsorship, we would make sure there's a report at every single commission meeting. You will all get to see exactly what we're approving of, let us know what your thoughts are, as we're moving along. So, that's kind of why we're here today. When I sat down with the air race folks, I kind of told them, maybe between \$20 and \$50,000, we could do something like that. So, that's the highlight of where we are today. So I'd like to have your input on the commission, on what you think about that. Yes, commissioner?

MOON: Jane Moon, for the record. I'm wondering if there's a working document, in terms of requirements, that the proposed sponsored organizations are having to do; guidelines, checklists and such?

ANTHONY: Yes, I think part of it, and I'll let you weigh in, is we're going to have developed an application process, where they would apply. They would let us know what the sponsorship is and how much they're requesting. And even more important than that is how the sponsorship is going to help us with our mission at Travel Nevada and how it is going to fit in with the strategic plan. How's it going to pursue one of our goals? How does it fit in with one of our tactics by doing the sponsorship? So I think that's what we're discussing. But I'll let the director weigh in, also.

SCOLARI: Correct. Brenda Scolari, for the record. In the past, we had a number of questions to establish those metrics, so ways that they tangibly measure their own success that aren't just anecdotal, that we can then report on. And we had an online application that we'll revisit. And so we'll have that, if not online, then at least a digital form that will require our sponsorship requesters to fill out.

ANTHONY: Yes, Mr. Vice Chair.

MURDOCK: Thank you, Mr. Chair. Rick Murdock, for the record. We've seen this a lot in Reno, where I'm from. We have the committee on the RSCVA that vets all this in a document. But the discretion is up to you guys on that figure, under \$100,000. You can determine if it hits your criteria. And it's open to anybody all over the state, right? And if the criteria are met, they have an opportunity to come back every year if it becomes a successful event. And you have that in your criteria, I'm sure.

SCOLARI: For the record, Brenda Scolari. Our preference would be that we seed events and foster new events or assist legacy events, but not become an event sponsor, in perpetuity.

ANTHONY: Commissioner.

SANTOS: Thank you, Lieutenant Governor. Herb Santos, for the record. I guess my one, my first thought would be, I'd want to make it so that anyone that comes to us with a request, we're able to provide a speedy response to that request. Couple that with the existing statutes as to what discretionary authority we have under the Lieutenant Governor, and you, as the Director, would have under statute to be able to speed that process up. In order to have transparency, I'm wondering whether or not this would be something that should be in some form of a regulation that basically sets the format as to how we have our statute that says what we can do. The regulation is supposed to give guidance on how we complete our tasks, so to speak. So I'm just wondering if this is something that would be important to have some type of regulation that would basically state the rules and the discretionary amounts that they can award without having more of a formal process, but anything over that, then here's the regulations or rules. It would basically provide everyone with an understanding of what the rules are and give complete transparency of where the money's going, to the various parties.

WOODRUM: If I may? Homa Woodrum, for the record, Senior Deputy Attorney General. I'm providing some fill-in, open meeting law support for this meeting, in place of Harry Ward. The listing

of this item on the agenda, as for possible action, was trying to leave it open, so that the commission members could talk about exactly what the contours of a scholarship fund would look like. One of the original drafts of the agenda was considering just presenting the concept, and then maybe coming back later. But making it an action item would let you craft, possibly, a motion that would ask to look at those different options. As far as the ability of a commission to then delegate authority to a director or chair, there is precedent for that, without necessarily going through the regulatory process. That's not a necessary requirement. If it's a power the commission has, then they could delegate it with guidelines, right? You could set those guidelines, you could ask the director to come back and present on what those guidelines would look like, and then they would know when they have to come back to the commission versus when they have the authority to make these determinations or these reports. So I'm sitting here thinking it might be a little bit confusing on the agenda, that it sort of generally says for possible action, scholarship fund. I don't believe you're being asked to set all the parameters at this moment. But you could have the discussion, and then maybe make some recommendations that would lead to the creation of the fund, as far as what you feel comfortable delegating, because in your statute, there is budgetary authority -- right? To direct some activities, as long as they fit within your scope, which this clearly does, as far as promotion of tourism, promotion of travel, and that sort of thing. So, I'll leave it to the director to supplement. But I just thought I'd address the regulatory question on that.

ANTHONY: Yes, I agree with that. So, basically what we're doing here, is we're asking the commission if they want to set this policy, which is basically \$250,000, over \$100,000 sponsorship comes to the commission, under \$100,000, the director and I would approve then, as you mentioned, transparency. Every single one would be brought to the next meeting. If you want to do something a little bit different, then I'd be glad to hear it and hopefully, we'll have some kind of a motion in order. And if the motion does pass, we'll definitely have some kind of a policy directive written up for the Department of Tourism. So it's very clear on how we're doing this, so. Yes, sir?

ESTIPONA: Edward Estipona, for record. I'm in favor of this. I mean, I think this is a pretty standard thing that we should do. But I do believe in managing expectation of events, because events love to think that, oh, they did it once, they'll do it again, they'll do it again, do it again. And you start -- it's like a drug. You get addicted to it. And we don't want that. I think, again, if the goal and purpose of it is to kind of seed an event so they can grow, I'm for it. The other thing is, I want to make sure we, and I'm sure this is going to happen, but I want to just state it here, that we have these strict guidelines of how our brand is treated, so that it's consistent. Oftentimes, when you have a brand-new event, they're not necessarily marketing people, they're event people, and they don't necessarily treat the logo so kindly, or anything else we request so kindly. So, our logo gets all stretched and it's turned into pink, which doesn't work for me. So, that's all I have for that.

ANTHONY: Yes, and that's actually a great point. We're going to be in control of what the sponsorship looks like -- so, absolutely. Any other comments? Yes, go right ahead.

VILLANUEVA: Rafael Villanueva, for the record. I'm in favor of it, as well. The only thing that would concern me is protecting the Chair, or the Lieutenant Governor, because I could see this opening the doors and having everyone knocking at your door asking for \$25,000 here,

\$75,000 there. So I think that when the policy is written, it needs to be considered, the amount and how easy it is. And it should also be an opportunity to make it easy for the Lieutenant Governor not say no, but be able to pass it on to the appropriate person.

ANTHONY: Thank you. Yes.

MOON: Thank you, Lieutenant Governor. This is Jane Moon, for the record. Thank you, DAG, for that clarification. So in moving forward, in making policy and reviewing information and such, I just ask that there's some distinction between how organizations come before you for grants and sponsorships, because sometimes those lines get muddled. So how do we know which events or organizations will apply for rural grants, and how would do we know which events and organizations are going to come to you for sponsorships? So just to make sure that those lines are clear and concise, as we move forward. Thank you.

ANTHONY: Thank you. Good comment. Yes, sir?

ESTIPONA: Edward Estipona, for the record. One of the things I do want to include in there, specifically is, again, it's kind of future proof. I remember sitting on this commission one time, and I think the lieutenant governor - there was a switch where she moved somewhere else. And I want to make sure we have a vice chair or one of the commissioners that could be that default of having make sure it does not just fall on the director, but there's always somebody from the commission that again, protects the director, as well from anybody saying that there's something that's going wrong or squirrely.

ANTHONY: Okay. No squirrely stuff. Yes, sir.

SANTOS: Another question. Herb Santos, for the record. Are we under a timetable right now, with potential sponsorship that we would want to act on today?

ANTHONY: Well, we have the Reno Air Show coming up.

SANTOS: Herb Santos, for the record. It would seem to me that if we had sort of a temporary policy that we could vote on today, with a goal towards fine tuning it for our next meeting, so that we can act -- our next meeting's not until September -- that sort of puts a lot of people on the holding pattern and I wouldn't want that. If there's someone that needs funds and we can help them, I'd want to help them today, if we could. So I'm just wondering if there's a preliminary one, and then we can work on a fine tune of policy, after we've all given a lot of thought, to make sure we can cover all our bases, so we do provide Nevada with transparency, but also protect this commission to make sure we're not putting ourselves in a situation where a detractor could come back and say we were doing something improper.

ANTHONY: Yes, if the commission decides to approve the policy today, then we will have the policy, and then we'll come back with the specifics at the next meeting. Absolutely. We can do that. Director Scolari?

SCOLARI: Brenda Scolari, for the record. Your point, Commissioner Santos, I think the latitude for discretionary action does help us, in regard to not every sponsor comes to us in a timely fashion. You know how that goes. But we could easily develop applicant guidelines, guidelines for the treatment of the brand and the marketing exposure we would expect with

any sponsorship, and at what level. Then also, to further define the discretionary expenditures. Happily do that. We could bring that before the commission by September.

ANTHONY: Great. Any questions in the south? Okay.

MURDOCK: Mr. Chair?

ANTHONY: Mr. Vice Chair?

MURDOCK: I would like to make a motion. I move to create a sponsorship fund in the amount of \$250,000 in the FY24 budget. Thank you.

ESTIPONA: Edward Estipona, for the record. I second.

ANTHONY: Okay. We have a motion a second. Any comments on the motion and the second?

WOODRUM: Lieutenant Governor? Homa Woodrum, for the record. If I might make just a suggestion about how you might want to craft your motion, just in light of what Commissioner Santos was saying? You might want to craft a motion where you delegate the authority for a limited amount of time, pending your next meeting, to address the immediate needs of discretionary decisions, and then come back with a detailed one. Because as I wrote down, it said, your motion was to create the fund, for this fiscal year. But that might be broader than your prior discussion seemed to be hinting at. So, I just wanted to throw that out there, that you may want to make a temporary sponsorship fund, to be followed by a permanent, sponsorship fund, pending those other guidelines that you wanted to have.

ANTHONY: Yes, but just a minute. Part of that would be that we could disperse money out of that \$250,000 until the next meeting if something comes up, then we should be more specific. Is that what you're saying?

WOODRUM: Homa Woodrum, for the record? Absolutely.

ANTHONY: Okay.

WOODRUM: You want to be really clear about what authority you're delegating, because if you make a broad, fiscal year delegation, you can't necessarily claw that back, as you seem to be intending to do in September.

ANTHONY: Sir Vice Chair.

MURDOCK: So, I would amend it and suggest a sponsorship in the amount of \$250,000 be for this fiscal year?

WOODRUM: Homa Woodrum, for the record. I would suggest, from the point of this body approving it, until your next meeting

MURDOCK: Yes. I would approve this to the point today, and then review all the guidelines and safeguards in the next quarterly meeting.

ANTHONY: Great.

ESTIPONA: I second the motion.

ANTHONY: Thank you. Do I have any discussion about the motion? All those in favor, signifying by saying, aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay? Motion carries. I know it's not on the agenda, but you guys showed up, so why don't you come up here and tell us about the air races and request of sponsorship and we'll go from there.

LOGOTETA: Well, thank you very much. I got my wires crossed earlier and spoke in public comment, not realizing that there was going to be a time to speak later. So my apologies. Once again, coming back to the Air Races for this year. Obviously, there's a great history of the relationship between Travel Nevada and the Air Races. Going back to the tragedy of 2011 when really it was this body that was a huge part of saving the event, as far as the future went, coming out of what happened then. And there's really been some wonderful partnerships over the years. And we are really excited to be able to bring a huge audience to Northern Nevada, and really to the state, and an opportunity to market not only on site to the tens of thousands, over a hundred thousand, or whatever it ends up being this year. People who are on site, but also to a broadcast market, both through live streaming, through partnership with FOX Sports, and really bring a lot to the State of Nevada and specifically to rural Nevada and individual cities. I mean, we have lots of opportunity to highlight whatever rural towns you wish to highlight. So there's great opportunity, I think, this year. And we really hope to partner. I think initial discussions, we've asked for \$50,000 at this point. I could be wrong. On the normal marketing side, we would love to be able to do that. We can offer a lot on site, we can offer a lot of marketing leading up to the event, but we'd also like to consider something on the broadcast and livestream side, maybe in the same amount, as a secondary option on top of that. That would allow us to put a whole lot of content in to benefit Travel Nevada and rural Nevada in our livestream during the event, and on our broadcast, post-event.

ANTHONY: Yeah, go right ahead.

DRAPER: Mike Draper, for the record, Argentum Partners, representing the Reno Air Races. And since, Lieutenant Governor, you and I have talked about this a couple of times, I just wanted to add a little bit of context to this request. I had the opportunity to help negotiate the sponsorship in 2012, with this organization. And I think it was a very beneficial sponsorship, certainly for the Air Races, but for Travel Nevada as well. Obviously, with this being the last year of the Air Races at Stead Airfield, it presents a lot of challenges and a lot of opportunities for the organization. And when Tony came to me six months ago and said, look, we have an opportunity to do something that we haven't done in years and years and years, if ever. We have had more web traffic than we've ever had since the announcement that this was the last event in Reno. Our ticket sales have soared beyond the last many years. And we anticipate this will be one of the biggest, if not the biggest event, ever, from an attendance standpoint. We also have the opportunity for a live stream and a worldwide broadcast. We've seen a lot of interest all over the globe since this started. We helped the

event, with public relations. And we've seen media coverage that the event hasn't had in more than a decade, especially this early in the year. So the big challenge, though, is a title sponsor, right? Who wants to come in and sponsor an event, as a title sponsor, for one year? Obviously, we're looking at a number of other locations around the country. And we've had a lot of interest from a number of locations, including a handful of locations here in Nevada. So we're working to vet those. But in lieu of not having a title sponsor, it's created some challenges, despite how well ticket sales are going and things like that. It's created monetary challenges on how we capitalize on the opportunity to make sure that when we have 120,000 or 150,000 people in Northern Nevada this year, how do we make sure that the legacy is that they keep coming back, without an air race event to come back to? And so, we saw an opportunity, also, to highlight some other things and incorporate some other things, like we did in 2012, 2013, and 2014, with this body. And that's what the genesis of this conversation was. So just to provide some context on where things have been, over the last six months, and how this has come about.

ANTHONY: Yes, and anything else you'd like to add?

DRAPER: No, I think that's good for right now. Yes. Thank you.

ANTHONY: I want to be careful, because we're not agendized for this item, as far as discussion and questions and stuff. Is that correct?

WOODRUM: Homa Woodrum, for the record. Just to clarify, the agenda item is about the sponsorship fund, which was that authority was delegated in a limited way. The lieutenant governor wanted to provide some context for the ask, and that was provided under this agenda item. So I just wanted to clarify. We're not having activity that wasn't agendized. It's conceptually related to the concept of the sponsorship fund. But this is exactly the type of request that you were seeing, and you wanted the commissioners to be aware of that. They've become aware of that. And obviously, you have your delegated authority. But there would be no action related to this specific item, because that's been delegated to yourself and the director. And then obviously, you can report back at the next meeting about what you decided and how all that went. And then, obviously, those additional policy items for an action item to create a formal, permanent policy. So we are on the agenda item. You're clear on that. This is just your context for why you brought the sponsorship concept to the body today. And they delegated that authority.

ANTHONY: Yes, absolutely correct. That's why this agenda item is here. When the Air Races came to me, I met with our director and vice chair to talk about, do we do a sponsorship, how much? And we all agreed, we should be a sponsor. That's why we have this agenda item. So, the three of us will kind of decide how much money to sponsor. And then we'll report back to the commission in September with any other ones that we do as well, as the policy that we put together. If you have any questions, by all means go right ahead.

MURDOCK: Mr. Chair. Rick Murdock, for the record. I've got to ask our attorney -- can we ask him questions about the future and some things about the Air Races today? Or has that got to be done in September?

WOODRUM: Homa Woodrum, for the record. I would say you might want not to venture down that path, because it starts to get further away from the concept of the genesis of the sponsorship

fund, and more to a specific agenda item about the Air Races. I wouldn't discourage you if you had follow ups, you could definitely, individually reach out. That might be the best approach. Because you just want to be transparent and fair to other entities that would've wanted to have the same opportunity to tell you about their great offerings outside of, like a public comment context. So that would be my advice.

ANTHONY: Okay. Thanks for coming down. I think that wraps up agenda item F. So we're on agenda item G. Carson City Adventure Center expenses for possible action. Director Scolari?

SCOLARI: Thank you, Lieutenant Governor. As you remember, the Carson City location for the Adventure Center was moved earlier in the year. So, the site location is still the Carson City Railway but we moved the specific site location to avoid any conflict with the Carson City Chamber lease. So those changes have resulted in an architectural contract cost of an additional \$250,000. \$100,000 of that is covered in our EDA state award for Adventure Center site planning. But the balance, I would ask, be added to the formerly approved contingency fund for adventure centers, increasing that amount to \$1.45 million.

ANTHONY: Any questions or comments on this agenda item? Vice Chair Murdock?

MURDOCK: Thank you. Rick Murdock, for the record. Brenda, who does the accounting to make sure we don't have cost overruns? Just curious. Is there somebody watching this to make sure that we promised money, we built it, now we've got a cost over? Who's in charge?

SCOLARI: Yes. Absolutely. As a state agency, we're required to work with State Public Works to oversee the project itself. The public works engineers are actually running any of the subcontracts, in this case with an architect. And so, the initial cost increases that we identified in January were identified by them, as was this. And I do understand, we changed the nature of the site completely. There are some differences, in terms of traffic and some of the site will have to be retrofitted in a different way. So, I completely understand the cost increases, in this case. But this is public works identification, with their contract with the architect. It's not directly through us.

MURDOCK: Thank you. Lieutenant Governor, I'd like to make a motion to approve the architectural expenses, amounting to \$150,000, be added to the Adventure Center contingency fund.

ANTHONY: Are there any questions or comments on the motion? Seeing none, all those in favor signify by saying, aye.

ESTIPONA: Lieutenant Governor, I second the motion.

ANTHONY: Thank you. All right. I do have a second. Thank you. All right. All those in favor, signifying by saying, aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay? Motion carries. We're now on agenda item H, Creative Campaign presentation, for possible action.

KAWCHACK: Hello. M.E. Kawchack, for the record. Good afternoon, Lieutenant Governor, and members of the commission. Caroline Sexton, our Chief Marketing Officer, will be introducing our integrated marketing presentation. But I did want to preface by saying that we did meet with the Marketing Committee on June 1st, for about two hours. Commissioner Estipona is part of that committee, and all members present at that meeting have enthusiastically passed these recommendations onto the Commission for consideration today. So if you would like to review those longer materials or view the meeting, I can send that to you, or they are available on travelnevadabiz. You will see an abbreviated presentation today. Just keep in mind, we are seeking approval on two different items – one for a creative campaign and one for paid media, though there is one integrated presentation. We'll take a pause for questions after the creative portion, and then you may choose to take a motion at that time, or you can take both motions at the end of the entire presentation. I will hand it over to Caroline. Thank you.

SEXTON: Caroline Sexton, Chief Marketing Officer, for the record. Hello everyone. If I haven't met you yet, I'm super excited to be here and present. Lots of things in the creative and media world that we have planned for FY24. So to get things kicked off, we're going to start with a quick overview of our FY24 integrated strategy. Before we dive right into that strategy, we did want to take a minute to talk about some of the insights that kind of got us to this strategy. IME data has confirmed that our approach is achieving our existing goals from FY23, which is to get visitors to spend more and stay longer. We can attribute a few of these successes to our strategic market mix, continued alignment with our traveler needs, and the engaging content that we're producing. As we look ahead, we have a few opportunities, which include evolving our audience profiles which we'll talk about a little bit more in a few slides, dialing in on meaningful, creative brand positioning and messaging, as well as staying integrated on content focuses throughout the year. So based on those insights, as well as some additional research, competitive and trend analysis, our FY24 strategy is to really continue the momentum that we've built, by shifting perception in a way that will continue to encourage people to spend more and stay longer. With that goal and strategy in mind, our market-mindset-messaging approach, illustrated here, will evolve to create a more customized experience for our audiences, specifically targeting perception markers and to get visitors deeper into the state, and thus increasing spend and that length of stay. Diving quickly into that market's gear of that model, we will be combining learnings from FY23, and further refining our messaging and tactics to continue our approach of defending our established markets, staking our claim, and increasing market share in our emerging markets, and growing our new markets. Talking about that mindset portion, we are still talking to the everyday adventurer, an audience that we have had as defined, further broken down into three subsets, that really define how that audience would define adventure. As our brand evolves and we have an opportunity to craft new messaging, we are evolving these groups to ensure more meaningful connections between creative and media, dialing in on things like their values, personality traits, and changing habits. This strategy is really the north star for all of our integrated marketing efforts in the coming year and has informed the creative campaign that we're about to go through, and the media recommendation that we'll be diving into after that. So both items, again, are presented for your approval today. And having received approval from the Marketing Committee earlier this month, I will pass things over to Noble Studios to walk through that creative recommendation first.

DEIKIS:

Jeff Deikis, Vice President of Strategy and Insights for Noble Studios, for the record. Thank you, Caroline and Travel Nevada team, Lieutenant Governor and Commissioners. It's a pleasure. So just to get started, I wanted to run through a little bit of, how did we land at the brand that I'm about to walk you through? And I'm also going to try to cram about 90 minutes in the next five minutes. So if you have questions when this is over, just flag me down. We took a really comprehensive look, looking through our discovery model. We call it this UX model where we look at everything -- that's like all the puzzle pieces that are currently sitting on the table. Like what do we have to work with, to start? This is like brand workshops, interviews, past 12 years of brand work that's been done for Travel Nevada. Try to see it, like everything that's already there. We do a really in depth, competitive analysis. We looked at 12 Western and Intermountain West States. What is their strategy? What is their brand? What are they doing? What's their social footprint? We look at who our visitors are, what motivates them, we did a lot of primary and secondary research. And then we have this X factor bucket, which, sort of it covers everything else. This is sort of like our experience from living and working in this state, the collaboration that we have with the Travel Nevada team, you know, academic research studies, basically everything else. So, the point here is, we looked at a lot. And so what did we learn? Well, Nevada has a lot of public land -- over 60 million acres, and that's something that's unique to this state; the most public land in the lower 48, and that's something that's ownable. But Nevada is a desert, but deserts are magical and surprising places. So let's own that, so we can own the narrative around that, as well. People think of Nevada as an exciting state over it being a rugged state, which might come as a little bit of a surprise. Maybe that has something to do with the influence of Las Vegas -- certainly it does. But what's interesting about this is we own this category out of the competition, and we'll get into that a little bit later. That Nevada -- to experience the heart of this state takes doing. Our people are doers. And to really enjoy the heart of Nevada, you have to be willing to do. Vegas and Reno, of course, like they have big brands, they dominate the minds of the outside market, but that's okay. These are great hubs to explore the interior of the state. Nevada's appreciated for outdoor recreation, but it's loved, because the outdoor recreation we have actually plays into a much larger theme of wild diversity and variety and contrast. So it's cool, you can go trail running or OHVing or fly fishing and you can go gaming and you can find these hidden gem attractions. It's this idea of wild variety that outdoor recreation plays a really crucial part of adventure and are assets that are highly motivating for visitors, but also assets that Nevada is highly recognized for already having. So we own these things, too. And then this idea of contrast and transformations. There's been a lot of research that has shown that places that have sort of uncommon characteristics that are really contrasting from your day-to-day life can provide transformative travel experiences. Nevada has the power to create experiences for visitors that will stick with them. So this is what I was talking about a little bit. If we look at this little bit of a positioning matrix here, we have sort of rugged and exciting, and then let's say solely outdoor recreation based and literally anything else. And you can see how a lot of these western states are grouped together in this sort of owning this rugged space. They're all kind of competing in this sort of definition of a crowded sandbox. And you could see, if we were trying to position the brand of Nevada specifically around outdoor recreation, it'd be a really competitive field. You can see on the right-hand corner, that's kind of currently where the consumer perception is sitting, on how people view the state. And so, in our strategy, we're trying to really straddle that line between outdoor rec plus that outdoor recreation and everything else, like trying to own that space variety, and taking advantage of the fact that people already view us as an exciting state. I'm going to just really quickly give some

context here. This is how we construct brands, our performance brand platform. And so as a foundation, this is sort of a guiding internal structure that helps define who we are. It inspires, keeps us consistent as we move forward with our external messaging. So it's an internal and external thing. At the base here, we have our purpose. This is our why, sort of, for Travel Nevada. Why do we do what we do? What do we do, our principles, what do we value? And our personality, which is sort of how do we relate? Our promises, our unique value propositions. What are we offering people? And then our position is how do we live in those people's minds and hearts? And how do we stand distinctly away from the competition and sort of be ourselves. And all of this points to our vision. Where do we want to be in the next five to 10 years? So, our personality -- I'm not going to be able to touch on every aspect of the brand, today, but just to give a little bit of color and context for what you're going to see later -- as a personality, we're trying to think like, well, what is Nevada? If Nevada was a person and they showed up at a cocktail party, what kind of personality would they have? And we think of this as offbeat, creative, surprising, little wild at heart, bright, resourceful, independent, down to earth, and accepting. And so, this leads us to our purpose. Travel Nevada -- what's their why, right? It's to share the heart of Nevada. And when we think about that, like what is the heart of Nevada? Well, yeah, it's the heart of the state. It's the internal area outside of the cities. So there's this physical heart. It's this emotional heart, the spirit of Nevada, this independent, resourceful spirit. It's Nevada's genuine desire to, I think, to help others. And it's the heartbeat of all Nevadan communities. And when we share Nevada with the world, we offer people this really unique space to be. And that's really, it's the space for you to do you, to explore and adventure, to meet interesting people, to have once in a lifetime experiences, discover something strange, to feel intrigued, to be left alive and inspired. And so then how do we define our position in people's minds and hearts, and within the market? Well, we like to think, Nevada's just a little out there. The heart of Nevada, literally and figuratively, is a little out there. It lives in the wild open landscape beyond the neon glow, where the state's inspiring scenery, rich history, outdoor recreation, and hidden gems can be explored and uncovered. And being a little out there, it requires a willing spirit and a sense of adventure to experience. Similarly, Nevada's heart is a little odd, a little offbeat, and a little out there, too. And it demands an uninhibited sense of curiosity to love and appreciate the uncommon variety, the character and characters that make the Silver State a surprising place to explore. In this land of anything and everything, to truly do Nevada, you have to be willing to get a little out there. So this is sort of our guiding load star on the horizon, as we move into the creative campaigns. If there's any questions about the brand, I'm happy to answer them. Otherwise I'm going to turn this over to B.C. to walk you through the creative side.

LEDOUX: Thanks, Jeff. B.C. LeDoux, Partner and Chief Creative Officer with Noble Studios, also Go Knights, Go, for the record. Jeff took you through what is our strategy, our behind the scenes platform that's really meant to inspire and inform the public facing part of the brand. So that's what I'm going to take you all through. That starts with a creative brief. This is a distilled version of the creative brief we gave to our team. So just at a high level, our overview, our overarching goal, as Jeff mentioned, is to get people out into the heart of Nevada, to change their perception of Nevada, so they don't think it's just Las Vegas and Reno and barren desert. They want to find all those contrasts and contradictions and variety that Jeff talked about. Our number one objective was to create a brand line that could totally represent the brand platform, in totality, and bring it to life, and be something that acts as a campaign platform for years to come. Our second objective was to create a

campaign that brings the brand to life and brings it to the public and gets people to come here and supports our integrated strategy. Let's get into our brand line and concept, which were approved by the Marketing Committee a few weeks ago. First up is the brand line. Let's take a look. So based on the position that Jeff read you, get a little out there, is this brand line that we all love. We love it for a lot of reasons. Some specific reasons are that it's an invitation, it's encouragement, it's an actual call to action to get out into the middle of Nevada, to explore the heart. It's also a bit of a non-literal invitation to go be yourself, have fun, get a little odd and offbeat in Nevada. It's very flexible. It speaks to our Discover Your Nevada audience, which we talked a little bit about earlier – it invites that 80% of Las Vegas that probably hasn't been out into Nevada, but it also invites people around the country to get out and experience Nevada, as well. It's very flexible, from a tone standpoint. It can get sentimental, it can get odd, it can get inspirational. So we love that. It touches on every personality trait that Jeff mentioned. And it has this undeniable Nevada voice that's really ownable and distinct to it so that we can stand out from the competition, which starts to sound and look a lot alike, in the tourism space. When we create a brand, we always write a brand mantra that takes the brand line and brand platform brings it to life, gives it emotion, and informs the way the brand should feel and the essence of the brand. I'm going to read that to you right now. *Go on, get a little out there, into the big-hearted heart of Nevada, beyond the neon glow, where the stars sparkle, and the desert goes and goes. A place the wild things call home and the wild hearted roam. March to your own offbeat rhythm or walk or bike or hike or meander or wander. There's always something new over yonder. A place where you can be you or explore a new sight of you and do the things you never thought you'd do. Change your POV. Ride an ATV. Tell reality BRB. Ghost sightings, who knows? Maybe. Find unexplained art. Have a pecan punch to fill your heart. See the sunset from a hidden spring, dance in the desert, listen to birds sing. Find the unexpected, the uncommon, and all the things in between. Here, you'll find anything and everything. Go on. Get out of your routine, get out of your comfort zone and out of your box. Strap on your boots, maybe some scoots, or just wear your dirt socks. Discover the unknown and uncover the curious. Only the heart of Nevada can give you this. So go on, get a little out there.* You'll notice the poetic rhythm was built in there, very purposefully, to give it a very Nevada voice. Tap into that excitement and energy that Jeff talked about. It's also a little nod to cowboy poetry. You'll see that same tone and energy and rhythm in the campaign I'm about to show. This campaign is just rough. These are comps. We are using photos that sometimes aren't even Nevada because they're meant to inspire. They're meant to guide our style when we go shoot photo and video later on this year. So, let's take a look at what we have. This first sample ad: *Early start. Wild at heart. Catch some art. Get a little out there.* And we have the International Car Forest. *Bucket list. New twist, first kiss. Get a little out there.* It's a group of friends road tripping on Highway 80. *Be a gazer. See a geyser. Feel alive here. Get a little out there.* You can see we're using big, beautiful photos, but we're always featuring people. And then sometimes, we're getting into these emotional moments that travelers relish and showing those, too, while we show the Nevada landscape. *First cup. Old pup. Cuddle up. get a little out there.* And sometimes we don't need a headline other than our brand line, which is also the ultimate call to action to get people out into the heart of Nevada. You could see the awe and reflection that Jeff talked about there. Sometimes it can look like a lifestyle ad: people having fun, or sometimes they're just out adventuring, out there having a blast. And then lastly, we put a little sample outdoor board in here, to give you an idea. *Road trip. From the hip. Roll with it. Get a little out there.* And Fahlgren is about to show some more sample executions. And we are behind the scenes, working on video scripts, as well as a

bunch of other activations to flesh this campaign out. Thank you. And I'll take any questions, either on the brand or the creative, um, execution.

ANTHONY: Is that the end of your presentation?

LEDOUX: The end of our part. And then Fahlgren is going to present the media plan. If you'd like to ask questions at the end of that --

ANTHONY: Financial part. Okay, any questions or comments? Yes, Commissioner?

ESTIPONA: Edward Estipona, for the record. So I sat on the Marketing Committee, and I really love this campaign. And I'll say this, the reason why, is when you start looking at every single destination ad you see there, it's not good enough to have pretty pictures. And I think everybody has a pretty picture. You can hire the best photographer and make the ugliest thing look like the prettiest thing. It's a given. Having this melodic, rhythmic, poetic sound to it, makes it much harder to copy. It really is. And that really is the point, how do you stand out? Everybody's trying to get you to go to their place. But standing out in a witty way and in a fun way, I think it starts giving us a little bit more personality. And I think it also really does speak to Nevada's personality. You've seen it. Lieutenant Governor, you've already been to a couple of these places, and we have some characters that are a little out there. Right? And I don't want to hide it anymore. I don't want to pretend it's not there. I want to embrace it and make it part of us. Because that's who we are. We're in Nevada. And I don't want to lie. That's all I got. Thank you.

ANTHONY: Yes, Commissioner?

LESTER: Tom Lester, for the record, I like the layout and what you presented. I do want to point out, though, I believe that the geyser that you're using in the photo is private property. I think that you have to be really careful with that, in not sending people there. And then, they get that expectation that they can go and just explore something. So I just wanted to point that out. Thank you.

ANTHONY: I think you're the only one that noticed that. I asked the vice chair, "Well, have you been to that geyser?" And he said, "No, I haven't". So we got to go check that out. I appreciate you saying that. Thanks.

MURDOCK: Actually, I said, I knew all the watering holes in those towns, but I didn't know about the geysers.

ANTHONY: Any other questions about the campaign? Commissioner Santos.

SANTOS: Thank you, Lieutenant Governor. Herb Santos, for the record. Those pictures are fantastic. I like the language that goes with them. But when you got up to the podium, you made a comment. Go Knights, Go! I'm a sports guy. And I feel that we have an incredible opportunity right now, with the way sports are in Nevada. And I really think that we should sort of be focusing some of our creative thoughts on how to turn the excitement we have with sports. What is it? We've had four finals, two titles in the last few years. Baseball's coming. I'm hopeful that --

ANTHONY: Governor hasn't signed the bill yet. So hold off on that.

MURDOCK: Baseball will come, one way or the other. And I'm confident that eventually we'll have an NBA team, at some point in time. Hopefully, Adam Silver won't yell at me for making that prediction. But I think it's something that we're going to see. And I think utilizing all those heads and beds that come to the sporting events in Nevada and converting those folks to stay longer and spend more money. I would really like to see some type of focus on attracting those folks. Because you've got all the media right now, you know, you could show a baseball or a hockey game. And then it says, that's not all Nevada, and you're showing skiing and all the winter sports that we have. I would like to see some things like that. And I don't know. I'm not a marketing expert, you know, that's way above my head. But to me as a consumer, those would be the types of things that would get me excited to want to come visit a place.

LEDOUX: B.C. LeDoux, for the record.

ANTHONY: Anybody want to respond to that.

LEDOUX: Yes, I think, Commissioner, that's a great segue to Fahlgren's presentation. They're going to cover exactly that. We have some activation ideas that they're going to talk about, that are related to sports. If we do finally get the A's, I could see it, get a little out there, home run zone, you know, sponsored by Travel Nevada, that could be cool. So yes, we're collaborating on that with the Travel Nevada team, and the Fahlgren team.

SANTOS: And then, one other thing, and this is just sort of -- sometimes you hear words and -- and people will, you have different thoughts about it. But you can give me your expert opinion on this. When you use the word odd, to me it sort of seems like that's a minority group of people. If you're oddball out, you're sort of the minority. Could that sort of deter folks from wanting to come, because not wanting to be as associated -- as being odd or -- I mean, to me, it just seems like maybe a word that I probably wouldn't use if I'm trying to attract the majority of people. And that's just an observation. You can sit there and say, we've done all the studies, Herb, you don't know what you're talking about. But it's just a thought with those type of words. I'd be looking more at like words that are more expansive, not changing perspective, but enhancing or expanding perspective. My two cents.

ESTIPONA: Edward Estipona, for the record, if I may?

ANTHONY: Go ahead.

ESTIPONA: Odd -- it's interesting, because I think society has changed a little bit. I think that's one of the things we have to look at, is the travelers that we had. I wouldn't necessarily say odd for everybody, per se, right? But I think there's a certain group of people now that want something unique, and they consider themselves odd. And I think being a nerd is actually being cool now, believe it or not. It's weird. It's like we're in this bizarre world these days. Like what used to be, what we thought, is now the complete opposite. To answer that, in the past I definitely would've agreed with you but now I feel like it's definitely calling to those individuals who are trying to be unique and different. And I think with social media especially, it speaks to that. And you'll see there's just a lot of stuff that they're trying to do with us, partnerships, later on, with the sports teams that we've got in Vegas, because

certainly part of the goal is using Vegas and Reno as the main hub that brings people in. But then obviously, getting them out there to the heart of Nevada, right? But you know, going back to some of those sports things, Herb, I think Fallon has just built a phenomenal rodeo facility. I could see events, in the future, being hosted there and us doing things related to that kind of sport, and bringing in a totally different audience, similar audience that the Reno Rodeo brings in, right? So again, there's plenty of opportunity. What I go back to, what I love about this campaign, is there's such legs and flexibility. And any campaign can be cute, it can be great, but if it stops somewhere very short and we can't carry up beyond the cute and little tiny little area, then usually, I say it's a fail. So when you have a campaign that has legs and keep on going and going, I mean, you know, the whole what happens in Vegas campaign, that had legs and it kept going and going and going. This has the potential of doing the same thing, in my mind, as a person that works in this every day. Thank you.

ANTHONY: I just want to go to the commissioners in the south. Do you have any comments down there?

CONTURSI: Donald Contursi, for the record. I wanted to ask if there were any differentiators with this new campaign compared to, let's say Portland or Austin, how they kind of have a brand recognition, keeping things interesting, different, weird, kind of along those same lines, and how we're differentiating in Nevada?

LEDOUX: B.C. LeDoux, for the record. Yes, because of those brands, specifically, we wanted to avoid the use of the word weird. And we just want to hint at the fact that there are some oddities out there. There are some odd attractions. I don't think that we'll want to call people odd. And that's probably not even a word that we're going to use outwardly. It's more just something I was using in here, behind the scenes. What we really want to do is just highlight the variety and the uncommon activities and these contrasts and contradictions. We know that our audience skew toward being very open and curious. And so they're going to be attracted to those types of things out there. When it comes to those brands, we looked at those closely and we feel like we've carved out a distinction and a differentiation. Plus, we have so many different features to offer than in Austin and Portland, being a full, wide open state with all the public land and all the amenities and attractions that Jeff mentioned earlier.

ANTHONY: Commissioner.

VILLANUEVA: Rafael Villanueva, for the record. Love the look, love the cadence, love the style. I'm assuming that, get a little out there, is you're telling the audience. Not that the people are odd there but come out and be yourself and be crazy. Who's the audience? I'm assuming it's not talking to me, as an old guy because I look at it as -- I see it as get a little, before I get anywhere else. And when I look at vacations and look at times, I don't want a little, I want a lot out of my vacation. I'm assuming it's for a younger demo.

LEDOUX: B.C. LeDoux, for the record. It's going to be a for a mixture of demographics. Fahlgren's going to dive into our audience mapping. So, I'll let them speak to that when they're up there and they'll help answer that question. But it is versatile, in that it can speak to a bunch of different audiences, and we can skew the language or the imagery. And sometimes it means literally, get a little ways out there, and sometimes it means have a little fun.

ANTHONY: Mr. Vice Chair? And then we'll continue on with the presentation.

MURDOCK: Thank you. Rick Murdock, for the record. I got about three questions. I like what Herb said, I like the word unique versus odd. And, secondly, when you think about the masses that come to the state of Nevada, where do we get our money? Where does the state get its money from -- the room taxes or? I mean, I'm asking where do you get your money from? Wherever the mass is. I come from the old gaming background, but it takes masses to make money, and to pay our bills and to be able to buy advertising and do all this. So I just want to make sure we don't get so exclusive in who we're going after, because the north has the Aces stadium. We've got the best AAA ball. We've got one in Vegas. I mean, I'm just saying, the WNBA just won a title. They pointed out and made a correction, that's women in sports. I'm not asking you to get the swath out here, I'm asking, really, make sure we pinpoint who can come here and spend tax dollars, for all of us to be able to fund this stuff. I mean, you get so exclusive, that they might not be funding the machine. So that being said, I do like the creative. It felt good. I love the way you rhymed it, and your poetry. Love cowboy poetry, you know, love it all. Love the Reno Rodeo. We got two of the biggest rodeo events in the world. I'm thinking, we get so exclusive here, that I'm not always after a paddle boarder to come into the City of Reno. I'm after baseball players, I'm after hikers, I'm after skiers. We have a hell of a ski program in the north. I'm just saying, who pays the bills? Thank you.

ANTHONY: All right, why don't you continue on with your presentation?

RITZI: Thank you. Bobby Ritzi with Fahlgren Mortine, for the record. Lieutenant Governor, Commissioners, good afternoon. Thank you for your time. It is great to be back in the Silver State, here in person, and it's a great week to be here when you picked up a little more silverware. Jessica and I will walk you through the FY24 media recommendations, which were approved by the marketing committee, and are for possible action today. The team at Fahlgren has worked very closely with the team at Travel Nevada and Noble Studios on this integrated approach that you've seen and will continue to see. I'll take you through paid media first, setting up Jessica to bring us home with public relations. Now, our paid approach is an always on, omnichannel campaign, designed to reach potential travelers in the moments that matter. In a mix of best performers, expanded partnerships and exciting new tactics that will help us capitalize on some big events that are coming during this fiscal year. Now we know the moments that matter are different for each individual, and much of that depends on where that individual is in their own traveler journey. We know that different types of messaging tend to resonate better in those early stages and inspire that traveler to take that further action.

ANTHONY: Excuse me one second. Let me interrupt. So what we're talking about here is agenda item I, media recommendation and presentation.

RITZI: Correct.

ANTHONY: Is that correct? Okay.

RITZI: Both are for possible action, since they were --

ANTHONY: Okay.

RITZI: -- integrated. We didn't know if you wanted to go through the full, and then make a recommendation. Or I could pause, and you could go back.

ANTHONY: No, let's go ahead and I'll just open up agenda item I-2, media recommendation for possible action. So, we're on both of those agenda items, so go right ahead.

RITZI: Thank you. Apologies. So, wherever they are in that traveler journey, we know we can expect them to take different actions as they move closer to booking. What we've recommended is an omnichannel campaign that covers all of those phases and layers up towards that primary objective of encouraging or shifting perception in order to encourage travelers to spend more and stay longer in state. Now the planned MKT 02 budget is \$10.5 million for the fiscal year, and that includes a recommended outlay of \$8.5 million in domestic, paid media, across the recommended channels, that are broken out on this slide, as well as later in the presentation, and were detailed in your materials. However, before I get into that domestic outlay, I want to talk about Discover Your Nevada and acknowledge that million-dollar plan budget for our in-state campaign this year. Our integrated team is really excited about that budget increase, and we've been calling it Discover Your Nevada 2.0, which is that next evolution of the campaign. And it will really inspire Nevadans to explore, cherish, and celebrate their state outside its major metros. The fiscal, 20-year, domestic campaign is designed around that integrated content calendar, and is built to support the Get A Little Out There campaign as they roll out. So what you'll see on the next few slides is our strong always on approach that base strategic ways to continue our momentum from this fiscal year, while that new creative is being produced, new ideas around those large sporting events in this fiscal year, a full launch of the Get a Little Out There campaign, and then a localized version of that messaging, deployed specifically to our new markets, along with activations to continue to advance them. Now our always on tactics include partnerships with the online travel agencies, helping potential travelers choose Nevada when they're deep into that booking process, and prepaid social and content promotion, continue to show our target audience the ways that Nevada has a variety of things to see and do throughout the year. I mentioned that in Q1 and we will continue momentum across those quarters, by extending our best performing tactics, especially our custom content partnerships from this fiscal year, while also producing a small amount of new content later in Q2, including exclusive, thematic podcast episodes and a custom piece with National Geographic. Commissioner Santos, thank you for the greatest setup for this next slide. I owe you afterwards. In this fiscal year, Paradise, Nevada will attract the world's attention, when it comes to Formula One and Super Bowl LVIII. Travelers, as you pointed out, are going to flock to the state through the rest of the year for regular season games. And we believe Travel Nevada has a real opportunity to capitalize on our goal of changing perception and highlighting those quick, point of interests, off strip that represent that additional night stay or more spend in the state. So we'll follow our target audience throughout the year, in the weeks leading up to their team playing the Raiders or the Knights, those weeks leading up to the Grand Prix or the Superbowl, with some display ads. You can see an example of the new creative on the screen. We've also budgeted a partnership with the Las Vegas Raiders, that would include a potential custom activation at a 2023 home game, to get in there and show that audience how they could get a little out there, while they're in Vegas. In 2024, then we'll partner with local media to host a Superbowl watch party in our new markets, and again, utilize that custom activation to help shift perceptions of how our audience could get a little out there. Once the new campaign

assets are produced, we have a strategic media mix ready to deploy them across the mediums, channels, and publishers where our target audience chooses to spend their time and in that content that is relevant for that messaging to break through. And then finally, we'll capitalize on that momentum coming out of the Superbowl watch parties in February, to localize those efforts further in Chicago, for the remainder of the 2024 calendar or the fiscal year, with eye catching outdoor, another activation and continuing that local media push. All of those ideas are included within that 10.5 MKT 02 budget, which is again, broken down on the slide by channel and by medium. And that full flow chart and budget were also included in your materials. And thank you again for your time and your support.

ROWLAND: Thank you, everyone. Jessica Rowland, Fahlgren Mortine, for the record. My colleague Heather Shepard, who manages our PR program, is also on the phone, should you have any questions at the end of the presentation. As Bobby mentioned earlier, PR's role in FY24 is really reaching our target audiences in the early phases of the travel journey by communicating our key messages through priority publications like you're seeing here on the screen, and through influencers that they already trust. We'll do this through a four-pronged PR strategy. First, through perception shifting campaigns. These are big splash activations and events. Second, through third party testimonials from media and influencers who will bring in state to experience and report firsthand on Nevada. Third, through building and nurturing media relationships, so that those national and target market contacts are keeping Nevada top of mind. And finally, through always on storytelling and outreach, giving newsworthy reasons for media to cover Nevada all of the time. So we will start with our perception shifting campaigns. As we've already discussed, Las Vegas has become a sports entertainment capital and the coming year presents several opportunities for us to capitalize on that increased attention on Southern Nevada and use it to broaden the perception of the entire state. We have three specific activations where we'll do just that, all in partnership with our paid media team. As Bobby mentioned, we're planning to activate at Allegiant, encouraging attendees to get a little out there. The PR team's role specifically will be developing key messaging and experiences within that activation to ensure the buzz it generates aligns with our priority of shifting perception. We'll also capitalize on Formula One, through racing influencer coverage of the Silver State Classic, that will be amplified to Formula One attendees and fans. Leading up to the Superbowl, we'll rebrand the Neon to Nature hub and spoke road trip in partnership with a Las Vegas based professional athlete. We'll share this rebranded experience with our audiences through a custom broadcast segment to air in our target, regional markets. Beyond sports, we'll also be activating around outdoor recreation experiences, identifying the best of our outdoor offerings and using those to develop mediagenic content, like an itinerary builder quiz or an adventure challenge. We also know that travelers are craving trips that broaden their horizons and align with their social values. So we'll be developing and sharing educational and diverse itineraries each quarter to make those kinds of experiences more easily plannable in Nevada. The second and third prongs of our program focus on bringing media and influencers in-state, as well as going to them. We'll bring media three key events and offerings – the annual solar eclipse this October, the rebranded Neon to Nature route ahead of Superbowl, and Basque cultural experiences ahead of the Basque Festival next summer. We'll also partner with influencers to cover niche topics and more directly reach target markets. Our focus will be on showing diverse travelers experiencing only in Nevada offerings and capturing content that can be shared with their followers, as well as repurposed for the travel Nevada marketing efforts. Finally, we'll bring Nevada to media in

two key markets – New York City and Chicago – to familiarize them with the Silver State and strengthen our relationships with them for future coverage. In addition to the major efforts we just shared, we've also allocated a portion of our program to focus on our Always On media outreach -- outreach to priority outlets. Our complete PR program is broken out as follows, and while I won't go through in detail, as I know this is in your packet, you'll notice that our time will mostly be spent on activations, media events, media hostings, FAMs, and media outreach. Now I will pause for any questions that you might have for Bobby and I.

ANTHONY: That's the end of your presentation? Okay. All right. So, we're on the media recommendation presentation. Are there any questions or comments --

SANTOS: I have a question.

ANTHONY: -- about the media? Commissioner Santos.

SANTOS: Thank you, Lieutenant Governor. Herb Santos, for the record. So with the sporting events in Vegas, how do we target those folks that are traveling from another state to come watch the games, to expand or extend their trip to explore Northern Nevada?

RITZI: Bobby Ritzi, for the record. Yes, so we have a couple ideas. We like the Raiders partnership, as the percentage of those attendees at those home games differ, for example, with the Knights, which is primarily, local Nevadans. So that's that custom activation. Then the idea is to follow our target audience, both in their own market before they would potentially come or after those games, with programmatic media. So, for example, in the lead – this is a bad example, because we're away at the Bears this year, but in the weeks leading up to that game, as that audience is seeing that in the news, hearing up, they also see our ads. Those would be unique to your point earlier, about shifting perception around sports. We drive them to a new landing page on travelnevada.com, that has that hub and spoke messaging, and all of that idea layers up into shifting that perception that there is more to do within that trip here.

SANTOS: Herb Santos, for the record. But you said it's like a week before these events? Because people have to make their plans well in advance, a week before they do their traveling. I would think that six months before a season starts, we're targeting those folks to say, hey, you know we're going to have a game in Vegas and stay an extra week and here's all the different programs that you can do in Northern Nevada, Elko, whatever.

RITZI: Yes. Bobby Ritzi, for the record. I apologize. I misunderstood the original question. So our assumption is that we cannot change that behavior for this specific trip, within the week. I have my tickets, I'm coming out. But being aware of that, that opportunity, the experience within, at that game, will inspire that next trip. Or, if you don't have that home team or you're not coming out for that trip, but while that media is covering your team or you're leading up and you're more aware of that situation in the news, then we can get in there and inspire that next trip that we acknowledge is months out in advance.

ANTHONY: Mr. Vice Chair.

MURDOCK: Thank you. I am curious as why would you leave Burning Man off there? It does 100,000 people, it fills up the rurals, and it does help the north and the Reno airport. So why would

you leave Burning Man off there? That would be my question. A little love for the North in something. I mean, hello. We're all in the state together. I love Vegas, thank God we have them, because that's a big draw. But, we also make millionaires and influencers can come in and talk to a casino. And we're famous for that in Nevada. We make millionaires. It's kind of disheartening for a northern Nevadan to not see one thing in that side of the state up there. Not even Burning Man, which go to any of the retail stores when Burning Man comes. It's two weeks before, it's an impact, second to none, for the income of the state. So just thoughts.

KAWCHACK: Commissioner Murdock. M.E. Kawchack, for the record. Can I follow up with that? A lot of what we do around the north does have more to do on the social side and influencer side. And that's when we really can get them through the state. So a lot of those road trips, we're always tracing their steps throughout the state. When people are already here, it gets really, really difficult. Burning Man, for example, obviously sells out. We do a lot of social media around that time, because then they're in market and then they know where to stop along the way. If they're going home on I-80, that's when we're talking about Cowboy Corridor. We're talking about Burner Byway. So are there specific things that you would want to see incorporated here, around Burning Man outside of social or influencer marketing?

MURDOCK: I'm sure the Grand Prix is going to sell out. I'm sure the Raiders are going to sell out. I'm sure the hockey sold out. I'm saying Burning Man sells out. It's 100,000 people using a lot of ways to get to the State of Nevada. And I'm sure they all take adventure trips.

ANTHONY: Commissioner?

VILLANUEVA: Rafael Villanueva, for the record. I'm assuming the Raiders have talked to you about the percentage of season ticket holders that are out of town, that come every week, and where they're from. Right? Because my understanding, there's considerable amount from Southern California, Northern California and the Midwest that are big Raider fans that come in every week. I'm assuming the event is to also attract them for their next visit to Nevada – right? – to extend that trip during that next period of time.

RITZI: Bobby Ritzi, for the record. Yes, that part of the Raiders activation, that was the most attractive part of that partnership is knowing the percentage of those attendees do not live in state.

ANTHONY: Yes, sir.

LESTER: Tom Lester, for the record. You know, most of those people are going to be flying in. How do you get them? Are you serving ads to people that will be bringing their own vehicles? I mean, you can track that now, but I was just wondering, because I mean from Elko to Las Vegas, it's about seven and a half hours. How are you going to get them out, when they fly directly into Las Vegas? I mean, you know, you got to get them beyond that, right? So what is your strategy there?

RITZI: Bobby Ritzi, for the record. Thank you. And that actually goes back to the earlier question of that assumption on changing that trip in the moment. And currently, we don't think there is. There might be some opportunity within that, but to your point, it is about that next trip. So by following them in their local media, before the game or after the game, or changing their

perception with that custom activation at the tailgate, hopefully, we are inspiring that next trip. Maybe it could become a drive, they would get a rental car this time, book that extra night, and that messaging will be built around those POIs, that Neon to Nature off strip.

ANTHONY: Let's go to the south, commissioners in the South. Do you have any comments? Go right ahead.

LAGAN: Jill Lagan, for the record. I very much would like to see leveraged the marketing efforts that are being used for the name Travel Nevada and bringing people over the state. But also, I would highly encourage the individual organizations, individual territories, to also utilize those sports teams and the different activities, whether it's Burning Man or it is the Grand Prix, any of those types of opportunities, they've got their own versions of advertising and getting things out. And we as individual, smaller organizations can partner with them, as well. So where Travel Nevada is spending large dollars advertising the name Nevada, we individually, could also be leveraging those sports teams and those different activities that are taking place across the state, by making sure that much like our rural grant program, some of the different plans that we have in our annual planning are kind of leveraging off of what you guys are already doing at the state at the Travel Nevada level. I was grateful to be able to find out a little bit more about some of the individual programs that the Raiders have with the Golden Knights, as well, so that we could individually advertise with them. And it's not as outrageous as I originally thought. So, there are some opportunities for some of our smaller organizations, our rural communities, to be able to also partner with those big guys so that we can leverage what's being spent by Travel Nevada.

ANTHONY: Any questions, comments, anything else? Yes, sir?

ESTIPONA: Edward Estipona, for the record. To address Commissioner Murdock's Burning Man -- I think one of the things we can do, from a reach standpoint -- and I think he's correct about Burning Man bringing in thousands and thousands of people, is we can stick a geofence, maybe, into there, follow them home. I think if there's any group that's going to come back to Nevada, is that group, more so than the sporting group, to be honest with you. Because if they'd enjoy their experience, from a group standpoint, these are the same people that would also enjoy it as individuals, with their family, maybe a little bit something different than Burning Man, because you don't need to bring all your family over, but you know, so on. But I think that would be a good way to maybe attract it, by sticking a geofence and sticking it out on Gerlach where it stops, where digital tracks stop, now we know there's only so many people going to Gerlach on a daily basis. So, we know, for that period of time, that's all travelers at that point. Thank you.

SCOLARI: Brenda Scolari, for the record. I just want to point out that we do promote the Burner Byway, which begins in Reno, but appeals to that Burning Men audience all year. And also in answer to Commissioner Lester's concern about Fly Geyser, though it is owned by Burning Man, the friends of Black Rock do offer tours. Yes. Thank you.

ANTHONY: Okay. Yes? Down South -- Commissioner?

CONTURSI: Donald Contursi, for the record, I just want to make a point, I'm sure it's already been thought of, but, I just wanted to bring it up. I've noticed some marketing campaigns here in the south, where people will have the influencers promote the event. And, as vice chair

mentioned, leading up to the event is extremely important to get people excited and booked to the event. But I've also watched, and I've seen influencers being hosted the day of the event. And if that event doesn't repeat itself, you're almost, in a sense, promoting something that the viewers and the audience, there's nothing for them to book down the line. So I think leading up to the event is extremely important. For example, I've seen for Valentine's – the day of is when people have already made their plans by then. We have to kind of get ahead of it and promote events that are going to come back, so that they could book it again for next year.

ANTHONY: Thank you. Any other further questions or comments? Okay. Thank you for the presentation, number one. Number two, as we move forward, please incorporate the comments and ideas that have been presented by the commissioners up here in your plan. That's very important. The Marketing Committee has approved this, correct? And the director is recommending approval, is that correct? Okay. I'll take some motions, then.

MUROCK: Thank you, Lieutenant Governor. Rick Murdock, for the record. I would like to move to approve the creative campaign, as presented. Do I need to include the other one, or one at a time?

ANTHONY: We'll do that.

MURDOCK: Okay.

ANTHONY: Okay. You've heard the motion. Is there a second?

ESTIPONA: Edward Estipona, for the record? I second.

ANTHONY: Okay. Any questions or comments on the motion? Seeing none, all those in favor, signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay? Motion carries. We're now on agenda item I.

MURDOCK: Lieutenant Governor, I'd like to make a motion to approve the media recommendations, as presented, for the paid media presentation. Thank you.

ANTHONY: Is there a second?

ESTIPONA: Edward Estipona, for the record. I second.

MOON: I second.

ANTHONY: Okay. I have two seconds. Any questions or comments on the motion? Seeing none, all those in favor, signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay. Motion carries. Thank you very much, appreciate the presentation. Go out there and do some good work for us. Okay? All right. We are on to agenda item J.

ORTIZ: Good afternoon, Lieutenant Governor Anthony and members of the Commission. For the record, I am Abigail Ortiz, the Industry Relations Specialist for Travel Nevada. I am here to present our rural marketing grants for Fiscal Year 2024. Applications were accepted March 1st through April 28th. We received 46 applications, requesting \$2,319,207.38 in funding. We had \$1.5 million to award. So, \$819,207.38 had to be cut or denied. A six-person committee evaluated the applications using our rubric process. Of the 46 applications, 36 were recommended for awards to the territory advisory committee, which met on June 2nd. This committee consists of our territory chairs and our rural commissioner, Jane Moon, as well as our commissioner, Tom Lester, who represents our cowboy country as our territory chair. Respectfully, we are seeking a motion to approve Fiscal Year 2024, one-year cycle, rural marketing grants, as presented in your packet. You also have breakdowns for each territory. Yes, I'll present it for you.

ANTHONY: That's it?

ORTIZ: Yes.

ANTHONY: Okay. Thank you. All right. So the commissioners all have, in front of you, the spreadsheet on how the money was awarded. Do I have any questions or comments about the grants. Down south, go right ahead, commissioner.

LAGAN: Jill Lagan, for the record. First of all, I'd like to make a couple of comments. I really appreciate the addition of the organization total budget column. I found that quite enlightening. I also really appreciated the fact that it seemed, from this spreadsheet, that many of our tourism organizations are really working toward a more data driven strategy to kind of guide them through their annual planning. So I thought that that really stood out to me this time, as we reviewed the grant programs. And then lastly, I've got a question. In regard to the new rubric program that has been put into place, will those rubrics be shared with the individual applicants so that they can learn what they have done wrong or what isn't as great and how they can make improvements, but also know what they did really well the team would like to see more of? I really kind of addressed this specifically as a champion for southern Nevada rural communities. I noted that Mesquite Chamber had applied and was given a partial recommendation for partial funding. And it looks like their destination guide seems to be the part that's left out. And I'm wondering if there's nothing that states that in the recommended column. I'm wondering if we can kind of understand a little bit better why that particular part – is it that destination guides are not something that we want to fund? Is there some direction that we can get from that?

ORTIZ: Thank you, Commissioner. So yes, regarding the rubric. The rubric guidelines are available on our travelnevada.biz website. And then we are happy to share the scoring and the overall average that we scored the applicants on. My goal is to continue to stay with these individuals and assist them as needed. Regarding Mesquite -- give me one second. Do you have that specific grant ID in front of you, Commissioner?

LAGAN: Mesquite Chamber, they asked for \$22,000. The recommendation is \$8,750. The only thing it says in the award recommendation is, recommend partial funding, fund usage to go

towards map. And in looking at the overview, it looks like they did it -- like proposal one, proposal two, but proposal two being the map proposal, one being their destination guide. And that was the reason that this came up. I'm just wondering if that's something that we should not be looking to do. And if so, we all need direction on that. I guess that's kind of my question. Since we're not going to be seeing the rubric scores of all of these individuals, I would love to have some guidance on that.

KAWCHACK: M.E. Kawchack, for the record. If you don't mind, Abby, I can answer that, Commissioner Lagan. If I remember this one in particular, it didn't score on the rubric, because the destination guide was only being distributed in-market. It didn't have any out of market distribution. And I believe we have another section there, where we have some recommendations. So, anyone who didn't receive their grant funding or did, and wants some more guidance, can definitely reach out to either Abby or Robert for more information on that. Because the goal of this, and the goal of kind of moving to this rubric system and looking at these across a six-person evaluation committee, is to make them better and more useful and get to those goals, and to your point, a little more data driven. So happy to talk to the Mesquite folks further about that.

LAGAN: Jill Lagan, for the record. I certainly appreciate that. And I'm just not really speaking for Mesquite. I just happened to notice that. And I am just wanting to make sure that all of us, as potential applicants, are also fully aware, and future applicants are kind of aware of what we're looking to see more of. And like I said, the data driven strategies were really a spotlight. And they jumped out at me. I'm honored that we have so many different organizations that are going in the right direction and really, truly believe in Nevada and want to make sure that they're doing their best to work with what Travel Nevada's plans are. So, thank you very much for the hard work. I know you guys put a lot of effort into this.

ANTHONY: Thank you. Any other comments? Yes, ma'am, Commissioner?

MOON: Thank you, Lieutenant Governor. This is Jane Moon, for the record. I just want to state that I was very proud to be part of this working group. I sit with the group in an advisory position. No voting of course. There were some very hard and authentic discussions that went on. Abigail Ortiz and Robert Graff are very open to those somewhat difficult discussions and comments. And they were not offended by any of them. They took those comments for growth and opportunity. I do appreciate that. And I do want to encourage you to keep going and helping mold that grant writing process to be more succinct, open and easy to follow. And I think, in terms of our conversations with the rubric, that being made available, and the award recommendation wording, being more specific to the rubric, would be very helpful. So thank you, again, for your work, and Travel Nevada's work on that and making sure the real programs are supported.

ANTHONY: Great. Thank you for being an advisor. I appreciate it. And, you know, these grants, I mean, they're heartbreaking, because people ask for a bunch of money, and we only have a certain amount and, we'd like to fund everybody, but it just can't happen. But it's important that we have a very clear, concise procedure on how we grant these grants, how we divvy up this money so everybody's really clear on how we're doing it. So, good comments. Anything else from the commission? Anything, Director Scolari, you want to add? Good? Okay. We have several motions to make. So bear with us. And I'm going to turn this over to our Vice Chair.

MURDOCK: Lieutenant Governor, I'd like a motion to recommend the FY24 marketing grant recommendations for approval. And I'll start, with each motion, if you don't mind, if that's acceptable to our attorney? I'll just go down the list.

WOODRUM: Absolutely. Homa Woodrum, for the record. That's fine.

MURDOCK: Do you want me to read them all at once or can we go one at a time? How do you want it?

WOODRUM: Homa Woodrum, for the record. If I recall from a prior meeting that I had assisted in covering, there may be opportunities where people might need to recuse from voting on specific items. So that's why it's cleanest to go one by one. And then, that way you can have a clear record, if somebody steps back from voting on a particular one versus a batch.

MURDOCK: Thank you. Okay. Number one -- first motion to approve FY24 Rural Grant Marketing for Cowboy Country in the amount of \$242,825.

ANTHONY: Do I have a second?

VILLANUEVA: Second.

ANTHONY: I have a motion a second. Any comments on the motion? Yes, commissioner?

LESTER: I'm going to abstain from the vote on this. I am the current territory chair.

ANTHONY: Okay. Thank you. There'll be an abstention. Okay. Any other comments? Seeing none, those in favor signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay? Motion carries. Mr. Vice Chair.

MURDOCK: Thank you. Motion to approve FY24 for Rural Marketing Grants from Las Vegas Territory, in the amount of \$327,050.

ANTHONY: Is there a second?

ESTIPONA: Second.

ANTHONY: I have a motion and a second. Any discussion on the motion?

LAGAN: Yes. Lieutenant Governor?

ANTHONY: Yes. Go right ahead.

LAGAN: Jill Lagan, for the record. I'd like to recuse myself from this vote, please.

ANTHONY: Thank you for the comment. Are there any other comments from the commission? Seeing none, all those favor, signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay? Motion carried. Mr. Vice Chair.

MURDOCK: Thank you. I'd like to make a motion to approve FY24 Rural Marketing Grants for Nevada's Indian Territory in the amount of \$102,875.

ANTHONY: Is there a second? We have a motion and a second. Any comments from the commission? Seeing none, all those in favor, signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay? Motion carries. Mr. Vice Chair?

MURDOCK: I would like to make a motion to approve F'24 Rural Marketing Grants for Nevada Silver Trails, in the amount of \$243,550.

ANTHONY: Are there any questions or comments from the commission?

VILLANUEVA: Second.

ANTHONY: Thank you for that. All those in favor signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Anyone opposed, nay? Motion carries.

MURDOCK: Thank you. A motion to approve FY24 Rural Marketing Grants for Pony Express Territory, in the amount of \$255,923.

ANTHONY: I have a motion, is there a second?

VILLANUEVA: Second.

ANTHONY: I have a motion and a second. Any comments? Yes?

MOON: Lieutenant Governor, this is Jane Moon. I'd like to recuse myself from voting on this motion, please.

ANTHONY: Very good. Any other questions or comments from the commission? Seeing, none, all those in favor, signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay? Motion carries.

MURDOCK: Motion to approve the FY24 Rural Marketing Grants for Reno Tahoe Territory, in the amount of \$327,812. I'd probably need to recuse.

ANTHONY: Okay.

MURDOCK: Thank you.

ANTHONY: Is there a second?

VILLANUEVA: I second.

ANTHONY: Okay. Any comments on the motion? Seeing none, all those in favor, signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay? Motion carries. That's it? Alrighty. We'll go on to agenda item K, NV Energy Tourism Incentive Program.

GRANT: Lieutenant Governor Stavros Anthony, Commissioners -- Adam Grant, NV Energy, for the record.

GRANT: Lieutenant Governor and Commissioners, for the record, Adam Grant, Director of Electrification and Energy Services for NV Energy. I'm coming to you today to discuss our economic recovery transportation electrification plan, which is our plan to promote an advancement of electrification and charging stations throughout the state of Nevada, including specifically today to talk about our rural tourism component, which is in the rural areas outside of the Reno-Tahoe and/or Reno-Sparks and/or Las Vegas areas. I think there is a slide presentation. Okay. Our economic recovery transportation electrification plan, or ERTEP as we call it, because it is a mouthful if you have to say that all the time, invests nearly \$100 million to expand electric vehicle charging throughout the state from '22 through '24, with construction and more options, going into the '25, '26 timeframe. The purpose is to drive economic recovery. This was born out of Senate Bill 448, I believe, two legislative sessions ago. The regulations are put forth to accelerate electrification and transportation electrification throughout the state to strategically make electric vehicle charging more accessible to all of the community and visitors to the state of Nevada, as well as increase clean energy and clean job opportunities, and support EV driver tourism. As you see, the program itself, ERTEP, has several different components. Interstate corridor, obviously, is putting charging stations between the metropolitan areas, be it Las Vegas to Reno, north and south, be it Reno East, out to the rural areas, towards Elko and/or Las Vegas towards the California borders. We have the public agency, which we work with local municipalities, to promote charging stations, put them at places, such as community centers and our government centers throughout the state. We are working with the city of Las Vegas, City of Reno, and Washoe County, to put these charging stations in various locations throughout the state. We have our urban charging depots, which is our main city hub charging stations to put at locations with sites hosts throughout the state, our transportation school bus and electrification program, as well as our recreation and tourism program, which I'm here to specifically talk about today. Our tourism program is a creation of a network of public EV charging that is centered around Nevada's eligible tourist destinations to boost economic value in the surrounding areas through increased foot traffic, advanced transportation, electrification, reduced emissions, and improve air quality at these locations, at these popular destination, potential locations. We are looking to put about 49 to 53 sites throughout the state. We offer incentives for this program to do so. But specifically what I'm here to talk about is our rural tourism component, which is three sites, three locations statewide. I believe there's an understanding that there is one recommended site location so far that you all will be taking a vote on today, but I am also

here to talk about the other two that we are looking for support and potential locations for in the rural areas, be it out in Elko, be it in the Tonopah area or one of the corridors that is not necessarily on the electric highway, but is a destination that folks will come to in Nevada. Many of the rental car companies now are rolling out electric vehicles. And being able to charge and not have range anxiety will be a selling point for tourism to extend outside the major metropolitan areas of Nevada, being able to charge, not have fear of being stranded, having the ability to go to these areas without fear of non-electric charging. Again, this tourism portion is an incentive portion of our program. We have several different options, but the tourism is incentive based, at up to \$300,000 per site, based on site, at \$15,000 per port, up to \$300,000. We are really trying to just come to you and have a discussion, eventually on putting forth two more sites that really have the option to be incentivized in the rural areas to make those tourist destinations outside the major metropolitan areas more accessible to those with electric vehicles. I think that is all I have for my presentation. And again, open to any questions and/or discussion.

ANTHONY: Yes. I'll start by asking a bunch of questions.

GRANT: Sure.

ANTHONY: Sounds like there's more. So, these sites, you're going to pay to put the charging stations at that location?

GRANT: We will provide an incentive of \$15,000 per port, or up to \$300,000 per location, to help pay for the installation of the chargers, yes.

ANTHONY: What about the property that it sits on. Who provides that?

GRANT: That's, well that will be a part of the agreement that we would make with the property owner or with the site. There is a site selection process that all of these sites would go through to determine the best site in that location, be it because of its egress from the highway or near a location that provides good foot traffic to other businesses around it, things like that.

ANTHONY: Okay. So, Vice Chair Murdock has indicated a spot in Laughlin he thinks would be a good idea. So he's providing the property?

GRANT: Correct.

ANTHONY: And then, what are you going to do? You're going to put the EV stations on that property?

GRANT: The property would put the EV stations on that property, based on a list of qualified approved chargers that we have, that fits the profile. And then we would pay up to \$300,000, in an incentive, for the cost to build the chargers.

ANTHONY: Oh. So, if it's \$500,000, then --

GRANT: You're only paid up to \$300,000.

ANTHONY: They would pay up to \$300,000. And then, whoever is putting charging stations in would have to --

GRANT: Pay the rest.

ANTHONY: But maybe it comes out to \$150,000, then --

GRANT: Then it would be up to \$150,000. It would be up to \$300,000 at \$15,000 per port. So let's say you have a 10 port, and there's not a lot of make ready costs or line poles or it's a smaller site, then it would cover most and/or all of it.

ANTHONY: Okay. And do the slides say Lake Tahoe and Red Rock? Are you recommending those two?

GRANT: So Red Rock and Lake Tahoe are part of the outdoor portion, not the rural tourism.

ANTHONY: Okay.

GRANT: They are a different component of the tourism, yes. They would have the same incentive structure, but they are not part of the rural tourism portion of the program. They are separate, but the same. The rural is the three sites, one of them being the Laughlin location, and two others that we are currently looking for.

ANTHONY: So you're asking the commission to reach out to certain parts of rural Nevada? To go to a casino in Tonopah and say, hey, do you want to put an EV charging station here on your property? You're going to get up to \$300,000. You're asking us to put that out there?

GRANT: We're asking you to assist in that. We are also going out and doing a lot of customer recruitment. We're working with a lot of municipalities out in the rural areas, but we want as much help as we can get. Because we want to expand this and make sure that these areas get the opportunity to participate as much as they can.

ANTHONY: Right. So I guess my question, as far as the location is -- somebody flies into Las Vegas and wants to rent an electric car, or they fly into Reno-Tahoe and want to rent an electric car, or they're driving in from certain points -- L.A., Sacramento, Salt Lake and --

GRANT: Yes, sir.

ANTHONY: -- they're driving an electric car. I don't know much about electric cars, but there's certain ranges. So, if they get into an electric car in Las Vegas, can they get to Tonopah in order to charge their car up again? Or is that too far away? I guess those are the interesting --

GRANT: Yes.

ANTHONY: -- you know, points that I think we need to know. Because if they can't get the Tonopah, then why would you put one there, you know? Maybe they can only get to Ely, and you put one there. So I think we need that kind of information. I'm fine with this. The vice chair looks like he has a location already.

GRANT: I can answer your question very quickly, Lieutenant Governor. Adam Grant, again, for the record. Yes, that driver could get to Tonopah. We have what is called the Nevada Electric Highway, which was part of a previous program, that we had put charging stations within 50 miles of each other, up the north and south corridors and some the east and west corridors. So there is charging availability through that. There might not necessarily be as much charging availability once they get to that destination. So, if they're going to be staying overnight, or staying a day or two, that's where we want to make sure we have the charging availability, at the rural, tourism destination, as well as on the highways leading to it.

ANTHONY: Okay. So as far as the procedure, we only have, really one to specifically to talk about today.

GRANT: Right

ANTHONY: But, you want us to kind of give some recommendations to the director and –

GRANT: Yes, please. Yes.

ANTHONY: – the director can give those to you. And then, you kind of filter out which is the best for world tourism? Is that how you want to do this?

GRANT: Yes. Again, Adam Grant, for the record. Yes, Lieutenant Governor, I believe that would be –

ANTHONY: Okay.

GRANT: – a nice beginning of the solution, yes.

ANTHONY: Yes. Because we might have five or six different locations. But I think the point is where is the best location, you're going to help us with that.

GRANT: Yes.

ANTHONY: Okay. All right. Okay. Yes. Commissioners, go right ahead.

ESTIPONA: Edward Estipona, for the record. Brenda, I'm a little older, so my brain doesn't work sometimes well. But I recall one of the things when we were going through those value statements from the branding exercise back in January. One of the things we talked about, as a group, was these adventure hubs at some point in the state of Nevada. It's our goal to, at some point, have these different adventure hubs. I mean, I know that Adventure Hubs are not here yet, but just being thoughtful about this. If there is a thought of putting an adventure hub here, can we make sure that there is a charging station? Not the ones that we're going to vote on today specifically, but these future ones, whatever those two locations be, possibly be in those areas. Because again, I think that the whole purpose of Adventure Hub is to create these safe zones, where people feel safe and they don't feel like, I'm venturing out to nowhere. That's kind of just my own comment on that one.

ANTHONY: Yeah. That's a good point. The other part of this is if we like a particular location, we want to make sure somebody else isn't putting in charging stations across the street that we don't know about, you know? I guess the point of these is for people that have electric cars to be

able to enjoy rural Nevada, and get from point A to point B without their car dying. I mean, that's the whole point of this, right? So –

GRANT: Yes.

ANTHONY: – we're talking about way out in Nevada.

GRANT: Correct.

ANTHONY: Mr. Vice Chair.

MURDOCK: Thank you. Got a couple questions.

GRANT: Yes?

MURDOCK: Isn't it Ford and Chevy that just aligned with Tesla on being able to charge?

GRANT: Yes.

MURDOCK: Okay. So my next question is, can locals use these charging stations?

GRANT: Adam Grant, for the record. Absolutely.

MURDOCK: So any local can come plug into these?

GRANT: Absolutely. Yes. The ERTEP program is meant for 24/7 access to all, either locals, community members, and/or visitors to the state.

MURDOCK: Great. And these are universal charging stations, they can use in any vehicle?

GRANT: These are not Tesla specific. So, they will be universal, what is currently universal. Now I've heard –

MURDOCK: Yes.

GRANT: – that may change in the future, and that would be just adaptability, as we move forward.

MURDOCK: Great. And then, one more question. I know it's a certain amount of money you guys have put there. Is there other money every year that's going to be allocated, so that we can electrify the state? Some of these highways are very rural, is there a plan to continue this after we pick the three or the two or wherever we're headed? Are you guys coming back the following year with the idea of doing this?

GRANT: Yes. Adam Grant, for the record. Yes. We have gotten approval for this a \$100 million investment. We had another approval from the Public Utilities Commission back in late 2022 for another \$70 million. That \$70 million was part of our transportation electrification plan we will put forth every three years, in perpetuity right now, that will continue to advance transportation electrification throughout the state.

MURDOCK: I appreciate that. Makes it easier to make decisions, because you're going to keep this program going –

GRANT: Correct.

MURDOCK: – as we turn more electric. Thank you.

ANTHONY: Now listen. Let me ask the Southern Commissioners, do you have any questions or comments? Yes, Commissioner?

MOON: Mr. Chair. Mr. Grant, when the Nevada Electric Highway was being developed and was rolled out, I remember seeing lists of those charging stations. And I'm sure, since there have been, you know, multiple added. So to help our conversation, I'm wondering if we could have access to those lists of charging stations throughout the state, not only for our discussion, but that would be wonderful to provide all our rural partners, as well, because sometimes we don't know who put one in, you know? So it's important to be able to share that, and the information that we share out, as rural partners.

GRANT: Thank you, Commissioner. Adam Grant –

MOON: Oh, and this is Jane Moon, for the record.

GRANT: Thank you, Commissioner. Adam Grant, for the record. Yes, I do believe that list is currently on our website, but we will provide it to the director, so she can provide it to all of you. In terms of the list of what we have, is the Nevada Electric Highway, where there are private charging stations being put in. We are trying to gather as much information as possible. But we will absolutely gather the Nevada Electric Highway, provide that to you, and any other charging stations that we do put in place throughout this program.

ANTHONY: Yes. Commissioner.

LESTER: Tom Lester, for the record. So are you going to be targeting communities that don't have these charging stations first?

GRANT: Adam Grant, for the record. I would say we are going to be targeting, for this specific piece, the destination that has the potential for a population increase, or where tourists are going as a destination outside the major metropolitan areas. So those would be our first target. We would look, and then obviously, work with the site host and/or locations there, to see what charging availability is potentially already there. And that would weigh in, because we do have a list of criteria that each site and each location would have to kind of pass through. And one of them would be, if they are the only game in town, if you will, or others. But for this particular piece of it, the first criteria is the destination itself.

ANTHONY: Any other questions or comments? Yes, Mr. Vice Chair.

MURDOCK: So, as you do this, it might be -- sorry. Thank you. Rick Murdock, for the record. It might be something to advertise -- Nevada's Electric, you know what I mean? I'm just throwing that out, because people are going that way. You might want to post, you know, put a badge up that says –

GRANT: Adam Grant, for the record. I support that.

MURDOCK: Well, I'm just saying. I'm not trying to do an advertisement for you. I'm just saying it's reason to travel here, because everybody's got an electric car. So, thank you.

ANTHONY: Again, what you need is a specific piece of private property that somebody wants to put these EV stations on. Correct? Or it could be a government property, correct?

GRANT: It could be, yes. But it's mostly a private location, because it's more the tourism. We do have government, which could fall under the kind of government and/or the other -- there's other forms of government could fall under. This is more of private property. Yes.

ANTHONY: Okay. I just ask all the commissioners to take this under consideration, talk to the territory chairs and go out there and get your recommendations. Again, you're going to have to find somebody that wants to put these on. So you may have to go to a casino in Elko and say, hey, do you want \$300,000 to put some charging stations in? And, when you get those, let's get those to Director Scolari. And then you two can vet all that, right? And then you can bring it back to the next commission meeting for approval. But today, we have a recommendation from our vice chair to put one of these sites in Laughlin, which to me sounds like a great idea. And you have a specific piece of property to put those on?

MURDOCK: Yes.

ANTHONY: That's a yes. Are there any questions or comments about putting one of these in Laughlin? I just want to get some comments first. Yes, commissioner.

MOON: Thank you, Lieutenant Governor. This is Jane Moon, for the record. Mr. Grant, what is the access in Laughlin? How many charging stations do you now have in Laughlin?

GRANT: It's Adam Grant, for the record. NV Energy currently does not have any.

ANTHONY: Good question. Any other questions or comments? Anything from the south?

WOODRUM: Homa Woodrum, for the record. Just a really quick question. We're trying to make sure that the minutes are really clear. Under what authority it, as far as like the recommended action for recommending a site, are you contemplating that the commission jointly sends a letter encouraging the choice of this site? Because it seems like this is an independent project, and they are asking for support, so I wasn't sure if they're asking for a letter of support but it's not within the commission's purview to decide what the private entity does or doesn't do. I just wanted to get clear on what kind of support, maybe, they were asking for so that you can craft your motion.

ANTHONY: Well, yes, it's my understanding that NV Energy is asking us to identify three sites, to spend \$300,000 on each site to put a charging station.

SCOLARI: For the record, Brenda Scolari. I'll respond to the DAG. The Nevada Commission on Tourism is expressly named as one of the approving bodies for the three rural sites.

WOODRUM: Homa Woodrum, for the record. Thank you. I just wanted to make sure that we knew for the minutes, so you'd be using your authority, as an approving body, to name one site today, and then consider others, going forward. So thank you for that.

ANTHONY: Okay. So, we can approve one site today, and do two more later on?

WOODRUM: Homa Woodrum, for the record. I just wasn't sure – you'd mention Laughlin, specifically. I don't know if you have the other two already to go.

ANTHONY: We don't –

GRANT: Adam Grant, for the record. No, the other two are not decided yet.

WOODRUM: Okay. So, just for minutes clarification, there's a greater authority to approve other sites. Today, you are ready to go, possibly, on one recommendation, and that is within your authority to do. Thank you for that.

ANTHONY: Correct. So, we need to find two sites. But I'm gonna make a motion to approve one site on the property, Harrah's, in Laughlin.

MURDOCK: I'd like to recuse, as I work for Caesars Entertainment.

ANTHONY: I have a motion and a second. Any discussion on the motion and second? Yes, commissioner?

MOON: I have one further question. Jane Moon, for the record. I'm not familiar with the location of Harrah's. I'm sure it is in an area where entrance and egress are quite accessible and it's probably easy to get to. So just taking all those into consideration, would that be an opportune place for a charging station?

GRANT: Adam Grant, for the record, I know that the location at Harrah's, the Caesars location, has been vetted through our system and through our analysis, and it has been deemed as a place that would be a good location for a charging station.

ANTHONY: Yes, Commissioner.

MOON: Perfect. That's exactly what I needed to hear. Thank you.

ANTHONY: Okay.

MOON: Jane Moon, for the record.

MURDOCK: And it's 40 stations, by the way. And more importantly, that's why I asked the question with you guys – is it for the locals? Because Laughlin's a retirement community. You know, I'm not having any angle here. I'm just saying, I know about where it is and why we did it.

ANTHONY: But it's good for the tourism industry, also.

GRANT: Absolutely.

ANTHONY: Okay. All right. I have a motion and a second. All those in favor, signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay? Motion carries. All right, thank you.

GRANT: Appreciate it.

ANTHONY: We'll work on that for you. Appreciate it. Okay. Agenda item, L. UNR College of Business Nevada Tourism and Hospitality Supply Chain Report.

STEINMANN: Thank you, Lieutenant Governor and members of the commission. For the record, Fred Steinmann, Director, University Center for Economic Development, at the University of Nevada Reno. If we can bring the presentation up? First and foremost, I wanted to extend my personal thanks and the thanks to the President of the university, Brian Sandoval and Dr. Gregory Mosier, Dean of the College of Business, for the opportunity to collaborate and work with the Department of Tourism and Cultural Affairs. Director Scolari, as well as Cortney Bloomer, and Kyle Schulz, from the department, and Shari Davis from the Governor's Office of Economic Development, gave up many a Monday night over the course of the spring 2023 semester to join us on campus, to work on this project. A challenge for sure, on regular times, but certainly more so during a legislative session. And certainly, thanks to the Lieutenant Governor for providing welcoming remarks at our May 15th symposium which presented a comprehensive overview of the results of this particular study. Just to kind of give you a quick overview of the study itself. This was a semester long project, designed to examine and identify gaps within the value network and supply chain of Nevada's tourism and hospitality sector. Tourism and hospitality is, far and away, Nevada's largest, single largest industry and occupation sector. Whether or not you measure that in terms of total contribution to state gross domestic products, total employment across the state, total economic output, and certainly connections, indirectly and directly, to other industry and occupation sectors throughout the states. The opportunity to examine the supply chain of this particular industry sector is fortuitous given the work that we do at the University Center for Economic Developments, as we work with each of the eight, regional economic development authorities through the Governor's Office of Economic Developments to develop targeted, new business creation and attraction, and existing business retention and expansion strategies. And certainly, given that our work in the development and assistance and implementation in various comprehensive economic development strategies, or CEDS, throughout the state have tourism and hospitality as primary, economic and community development goals, we hope that the work done in this report, in this study, will help inform economic development efforts throughout the state. Again, really designed to close those gaps and keep more of the dollars generated from tourism and hospitality within the state. As any good faculty member does, they employ students to do their bidding and work. And then I get to put my name on the work at the end of the project. I would be certainly remiss to not to acknowledge the 11 master's students at the university who gave up many a weekend and many an evening working on this project. And even though we were able to compensate them as graduate research assistants, through a grant with US Economic Development Administration, the threat of a grade at the end of the semester also produced what I feel is very high caliber work. The project itself was designed around four primary components, with the first being an

identification, or kind of overview of the historical development of the tourism and hospitality industry sector in the state. Surprisingly, maybe not surprisingly, things that were old have become new. The very early days of our state's history, the tourism and hospitality sector were very much focused on things like medical tourism and opportunities to enjoy an authentic western experience, to those in larger metropolitan areas on the West coast and eastern United States. Certainly, those are elements that have emerged again as new characteristics of the sector's diversification and growth. Students then spent time in the project evaluating and identifying various trends in tourism and hospitality at the national and international level, looking at jurisdictions, domestically and internationally, in terms of their strategies for closing gaps within the value network and supply chain of their sector. And then finally, mapping the industry sector and then developing targeted community and economic development strategies, county by county, regional development authority by regional development authority, and then for the state, as a whole, designed to close those gaps and maximize the economic return, both in terms of new business creation, new job creation, and overall contribution to state gross domestic product. The results themselves are summarized in the 160-ish page technical report that you have in your packets, available through the Center for Economic Development. But generally given the tremendous size and depth and breadth of the tourism and hospitality industry sector, the results that all touch upon here, really focus on key, backward linkages in five individual component areas of the broader tourism and hospitality sector, specifically identified gaps in hotel and lodging services, food and drink services, indoor events and recreation, outdoor recreation, and then finally, transportation services. I will kind of preface the summary of these results by saying, an industry the size of tourism and hospitality in Nevada, primary businesses in that sector, definitely depend on other businesses in a variety of sectors to provide critical goods and services to support consumption patterns of individual visitors and tourists. And while certainly tourism and hospitality are kind of the holy grail of economic development, importing cash from external markets and then exporting goods and services through the tourism experience, there are significant gaps within the industry sector's value network and supply chain indicating that we here in Nevada don't get to capture 100% of the economic activity and impact that the sector has. As we close these identified gaps, we can retain that dollar value of economic input within the state itself. The first industry sector to look at is the hotel and lodging services sector. I won't bore you with the math, but the final column to the right, highlighted in yellow, is the total gap, the difference between what tourists consume in specific supporting industry sectors, and how many dollars go out of the state to purchase goods and services to support that consumption. One particular recommendation was really developing a curtain and linens industry within the state. Currently in 2022 alone, almost \$76 million, \$75.9 million, left the state to purchase curtains and linens that directly go into the hotels, motels, and other accommodation facilities within the state. In 2002, Nevada based businesses were only able to provide \$107,000 of total, statewide demand for curtains and linens. So practically, 100% of what hotels, motels, and other businesses and accommodation services spent, just on curtains and linens, went outside the state. So, there's certainly an opportunity there to close a critical gap. About \$154.9 million left the state, specifically related to hotel and lodging services for advertising, public relations and related services. And an additional \$5.5 million to services to individual buildings. And that's general maintenance and repair. And while of course, we can't expect to capture 100% of this lost economic activity, there certainly are opportunities, at the community level, the regional level, at the state level to create new businesses and expand existing ones to capture additional, economic impacts in this area. The next sector is the food and drink

services. Here we see even larger gaps within the supply chain in the value network. In 2022 alone, \$117.2 million left the state just to purchase cheese sold to visitors and tourists in the food and drink services area. An additional \$91.3 million left the state, in terms of meat consumed and purchased by individual tourists, excluding poultry. And an additional \$63.1 million left the state for beer, ale, malt liquor, and non-alcoholic beer purchases by individual tourists. Certainly, agriculture is a major industry sector within the state. It produces massive, economic impact, especially for our rural and non-metro communities but there seems to be a disconnect. While a lot of our agricultural products are certainly getting in the hands and on the tables of Nevada residents, they're not making their way to end tourists and visitors visiting the states. A lot of our food and drink establishments who directly cater to tourists, are having to buy these food and beverage products from firms outside the state, again, kind of blunting the overall economic impact that tourism and hospitality has. For indoor events and recreation services, again, similarly, about \$61 million left the state, in terms of advertising, public relations, and related services, \$10 million for electricity, transmission and distribution. But again, we see that for tourists and visitors engaged in indoor events and recreation services, another \$40 million left the state in 2022 for beer, ale, malt liquor, and non-alcoholic beer. When we look at outdoor recreation services, we actually see fairly small gaps in the overall supply chain and value network. It's not that the gaps are small, it's that the gaps are probably being reported in other areas. For example, someone who decides to go mountain biking in the Ruby Mountains, may be staying in a hotel and using restaurants in Elko. And their gaps are being captured in the hotel and lodging, as well as food and drink services. However, one area in which was identified as certainly a major opportunity is for independent artists, writers, and performers, commercial sports, except racing, and racing and track operations services, especially as the department and other economic development organizations throughout the state continues to invest in the continued growth and diversification of overall outdoor tourism and recreation activities. Transportation services is probably an industry sector that best illustrates why certain things exist in a competitive, capitalistic market. While we would certainly love to have a piece of the \$437 million that left the state in 2022 for refined, petroleum products, gasoline, the idea of refining oil in the state of Nevada and producing gasoline would probably run contrary to what individual communities throughout the state would like their individual communities. And there are just structural efficiencies that exist in domestic, international markets when it comes to electricity or transportation services. However, as has been mentioned at today's meetings, certainly the continued electrification of Nevada's economy and developing infrastructure like that as more individuals move to electric vehicles, as opposed to vehicles powered by internal combustion engines, there may be opportunities in that regard, as well. One area, however, in transportation services that has a direct impact, certainly in emerging parts of the tourism and hospitality sector, were scenic and sightseeing transportation services and support activities for transportation services, wherein 2022 alone, almost \$8 million left the state to support that particular part of the broader tourism and hospitality sector. It's a lengthy study that's been worked on for the last four months, probably not doing the students' work justice with a quick presentation. I'm certainly happy to answer any questions that you may have regarding this study and the study's findings.

ANTHONY: Well, thank you for coming today. I tell you the students that I met at that welcome were very impressive. Very impressive. And the book that you handed out was about this thick. Well, I wasn't going to let you present the book, because -- at this meeting. So I appreciate

you doing that. I have a couple of questions, but let me turn it over to any commissioners, if you want it. Yes, commissioner?

MOON: Mr. Chair, thank you. This is Jane Moon, for the record. Hi, Dr. Steinmann. How are you?

STEINMANN: It's a pleasure. Thank you.

MOON: So I'm just seeing gaps, right? Is there any area that exceeded the demand?

STEINMANN: These ones here are just focused on the gaps.

MOON: Okay.

STEINMANN: Again, Fred Steinmann, for the record. We looked at approximately 200 related, directly and indirectly related sectors. There certainly were supportive sectors where the ratio is positive, where they're producing a surplus of goods and services to support parts of tourism, which is fantastic, because that's another export industry generating additional dollars to the state. But given that this was really focused on trying to dial in where we should be focusing new business creation and attraction efforts here, has just highlighted the gaps.

MOON: Okay. Thank you.

ANTHONY: Yes. Mr. Vice Chair?

MURDOCK: Great job. We're having a heck of a time hiring anybody to work in the hospitality side, especially in the hotel side. You got any ideas on that supply chain? We would sure appreciate it – or robots.

STEINMANN: For the record, Fred Steinman again. Workforce development has become the number one barrier to every economic development effort in every industry and occupation sector. And thankfully, the department's efforts, GOED's effort, the Governor's Office of Workforce Innovation, DETR, and many others, it is priority number one to build the workforce, to support individual firms in a variety of sectors. Do we have answers yet? No. But we'll get there.

ANTHONY: Mr. Commissioner.

SANTOS: Thank you, Lieutenant Governor. Herb Santos, for the record. When you talked about resources that were outside of the state of Nevada, were you able to identify whether or not those were competitors that would be in the United States versus competitors outside of the United States? And the second question would be, were you able to identify, depending on where those competitors were from, whether or not there would be realistic opportunities to be able to compete with us?

STEINMANN: Fred Steinmann, for the record, not particularly in identification geographically, of where potential suppliers to the state are located. We were able to, in some of the recommended areas, especially in the food and beverage area, looking at cheese, meat, fresh produce, the bulk of that coming from the central valley of California. And honestly, our agricultural

sector is just not capable of competition with that level of agricultural production. In other areas, like for advertising, public relations, we were able to kind of trace, geographically back to traditional PR and marketing markets – New York, San Francisco, Los Angeles. We're probably a little early in the game, in terms of determining whether firms that are currently importing goods and services in exchange of cash to the state of Nevada, if they'd be willing to relocate to the state. A year ago, we did this exact same project for the mining and natural resource extraction, and a year later, after identifying Firestone and their South Carolina plant as the only provider of tires for mining trucks, just now, in the last couple weeks, there's been some movement in that particular area, about having a facility to produce those tires in the state. So, we're probably just not far enough away from the completion of the study in terms of direct targeting of individual firms to relocate to the state, to start filling those gaps.

SANTOS: Herb Santos, for the record. The curtains, I'm assuming that they're coming from the East?

STEINMANN: A good portion, from internationally, outside the United States, but also a good portion from other U.S. markets, specifically the southeastern United States where there's a fairly robust textile industry to this day. That, however, is actually an area where the Southwest Regional Economic Development Authority covers Esmeralda and Nye County, has already talked to two potential textile companies about opening a location in Pahrump in some industrial area near the Pahrump Airport. Given Pahrump's geographic proximity to the strip in Las Vegas, it would certainly be a natural fit in reduction of transportation costs, but certainly in terms of diversifying their economic base, as well.

SANTOS: Thank you.

ANTHONY: Any questions from the South? No? Okay. Well, thanks for your study. That's very interesting. I guess the whole point of this is, how do we keep this money in the state? So that's your next study? Okay. All right.

STEINMANN: Thank you.

ANTHONY: Look forward to that one. All right. That was information only. We're now onto agenda item M, for possible action, RFP approval for representation in Mexico.

KAWCHACK: M.E. Kawchack, for the record. Travel Nevada has been present in Mexico and Latin America since 2017 and we go out to RFP every two to four years. This contract budget is \$400,000, annually, for a period of two years. Mexico currently ranks second for international visitation to Nevada, behind Canada, and Latin America is forecasted to recover to 2019 levels by 2024. The chosen agency will work on product development and consumer awareness to ensure Nevada is prepared for future consumer demand. We're seeking approval to proceed with the scope of work and contract limits, as proposed in your packets today. And our international market manager, Yennifer Diaz, is on the phone for any questions.

ANTHONY: Okay. Are there any questions or comments from the commission? Anything down south? Okay. I guess I will entertain a motion.

MURDOCK: Rick Murdock, for the record. This is my second meeting today –both of them have gone about three hours. Sorry about that. I'm a little rummy – sorry. It's easy to do, anyway, when you're my age. I'd like to recommend that we approve, agenda item M, RFP approval for representation in Mexico, up to \$400,000, for two years.

ANTHONY: Is there a second?

ESTIPONA: I second.

ANTHONY: I have a motion and a second. Any discussion on the motion?

KAWCHACK: M.E. Kawchack, for the record. I'm sorry. Can I just clarify? It's \$400,000 a year, for two years, each.

MURDOCK: Oh, I see. I will amend my recommendation, and make it \$400,000 per year, for two years.

ANTHONY: Can I have a second?

SANTOS: May I have a comment? Sorry.

ANTHONY: Yeah, first I have a second on the motion?

VILLANUEVA: Second.

ANTHONY: Okay. I have a motion and a second. Comment on the motion. Commissioner?

SANTOS: I see it's \$400,000 a year. But on the contract budget, maybe going \$235,000 for the remainder of this year, \$565,000 for the second year. All right?

KAWCHACK: It's because – M.E. Kawchack, for the record – it is over fiscal years. So the total amount is calendar year versus fiscal year. So \$400,000 for a full year that straddles two fiscal years. We have to break it out by fiscal year. The total amount is \$400,000 per fiscal year, for a two year contract, \$800,000 is the max.

SANTOS: I would propose an amendment to the motion, the \$400,000 annually. However, the contract budget for this particular contract would be paid \$235,000 for the remainder of Fiscal Year '24 and \$565,000 Fiscal Year 2025, and Fiscal Year 2026. Does that make sense?

KAWCHACK: M.E. Kawchack, for the record. It's the way that we have to do it, by fiscal year, is my understanding and that is absolutely confusing. So we can do it that way. If that's preferred. And it would be \$235,000 for the remainder of FY24 and \$565,000 for FY25 and 26, so it's separating them out.

SANTOS: That's what I would propose. You can accept it or tell me to go pound sand.

MURDOCK: I accept Herb's motion. Or Herb's change. That's a lot!

ANTHONY: You wanna make the motion?

SANTOS: I make the motion.

ANTHONY: All right. Herb just made the motion. So, Commissioner Herb, you made the motion. Is there a second on the motion?

MURDOCK: Second.

ANTHONY: All right. I have a motion and a second. Any questions or comments?

MOON: Question.

ANTHONY: Yes, Commissioner?

MOON: Jane Moon, for the record. With the \$235,000 and \$565,000, will that make any difference in your billing and invoicing and all of that? Because apparently your contract is annual, and what we're trying to lay out here is fiscal?

KAWCHACK: May I make a suggestion? M.E. Kawchack, for the record? We can say \$800,000 for a total contract, for a two year contract – \$800,000.

MOON: Probably be best, because –

ANTHONY: Yeah.

MOON: – I know that billing gets –

ANTHONY: Yes.

MOON: Okay. Yes.

ANTHONY: Okay. All right.

MOON: Thank you.

ANTHONY: Commissioner Santos, do you wanna amend your motion or withdraw? You have the floor?

SANTOS: I would withdraw it, to approve \$400,000 annually, two years, and request RFPs from potential vendors in Mexico.

MOON: I will second that. Jane Moon.

ANTHONY: Great. We have a second. That's a total of \$800,000. Any questions or comments on that? All those in favor, signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay? Motion carries. We're now on item letter N, public comment. Anyone might want to make any public comment about anything that's going on in their lives or anywhere in the world or anything? Any public comment? Don't see anybody in here. Anybody south want to make a public comment? Don't see anybody there. Anybody in the rest of the universe that – any letters, emails?

BENOIT: Kelly Benoit, for the record. No calls or emails with public comment at this time.

ANTHONY: Okay. All right. Any commissioners want to make public comment? Yes?

MOON: Thank you, Mr. Chair. Jane Moon, for the record. I am so thrilled that we got to meet in person for Rural Roundup, and I got to know my fellow commissioners from the north and the south. So it was nice to be able to get to know each other and to know that we're in this together and working, side by side for the benefit of Nevada and tourism. So, thank you, and let's continue to do that work.

ANTHONY: Great. Any other comments?

MURDOCK: Just like to make a motion for the motion to the motion [laughs].

ANTHONY: All right.

ESTIPONA: Actually, I have one more comment.

ANTHONY: Yes?

ESTIPONA: I just want to thank staff for all their hard work. This is a lot of work. And this meeting has gone long –

MOON: I second that.

ESTIPONA: – because there's a lot of work that went with it. So I just want to thank staff for the work.

ANTHONY: Good job. All right. Do I have a motion to adjourn?

VILLANUEVA: So moved.

ANTHONY: Can I have a second?

ESTIPONA: Second.

ANTHONY: Okay. All those in favor signify by saying Aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay? Motion carries. We are adjourned. Good job.

[Meeting adjourned at 4:01 PM]