NEVADA
COMMISSION ON TOURISM

Monday, December 4, 2017
12:00 P.M.

MEETING LOCATION:

Flamingo Hotel – Savoy Meeting Room
3555 Las Vegas Blvd. South
Las Vegas, NV 89109

Phone Conference Call Number:
888-363-4735
Access Code 4878739

NEVADA COMMISSION ON TOURISM

NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism
Monday, December 4, 2017 – 12:00 P.M.

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COMMISSIONERS

Lt. Governor Mark Hutchison, Chair*

Cindy Carano, Vice Chair*
Herb Santos, Jr.*
Denice Miller*
Bob Cashell*
Richard Arnold

Don Newman*
Mike Vaswani*
Bob Morse*
Bob Stoldal

Rossi Ralenkotter*
Phil DeLone*
Brian Krolicki*
Julia Arger

*Voting members

THIS MEETING IS IN COMPLIANCE WITH THE "NEVADA OPEN MEETING LAW" AND HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

Nevada Commission on Tourism, Carson City, Nevada
Legislative Counsel Bureau, Carson City and Las Vegas, Nevada
Nevada State Museum, Las Vegas, Nevada
Nevada State Library, Carson City, Nevada
Las Vegas-Clark County Library, Windmill Branch, Las Vegas, Nevada
Reno Sparks Convention and Visitors Authority, Reno, Nevada
Websites: www.TravelNevada.biz and www.notice.nv.gov

STATEMENT OF THE COMMISSION

- Action may be taken on those items denoted "For Possible Action".
- Items on this agenda may be taken in a different order than listed.
- Two or more agenda items may be combined for consideration.
- An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
- Public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the chair, and speakers are urged to avoid repetition of comments made by previous speakers.
- No action may be taken on any matter brought up under public comment until that matter has been specifically included on an agenda as an item upon which action may be taken (NRS 241.020).
- Meetings are audio-recorded as part of the public record. Speakers are requested to identify themselves before speaking.
- Note: Please provide NCOT with electronic or written copies of testimony and visual presentations if you wish to have complete versions included as exhibits with the minutes.

AGENDA

A. Opening

Call to Order and Confirmation of Proper Posting – Lt. Governor Hutchison
Roll Call and Determination of Quorum– Lt. Governor Hutchison

B. Public Comment

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to three (3) minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

C. For Possible Action – Approval of Minutes

Approval of the June 21, 2017 NCOT Meeting Minutes

D. For Possible Action – FY18 2nd Cycle Rural Marketing Grants Recommended Allocation

Review and Approval of the FY18 2nd Cycle Rural Marketing Grant Applications – Total available funding for FY18 was $1.65 million dollars. $983,400 was awarded in the 1st cycle leaving $666,600 available for the 2nd cycle.

Grant funds are intended exclusively to develop, promote and improve tourism to and within the State of Nevada. They may be used for no other purpose, and must be obligated and/or expended for invoices due in the same fiscal year as awarded. Grant funds will be used by the Division of Tourism on behalf of a grantee or distributed to political subdivisions of the state, to fair and recreation boards, and to local or regional organizations, which promote travel and tourism. For the complete grant guidelines, please visit TravelNevada.biz.

Proposed motion: *The Nevada Commission on Tourism approves the expenditure of $666,600 for the FY18 2nd Cycle Rural Marketing Grants to the recipients as outlined in the staff recommendation (or as revised per Commission discussion).*

E. For Possible Action FY 18-19 Strategic Planning

FY18-19 Strategic Planning Review and Approval – The Division of Tourism has completed a draft of its FY18-19 strategic plan. The Division will look to the Commission for approval of the draft plan contained in the commission packets and on www.travelnevada.biz

F. International Presentations

Presentations by the Division's recently contracted international representation vendors.

F1. **Pulse Communications and Travel Marketing Inc. – Canada**
F2. **Global Marketing and Sales – Latin America**

G. Agency Reports

G1. **Chair Report**

G2. **Administration**
- **G2.1** **Welcome to Governor's Global Tourism Summit –** Outline of events
- **G2.2** **Grants Process Review RFP –** Update
- **G2.3** **Marketing**
  - **G2.3.1** For Possible Action – New Creative Video Spot
  - **G2.3.2** Update on 360 Virtual Reality Tour
  - **G2.3.3** Update on Arts & Culture Guide and Program
- **G2.3** **Quarterly Staff Update –** July through September report in commission packets

G3. **Division of Museums –** Boulder City Railroad Museum Update, Peter Barton

G4. **Nevada Arts Council** – Introduction of new Executive Director, Tony Manfredi
G5. **Nevada Magazine** – Events & Shows, South, Update, Janet Geary

H. Upcoming Meetings

H1. **Proposed 2018 Schedule of NCOT Meetings** in packets

I. Commissioner Comments

J. Public Comment

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

K. For Possible Action - Adjournment

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting **Dee Chekowitz-Dykes**, Executive Assistant, Nevada Commission on Tourism, (775) 687-0621 or by email to ddykes@travelnevada.com. Materials are available from the Nevada Commission on Tourism office, 401 N. Carson Street, Carson City, Nevada and online at www.travelnevada.biz

Persons with disabilities who require special accommodations or assistance at the meeting should notify Dee Chekowitz-Dykes at the Nevada Commission on Tourism at (775) 687-0621 or ddykes@travelnevada.com.

June 21, 2017
Commission Meeting

Draft Minutes

For Approval

NEVADA GOVERNOR'S
GLOBAL TOURISM
SUMMIT

TRAVELNEVADA.COM ✸ #TRAVELNEVADA

MINUTES of the NEVADA COMMISSION ON TOURISM
June 21, 2017

The Nevada Commission on Tourism held a Commission meeting at 1:00 p.m. on June 21, 2017 at 401 N. Carson St. Carson City, NV 89701 and by video conference to 555 E. Washington Ave. #5100 Las Vegas, NV 89101.

Call to Order
Lt. Governor Hutchison, Chair, called the meeting to order at 1:12 p.m.

Commissioners Present:
Lieutenant Governor Mark A. Hutchison, Chair
Cindy Carano, Vice Chair
Ryan Sheltra
Don Newman
Rossi Ralenkotter
Herb Santos, Jr.
John Wagnon
Mike Vaswani
Julia Arger
Bob Stoldal

Commissioners who are absent/excused:
Bob Morse
Phil DeLone
Denise Miller
Richard Arnold

Staff present:
Claudia Vecchio, Director
David Peterson, Deputy Director
Sarah Bradley, DAG (phone)

Others:
Kevin Verre, Nevada Department of Transportation
Pete Copland, Reno Balloon Races
Ryan Chackel, Audi Championship Golf
Doug Raftery, Reno 1868 FC

Roll Call and Determination of Quorum

HUTCHISON: Is Ms. Vecchio there? Claudia, are you in Carson City?

SHELTRA: One more time, Governor?

HUTCHISON: Is Claudia in Carson City?

SHELTRA: Yes, sir.

HUTCHISON: Okay. We're good. Okay. Well, we are going to give us a whirl here. This is the time and place set for the Nevada Commission on Tourism, our regular meeting of the Commission. I call the meeting to order, and we will ask Ms. Vecchio if she will call the roll. I will just, for purposes of the record, note that Commissioner Arger, Ralenkotter, Vaswani and Vice Chair Carano are all on the phone. I think they will be able to hear you and respond to you, but I just wanted to make sure that you all knew that that is where they are participating. Any questions or any comments will be coming from them on the phone. Ms. Vecchio, if you wouldn't mind please calling the role.

VECCHIO: Absolutely. Lieutenant Governor Hutchison.

HUTCHISON: I am here.

VECCHIO: Commissioner Bob Morse is not able to attend, and neither is Commission Phil DeLone. They are both excused absence. Commissioner Carano is here.

CARANO: Here. On the phone.

VECCHIO: Thank you, Cindy. Commissioner Miller is unable to attend. Denise, you're not on the phone? Just checking. Commissioner Newman?

NEWMAN: Present in Carson City.

VECCHIO: Thanks for driving over. Commissioner Ralenkotter?

RALENKOTTER: Here in Las Vegas.

VECCHIO: Thanks, Rossi. Appreciate you being here. Commissioner Santos?

SANTOS: Present here in Carson City.

VECCHIO: Great. Commission Sheltra?

SHELTRA: Present here in Carson.

VECCHIO: Terrific. Commissioner Vaswani? You're on the phone?

VASWANI: On the phone.

VECCHIO: Perfect. Commissioner Wagnon?

WAGNON: Here.

VECCHIO: Thank you. Julia Arger?

ARGER: Present on the phone.

VECCHIO: Thank you. Richard Arnold is unable to attend. Bob Stoldal, I see you in Las Vegas.

STOLDAL: Yes.

VECCHIO: Terrific. We also have Sarah Bradley; our Deputy AG is here with us today. We have a quorum Lieutenant Governor; I think we're ready to go.

HUTCHISON: All right. Let's rock and roll since we're all here, we've got a quorum, and we can hear each other.

Public Comment

HUTCHISON: Let's move on to Agenda Item B, which is Public Comment. Is there any member of the public in Las Vegas here, we will begin with, who would like comment to the Commission at this time? Don't see any. Is there any member of the public in Carson City who would like to make a comment or address the Commission at this time? All right. I don't hear or see anyone. We will close out that Agenda Item B, Public Comment, and move on to Agenda Item C.

Approval of Minutes

HUTCHISON: Agenda Item C, for Possible Action, Approval of the Minutes. Have all members had the opportunity to review the minutes of the May 17th, 2017 NCOT meeting? Are there any comments, or corrections, or additions?

SANTOS: Herb Santos for the record. Governor, I would ask to amend the minutes to reflect that I was present at the last Commission meeting.

HUTCHISON: Thank you. Let's make sure that we amend those minutes accordingly to show that Commissioner Santos there at the meeting, and he was a full participant, and we benefited greatly from his presence. let's make sure we get that corrected. Are there any other corrections, additions or comments? All right. The Chair will accept a motion to approve.

NEWMAN: This is Don Newman for the record. I will make the motion to approve the minutes.

HUTCHISON: Thank you, Commissioner Newman. Is there a second?

SHELTRA: Governor, Ryan

CARANO: Governor—

SHELTRA: Sheltra. I will second.

HUTCHISON: All right. I will give that to—was that Herb?

SHELTRA: Cindy Carano.

HUTCHISON: Cindy Carano? Okay. Vice Chair Carano—okay, I'm sorry, somebody was talking over you—got the second. Any comments on the motion? Hearing none, all those in favor, signify by saying aye.

GROUP: Aye.

HUTCHISON: Any opposed, nay. That motion carries unanimously. We will close Agenda Item C and move on now to Agenda Item D.

FY18 1st Cycle Rural Marketing Grants

HUTCHISON: Agenda Item D, Fiscal Year '18, 1st Cycle Rural Marketing Grants Recommendation on the Allocation of our Grant. I will turn the time over to Ms. Vecchio for comment or delegation to others.

VECCHIO: I'm pleased to turn the time over to Kari Frilot who will run us through the grants. You received it in your packets, so I will turn the time over to Kari to provide an overview of our grants.

FRILOT: Thank you. For the record, Kari Frilot, Rural Programs Manager with Travel Nevada. Governor, Commissioners, I am before you today to request your approval to award $983,400 in funding to 159 projects in conjunction with the 1st Cycle of our Rural Marketing Grant Program. We received requests from 192 projects, from 65 organizations, including at least one from every county. Seven of these applications were from organizations applying for Grant Funds from our program for the first time.

The recommendations before you have been reviewed and approved by the Territory Advisory Committee, which includes the Chair of each territory, our Rural Commissioner Don Newman, the TravelNevada Liaison to the Las Vegas Territory, Teri Laursen, and myself as the Travel Nevada Liaison to the other five territories. Participants in this review process recused themselves when discussing funding for organizations under their leadership. Beginning with fiscal year 2018 and going forward, we will have a total of $1.65M for the Rural Marketing Grant Program thanks to the legislature. Should you approve the recommendations before you today, there will be $666,600 left to award in the second cycle. I'm open for questions.

HUTCHISON: Great. Ms. Frilot, as always, thank you so much. I know it's a lot of work. We know that the Territory Advisory Committee puts in a lot of work on this and we really appreciate your efforts and your energy. I know this is a passion that you have in your position and we always see the results of that passion. I would like to first begin, if I could with Commissioner Newman as a Member of the Advisory Committee, I usually like to have you start and give us some observations and comments about these grants and the processes.

NEWMAN: Thank you, Mr. Chairman. I would just say that this was one of the first meetings that every territory Chair was present in Las Vegas, at the offices down there. We spent close to four hours reviewing every request. These are heavily vetted and follow guidelines and past practices of monies awarded and can include a reduction in request amounts based on previous monies awarded for qualifying for 1st or 2nd Cycle capabilities.

Everybody associated with the process puts a lot of time into looking at each and every request. There was a tremendous amount of discussion that took place regarding these, and I think we do the best that we can to rely, again, on past practices, past requests, and, you know, needs based for these projects. Again, it's nothing that is lightly taken. There is a lot of thought that goes into the process and I would like to thank everybody for being there in the Las Vegas offices because it was good to have everybody there together.

HUTCHISON: Thank you, Commissioner Newman. I appreciate you making the observation about these grant awards being heavily vetted and carefully considered, and consistent with past practices and guidelines, and what we've done in prior evaluation sessions. You know, this is $1M, and we want to make sure that we're good stewards of tax payer dollars, and if this is really an opportunity for some good return investment for our rural communities—the tourism industry in particular. I'll open the floor up for questions among any of the members concerning Item D of our agenda, the Rural Marketing Grants Recommended Allocation. Any questions from any of the members? Commissioner Newman or Ms. Frilot, can just give a comment on the awards? Is there anything that you think is particularly important for us to notice, or anything you think is a highlight among the 159 awards that were granted?

FRILOT: Kari Frilot for the record. The press release that we are going to issue today is going to highlight several of the grants that are holding new events, and they are around mountain biking. One of them is a state-wide grant that goes all the way across Highway 50, and another one is in Caliente. We gave them quite a bit of money because they are putting a big effort that is a joint effort with BLM, Public Lands and State Parks, and that whole community are very involved with a big mountain biking effort and trail system in that community. Those are two that we are really highlighting in the press release. In fact, there were a couple of others along that same line. That would be one of the highlights that I would point out.

HUTCHISON: Thank you very much. Other comments, questions? Commissioner Newman, do you have anything to add to that?

NEWMAN: Yes, I would just add that, we were happy to see Indian Territory, Pyramid Lake was a little more active this cycle with some of their requests. There were a couple of areas within the various territories that we have not seen a lot of activity from, but through new volunteers and support within those territories they have actually made more requests than previous. We think that as the process goes, there is a lot of balance throughout the State and it's not weighted in any one territory or another. We think we equally distributed funds as best we could. I was pretty happy with the process.

HUTCHISON: Great. Commissioner Santos, do you want to chime in?

SANTOS: Thank you. Herb Santos for the record. Is it possible to see a one-page spread sheet of the history of the grant awards, maybe going back five, six, seven years, and showing the amount that was request and rewarded? Just so we can see how the need progresses through the years, and really give us an idea of whether or not

there could become a time where we want to maybe put more funds into these grants?

FRILOT: Kari Frilot for the record. If I understand your question it's, can we come up with a spreadsheet with the history of the last five or six years?

SANTOS: This is Herb Santos for the record. For the amount request, the amount rewarded.

FRILOT: Oh. Certainly.

NEWMAN: Like a cover page spreadsheet?

SANTOS: Yeah. Just to get the history. That way we gauge whether or not we have enough funds and we are meeting the need of all the requests that are coming in.

FRILOT: Great question. Kari for the record. Yes. I will. By the end of the [Inaudible 00:15:03]

SANTOS: Thank you very much.

FRILOT: You're welcome.

HUTCHISON: Any other questions or comments?

SHELTRA: Governor, Ryan Sheltra for the record. The only thing I would like to add on to Herb's request is that we break that up by territory. It would be interesting, I think, for the Commissioners and staff to see where the money has flowed through the last five or six years. As long as we're going through that effort, let's look at the territories and how they've requested and awarded. Thank you, sir.

HUTCHISON: All good comments and recommendations. Ms. Frilot, that wouldn't be a problem, I assume? Those requests?

FRILOT: Not a problem.

HUTCHISON: Great. All right. Any other questions, or comments, or observations under the Rural Marketing Grant Recommendation and Allocation, on D of our agenda?

NEWMAN: Yeah. This is Commissioner Newman. I would just add—you can see on this cover page—and I think Herb's point is really good, that we just do a story board here. That would be simple enough to do. We did have a 192 requests. We look at this knowing we can't meet all of the requests that are asked. Thirty-three were

rejected, totaling almost $700K. There was $1.6M almost $1.7M asked for, and we were able to award $983,000. We can't fulfill every request, but we certainly do the best we can to award this money or push it to the second cycle where we feel it would be a better fit, or to grants related to tourism, which is more infrastructure.

Again, we spend a lot of time discussing these and what we've done with the types of requests as we go forward. A lot of this will actually be discussed in our next agenda item. Anyway, a good job to all of the Territory Chairs, and to Kari and her crew. It was just a good process.

HUTCHISON: Thank you. Other comments, observations or questions? Hearing none, the Chair will accept a motion to approve the Fiscal Year '18 1st Cycle Rural Marketing Grant recommended in this allocation packet that we have under Agenda Item D.

RALENKOTTER: This is Rossi. Move for approval.

HUTCHISON: Okay. Good. Thank you very much. Commissioner Ralenkotter has moved for approval. Is there a second?

VASWANI: Mike Vaswani.

HUTCHISON: Thank you. Commissioner Vaswani has seconded the motion. Are there any questions or comments on the motion? Hearing none, all those in favor, signify by saying aye.

GROUP: Aye.

HUTCHISON: Any opposed, nay. That motion carries unanimously. Thank you very much. Again, Ms. Frilot, thank you and the Advisory Committee's work on this very important project that we have twice a year as a Commission. Let's move on now to Agenda Item E.

Grants Review Process

HUTCHISON: Agenda Item E the Grant Review Process. Once again, I will turn the time over to Ms. Vecchio, and ask her to comment or direct us to others who will address this agenda item.

VECCHIO: Thank you, Lieutenant Governor. Claudia Vecchio for the record. As you were discussing the history of grants and how we do the grants, that really does lead itself into the Grants Review Process. I would like to undertake the grants review process as part of department-wide effort to ensure that we are doing our grants both from

the Division of Tourism, and also the Nevada Arts Council, that these grants comply with all current Nevada statutes of law, open meeting laws, and every other kind of statutory regulation that surround grants. We have been doing our grants for a very long time. I think that it's a good opportunity for us to take a close look at how we're doing them and, you know, just ensuring that everything is done exactly the way it needs to be done.

We have, through the Department of Administration, an MSA, Master Services Agreement, with particular vendors who are grants review contractors. It's a fairly simple process to engage one of these contractors in providing a review of the grants. We don't have a budget for this yet and don't know what the cost will be. I'm putting together a scope of work, and then getting proposals from these contracted grant review vendors. I'm determining from there if the scope of work and the budget that surrounds it, makes sense to go forward from a department level. I certainly hope it does. Then we will conduct a grants review according to how these proposals have identified the program of work. A grant review for only these two Divisions in particular, because they provide grants. That group will provide a report back to everyone, both here and the Arts Council, and then we will update our grant processes as recommended and approved by the Commission.

The grants review vendor may make recommendations that are not prudent or are not within how we want to approach it, but I think it will benefit to have an outside view of our grants. I estimated the timeline of this. It's not a short process, there needs to be a lot of thought, consideration and a lot of discussion about this. These are important, critical programs for both of these Divisions. I think probably a nine to twelve-month timeframe would be appropriate, and then at that point, this group will be able to see us go through these processes and better understand the current way we do it, and then be able to make some good suggestions moving forward.

I just wanted to provide that overview for everyone. I think it's an important step that we take to review everything we do from time to time, and this is a chance for us to look at our grants. I would be happy to answer any questions.

HUTCHISON: Thank you very much. It looks like this bullet point is just an information item, not an action item?

VECCHIO: Right.

HUTCHISON: But it looks like one of the points that you were wanting to discuss is the scope of the work, or to develop the scope of the work. Is there anything you would like to have specifically, that we address? Would you like to have input on that? You think

you know what you want to do? Do you want to describe it to us? How would you like us to address the develop scope of the work part of the grant process review?

VECCHIO: What I would like to do—Claudia Vecchio for the record, is to put together a scope of work that includes both the Division of Tourism and the Arts Council. I would like to have you all review that at our August meeting, and then the Arts Council will review it and provide any input that you have on what the approach is and what it is requiring. But, let's have that conversation in August. It will give people some time to look at it when they get the packets and then we'll be able to move forward from there, if that would work?

HUTCHISON: Okay. That's sounds great, but I would like to get the benefit of one of our members. Commissioner Sheltra, this is your last meeting and we are going to address that later on, is that correct?

SHELTRA: That is correct, Governor.

HUTCHISON: All right. Well, I would really like to have Commissioner Sheltra's thoughts. It can just be off the top of your head, but as the longest running and serving member of this Commission, if you have any thoughts in terms of the scope of the work, the scope of this review, under Agenda Item E?

SHELTRA: Governor, Ryan Sheltra for the record. Thank you for the opportunity. You know, I do have a couple of thoughts. I think Claudia's direction here is very prudent, and I think it's very timely, probably long overdue.

Over the years, I think the grant process has gone very, very well, and I think since Don Newman has been the Chair, it's tightened down even further, but I have noticed a few things. Some of the grants just felt like we have widened a little bit outside of our core mission of NCOT. At times I have seen money spent where I have questioned whether it is truly driving tourism? Is it truly in market? Are we going to see an ROI?

I remember some of the feedback that I've gotten, and this needs to be bounced because I don't know that my initial feeling was right, but former members of the team here in Carson would say, hey, if we had to put an ROI in that grant and that community, we would never issue any grants. For example, we give a $5K grant for Community X in the center of Nevada, and the event would make $4K. The business side of me would come back and say, well, why were we issuing that grant if there is no real opportunity for ROI? I have over simplified that, but hopefully I am making it clear enough where you can understand what I'm trying to get to.

I think that in the grant review process there has to be somewhat of a business component. If we're going to give money to whatever the community is asking, is it a financially prudent event not just doing an event to do an event? Over the years, I have seen that from time to time. The other piece that—

HUTCHISON: Let me stop you right there, Commissioner Sheltra, if you don't mind?

SHELTRA: Yes.

HUTCHISON: Because you're intelligent and so experienced, before you move on to your next point, how would you identify that in the review process then? If Ms. Vecchio is meeting with one of these vendors to conduct a grant review, and you had to give this bullet point and summarize what you just said, what is the bullet point that you would like to have Ms. Vecchio take away from your comments?

SHELTRA: I have never studied the final piece, but I believe Kari requires a report at the end of every single grant cycle. People who receive the grants have to report to the Nevada Commission on Tourism on how they're used and how the event went. Kari, is that correct? You can just nod yes because I know we've got some difficulties.

I think it's just tying all the pieces, a to z together. I think we have the information to be able to review it, I'm just not confident it's ever been reviewed, at least at the Commissioner level, I don't believe it has. Maybe it has at staff level and I'm just not aware of it, but that's something that I would include in this review process.

HUTCHISON: Okay. Let me stop you there. Ms. Vecchio, do you understand what Commissioner Sheltra is talking about so you can articulate that to the vendor?

VECCHIO: I absolutely do. There are really great programs that require significant reporting, and I think that's an important part of our grant. Taking a 360 degree look at these grants, identifying the potential ROI at the beginning when you do the grant, and then doing the report at the end for what the actual ROI. I think that is a critical piece of what we're doing. Thank you.

HUTCHISON: Great. Thank you very much. I interrupted you, Commissioner Sheltra, please proceed.

SHELTRA: Governor, Ryan Sheltra again for the record. Just one more point, and this is at a 10K-foot level, but this is something that I've seen disjointed the entire 10 years that I have been here. I see a lot of website review requests, a lot of media requests from the different entities throughout the State. I know it's always been a mission of our Directors and certainly now of Claudia, and I have heard her say it and I

supported this 1000%, to achieve a consistent "look" in branding. We give a lot of money to different areas, a lot of different tourism bureaus throughout the State, some smaller and some bigger than others, and getting a consistent look and tying it all together has been a challenge. I think Chris Crystal, our old Head of PR, used to put it together perfectly. NCOT is a basket and it's all about weaving the communities of Nevada together to create this basket so that we were all working together.

I still feel that we spend so much money helping the rurals out, that there should be a consistent "look". I don't know how Claudia ties this into the review process, but the overreaching goal for these grants to all of these communities should be to fold up into our look. Claudia and the team are setting the standard, and we need to make sure that we're policing it and everybody underneath is falling in line with us. That has been a struggle for the last four Directors and it still goes on.

It is probably never ending and will always going to be a challenge for the position of staff here in Carson. It's just something that I have seen firsthand, commented on it, and I heavily encourage staff that if they can continue to attack this, to make more of a good conclusion, we're better for it. Thank you, Governor.

HUTCHISON: Great insight. Ms. Vecchio, I just want to ask you again, do you understand what Commissioner Sheltra is saying in terms of what you're going to communicate to the vendor who is doing the review?

VECCHIO: Claudia Vecchio for the record. I absolutely do, and I 100% appreciate where Commissioner Sheltra is coming from. Creating that consistent look, it's more than just sticking our logo on their website or their print ad, it's conveying both the totality of the brand and we will commit to you that we will work on that and do the best we can to make that happen. Thank you.

HUTCHISON: Great. Well, thank you very much. For the rest of us, at our next meeting in August, we will consider the scope of the work and I look forward to seeing what you have developed here, Ms. Vecchio. Again, I wanted to make sure that Commissioner Sheltra was able to provide his input given his extensive experiences, his careful analysis and review, and just how much that I know you love NCOT and want to see us continue to succeed. Thank you Commissioner Sheltra for giving us your comments so that we have the benefit of your analysis. All right. Are there any other comments under Agenda Item E, Grant Review Process, before we move on?

NEWMAN: Don Newman for the record. A couple of things to what Ryan was saying. I agree in most part with what his points were, but one thing I think we do need to take into account are the intangibles of some of these grants. From a business standpoint, I

agree. You look at something and you say, I spent $400 to lose $100. It's like back in the olden days when you put a dollar in and you won two quarters back, you won two quarters? You really didn't.

You have to look at the intangibles of these events. Besides making enough money to cover the cost of the event, what are we driving into those rural communities by a way of room nights, by a way of restaurant stops, fuel stops, and those types of things? That's something that as we vet these requests, we talk about and put a lot of emphasis on, are the intangibles that an event brings.

Something near and dear to Ryan's heart would be the Balloon Race here in Reno. You know, it's hard to quantify that. For us, the balloon festival in Elko, it's a great photo op for us. We're gaining a lot of publicity and photography that we utilize throughout the year that we would have to pay for. How do you stage a balloon event when you have that event that maybe doesn't break even? But, from the intangible standpoint, we gain so much marketing exposure and photography that we use throughout the course of the year.

That is one thing that we need to consider. The look and feel? I think that TravelNevada has the look and feel, but there is so much diversity within the territories, from Lake Tahoe into Silver Trails, totally opposite and totally different. We need to allow those territories to have their own look, per say. We do require logos. Not that we just stick them on there, we try to make sure that they're blending them in, but we give the events within the territories the opportunity to make sure they're designing their look, what they want to do.

We constantly stress, and we talked about it at this last meeting, photo share and content share. That's has to be available to everybody here, so that as we're funding these things, we reap the rewards as well. Again, there is going to be a lot of work to do as we go forward in this review process. I think that it's a good thing, I just think that we need to be aware of some of the events that take place in the rurals, and they don't always meet that criteria.

HUTCHISON: Thank you, Commissioner Newman. Other comments or insights? That was very valuable I think, and something that we definitely need to consider. Commissioner, thank you. Anyone else? Other Members of the Commission? Comment on Agenda Item E, Grants Review Process?

SANTOS: Herb Santos for the record. I guess, Don, what I hear you saying is that we have to figure out—there should be some type of business analysis, but the goodwill analysis.

NEWMAN: The balance.

SANTOS: That whatever the event is doing, it's going to do something more than just bring in money, it's going to bring in some type of goodwill that something in Austin could benefit somewhere in Eureka. So, these folks that are doing their grants, need to be able to articulate that in grant application, that this is the goodwill that's going to come from it. Then, in the scope of work, I guess, that [Inaudible] we would have a process to where we could quantify that so those two things can be balanced.

NEWMAN: Yeah. Absolutely.

HUTCHISON: Thank you, Commissioner. Any other comments from the Commission on Agenda Item E, Grant Review Process?

NCOT Marketing Committee Membership – Appointment of New Member

HUTCHISON: All right. Let's go ahead and close out that agenda item and move on to our next agenda item, which is for possible action, NCOT Marketing Committee Membership, Appointment of New Member to the NCOT Marketing Committee, to fill the upcoming vacancy as of July 1, 2017. Ms. Vecchio, can you introduce this agenda item for us, please?

VECCHIO: We continue to hint at the impending changes Commissioner Sheltra. We will have a vacancy on our Marketing Committee, and I believe we had a discussion with Commissioner Phil DeLone at the RSCVA. Lieutenant Governor, I think you have a formal motion to put in regarding that, but I think we have a solution that we all want you to consider for the new Marketing Committee Member. Lieutenant Governor?

HUTCHISON: We're all familiar with Jennifer Cunningham who served with us before on NCOT. A wonderful member of our team previously, and my recommendation to us as Members of this Commission is that we appoint Jennifer to this Marketing Committee Membership. I know we're not talking about it right now, but she could never, as nobody could ever, fill Commissioner Sheltra's place. We won't even try to do that, but we all know Jennifer well and I would like to propose for discussion purposes the idea of nominating Jennifer Cunningham. Certainly I am open to other suggestions, but would like to get the Members of this Commission's thoughts about having Jennifer serve in that capacity on the Marketing Committee.

WAGNON: For the record, this is John Wagnon. I have worked with Jennifer many times in different areas of tourism here in northern Nevada and I think she would be an excellent addition to the Marketing Committee. She has got a really solid

understanding of tourism marketing, a great track record, very engaged across the community and tourism. I think she would be a perfect addition.

HUTCHISON: Thank you, Commissioner Wagnon. Other comments or observations about Jennifer Cunningham as a Member of the Marketing Committee?

SHELTRA: Governor, Ryan Sheltra for the record. I think Jennifer is an excellent choice. What I have seen in the past, besides the knowledge that she will bring, it is critical for this Marketing Committee to be in lock and step with our vise and our direction, with RSCVA, and even more importantly with the LVCVA. Over the years, just listening to Rossi and his input and then when he is not able to be there, his staffs' input, helping guide that Committee, it's critical that this States two biggest most powerful arms have a voice in deciding our direction so that we're all working together and not against each other. I love the idea of Jennifer Cunningham. It's an excellent recommendation and nomination. Thank you.

HUTCHISON: Great. Thank you very much, Commissioner Sheltra. Other comments or observations, or questions? Or even additional thoughts about others to fulfill that role? All right. Commissioner Wagnon, would you like to make the motion concerning this matter?

WAGNON: Yes. Director John Wagnon. I move that we select Jennifer Cunningham to fill the void on the Marketing Committee.

HUTCHISON: Thank you for the motion for Jennifer Cunningham to serve as a Member of the Marketing Committee. Is there a second?

SANTOS: Second. Herb Santos.

HUTCHISON: Thank you, Commissioner Santos. Any comments or questions on the motion? Those in favor, signify by saying aye.

GROUP: Aye.

HUTCHISON: Any opposed, nay. That motion carries unanimously.

We will be grateful to have Jennifer Cunningham return to us, and benefit us greatly as Members of our Commission have already observed. So, thank you all for your comments. It will be great to have Jennifer back.

Agency Reports

HUTCHISON: Let's go ahead and close that Agenda Item out. We move on now to Agenda Item G, Agency Reports. Ms. Vecchio, I will turn the time over to you for your comments and directing who we are going to hear from. I would ask you, Ms. Vecchio, if you would take the Legislative Update and your view of the bills on Tourism, and if you would like me to take—you know, run the Governor's Portrait Project, bring everyone up to speed on that. Any of those additional items, just direct us to where you would like us to turn our attention for the remainder of the Agency Reports.

VECCHIO: Thank you, Lieutenant Governor. Claudia Vecchio for the record. In your packets, you do have an overview of some of the bills that were important to tourism during the legislative session. The legislative session obviously wrapped up, and a number of issues were discussed that either directly or indirectly related to tourism. As you can see, a number of them that I provided to you with an overview that are important to our efforts. There is also an additional one. At the last meeting, we heard from Eric Preiss from the Film Office, and there was a Film Tax Incentive, bill AB492, that was approved and provides up to $10M for fiscal year, for issuances of transferable tax credits. That goes to the Office of Economic Development. That's AB492 in addition to the one we have here.

I will just draw your attention to Senate Bill 344 which is the criteria for the packaging and advertising of recreational marijuana. There were a number of bills that were related to this and there is a little article, in the back of your packets. I think this is an issue that at some meeting at an appropriate time, we need to look at, because I would be willing to bet that we'll be asked to report on the impact of recreational tourism and how it brings tourism to the State. I'm going to connect with my colleagues in Colorado to talk through what they've been through and will provide a report on that at a later meeting. I just wanted us to start thinking about that because a lot of media attention will be around that and how it impacts tourism. I am sure we will be asked.

HUTCHISON: Ms. Vecchio, let me just interrupt you. Are we talking about—and I agree. I would love to have this addressed at a subsequent meeting. Are we talking about the impact of legalizing marijuana has had, or will have, or has had— at the time we consider this, on driving tourism to Nevada?

VECCHIO: Yes.

HUTCHISON: Or are we talking about what impact recreational marijuana is having on tourism? For example, I know that there have been adverse impacts on convention business, at least reported coming out of Denver, and some of those kinds of things. What is

your thought in terms of the scope of this? Is recreational marijuana driving more tourists to Nevada because it's legal marijuana here? Or are we talking about is this going to impact, positive or negative, on the tourism industry from a more broad prospect?

VECCHIO: Claudia Vecchio for the record. I think we need to be able to address both of those questions actually. There will be a number of questions addressed to, if more people are coming because marijuana is now legal here on a recreational basis, and probably some more savvy business reporter will ask about the impact on the non-convention and meeting business. I think we really need to be prepared to come out from both directions. We will continue to look at and ask those who have been through this. We will continue to look for stories and other reports of how this has impacted other states. This is just an issue that I don't want us to let go by the wayside. I think that we need to be on top of it and we need to be prepared to talk about how it impacts tourism in the State.

HUTCHISON: Thank you.

VECCHIO: All right. On to Governor's Portrait Project. We, along with the Nevada Arts Council, will be issuing an ROP for a portrait artist to complete the Governor's official portrait. This is the one that will hang in the Capital Building, and I just wanted to let you know that we're working on this and Commissioner Arger from the Arts Council. I still need to fill her in on where we are with all of this as well. This project is moving forward and another one that we do in connection with our Agency Partners. Then, for the I-11 Corridor Update, Ms. Carano asked last meeting if we could get an update on this and we do have a representative here today, and I apologize to him for the difficulty of this, but from the Nevada Department of Transportation, he will introduce himself and his role in the I-11 Corridor. We have a presentation that hopefully you will be able to see, those of you on video, but Kevin will introduce this and just give you a brief update of the I-11 Project. Thanks.

VERRE: My name is Kevin Verre with the Nevada Department of Transportation. Today I will give you a brief overview of the future Interstate 11. The purpose of the presentation will be to provide an overview of I-11, and the Inner-Mountain West Corridor Study that was completed in 2014. I will also discuss Corridor actions underway, as well as, planned. Then, I will provide a brief description of some of the other opportunities the Department is involved with, regarding I-11.

As you can see, the I-11 Corridor study had three phases. The Corridor Vision which included the Corridor Vision Summary. The stage of this study also laid out the public involvement plan. The second phase, was the Corridor Justification, which provided the Corridor Justification Report and Corridor Goals and Objectives. The

final phase, Phase 3, which is in the blue, was the Corridor Concept, which developed the purpose and need, as well as the business case.

The Corridor Vision laid out the potential benefits include, connecting communities and enhancing economic vitality of the communities, improving safety and travel time reliability, providing relief for congested north-south Corridors in the west, it also is enhancing commercial opportunities by linking trade, and will also increase global competitiveness of the region.

Corridor Justification. The Corridor Justification demonstrated that the Corridor would help integrate the economies of the south-west triangle mega region, capitalize on Mexico's growing role in North American manufacturing and trade, support economic development initiatives for both Arizona and Nevada, and also prevent congestion from crippling economic competitiveness.

The Business Case demonstrates how the I-11 Corridor will help a number of regions. The south-west triangle illustrated what is on a trajectory to be a leading American region. That's means linkages to the world's fastest emerging economies in both Asia and Latin American. The I-11 Corridor would only strengthen the economic growth and diversity of this [Inaudible 00:48:33].

Now I am getting into the update. Most states are still working on implementation of the Corridor Plan, and are ensuring that the findings are included in the future and ongoing planning efforts. NDOT has started developing the Long Range Plan called the One Nevada Plan, which will include examining the I-11 as a critical Corridor. Most states are implementing incremental projects within the Corridor. Other language was included with the current transportation bill, extending the I-11 designation from Nogales to I-80. Arizona is continuing work on the US-93 portion to make this facility a four-lane divided highway. They have also started a Tier I EIS from Wickenburg to Nogales. All right.

Nevada update. Nevada is currently completing the first segment of I-11, the Boulder City Bypass. This is two-phased effort with southern Nevada RTC. Incremental improvements on the 95 north of Las Vegas include, US-95 North-West Phase 3A, which is the Centennial Bowl, as well as, US-95 North-West Phase 2B/5, which is Durango to Kyle. I will also be looking at scoping efforts to see what improvements can be made within the Corridor south of Tonopah.

The next part of this presentation is talking about partner opportunities. NDOT just created a Freight plan. Within the plan, incremental improvements were included within the list of projects. NDOT is also conducting a southern Nevada Traffic Study which will include consideration of I-11 through Las Vegas. At the conclusion of this

study we will have a better idea of the future traffic demand on our freeway system in southern Nevada and what role I-11 might play.

Other partnering opportunities include, NDOTs involvement with the Governor's Office of Energy on the US-95 Highway, as well as, we partnered with the Governor's Office of Economic Development and Southern Nevada RTC on Hyperloop I-11 Global Challenge, to submit an application for connection between southern and north west Nevada.

That is pretty much the conclusion of my study. For more information on the Corridor study and current I-11 activity, please visit the site listed. You can also visit Nevada State Transportation Improvement Program online, at that link below to get more information on planned and upcoming projects. Let me know if you have any questions.

HUTCHISON: Any questions from Members of the Commission on the I-11 Update for Mr. Verre?

CARANO: Hi. This is Cindy Carano.

HUTCHISON: Go ahead, Ms. Carano.

CARANO: Okay. I want to thank you for that update and following up on that. I think that this is a portion of getting the rural served by the southwest and have people (inaudible) I-5. I think this is going to be a great asset to our rural and southern Nevada. Thank you so much. The more we can monitor this, the better.

HUTCHISON: Thank you, Vice Chair Carano. I know many of you couldn't see the presentation, but there was some websites that were put up for more information. Do you have access to video or is it still audio for you?

CARANO: It's all audio.

HUTCHISON: Okay. Maybe you could just repeat the websites for Vice Chair Carano, I know she is very interested in this. What the sites could she go to and get further update. If you wouldn't mind, Mr. Verre?

VERRE: Not at all. The I-11 website is, www.i11study.com. I believe that your staff here did also load this presentation on to the website.

CARANO: Right. Yes. Thank you.

VERRE: Sure.

HUTCHISON: Thanks so much. Other questions for Mr. Verre before we thank him for his report and presentation? All right. Mr. Verre, thank you very much for coming in and spending time with us today.

VERRE: Thank you.

HUTCHISON: Okay. Mr. Vecchio?

VECCHIO: Claudia Vecchio for the record. The Commissioners here in Carson City received a couple of brochures about the I-11 Project, and we will get those out to everybody so that you will have that information as well.

HUTCHISON: Thank you.

VECCHIO: As we eluded to during our meeting, this is the last meeting for Commissioner Sheltra. He has been here for 10 years, and that is extraordinarily long. I know there are others who want to say something about Commissioner Sheltra and his work here. As coming in as new Director and trying to navigate my way through this whole position, Commissioner Sheltra was a very important mentor and a guide for me as I came in and tried to wrap my arms around this. I so appreciate everything that he has done, and he has been a leader, and he has been supportive, he has kicked us in the pants a couple of times and that's a good thing, and I just really want to express great appreciation for him and all he has done. We do have a couple of things for you. We don't want him to leave empty handed, but *Nevada Magazine* has put together a couple of [Inaudible] very special to him.

SHELTRA: I love the *Nevada Magazine* for the record.

HOPPE: Adele Hoppe for the *Nevada Magazine*, for the record, yes, we do know you love the magazine, and we thank you for that. In honor of your 10 years of service and your being our ambassador for *Nevada Magazine*, we wanted to award you with this customized cover as our Captain Nevada for *Nevada Magazine*.

SHELTRA I'm not sure where the camera is for Vegas, but could you— [side conversation]

HOPPE: On a serious note, yes, we do appreciate everything that you have done. You have been a great supporter of our magazine and we appreciate that. You're going to be sorely missed and we wanted to make sure that you remembered us. So, here is the real cover for you.

SHELTRA: Thank you. Everybody down there, you guys are fantastic.

Commissioner Comments

HUTCHISON: Why don't we—Ms. Vecchio, since you have kicked us off here and introduce this, I am going to use the prerogative chair and move up Agenda I, Commissioner Comments, particularly the right to—Commissioner Sheltra and allow us to shower our love and appreciation on Commissioner Sheltra.

I just want to thank him. Just amazing. He spent a decade of his life—he came to us as a young 19-year-old, and it's been amazing in the last 10-years what he has done for the Commission. I remember the first time I actually sat down and tried to figure out what this job was about and what the Commission was about, he spent a lot of time giving me the institutional history of knowledge, and he has been our captain in many ways and we appreciate him.

I will just say, there are very few people, Commissioner Sheltra, of your caliber and your dedication in State Government. You are a man of class, character, competence, and those three combined traits are rare in human beings, and certainly rare in those that I have served with in State Government. You are just one of a kind as far as I am concerned and I am grateful for your service and your friendship. Ryan, thank you for all you have done for us.

SHELTRA: Thank you, Governor. That means a lot.

HUTCHISON: All right. Anyone else want to shower some love on Commissioner Sheltra?

VECCHIO: This is Claudia. Go ahead. Go on, Cindy. I am going to sit down.

CARANO: Commissioner Sheltra, you have been a great mentor to me as well. It's been a pleasure working with you and getting to know you better. I appreciate you that you help me with my political correctness sometimes and [Inaudible] and being a man of integrity, I thank you so much. I been on this for, I don't know for how many years to tell you the truth, eight? You were there when it was my first meeting, the last meeting of [Inaudible] and it was just always a pleasure for you to work with them, each one of them. So, thank you so much and good luck. I will see you at the baseball games, I think. That's where you're going, right?

SHELTRA: Yes. Cindy, anybody looking for me, I'm not leaving Carson City for the next two-weeks. I'm going to be down at the Governors Field almost every night with two different all-star teams. I still love Carson and that's where you'll find me, if you're looking for me. Thank you for your kind words. Very humbling.

CARANO: That's great. The all-stars. That's awesome.

HUTCHISON: All right. Thank you, Vice Chair. Commissioner Santos, please.

SANTOS: Thank you. Ryan, you have provided some incredible insight and guidance, to someone who came in here cold on the whole tourism bit. I appreciate all the help. You are just a great Nevadan and one of the things that we do with the Bighorns, we always claim the hashtag either RenoProud, or NevadaProud, or Sacramento Proud if you're in Sacramento. But, we are all Nevada Proud of you. You are a great human being, a great person. I enjoy watching you on Facebook, watching what you do with your family. You're a great family man and it's been a privilege and an honor being able to sit next to you.

SHELTRA: Thank you.

HUTCHISON: All right. Go ahead, Commissioner Ralenkotter please.

RALENKOTTER: Just one thing, Ryan. Your great accomplishment for NCOT—and I can say this because I have been around for a while, the fact that you really got us directed on how to do the Grant Program, and the effectiveness of where it is today. From when you first started with the Commission, that has been your best and greatest contribution. I've seen the impact of that not only in southern Nevada, but throughout the State, with that oversight and making sure that the dollars were spent wisely. I think you should be very proud of that. As I always tell everyone, you will always be promoting the State of Nevada, and northern Nevada, and southern Nevada, and everything in-between. So, best of luck to you and great job.

SHELTRA: Thank you, Rossi. Ryan Sheltra for the record. Incredibly humbling coming from you, Rossi. Ten-years on this Commission and I am still a neophyte compared to the time that you have spent not only promoting Las Vegas, but all of Nevada. Someday when it's your last meeting, I hope they invite me back because I would love to hear the hours of accolades that will shower down on you. Thank you very much.

RALENKOTTER: Thank you.

NEWMAN: Commissioner Newman for the record. I would just say that Ryan is the guy that quietly wears both a Wolf Pack and a Rebel hat. He is not quite sure which way those things fall. I think they fall a little conveniently on his behalf. When I first joined the Commission, he took me aside and said, this Rural Grant Program is going to rest with you. I didn't quite know what he meant at that point, but he had a big smile on his face.

I will just say that as we review these processes, many times the comment or the question will come up and we'll say, we know Ryan Sheltra is going to question this. We talk about it thoroughly as we vet these grant requests. You do remain a fixture as we look at the spending of monies and justify how we do those things. But, for me, Ryan, it's been a pleasure and hopefully you'll get back over to Elko with those all-star teams or just on your own with your wife. I have enjoyed serving with you and alongside you. Congratulations on 10 years.

HUTCHISON: All right. Any other comments before we move on?

VECCHIO: This is Claudia Vecchio for the record. We have one more thing to give to Commissioner Sheltra just in thanks for all he has done over the past 10 years. It's a plaque. It says, the Nevada Commission on Tourism and the Nevada Department of Tourism and Cultural Affairs thanks Ryan Sheltra for his service to NCOT, and for his tireless support of the Nevada Tourism Industry, Commissioner 2007 to 2017. Thank you very much.

SHELTRA: Thank you, Claudia.

HUTCHISON: All right. Well, thank you all very much for your comments. Commissioner Sheltra, that's as good as your funeral.

SHELTRA: It might be better.

Agency Reports - Continued

HUTCHISON: All right. Let's go back to Agenda Item G then. I think we are on G2. Ms. Vecchio?

VECCHIO: Thank you. Claudia Vecchio again for the record. As a result of the legislative session, we now have a budget for FY '18 and '19. David Peterson, our capable and long-suffering Deputy Director, Chief of Operations, is just going to run through the Budgets that you have in your packets.

PETERSON: Governor, Members of the Commission, for the record, David Peterson. First, the sheet that I am going to go through is after the yellow sheet, Reports to the Agency. It's right after the Legislative Update in your packets. If you recall at our last Commission meeting, I walk everybody through each category as it relates to the Governor's recommended budget. I am happy to say that in terms of the legislative approved budget, everything was accepted and moved forward for Tourism specifically.

We did get the additional Management Analysis position for Administration and Fiscal Services, for the Division of Tourism and the Department. We also were able to get all of the dollars that were in Category 43, previously for our Quarterly Administrative Fees for the International Offices, moved into Category 31, to provide us with some additional flexibility within those contracts.

I won't highlight and go through each category again, but I will draw your attention to the Transfer Categories. During the closing hearing, there were some adjustments that were made as it relates to Division of Museums and History, and the percentage of funding between Lodging Tax and General Fund. If you all recall, we've been operating under a 50-50 split between General Fund monies and Lodging Tax Dollars. That funding split was changed to be 55 percent Lodging Tax for—this is again just for the Division of Museums and History, 55 percent Lodging and 45 percent General Fund. The transfers to the different museum categories reflect that new split for '18 and '19.

There was a bill what was in your packet, SB244, I built in to Category 62 and 67, the tourism piece of that. The lodging funded component to SB244 as well. We will go through a work program process to bring those dollars in, but I just wanted everybody to see what the ultimate impact will be for '18 and '19.

The other adjustment made during the closing was our transfer to the Arts Council. They had a decision unit—in E125 Decision Unit that included a reduction to the grants. At the closing hearing, there was $100K that was coming out that was General Fund money, that was replaced with 100 percent Lodging Tax Revenue. There is an additional $100K for fiscal year included underneath our transfer, which is Category 65, Nevada Arts Council.

Then, if I could drive everybody's attention down to the Reserve, Category 86, you will see at the end of the biennium fiscal '19, we are expected to have just over $5M in Reserve. That puts us at approximately 70-days Reserve. Again, our goal is to always maintain a 60-day reserve at the end of each fiscal year, and obviously at the end of the biennium. If anybody has any specific questions about categories, I am happy to address those at this time.

HUTCHISON: Commissioners, any questions on the budget? Just one quick question for you. Were there any new Transfer Categories?

PETERSON: For the record, David Peterson. No.

HUTCHISON: Okay. So, we're still looking at over a quarter of our budget gets transferred, but we at least have no new categories?

PETERSON: For the record, David Peterson. Yes. That is correct.

STOLDAL: I have a question. Mr. Deputy, I have a question. Bob Stoldal for the record. What is the definition of transferred as opposed to transferring money to the Washington Office? Is that not a transfer? What is the definition of transfer here?

PETERSON: For the record, David Peterson. Our definitions of transfers are those monies that go out of Budget Account 1522, into other budget accounts that we don't directly control—as in tourism, control how those monies are spent.

HUTCHISON: Just for clarification, Mr. Peterson, 1522 is our allocation from the Room Tax, right?

PETERSON: For the record, David Peterson. Yes.

HUTCHISON: So we get allocation from the Room Tax, comes into Category 1522, all of that is supposed to be dedicated right to our Commission, but then there are—for various reasons, and we don't have to get into it this meeting, transfers made to various other entities besides NCOT.

PETERSON: Yes.

STOLDAL: One other question. I thought there was a piece of legislation, which dealt with transfers in funding for school budgets.

PETERSON: For the record, David Peterson. Yes. The dollars for the School Bus Program, those are actually included within the Division of Museums and History's Budget accounts, and those are General Fund Dollars. No Lodging Tax dollars are being used to pay for the Bus Program. That's a General Fund appropriation and its underneath Peter's Budget Accounts.

STOLDAL: Got you. I guess there was no money to administer that to that cost, so the Department of Museums will have to absorb whatever administrative costs are involved in the complicated state-wide bus program. Thank you.

PETERSON: Yes.

SANTOS: Herb Santos for the record. Did Line Item No. 22 transfer to Nevada Magazine, the $50k was that a short fall for them or a hardship on them?

PETERSON: For the record, David Peterson. No. I don't have their budget account in front of me. We submitted an Agency request and moved forward through the approval

process, that puts them north of 30-days at the end of the biennium. That is their threshold that we're looking at, is they maintain 30-day reserve.

SANTOS: And then for the transfer to Motion Pictures, is there any revenue that they generate that comes back to us? Normally we see that when they do movies. Usually their deals they get, their rooms are all comp'd, so I don't think we get any room tax, but do we get any benefit out of the motion pictures coming to Nevada?

PETERSON: For the record, David Peterson. I couldn't speak to that. In terms of if they don't spend any money that we transfer to them, do we see those come back as reversions? No. So, every dollar that we send over to them, they use. But, as far as the Lodging Tax dollars, I couldn't speak to whether or not there is a Lodging Tax applied to that or if it is considered month-long stays, in which case there wouldn't be a tax applied to that. But, I don't know the answer to that question.

SHELTRA: Ryan Sheltra for the record. Governor, may I finish the answer for Herb?

HUTCHISON: Please.

SHELTRA: On *Nevada Magazine*—one last time advocating for *Nevada Magazine* to the question of the $50k that is not there in the next year. When I first came on this Commission, *Nevada Magazine* was not solvent and leaned heavily on financial support from NCOT and off of Tourism dollars, and other entities. Janet and her staff has done a remarkable job. David, correct me if I am misspeaking, but the magazine is now solvent and is profitable. Albeit a small line, but they are no longer in need of the direct support.

The staff has done a great job getting that magazine propped up. To their credit, at one point, the magazine could have ceased operations. They have really risen to the occasion and have done a great job for the State of Nevada.

SANTOS: Great.

HUTCHISON: Thank you. Any other questions for Mr. Peterson on Budget? Okay. Mr. Peterson, thank you for a fine presentation. Appreciate your work.

PETERSON: Thank you.

HUTCHISON: All right. Ms. Vecchio.

VECCHIO: Thank you, Lieutenant Governor. Claudia Vecchio for the record. I will move to G2.2, the Global Tourism Summit Update. You have in your packets just a very

preliminary overview of the Global Tourism Summit. We talked a little bit about this last meeting and changing the Summit or evolving it into some other type of a meeting. Rest assured, we will keep it as it is certainly throughout this Summit. We will have the conversation again about whether or not we need to look at how we do this, but for the time being, this is the Summit Update.

You will see one change I would make on this is, it's not called Nexus Nevada, our theme is going to be Nevada Welcomes the World. It really is in response to some of the issues happening on a national basis. Bethany is going to show you a video in just a second about how we're starting to address this, but this idea of Nevada Welcoming the World, will be prominent throughout our Summit.

It will be at the Flamingo, Las Vegas. The dates are actually December 4th and 5th, with our FAM trips and our Press trips happening prior to that because obviously National Finals Rodeo comes in on Wednesday, so we need to be out of town for that. Then hopefully some of our international buyers might be able to experience a little of that because that is an extraordinary event.

The buyers will come in on Thursday and some will stay in Las Vegas and others will take FAM trips through the southern part of the State. Everybody will meet up again at the Flamingo, and then we will have our Commission meeting on December 4th with an Opening Session that day. We have Roger Dow who is the President and CEO of US Travel Association. He is going to come in and really talk about this year, which has been an extraordinary year in tourism. We have a speaker, Daniel Levine, who is going to do a wonderful global trends overview. Then our other keynote speaker is Amy Jo Martin. She has done a book, *Renegades Write the Rules*. She's an extraordinary woman.

We're starting to get some great speakers. Again, we will have the Nevada Marketplace, we will have the Nevada Media Marketplace. I hope this will continue to grow in the relevance and importance to our industry throughout the State. that's our Global Tourism Summit overview. We will continue to work on the agenda and provide those to you in upcoming meetings. I'm happy to take any questions.

HUTCHISON: Any questions on the Global Tourism Summit? All right.

VECCHIO: Terrific. Item G2.3, the Governor's Trade Mission to South America/Tourism Sales Mission. Just wanted to let you know that we will be participating in the Governor's Trade Mission to South America. As we have done in the past, we will invite partners. If any of you would like to have an invitation mailed to your partners, you're invited to join us as well.

We will be traveling to Panama, with some meetings with airline partners there. Then, the Governor's Mission will go on to Peru. We won't be doing that one, but our Mission will go to Bogata, Columbia. That is an emerging market, an important one in South America. We will be traveling there and then on to Santiago, Chile, where we will, again, do sales calls and other tourism activities in addition to a reception with the Governor's Trade Mission Team. That's exciting.

It's a new and upcoming market for us, so having opportunity to be down there with the Governor is really a tremendous way for us to initiate some relationship building with tour operators, travel agents, and media down there. Teri Laursen will be attending along with me, and then any partners who want to go along are more than welcome. Any questions?

On to G2.4, Regional Reporting. I have been talking to some Commissioners, and so appreciate the input. We do a lot of talking about some of our various regions, but I'm not sure we have done a great job of connecting what we do, and the economic impact of NCOT and our partners throughout the State. I have put a Discover the Facts Report in here. I just want to be sure to guide all of you to that. It's always on TravelNevada.biz, but we're going to be doing a better job of collecting reports from around the State, and providing a region-by-region, state-wide reports at each of our meetings. It will be more of a State of the Industry, kind of report each time so that we can really showcase the relevance of what we do from a partnership standpoint throughout the State. That is yet to come. If anybody has any way they would like to see those reports, please do let me know. We really want to continue to drive the business message, drive how we're impacting travel, and the activities that our partners do throughout the State. Any questions on that?

Then, G2.5, just want to point out that you have a Quarterly Staff Update in your packets. It is the last quarter of fiscal year '17. Obviously it had to be done before the true end of the fiscal year, so that report will be in your August meeting. Any questions on that? I would be happy to answer about that, but I just wanted to point out that you have that in there. I just want to thank the team. I think that they are doing extraordinary work and there is a lot going on, so please do read that Quarterly Staff Update and let us know if you have any questions about any of that. That is the end of the Administrative Report.

HUTCHISON: Okay. *Nevada Magazine*.

VECCHIO: Adele Hoppe our Advertising Manager, will provide an update of *Nevada Magazine*. We have put them first this time.

SHELTRA: Yeah. And Janet is missing her opportunity.

HOPPE: Thank you, Lieutenant Governor, Commissioners. Good afternoon. Adele Hoppe, for the record with *Nevada Magazine*. Our July/August issue is out. The Commissioners in Carson City have a copy there. We have some in the back of the room.

It was a very fun issue this time around. We did a pictorial on Burning Man. Our Associate Editor, Eric Cachinero, his picture made the cover. I have watched the revelers come through time, both to and from for many years, and I have always kind of scratched my head wondering why. When you read this story, you will really understand the true meaning of it and why. It really changed my opinion on it, and I hope it does for those of you who don't know anything about Burning Man.

This year our theme for the magazine is, Nevada Outdoor. We are doing a lot of stories that get our families and our readers outdoor to discover everything there is to do in Nevada. This issue, our Ancient Nevada and our State Parks, do just that. We give things for our families to go out and experience; there are two. Our fourth installment on both of those stories is in this July/August issue.

Also in this issue is our highly anticipated list of selfie spots for our *Nevada Magazine's* scavenger hunt. For the new members, this is our third annual scavenger hunt. Our first one, the participants were out looking for historical markers. Our second one, we sent them out looking for ghost towns. And this third one, we are doing notable art pieces. There are 14 spots chosen for southern Nevada and for northern Nevada, and the participants pick 10 spots in either north or south and then they go there with a copy of the July/August issue in hand and take a selfie of themselves in front of these art pieces and they send them in.

The great thing about it is, not only does it get these people out to experience Nevada, but we get to relive it with them, our readers get to relive it with them through their stories, we get letters from them, we get videos from them. So, it's no wonder that it's one of our most popular things that we're doing.

This is our 20th Anniversary of our Best of Nevada Reader Poll. We have our winners listed in this July/August issue. We have some new winners this year and we have some long standing favorites as well. I would like you to look through those as well.

This will be our 40th Great Nevada Picture Hunt. Because it's our 40th, we wanted to do something special. Our Art Director came up with the idea to take 40 of the photos that are submitted for our Great Nevada Picture Hunt, and do a collage,

somewhat like she did for the Governor's Annual Budget this year. These will not just be winners, these will be just from submissions because some people will be winners and some will be great pictures, but we will be able to fit them into this as well. That will give everybody some recognition. We're pretty excited about that. In doing that, that poster that we're doing with our Great Nevada Picture Hunt, we will be doing presales on them and this will also be a great revenue source for us. That's one of our latest projects.

Also, with the picture hunt and photography in mind, our Art Director Kippy, is doing a first photography symposium on June 28th, next week, here at the Chamber. We have over 40 people already signed up for it. We have four local photographers that will be speaking there. It will be a great morning session and we're very excited about it. We already have people asking when we're going to do one down south, which we are looking at logistics for. We also are having speakers; photographers are asking if they can be speakers at the next one. We're very excited about it.

Our Ride Guide is coming out again for the '17 and '18 Rides Guide. It will be hitting the streets in the next few weeks. We are in the final first stages of our Las Vegas Wedding Guide. The guide we did in cooperation with the Las Vegas Wedding Chamber to help promote the Wedding Chamber and help them get more members. We did a discount for members into the guide to help them gain more members. We are really excited about that.

Our September/October issue that we will be working on right now, we're going to do a feature story on Autumn de Forest. She is a child prodigy out of Las Vegas. She is 15-years-old and she is already a world-renowned artist. Her story is amazing, so we look forward to having that with all of our other pieces that we will have in there. That is also where we will list the winners of our Scavenger Hunt and our Great Nevada Picture Hunt. Any questions?

HUTCHISON: All right. Any questions or follow-ups? Thank you very much. Great work as always by *Nevada Magazine*.

HOPPE: Thank you very much.

HUTCHISON: All right. Ms. Vecchio?

DRYSDALE: Actually, to keep things moving—this is Bethany Drysdale. I am going to jump right in to the PR Report.

HUTCHISON: Oh. Great.

DRYSDALE: I will start with Discover Your Nevada. We launched that Memorial Weekend and it will run through Labor Day Weekend. I had talked about it at the last meeting so I won't go in-depth, but we do have a date for a press conference in Las Vegas. If you will remember, we have two students who won an essay contest that we did with the Department of Education. The two students, one in Las Vegas and one in Fallon, will be going on road trips around the State.

The one in Las Vegas, we will bring him and his family up to northern Nevada to see a part of the State that he has never seen. He will discover his Nevada. Then we will end with a press conference back in Las Vegas on July 20th. If anybody is in Las Vegas and would like to attend, the Lieutenant Governor will be at that press conference. We're really excited about that to generate some media interest in southern Nevada. We are working on a press conference in northern Nevada, working with the Governor's Office to do that one. He will be in South America for a good chunk of the summer, so we are working with them to schedule that one.

The next update, really briefly, I wanted to go in-depth on social media, but there is really a lot more that could be said about it. I really just wanted to call attention to our Instagram account right now. Kaitlyn Godbey is our social media guru in the house. She has grown our followers exponentially since she has been here. Everywhere I go, people mention, oh, you're TravelNevada, I follow you guys on Instagram, I love what you're posting. Most of it is user-generated content. We're just sharing what other people are already posting and sharing with us. That is really exciting too because it generates a lot of engagement, a lot of interaction with our followers that take the time to follow us.

On Instagram, we are up four-percent in followers just in the last three-months. That comes to almost 1,300 new followers. Which, for a totally organic site, and we don't really put any money behind it, totally organic increases are really exciting for us. Engagement is up almost 17 percent. That means that people are liking, commenting, tagging their friends in things. That's engagement and that is exciting because people have to make an effort to do that. It's not a passive action, it's an active action. That is exciting, a 16 percent increase in that engagement. Then, our total followers on Instagram is 34K. When we started Instagram not too long ago, we were stuck at 700, then slowly 1200—when we hit 10K, I think two years ago, that was a major step for us, to hit 10K. Now we are at 34K, so we're really excited about that.

Then I will move on to one that I am most excited about, this is the Nevada Welcomes the World video. If you will remember the last meeting, we had quite a discussion on the purpose of this. It is in some reaction to what's going on in the national and global front. IPW was earlier this month in Washington D.C. with all of

the US destinations there, talking to a global audience. Every destination is doing a video, so I am glad that we got on this and we will be out there before the huge onslaught of other destinations.

It's exciting to be part of that, that overall U.S. message of welcoming the world. We will show the video in just a minute, but this is something that I am glad that we put the time into and thank you for authorizing that at the last meeting. I'm happy to report that we're coming in at $12K for this, so thank you for the—

SHELTRA: A little bit more than the $500 you estimated?

DRYSDALE: I think I said $5K, but you approved a bunch more. Thank you. It was very important to me that we keep this as low as possible, but you will see from the quality that it's worth every penny. We will be able to share this with all of our international markets, they will be sharing it to their audiences. This will truly be a message to the world.

Because of our audio difficulties, I have sent it to the Commissioners on the phone and in Las Vegas. You can view it at your leisure. Teri and Sylvia, I sent it to you as well. I don't know if you have an iPad or anything there, but if not, please bear with me for the next 90-seconds. We have sent some initial feedback. This is a rough cut; it is not the final product. We have sent some feedback to Orange Tree, the vendor that put this together.

We will be adding the Governor into this, again, we are working with his Office to schedule that. The LVCVA, and thank you, Rossi, to your team really working with us to get you included in there and make sure that we have a strong representation from Las Vegas. They have been wonderful helping us get some of the Las Vegas shots in there. We will be adding a couple of shots and tweaking things. This is the rough cut.

So, with that, Ron is going to play it. Again, my apologies to those on the phone if you can't hear it, but you do have it in your inbox. [Technical difficulties] I will forward it to everybody here. I have all of your emails and I will make sure that you get it in the next few seconds.

HUTCHISON: This is a rough cut? No sharing?

DRYSDALE: Right. Thank you for mentioning that. Please don't share this socially or otherwise. This is a rough cut. We will have a final version when I gather feedback. As I said, we already provided feedback to the vendor and I welcome your feedback as well. If you can watch this in the next day or so and give us feedback, then we can get

moving on the final version. With that, any questions? I'm sorry about the anti-climactic showing there, but so be it.

HUTCHISON: All right. Any questions for Ms. Drysdale. on the Public Relations Report? Okay. Let's move on to our Marketing Report. Thank you, Ms. Drysdale.

VECCHIO: Claudia Vecchio for the record. Brenda Nebesky, our Chief Marketing Officer is at Google Training this week, so I am going to pitch in. Obviously you have the Marketing Report in your packets. To take this out of order, quickly I am going to touch on G5.3.

We just finished a virtual reality shoot. This is part of our Disrupter Campaign that we talked about for several months now. We'll show you this footage at this Disrupter Campaign at our next meeting. We'll probably share it with you before that, but this was one of the most extraordinary shoots I have ever been on. This production company, Groove Jones out of Dallas are absolute masters at this virtual reality. We were at Valley Fire, they went up through Kingston, they went to Virginia City, they went to Lake Tahoe. They really did get a great sampling of the State and they will be putting together these virtual reality presentations. The good thing about the virtual reality footage is that it can be used in more than just virtual reality. This is also imagery we can use for our commercials and other things coming up. This is another one of these incredibly exciting programs that we look forward to showing you at a future date, but they just wrapped up with that late last night. We just wanted to let you know that. Because Brenda is not here, you have the update of the campaign in your packets and we can send you additional information as well.

The other for Possible Action Item is the review and approval of the FY '18 Urban Sponsorship Requests. These are very definitely business-driven requests. We provide dollars to events in our urban areas that we believe, and we know, drive room nights. We require that they prove to us their events drive people into this town from outside of a 50-mile area so that we know that they are here as tourists. It certainly drives interest among locals as well and that is great, but it is a room-night and a revenue generator.

You have the grid just like you have had in previous years in front of you. This year we have $150K. We have rolled the sponsorships that we do with the Reno Air Service Corporation, RASC, there is a presentation from them. I don't know that you have any of these in your packets, you have them separately and then they are also on TravelNevada.biz. RASC, we have included in this, but this Sierra Ski Marketing Group is not in this yet. They are yet to come and they will make a presentation, but they are still trying to get their arms around what that is going to be. We will

hold off on that until they can make a presentation. We do have presentations that are going to try their best to provide this for the Great Reno and Balloon Races, Pete Copeland is here from that organization. Do we have the Audi Championship on the phone? Ryan?

CHACKEL: Yeah. I'm here.

VECCHIO: Ryan, thank you. Reno 1868 FC Soccer, they are here today. As I said, Reno Air Service is not here today. The reason to hear from these folks, they are either new sponsorships or we haven't heard from them in a while. Like, Pete, it's been a little bit. We wanted to provide them the opportunity to talk a little bit about what they do. They are going to take a brief amount of time. If you have any questions, please do let them know. You have the recommendations for the sponsorships in your packets. A couple of new ones this year which I think is a good thing. Pete, do you want to come up and we will see what we can do?

HUTCHISON: Just real quick Ms. Vecchio, did you say National Champions Air Races and Reno Air Service Corporations are not here?

VECCHIO: They are not here to present, no. The Championship Air Races, we just heard from Mary Beth and Mike Crowell, they were in a couple of meetings before and provided a good overview of what they do. We can certainly have them come back if you want them to, but I think they laid a pretty good foundation for that event while they were here before.

These dollars, if you remember, we provided a significant infusion of income in 2012, we have not had a sponsorship with them for the past four years. That sponsorship did continue for four-years, and then we have a recommendation for a sponsorship again this year, to get back into that sponsorship realm with them. Again, all of this is on travelneveda.biz.

HUTCHISON: Are these all staff recommendation?

VECCHIO: These are all staff recommendations.

HUTCHISON: Thank you. A quick question please from Commissioner Stoldal.

STOLDAL: Bob Stoldal for the record. Claudia, just doing the dollar figure, out of $150K, $127.5 is Reno and $18 is Las Vegas. I'm not worried about the disparity; I'm just worried about how do we go out and—is this passive? Do these things come to us? Or do we go out and ask?

VECCHIO: This is a fairly passive program. We have talked in the past about having this work more like our Grants Program, in that we would have an application process for events to do this. We have not gotten to that point yet. That is definitely yet to come, but all of these events come to us and ask for funding, or we find out about them through secondary sources. This year we have more in southern Nevada than we have in the past.

STOLDAL: Great. All of the Reno ones are just top notch events, whether it's the Winter Games or the Balloon and Air Races. So, thank you.

VECCHIO: Thanks. Pete?

COPELAND: Pete Copeland, Executive Director of the Great Reno Balloon Race here in Reno, Nevada. I first off want to just start by saying thank you to all of the Commissioners for allowing me the time today, and thank you Lieutenant Governor for the opportunity as well to come before you. Before I even get started, I want to say thank you for inviting me to the Commissioner Sheltra going away party. I couldn't have asked for anything better today. Luckily for me, my interaction with Commissioner Sheltra does go on after today, quite extensively.

On that note, I just want to make a short overview of the event. Kind of what we have done in the past few years in our partnership and answer any questions going forward. Just to start the slide, if everyone can see this, I think a picture says a thousand words. This visual that is up on the screen right now says much about not only our region in northern Nevada, but it really is a great message to anyone visiting the State. It's unique, it's beautiful, and that is something that many of our visitors, especially our millennials, are looking for—unique, different, and the one word I will emphasis quite a bit through this is, free.

Just a little overview on the event and just some of things that go on—I'm actually going to jump ahead to this slide. We were founded in 1982, we are one of the longest running iconic events not only in Nevada, but certainly in northern Nevada. Upwards of 125K people attend the event. We know this because we have done data research with the RSCVA and the University of Nevada. Each year we put about 100 balloons in the sky. That is a significant number, particularly when you see the line below it, we are the free largest ballooning event in the world. There is nothing that even compares to us as far as magnitude and size and being free. There are larger ballooning events. There is a handful in the world, but none that are free.

That provides us an unbelievable unique value and marketing proposition that we sell to bring people to this region to experience this event. We're considered the

premier ballooning event by the pilots, more so than Albuquerque, or France, or anywhere. Pilots love to fly in northern Nevada as they feel they are cherished, valued, and they're respected. That's an important part to us as we do business as professionals in northern Nevada.

Something that I know is near and dear to this organization, 40 percent of our visitors—40 percent of our attendance is visitors. That's a $50K to $60K number. That's a hard number. That's real money coming into this market. I am just going to make a comment on to that, of the out of market visitors that came here, somewhere of 90 percent said they would visit the market again within 12-months. I think that was a significant number that jumped out. We provide the visitor a lasting, positive, impression of northern Nevada.

We did extensive local and national media coverage. I am going to talk about two pieces of that on a national side in just a moment. The one number that really stood out to me in this survey was 100 percent of our fans, of our attendees, would recommend the event. That's a powerful statement that we can use to market off the hill and to our visitors.

Just a quick preview for this year and why it's important. Just silly stuff. Our Friday Super Glow Show, over 40 balloons will actually be participating. Why is that important? Because it's probably the second largest glow show in the world and it drives fans. It's a unique experience and they can't see it anywhere else except for a $10 admission and $25 parking ticket in Albuquerque, and it's 2K-miles away. So, very, very special for us to continue to develop and invest into this product. Seventeen special shaped balloons and counting. Again, why is this important? Special shapes drive attendance. People want to see a unique shaped balloon. Either they have a special memory of it, or it's just one of their favorite characters.

These things cost real money to get here, and they drive real business. We will set another record this year with the most special shapes we have ever had. A couple of examples are Peppy La Pew and Tweety for us long-term Looney Toon fans. Expanded Weekend Glow Show, again, just trying to provide a better experience for our fans, always making sure that they leave happy. And then just a few other amenities. Of course, this year I was mentioning special shaped balloons, we're bringing in the two most iconic special shaped balloons, the Darth Vader balloon and the Master Yoda Balloon. We can guarantee that we will see a 15 percent attendance spike just by having these two, and they're also going to be on bus wraps in Sacramento for about 60-days prior to the event in a partnership we have with Lamar which will be somewhere in the neighborhood of about $40K of outdoor advertising in Sacramento which is really good, it costs us $3K through this partnership. That's what we do with our money.

Then, I just wanted to point out a couple of things that we hear and this is unsolicited. It's amazing to me the amount of love that this venue gets and this product gets, even outside of the balloon industry. We are a loved and cherished animal. Here are a couple of articles that we recently pulled. Everybody has a lifestyle website and I hope everyone knows—but the first article on the left was from GoBankingRates.com, how we found it, I don't know. Three things to do in Nevada. This was actually an article that was based on the best free thing to do in every state, and for Nevada, it was the Great Reno Balloon Race. Again, the visual says everything. On the right was another article that we pulled, again, that just talks to the power of the event, the fact that we're free. That message connotes with our visitor, our fan, and our tourists.

Then, what do we do? This isn't a Grant. I certainly don't look at this process as a grant or a give me in any way. This is a partnership. We have had this partnership now—this will be going into our seventh-year. We provide real value back to TravelNevada. Our goal is that if you are wildly successful, you will continue to support this program. We provide—we first recognize you as a major donor with all of our major stakeholders, and we have about 40 of those. We provide hot air balloons which come with real cost, back to the organization, Travel Nevada, to use in whatever way they see necessary to market with, through contests, through promotions, and so on. They get balloons to utilize. That also includes a cross promotion that we will be doing this year with TravelNevada with the Tweety Bird balloon that will be coming out, as far as a promotion goes, later in the summer. It's something that Brenda and I had worked on, but an additional balloon that will come into the program.

Then we provide other elements of value from exposure, to advertising, to brand association, to really pump up the value and make sure that—I think Commissioner Newman mentioned, you see a return on your investment. We think this is important. We want you to get a return on your investment, it's how we know it's working.

And then a couple of things I also want to mention on the community side that I didn't put up here, and just listening to the Commissioners, of what we do beyond the balloon races. Many people don't realize this, we have a partnership with the school district, Washoe County School district up here in northern Nevada. We have a tremendous heritage of flight that has originated out of northern Nevada for the past—since flight originated and it's really amazing. Our partnership with the Washoe County School district brings out over 1K students in the fifth grade to work on the STEM Program, which is all about science and math. They create these tissue

paper balloons that actually fly. It's a wonderful program that we have done for the past 25 years.

That's one of the examples of being involved in your community, making your community better—especially with kids and the school district. With that, I just want to mention one other organization. We work with the Children's Cabinet. Again, it's a very important non-profit northern Nevada that works with at-risk kids. We tether flights for them for the last 25 years in the number of over 15K tethered flights. This makes a positive impression and gives these kids just one more reason why they should be part of the solution within our community. I think those are just two examples of who we are beyond tourism, but we're also great community steward, and we're really proud of that. Thank you.

VECCHIO: We are now going to hear from Ryan Chackel who is on the phone regarding the Audi Championship in Henderson. I will just give you a little background on this. I spent the past seven months in Las Vegas, which was tremendous and wonderful, and I love Las Vegas, but I had an opportunity to go out and meet with various stakeholders and one of them that I met with was the City of Henderson.

They are doing great things in the City of Henderson. One of the events that they are sponsoring is the Audi Championship. Ryan will share this with you. You have both the Media Kit as well as a checklist of the Partner Benefits of this event. This is a new event, so I think there is some value. We have always talked about sponsoring some new events, but this is also a new event that has some foundation of other sponsors too. This is something that I think has a good chance of longevity.

Ryan is Director of the event and he will go through what makes this event so special, but I think it is definitely, as you will see, more than a golf tournament and they have put some nice features together that I believe will help drive tourism. Ryan, if you're still on the phone—are you there?

CHACKEL: I am.

VECCHIO: Okay. Excellent. Thank you. If you could run through the benefits, that would be tremendous. Thank you.

CHACKEL: You bet. Thank you for having me. I really appreciate the consideration and time from everybody. Although we are a new event, I will give you a quick background on it. We're going into our 12th year in our event in Bend Oregon with Prong Horn Resort. We still operate the Prong Horn Event. It's a unique combination of golf and culinary arts.

What we try to do at the Las Vegas event is not only have something for the golfer, but we want people to also come to the event that may not be interested in golf at all. there are really three components to it. There is a launch party on Thursday night with [Inaudible] down on the strip, that is for registered golfers and sponsors. Friday is a double shotgun golf tournament out at Reflection Bay, and Lake Las Vegas has been an amazing partner on this. And Saturday night is really the main part of the event. It's a culinary feast. We have 17 chefs from down the strip who are out preparing food. We just signed Southern Glazer's Wine and Spirits in your packet, as one of our sponsors, they'll be doing wine, spirits and beer. We have a Grammy Award winning artist that is performing on a floating stage.

We like to think of ourselves as a lot more than just a golf tournament. What we have found with our Oregon event, is that we are now the largest golf and culinary event in the north west. We have just under 60 golf teams, about 57 or 58 per year that participate. I think you'll notice in your packet there where I listed where some of those teams from around the country came from. We've seen teams from back east, California's a big market, obviously Seattle. We have had [crosstalk] I don't know if you are all that familiar with the [crosstalk]—

HUTCHISON: Hold on one second. Hey, Cindy, we can hear you. Can you mute your phone?

CHACKEL: Okay. No problem. With our event in Bend, it's not an easy place to get to. A lot of times people are jumping on multiple flights from where they come from, but we have been able to sell out the resort in Oregon. Beyond that, put heads in beds in Bend. But, they're coming from a long way to get to there.

What we're excited about is with our model. We're sticking to a very similar model with what we do with our two events in Oregon, is the ease to get to Las Vegas. That [Inaudible] we don't even have to go over. We have already—and again, in your packets there where it says, Reach Destination Event, we have seen teams sign up from far away, from Chicago, Colorado, Palm Springs. So, we're getting the drive market, flying with the regional fly market is easy.

This event, although it's its first year, I think we're expecting large attendance. We have over 1,800 people for the dinner at our Bend event, we're easily expecting over 1,500. For our 1st Year Dinner, we're already over 1,000 so far. Our goal is to do this for years and years, and have a similar history that we have had with our Grandfather event up in Bend, Oregon.

Another thing I would like to hit on is the marketing. There is over $300K advertising and PR being pushed for this. My wife and I own and operate six publications, they are golf publications in Palm Springs, San Diego, LA, state-wide for

Nevada, one for Oregon, and a high-end quarterly in Las Vegas. We have the ability to market this event unlike a lot of events that have to go out and pay for advertising, we're able to just provide it, give an editorial, cover—footage that covers our magazine. We really try then to go after the digital advertising that we're already currently doing.

The marketing behind this is definitely regional. West Coast our magazines have reached all the way to Minneapolis, Chicago, Dallas Texas, and Denver Colorado. So, there has been a big push there. Then, locally, [Inaudible] and NBC are two local media partners that are pushing it on a local level as well because we don't want to leave out the locals and not promote it there. That should give you, hopefully, an aerial of kind of what we're trying to do. You know, I anticipate I will be answering some questions on this or anything I can help with.

STOLDAL: All right. Quick question. This is Bob Stoldal for the record. Are you getting any additional grants from anybody else? The Convention Authority, or the City of Las Vegas, or Clark County?

CHACKEL: The City of Henderson—I don't know if the attorney is on the phone, but the City of Henderson has signed on as a sponsor of the event, but we're not getting grants from anyone else. This would be our only grant today. Not that we're opposed to the grant, we just haven't—

STOLDAL: Well, the sponsor, what is the cost to the City of Henderson?

CHACKEL: The package that we're having, the three of them are putting—as an investment for them, their cash investment so far is $8,700, with another $8,700, I believe, pending—determining how much we do drive traffic and business to the Westin and Hilton and other hotels in Henderson. So, it's a model we are comfortable with for us having to prove that we are able to drive people to the city.

NEWMAN: This is Commissioner Newman for the record. What is the format of the tournament and what is the entry fee for this?

CHACKEL: Sure. The entry fee ranges depending upon if you're looking for. We have packages around, I believe, $1,200 up to $2,000 for a foursome. It just depends how many dinner tickets you want in that package, whether you have guests that also want to attend the dinner. The format is a shamble format, and we have an AM Shotgun and a PM Shotgun Reflection Day.

NEWMAN: Okay. Thank you.

CHACKEL: Yes.

HUTCHISON: Any other questions at all? Okay. Mr. Chackel, thank you very much.

CHACKEL: Yeah. Thank you for having me.

VECCHIO: We will now here from Doug Raftery who is with the Reno Aces and Reno 1868 FC, which is the soccer team. Doug, thank you.

RAFTERY: Good afternoon.

HUTCHISON: Good afternoon.

RAFTERY: Thank you, Lieutenant Governor and Commissioners, appreciate it. Claudia, if you guys could share these as well, that would be great. Then the PowerPoint presentation?

WEBSTER: Yes.

RAFTERY: Great. Thank you. My name is Doug Raftery. I'm here with the Reno Aces baseball team, also Reno 1868 Football Club. We are a new men's professional soccer team that just debuted this season in 2017, and of course very excited for future plans as well. As you can see, 1868 has had a ton of success in this first year. This is largely a millennial, and more specifically, it is partly a Hispanic market. That is what the world of soccer is and it's what we're seeing in Reno as well.

Our original projections for this season was 75K fans. That projection has now increased to 100K due to popularity of the sport that we're seeing in the area. We have 16 regular season matches. We had two friendlies that have already been played in February and March of this year, and we actually just added an international friendly against Atlas Football Club based out of Guadalajara. There are a lot of different markets coming into the area and we're expecting more international play to come as well.

Social media is strong. We're in year number one with over 10K Facebook fans. You can see Twitter, Instagram and United Soccer League is the league we play in. We're affiliated with the San Jose Earthquakes of Major League Soccer. This is a top affiliate club playing to get to the next level, similar to—if you're familiar with the Aces, how they are with the Diamondbacks.

Attendance has been extremely strong. I mentioned beforehand the projections and how they have gone up to 100K, including the Atlas match. This is where we're

sitting at right now, we're actually at the halfway point of our season. We have played nine matches. We had the two Friendlies at the beginning of the season. You can see attendance wise, especially the last couple of Saturdays as the weather has warmed up in northern Nevada, and the attendance has continued to grow with 5,700, and just over 6,000 this past Saturday match we had at home against Sacramento, which is becoming a nice rivalry. You can see the season total of where we are at now. We are expecting a little bit of a bump for Atlas to get us to the 100K mark for the season.

The key for us and the partnership with TravelNevada is, when tourism comes to this area to watch Reno 1868, and we see this with the Aces as well, we see our sales as a gateway for tourists to extend their stay and spend more dollars in the State, and stay overnight, and stay weekend long. We play mostly Saturday's for extended weekends, but we also do play Wednesday's, we play some Friday's. We have a Friday match coming up on June 30th against Phoenix, and we expect some Phoenix fans to fly out. We have Phoenix, we also have markets such as, Portland, Salt Lake, Sacramento has come twice already and they brought hundreds of fans, San Jose, we did an exhibition against them on February 18th, it had close to 500 just San Jose fans come to the stadium for our first match ever, and here for an extended period of time.

Our goal within this partnership is to enhance the TravelNevada communication and branding throughout various messaging in the stadium on our new LED Ribbon Board. This is part of a $1.1M project that our ownership group put together along with our video board this season. So, how this kind of works is, basically it's an average of five-minutes rotating on this LED ribbon board. It's 205-feet long, it's interactive, it can be animated, it's 30-second rotations. Think of a highway digital billboard, however, it's much more hands-on, it's more settings, and you have a much more interactive crowd. It's eye grabbing. If you haven't been to the stadium, I'll have you out, just ask me for a ticket.

30-second rotation and they occur 10-times throughout the match, so that guarantees your five-minutes. Those 10 times, keyed with that—and what's really neat is, you can change your message up each of the 10 times. You can do whatever you want, whatever message you want to promote. You can change it up per match, per time of the year. We go from February through October. It allows for some nice flexibility on a partner's end.

A little bit of background, we kind of touched on social media so I won't touch on that too much. You can see the investment. This is for the full-season from February through October. Soccer fans are unlike any other fan, they are devout to their sport, they love their sport. Funny enough, most don't like other sports.

Thirty-eight percent in northern Nevada have played soccer in the last 12-months more than any other sport that we've gotten from Scarborough. You can see gender-wise this is more male dominated, 62 percent to 38 percent. It is the largest millennial fan-based population compared to any other professional athlete sport in northern Nevada, and it's more likely to be Hispanic as well. You can see the college numbers, the employment as well, and the buying power for those who are coming to the games at the same time.

These are pretty large households as well; you're going to have a lot of families coming out to these games. You can see starting at four people on up, 45 percent roughly have four-plus people in their household. And there is our schedule. More than happy to take any questions about the club or the partnership and what is being offered.

HUTCHISON: Great. Thank you. Any questions, Commissioners?

SANTOS: Herb Santos for the record. On the LED Board Sponsorship, with the other folks that you do that with, is that $7,500 just the LED, or does it include tickets? What else comes with that?

RAFTERY: Yeah. For singular packages, that is the value of $7,500. We do have larger partnership packages that tickets are included in. I mean, if there are employees that obviously want to come out, if you guys want to come out, we're more than happy to comp tickets. But, within the package is a group.

SANTOS: No. My thought is, when I see these packages and I'm with the Bighorns and when we do these events there are things that that come with it. My thought was with our FAM trips, if there are people from other countries and they're in Reno, if we were to spend money on something like this, we incorporate tickets for those folks that come on our FAM trip as part of their experience when they come to Nevada. I don't know if looking at that schedule whether or not they would be in the Reno area at that time, but I would sort of look at—it's very rare that in professional sport sponsorships that there is just one item that is part of the deal. I would probably want to explore to see if there are things that we could benefit from a business point. We have folks from Brazil and I know they probably would love to see a soccer game when they come. That would be one of my thoughts on this particular sponsorship.

RAFTERY: It's certainly a possibility, you know, looking at things within the future of putting that into a package and within a partnership. Absolutely.

SANTOS: Herb Santos for the record. On the numbers that you have in there, do you have it broken down in your attendance as to how many folks are coming from Portland, or how many folks are coming in out of—broken down further, how many of those folks are [inaudible] package when they're spending the night in the hotel instead of driving back and forth.

RAFTERY: Sure. We don't have those broken out. That's for the number of fans who came and bought tickets who are from the San Jose area for that day. That's something I could certainly grab moving forward into the future—for Portland, or Salt Lake. We haven't had Portland or Salt Lake visit yet, that is still to come during our first year. But, even like Sacramento, we just had them come visit on June 10th and we certainly have numbers percentage wise of the amount of tickets that are coming from those fan bases and those supporter's groups.

SANTOS: So, the Sacramento game—this is Herb Santos for the record. What day was that?

RAFTERY: That was June 10th.

SANTOS: All right. So, you had six—I mean how many folks were—

RAFTERY: I would say anywhere from 600 to 800. We had about a section-and-a-half, almost two full sections, full of Sacramento's Supporter's Club members, which equates to about 500 fans or so. Then, your scattered ones as well who don't want to be in the supporter's section that has smoke, and flags, and drums, and all of that.

SANTOS: But you don't know if they spent the night or just came to watch the game? Because it was a day game, right?

RAFTERY: It was a night game.

SANTOS: It was a night game?

RAFTERY: Yes, 7:00 on Saturday night.

SANTOS: So, you don't know if they spent the night or rode back to Sacramento?

RAFTERY: I do not have that data.

SANTOS: Is that something that you could get?

RAFTERY: For this year it would be difficult. It would not be something that we would have for this year, but moving forward, it's something we could certainly grab and work survey style, or with the casinos, or whatever it may be.

SANTOS: Well, is this proposal for this year or next year?

RAFTERY: It's for 2018.

SHELTRA: 2018?

RAFTERY: Correct.

SANTOS: Thank you.

RAFTERY: You're welcome.

SHELTRA: Governor, Ryan Sheltra for the record. May I speak?

HUTCHISON: Yes. Go right ahead Commissioner Sheltra.

SHELTRA: I'm going to lean with Herb on this one. I certainly think there is potential here and I love the idea of attaching the Hispanic market, but for full-disclosure, I'm a sponsor of the Reno Aces, albeit a small one, but I get a whole lot more bang for my buck with my money. I think Herb is on to a point here. $7,500, there needs to be a ticket component that can be at the use or non-use of this Commission.

Just as an FYI, my sponsorship is a little bit less for the Aces and I get 25 tickets a game and it's always on a weekend. So, I don't think that is an unreasonable ask for this. I could be certainly in support of this, but I would like to leave it loose to Claudia to be able to go back and say yes or no, but be able to go back and negotiate a little bit more. I'm more than happy as I step off the platform, off the record, to share with Claudia some insight perspective with the Aces and the soccer organization. And, yes, you can tell Brian Moss that you and I met today and that this deal is not good enough. It needs to be better for this Commission. I say that with a smile, but also being serious, I think we can get a little bit more for the money.

NEWMAN: Commissioner Newman for the record. I, too, will make that same disclosure. We advertise in Elko with the Aces and Brain Moss is also our contact, and we have a ticket package. I will say that at times for us, being a little more remote than right down the street like Ryan is, sometimes managing the tickets can be a problem. We try to do an industry support night where we utilize our tickets all at once. If we

can't accommodate that, we try to donate them to the Boys and Girls Club or little league baseball, or something along those lines. But, to echo the sentiments of fellow Commissioners, a ticket—I mean, it just makes it nice.

To Herbs point, if by chance we were to have a FAM and you were able to take them and utilize them to a game, it's just a nice added benefit with something that we're doing. The Ribbon board looks great, but a little more flexibility would be better.

HUTCHISON: All right. Any other questions, comments?

WAGNON: Yes.

HUTCHISON: Okay. Commissioner Wagnon?

WAGNON: Yes. For the record this is John Wagnon. I think for the most part these are all driving activities. I'm a little concerned about the soccer sponsorship because there is no chemistry of a tourism component or driving tourism to the region in that area. I think that with all these events and we spoke of this earlier with the rural events as well, one of the great concepts that came out of a great book *Good to Great*, I don't know if you guys have read those books, but they are kind of revival of developing great brands and great things.

One of those ideas, is to identify what you could be the best in the world at and focus on that. To me, tourism organizations like NCOT, the one thing that we can be the best in the world at is driving tourism to the State of Nevada. We could be the best in the world at that. That should be our primary driver. Not that having a banner at a soccer game in Reno doesn't get the brand and name out in front of people, but in terms of us driving tourism to the destination, I think that is where the criteria of all sponsorships should really hon in on, how effective is this at bringing people in from outside the State to drive room nights and drive tourism dollars in restaurants here, air service and room nights.

So, to me, I look at these and I do agree that I think the Balloon Race definitely has a tourism driving component to it, and I think I heard that there isn't another version of that anywhere near here, there is a small one in the Bay Area but not to this extent. So, people come up for that. Same thing with the Reno Air Races and plus the television packages there it gives great exposure. You know, it sounds like this golf tournament certainly has a major tourism component because that is part of their entire MO, is to bring people in to raise funds. I just don't feel that this particular opportunity with soccer has that same tourism driving component or is significant enough for us to move money in that direction?

HUTCHISON: Thank you, Commissioner Wagnon. Any other comments or questions on this? All right. Mr. Raftery thank you very much.

SANTOS: I'm sorry.

HUTCHISON: Commissioner Santos, go ahead.

SANTOS: Thank you. I have a million things running through my head right now. I am very sympathetic since I am also involved in the professional sports here in Reno. I know the struggles that professional sports do have in getting butts in seats and things like that.

Going back to what I was talking about before about goodwill with rules, there is a component of bringing things to Reno where we have professional sports, whether it's baseball, basketball, and now it's soccer. I think there is also an additional goodwill factor that we have to look at when we evaluate these things. What I would say on this issue, and sorry folks, is to not make a decision today, but have them come back once we get some further numbers with a specific request that you are able to come to us and give us an idea of how many folks are coming from Portland, or how many folks are coming from the Bay Area, how many folks are coming from the—Rio Grande is one of your teams. Those type of things. I think it's your first time here and understanding what our litmus tests are, what we're going to look at in terms of when we're making sponsorships and we're awarding grants and things like that.

RAFTERY: Sure.

SANTOS: So, if you come back with some additional information. I think it's very important that the community does support these teams because it would be more than just to have a soccer game, it would be more than just basketball and baseball, but they do give back to the community a very important function of our community. I think this aspect not only does drive tourism, but I think also brings business to our area because business likes to come places where their employees can go with their families. I would ask that we sort of hold off and not make a decision today, and maybe we could even sit down and talk and restructure something that makes more sense for us. And you can provide us with more information because we have a couple of more meetings before the season starts. That would be my suggestion.

RAFTERY: Great. Thank you.

HUTCHISON: Thank you, Commissioner Santos. Any other comments on this matter? On the Reno 1868? Okay. Mr. Raftery, thank you very much.

RAFTERY: Thanks guys. Appreciate it.

HUTCHISON: Thank you. Ms. Vecchio?

VECCHIO: Claudia Vecchio for the record. What I recommend, if you all are amenable to this is, we have $150K in that line up. We hold off with the 1868 Football Club and approve the rest of them, maybe? Because some of those events will happen before our August meeting, and then we can have that conversation with them again when the time is right, and we will connect [inaudible] on all of that. If that would work for you all, that way we could release the monies for these other events that happen this summer?

STOLDAL: I have a question.

HUTCHISON: We've got a question and a couple of comments here in Las Vegas. Commissioner Stoldal please?

STOLDAL: On the golf event, did I understand the applicant correctly that they're putting the event on and they also own the golfing magazine that $10K was going to buy ads in their golfing magazine?

CHACKEL: No. That's not correct.

STOLDAL: Help me understand. We only have like five little boxes here. It says, $10K advertising full-page ads in regional Golfing Magazine.

CHACKEL: Those are actually for you to promote TravelNevada. So, no. You're not paying to be in our publications. Our publications actually donate the advertising for the event, non-profit. Those ads are for you to use for—to put in our magazines just as an added value.

STOLDAL: So, how is the money being spent?

CHACKEL: To put on the event. What we wanted to do is give you some additional value with your sponsorship for supporting the event by also letting you know you're promoting Nevada within our publication.

STOLDAL: Great.

CHACKEL: But that is strictly donated. The $10K is going straight to the event. It's a 501C3 to put on the event and make it happen. You're a full sponsor like City of Henderson. So, by no means is that money going to our company for advertising.

STOLDAL: What would be the cost if those ads were to be placed, like purchased?

CHACKEL: These ads are approximately $4K for a full-page ad in our publication.

STOLDAL: Okay. And how many ads are going to go in?

CHACKEL: Let me look here. I think it's three or four that you guys get for yourselves to advertise your own initiatives. We're essentially donating that to Nevada as an added value. I think for the year you get three full-page ads.

STOLDAL Thank you. Claudia, one question for you. Are these all the people that have applied? Or is there some sort of filter that your staff uses that these are the ones that the staff recommends?

VECCHIO: Claudia Vecchio for the record. These are the ones who have come to us requesting sponsorship in the Urban Sponsorship Program. There are many additional that we look at and filter out.

STOLDAL: Okay. Thank you.

HUTCHISON: Other questions on this matter, on this Agenda Item under No. G5? Do you have any questions; I have some comments.

SHELTRA: Governor, Ryan Sheltra for the record. Really quick to David Peterson, do we have to spend or allocate this money by 6/30 of this year? Okay. Not a spend it or lose it type of deal? Thank you, Governor.

HUTCHISON: What was the answer to that question?

SHELTRA: The answer is, no. We don't have to commit or spend it by the end of this month.

HUTCHISON: Okay. It sounds like this time is driven more by when the events are being held. Is that right, Ms. Vecchio?

VECCHIO: Yes.

HUTCHISON: All right. Any other comments? I just wanted to make some comments here. First thing, I know there is a timing issue on this. My own belief is, I think this entire process should be similar to what we do with the Grant Program, like we do in the rurals. I think that we ought to have a Chairman like Chairman Newman, and I think we ought to be announcing this and publicizing that these sponsorships are available, and we ought to have it be a competitive situation.

I'm concerned about geographic diversity, you know, we're spending a lot of money and it's really not dispersed very well across the State or across metropolitan areas. We have $90K out of $150K spent and we just got a little blurb in terms of what we're considering here. I know that we have heard from National Championship Air Races before, I know that we are all familiar with the Reno Air Services Corporation, but it just seems to me like this whole process and this whole area could be benefited by a little more intense process like we do with the Grant Program.

I'm very sympathetic and in line with Commissioner Wagnon's comments which is, I don't know that every one of these events really furthers our mission as the Commission on Tourism, or even TravelNevada. I think every one of these events is a worthy event and something that people should support, but that's not the issue. The issue is should the Nevada Commission on Tourism support these in line with our mission and in line of what our goals are? I don't know that that is accurate with all of these, but I also understand that there are issues here that have got to get addressed as far as timing is concerned. But I do agree with some of the other Commissioners about this. Any other thoughts?

NEWMAN: Don Newman for the record. I think, maybe, would it be possible to roll this objective of this Urban Sponsorship into the Grant Review Process?

VECCHIO: Yes.

NEWMAN: So, two separate items but under that same umbrella?

VECCHIO: Sponsorship. So, a very different approach.

HUTCHISON: What is Claudia saying? We can't hear her.

NEWMAN: Well, she is saying it's two separate things. It's sponsorships versus grants. We're sponsoring these events, but perhaps we could work—I mean, obviously we could work through that, so here is Claudia.

VECCHIO: Yes. So, I 100 percent agree with you, Lieutenant Governor, to have this be a process, a competitive process where we announce this around the State that these

sponsorships are available. As a sponsorship, it needs to have different approach than a grant. Both of them need to drive our mission, no question, but it's a little different process.

We can approach this exactly as you're talking about with a competitive situation and an application process. I agree with you 100 percent. We have Devon Blunden and our team who is overseeing this project. This is his first time out on this, so I think he learned a lot today and will be able to really spearhead that process moving forward.

HUTCHISON: So, the question is, do we want to approve these sponsorships? That's the question before the Commission right now. I know that we have some concerns about Reno 1868, we can take that out. What are your thoughts about moving forward with approving the rest of this? Are there observations or comments from the Commission?

SANTOS: Herb Santos for the record. I just want to add one thing about sponsorships. It's going to be sort of the same thought process as when we're looking at whether we are getting bang for our buck to give to our mission. When we get these sponsorship overviews, I don't know if those have been negotiated, or is it, here is what I want to offer to you? Just like with the soccer team. That's something that we could probably go back four or five times if it was a typical sponsorship saying, here is what our needs are, here is what we need to fulfill our mission, what do you have to give us that can do that? I don't know how much negotiation goes in on that.

VECCHIO: This is Claudia Vecchio for the record. In terms of the negotiation, with some of the larger ones like the Air Races, we put together a full marketing program once we know how much we're going to spend. We don't do the typical hospitality part of an event because unless we have] and they all said, if you bring people here we will absolutely give you the tickets you need for the group from Brazil, that's no issue. But, to have a hospitality tent or something that incorporates a very popular [inaudible], is always part of these partnerships. The optics of that aren't good for a state agency.

So, we certainly can take that and offer it up to our partners. We haven't gone that route yet. There is some negotiation that goes on with this, I don't know that—we're not sports negotiators, so I don't know that we could bring the insight that you would bring to this, but we do make sure that we're getting the marketing dollar [Inaudible].

NEWMAN: Thank you. Don Newman for the record. As far as sponsorships go, these are pretty common place. It's something that we have done year over year. Certainly the Reno Balloon Race, Red Rock Rendezvous, even Curling—you know, that was Governor Krolicki's favorite event to talk about with the winter sports in Las Vegas. With the divide between north and south, there just haven't been that many southern Nevada events that have come to us seeking sponsorships.

Pretty much it has been Red Rock Rendezvous. There was a marathon, I believe, for a while. I think that's why that gap continues to exist. But, as we roll this into the Grant Review Process, we also make it the Sponsorship Review and we set those parameters and guidelines. I think going forward, this is nothing new to us other than these one or two small events. Thank you.

SHELTRA: Governor, not to be long winded, Ryan Sheltra for the record. I promise this will be the last thing I say here. Just for historical purposes for everybody, the reason we are here right now is because of the 17 counties, 2 counties are excluded from the Rural Grant Process. We identified items that were worthwhile that needed support in both the north and the south, and that is where the Urban Sponsorship Program has come. Claudia has evolved this and she has also found more money for it. I think that both of those items are important. It originally, I want to say the first number was $50K, I might be wrong there, it's grown to $150.

I think as this body moves forward and it's publicized like you direct, a lot more money could be thrown to this direction and be worthwhile, but that is how we got here. To Commissioner Wagnon's comment, I could not agree more. I think he is very, very correct, but I know we have vetted this a ton. I would like to put a motion out there if you're ready for a motion to be called, that we approve—I'm sorry. I should wait for a yes or no on that, Governor.

HUTCHISON: Yeah. You can. Go ahead. Let's see where we're at.

SHELTRA: I would like to make a motion that we approve all of the sponsorships with the exception of 1868, but I would like to leave it somehow—if it could be worded where we will leave it open for Claudia's negotiation so she doesn't have to come back to this body, she can make a call on the money without us. If you don't feel that's appropriate, then in the discussion part we could carve that out. I would like to make the motion that we approve the rest of the grants so that the money can flow and we can get that going forward. Thank you.

HUTCHISON: Okay. Commissioner Shelta has moved for the Commission to approve expenditures for the Urban Event Sponsorship at the levels, and to the organizations presented, except for the Reno 1868 sponsorship. I'm just going to accept that motion because

I don't know how to craft the motion in terms of just—and we'll go ahead and approve the $7,500 to Reno 1868 if Claudia goes out and cuts a better deal. That is our motion, right?

SHELTRA: Let's take it up, Governor.

HUTCHISON: Why don't you just go ahead and if you don't mind accepting that modification that way the Commission approve the expenditures of the Urban Events Sponsorship at the level the organizations presented, excluding the Reno 1868 sponsorship. Is there a second on that?

VASWANI: Mike Vaswani. Second.

HUTCHISON: Okay. Commissioner Vaswani has seconded the motion. Any comments on this motion? Questions? Hearing none, those in favor, signify by saying aye.

GROUP: Aye.

HUTCHISON: Did everybody vote?

VASWANI: Aye.

HUTCHISON: Okay. Got you, Mike. All right. Any opposed, nay. That motion carries unanimously. Okay. Just so everybody has got perspective, we've been here for 2 hours and 45 minutes. We need to move on to our agenda items and do so as efficiently as we can. Ms. Vecchio, are you ready for the—

VECCHIO: Yes. I am ready.

HUTCHISON: Summer Campaign Performance to Date?

VECCHIO: That is included in your packets so we are not going to go through that if that's okay. We will move on to G6, Sales and Industry Partners.

HUTCHISON: Great. Okay. Teri Laursen is there in Las Vegas, and this is actually another exciting project that we have for the upcoming year. Teri will go through it very quickly because there is much more to be said about this.

HUTCHISON: Well, I just said efficiently, I didn't say quickly. I just want to make sure that we're efficient here and I don't want the end of the agenda to drive the speed of your speeches.

LAURSEN: Thank you, Lieutenant Governor. I appreciate that. Teri Laursen for the record. So, first and foremost, I want to introduce our newest member of our team. Sylvia Welsh joined us three days ago. She is taking over the Canadian market as well as the domestic market. We're very happy to have her. She has been very supportive of TravelNevada over the years most recently with the China Sales Mission. So, we're very excited that she has joined us. Welcome abroad.

HUTCHISON: Welcome. It's great to have you here.

LAURSEN: So, if you don't mind, I am going to go ahead and talk about the Trade Show Booth Redesign and IPW Denver simultaneously because they are very much related. So, as you know, Bethany mentioned this, that TravelNevada attended IPW in Washington DC and the dates were June 3rd through 6th. This is US Travel Association's premier show that drives international visitation to the US. So, we had two sets of appointments. We had 90 appointments in total, and those appointments were handled by David Lusvardi, Christian Passink, I was there, we had assistance from Corey from our Australian Office, and Jess from our China Office, Claudia was there, and then of course, Bethany handled the media.

This show attracted 1,300 buyers, 500 media representing 70 countries. So, a huge opportunity for us, and a huge show. It was very successful. Our appointments were awesome, we shared those leads with all of our partners state-wide, but the one thing we didn't do very well was make a good visual impression. So, what we want to do honestly is ramp up and amp up our presence at shows like IPW.

We did walk the floor and take a couple of pictures from what some of the states did, to set them apart from some of the other states. So, Ron, now if you will show the pictures, that would be great. So, some of the aisles had carpet runners. They introduced us to all of the partners that had booths in their corridor. Next photo? So, this was Visit Orlando so they had that long Corridor of carpet and then everybody in their section was identified and Your Story Starts Here. It was just a great message. Next picture? I took these with my iPhone.

Here they had a grand entrance to, Step into Your Never Ending Story. You could find Florida from all over the Trade Show floor. Okay. Next picture? Chicago and a couple of destinations had the overhanging signage that you could also identify from all over the trade show floor, and then they had all of their partners—representatives from Chicago had the blue carpeting. Next picture? Texas, Don't Mess with Texas. They had the grand entrance as well, and then they had, instead of the carpet, they had what looked like plank floors. You know, your eyes went there and you knew Texas had a great presence and a great footprint at that

showroom floor. Next? New Jersey had a carpet that had their name and emblazoned inside with their, VisitNJ.org. Go ahead.

Arizona also did a grand entrance, and had flags going down their—you can't really see it from that picture but I think we have another one. They had signs hanging outside each of the booths from the different areas of Arizona. They really had state-wide presence. Next? California is amazing. They had awesome color, they had their flags, and above each flag you can see where they designated the different geographic regions within the State by putting the signage above the booths. All of their booths had a designated sign. It was very visual, very colorful. Next? Then you can see it all down the aisle as well. I'm not sure how many more I have.

HUTCHISON: Do you have any of ours?

LAURSEN: Okay. Travel Oregon, another one, they had the carpet, they had the carpet runner, and then they had the grand entrance. To your answer, Governor, I just couldn't bring our picture. I'm sorry. I couldn't do it. Next. Hawaii. I know floral arrangements are expensive, but they put these gorgeous floral arrangements in front of everybody's booth from Hawaii, and then they have those banners all down the aisle. It looks like they required all of their partners to get green carpets just to designate Hawaii so that they stood out. I don't think that would be a huge investment. Next? But then they had these beautiful colors. I mean, we wouldn't do that because that's not our brand, but they had matching tablecloths for each of the partners that bought a booth and had their own set of appointments. Because we're back to Our Never Ending Story.

So, in addition to amping up and ramping up on our booth itself, do something so that we can really emphasize our footprint in a show like IPW.

HUTCHISON: Was Las Vegas there?

LAURSEN: Yes. Las Vegas was there. Las Vegas did have a hanging sign like Chicago, and then they had their, I can't remember if it was a double booth or a triple booth, and then they had all of their partners. They didn't have the big presence that they had in the past, because in the past they required everybody to have black carpet. They just made it a little different this time. They did have an awesome booth, which we did not.

So, my recommendation would be—and we're just getting our information now. There is nothing we could come to you and say, it's going to cost us x. We do want to really make an impression at IPW next year in Denver. Denver is a great feeder market for us. They're anticipating even more attendance in Denver with 6K total

attendees. It's going to be May 19th through the 23rd. But, this isn't just something for IPW. Obviously that is our premier show right now, but you know what? If we had the materials and we had a booth, we could use it for other premier shows, it's not something that is getting used once and thrown away. It's something that we can do to brand ourselves.

We put all of our Nevada partners in our Nevada row—Vegas will likely want their own presence in their own section, but to be honest with you, I think we had 51 or 55 Nevada partners attending IPW, but we didn't have [crosstalk] we didn't bring Nevada and that is what I would like to do for future shows.

HUTCHISON: Questions or comments for Ms. Laursen here on all of this? A lot of people are shaking their heads like, yeah, it makes sense, right?

NEWMAN: Right.

HUTCHISON: My comment is, are we doing our Trade Shows—and I've been to a couple of trade shows and I think we are, but are we doing our trade shows the way we tend to do when we go to foreign countries? When we invite visitors to come to Nevada, we recognize the reality that Las Vegas and Reno are the gateway cities, and we use that—because people want to know, where is Vegas? They go to Vegas, where is Reno? They go to Reno and then we take them from there into the rest of Nevada. Is that our strategy?

LAURSEN: Obviously we recognize that Las Vegas is the gateway. Las Vegas and Reno, they are both gateway cities. Reno, Sparks, and Lake Tahoe was next to us, but both, especially Reno and Tahoe territory, they are like, why aren't we Nevada here? Why aren't we bringing Nevada?

HUTCHISON: What's the answer to that? Why aren't we?

LAURSEN: Because we haven't. So now, coming to the table what we want to do .... yes.

HUTCHISON: Do it.

LAURSEN: We just want to have a stronger presence. I want somebody next year at their Commission meeting to take a picture of Nevada and say, look at what Nevada is doing. Right?

HUTCHISON: Great. Other comments from the Commissioners? It sounded like Don Newman, Commissioner Newman.

NEWMAN: I have a comment. Don Newman for the record. Teri, I would be happy to work with you on a kind of trade show layout, having spent almost 20 years in the trade show industry between contacts and visuals, and all of the good things that you are looking for. What you said makes perfect sense and I will volunteer my time to work with you to help create a screaming Nevada presence as we go forward in these trade shows.

LAURSEN: Thank you.

HUTCHISON: Thank you, Commissioner Newman. Okay. Ms. Laursen?

LAURSEN: Okay. Is that it?

HUTCHISON: Yes.

LAURSEN: Okay. On to Brand USA Mission to India. This is scheduled for September 10th through the 15th. It's my understanding that the Lieutenant Governor will be joining the mission. This is the sixth Sales Mission to India organized by Brand USA. This is an opportunity. We are inviting Nevada partners to interact with tour operators, airline representatives, the trade, travel agencies, as well as media. This is going to be a three-city tour to Mumbai, Chennai, New Delhi. The invitation for this particular show went out earlier this week, so we're hoping that we have a nice representation from around the State to join us in India.

HUTCHISON: Looking forward to it.

LAURSEN: Thank you.

HUTCHISON: That's the update?

LAURSEN: That is my very efficient, very fast update. Thank you.

HUTCHISON: We love that very efficient update, thank you very much.

LAURSEN: All right.

HUTCHISON: All right. Ms. Vecchio, do you want to take on Nevada Arts Council? We can hear from anyone else on that.

VECCHIO: Commissioner Arger, are you still on the line?

HUTCHISON: I think we lost Julia.

VECCHIO: Okay. I will just let you know that we are just at the final process of the Executive Director search for the Nevada Arts Council. The applications were due yesterday, so we now start going through the initial applications and do this large process to find the Executive Director of the Nevada Arts Council. This is a key Agency partner for us. As we move forward with our cultural tourism initiative, which we will talk more about at our next meeting, this person bringing in the arts component of all of this will be critically important.

This is an important hire and I just wanted to let you know where we are on all of that. The Nevada Indian Commission, I do not believe anyone is here today representing the Nevada Indian Commission. One of the things that I would like to draw your attention to on that legislative update, the last point was the CIP Allocations. That's the Capital Improvement Projects. The Stewart Indian School which we have talked about quite a bit, did receive a significant amount of Capital Improvement dollars, so they will be constructing a couple of the new buildings and cultural centers with the Stewart Indian School. So, that is very exciting, and that will be a tremendous cultural tourism draw to the State.

We do have the Division of Museums and History today, Peter Barton has stuck with us, he is here as well as Bob Stoldal in Las Vegas. If you guys could provide a brief update, that would be terrific.

STOLDAL: Well, I will just jump in. For the record, I have got a 20-mintue presentation that you would like to narrow down to a couple of seconds here. One is that, Peter and staff were working through the legislative initiatives, lots of logistics, everything from buses to Native American remains. The second thing we're working with Boulder City and Henderson. Boulder City is very nervous about the I-11 Bypass. They are really very worried that it will in fact bypass Boulder City, but we've got some exciting plans. In finance were able to get some money to develop a plan for a visitor Center / Museum, at the very successful Boulder City Railroad Museum. Those are my two reports. Peter?

BARTON: Good afternoon. Thanks Bob. For the record, Peter Barton Administrator for the Division of Museums and History. I'm not sure if I approach the bench or go into the confessional. It feels a little like I am leaning over confessing sins. Hopefully not too many for the Museum. Really, we have spent a lot of time in the last six-months on branding, marketing and getting the word out about Nevada's Museums in a much more vibrant way. I have to thank Claudia and her team for everything that has been developed. From a new letterhead to this exciting new brochure that hopefully you have a copy of. It just came through.

To that, we are working with our Public Affairs PIO Guy Clifton who came to us back in January. He has got some talent in creating these little videos. It's amazing how he can do them so quickly. We've got a new YouTube Channel for Museums. He convinced Governor Sandoval to do two 30-second intros for our videos. One has gone viral. The National Endowment for the Arts Program, the Blue Star Program which provides free access to museums for active duty military and their family from Memorial Day to Labor Day. It's a program that we have sponsored, or been a part of, for the last couple of years.

We got Governor Sandoval to do a video inviting military folks to come to Nevada. Doggone thing went viral. It went 50 states last week, to every PIO for Governor in the United States of America encouraging them to create a similar video. The only problem was that the email announcement they called him, Governor Gary Sandoval. I'm not quite sure where Gary came from, but I'm sure that's being corrected today.

Kind of following along those video loops, if you have been to a DMV branch lately, many of them have video screens that scroll content for everything from state parks to tourism and we now have a museum video looped in 12 of the 18 DMV locations. As I said, the new brochure, we're really trying to make a push. We have seen market response to all of this push, we are seeing attendance significantly stronger state-wide this year than we had in 2016.

Bob mentioned the Boulder City Museum development where we are really working with two communities to create a whole new type of visitor experience. Not a train ride, not a museum, but a whole recreational, educational, visitor experience—where we believe it's not in the too distant future that someone could get up in Henderson on a Saturday morning, take their family, get on their bikes and bicycle all the way to Boulder City to the Museum, which will then be just a couple of blocks from the historic downtown Boulder City, spend some time in Boulder City, have a meal, come back, put their bicycle on the train and take them home. A whole new type of visitor experience that is clearly within our reach. We will have a fun package later this year for tourists.

I guess last is just a tip of the hat to volunteers in museums who really represent the heart and soul of what we're able to do. I have about 80 staff reports from seven museums. That's a total staff compliment. In 2016, the adjunct workforce was 513 active volunteers who contributed 50,728 hours. Independentsector.org, which is the Washington think tank values every year, the Nevada volunteer service across America, by state. In Nevada it's $21.51 an hour. So, those 50K hours represent $1.263M in personnel service costs that the State avoided in providing service to

our customers I am available for any questions. I know it's been an endurance test, and bless me Father.

HUTCHISON: Mr. Barton thank you very much. Any questions for Mr. Barton or Commissioner Stoldal on their reports? Wonderful work. I was just talking with Commissioner Stoldal about just how popular these railroad museums are, the experiences are. Thanks for that update. If we could get that happening, I could foresee that as a major attraction. All right. Any other matter, Ms. Vecchio, under—I have to go all the way back to my agenda here and see we are on Agenda Item G, Agency Report. Anything else that we need to consider, Ms. Vecchio, under Agency Reports, Agenda Item G?

VECCHIO: This is Claudia Vecchio for the record. No. We are completed with Agenda Item Letter G.

HUTCHISON: Great. Hallelujah.

Upcoming Meetings

HUTCHISON: We will end Item G and move on to Agenda Item H, Upcoming Meetings. I think this is just by way of information. Commissioners, our Marketing Meeting and our Full Commission Meeting, you can see the dates there and the times. Are there any questions or any comments under Agenda Item No. H? Hearing none, we will close Agenda Item No. H.

Commissioner Comments

HUTCHISON: Let's move on to Agenda Item I, Commissioner Comments. Any further Commissioner Comments before we move on to public comments? Commissioner Sheltra, would you like to breach your repeated promises to not speak?

SHELTRA: Wow. Spoken like a Legislator. You know, Governor, I know it's been a long meeting. Thank you for everybody bearing with me here. I just want to say, thank you. I want to say thank you first to the staff of this Commission, to the different Divisions throughout the years, they have been fantastic. To the Directors, you know, we've seen some good ones and some better than good ones. Claudia is certainly working her tail off right now. I have never seen a Director who has had so much put on her shoulders, or his shoulders, as we do now with the combined Divisions. With the fellow Commissioners, it's been an honor to serve with all of you. I have really enjoyed it and I will continue to support and love this Commission, and the State of Nevada, for as long as I am around. I appreciate one

last salute, but thank you to everybody. Governor, I very much appreciate your support.

HUTCHISON: Thank you, Commissioner Sheltra. We love you, appreciate, and honor your public service and wish you God speed. Any other comments under Agenda Item No. I, Commissioner Comments? All right. We will close that agenda item out and move on to public comments.

Public Comment

HUTCHISON: Are there any members of the public in Carson City who wish to be heard, and to address the Commission? Are there any members in Las Vegas who wish to address the Commission or be heard? Seeing none, we will close out Agenda Item No. J.

Adjournment

HUTCHISON: The Chair will move on to Agenda Item No. K, and accept the motion to adjourn.

SHELTRA: Move to adjourn.

HUTCHISON: And a second?

VASWANI: Mike Vaswani.

HUTCHISON: I have a motion and a seconded on the motion to adjourn. All those in favor, signify by saying aye.

GROUP: Aye.

HUTCHISON: Any opposed, nay. Motion carries. Thank you all for your great work and your time with our Commission meeting. We are adjourned.

The meeting adjourned at 4:05 p.m.

Respectfully submitted,
Dee Chekowitz-Dykes, Executive Assistant
Department of Tourism and Cultural Affairs
Nevada Commission on Tourism

FY18
2nd Cycle
Rural Grants

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FY2017 RURAL MARKETING GRANT EVALUATION SUMMARY

		Total
1	Number of Grant Applications Received - FY2017	307
2	Total Amount Requested - FY2017	$2,490,804
3	Number of Grants Awarded	251
4	Total Amount of Grant Money Awarded	$1,400,000
5	Total Amount of Grant Money Reimbursed	$1,400,000
6	Number of Organizations awarded at least 1 grant	75
7	Total Actual Amount Spent on Grant Projects	$5,843,896
8	Estimate of financial impact on local economy (used $144)	$201,386,448
9	Number of Visitors who traveled over 100 miles as a result of the grant projects	3,161,711
10	Number of Visitors who stayed overnight as a result of the grant projects	1,150,210
11	Total amount of nights spent as a result of the projects	1,398,517
12	How many individuals volunteered on these projects	4,543
13	Estimate of the grand total of hours given by the volunteers	80,181
14	Estimate of the average number of volunteers per project	18.09
15	Estimate of the average number of hours given per volunteer	17.64
16	Project was More Successful than Anticipated	223
17	Project was Less Successful than Anticipated	28

Information contained is as submitted by grant applicants and awardees.

Rural Marketing Grant Program
Awards By Territory

Cowboy Country	FY2014	FY2015	FY2016	FY2017	FY2018 1st Cycle	FY2018 2nd Cycle
# Requests	47	46	58	56	29	22
# Awarded	44	42	45	48	25	pending
$ Requested	$447,313	$442,203	$528,509	$506,978	$252,435	$187,003
$ Awarded	$286,695	$268,578	$357,855	$271,318	$169,325	pending

Indian Territory	FY2014	FY2015	FY2016	FY2017	FY2018 1st Cycle	FY2018 2nd Cycle
# Requests	14	12	9	12	5	5
# Awarded	14	12	8	10	5	pending
$ Requested	$99,035	$72,600	$39,200	$45,300	$24,600	$26,000
$ Awarded	$84,750	$69,900	$34,900	$40,100	$24,600	

LV Territory	FY2014	FY2015	FY2016	FY2017	FY2018 1st Cycle	FY2018 2nd Cycle
# Requests	18	21	26	30	28	9
# Awarded	16	17	21	21	18	pending
$ Requested	$119,460	$147,975	$154,499	$211,677	$202,991	$75,950
$ Awarded	$73,216	$103,572	$103,620	$118,900	$100,700	pending

Nevada Silver Trails	FY2014	FY2015	FY2016	FY2017	FY2018 1st Cycle	FY2018 2nd Cycle
# Requests	54	47	73	76	47	24
# Awarded	42	45	58	63	42	pending
$ Requested	$457,312	$455,074	$541,422	$514,601	$363,912	$179,909
$ Awarded	$245,012	$287,706	$383,830	$295,142	$219,980	pending

Pony Express Territory	FY2014	FY2015	FY2016	FY2017	FY2018 1st Cycle	FY2018 2nd Cycle
# Requests	52	45	61	58	43	26
# Awarded	47	44	52	48	32	pending
$ Requested	$579,603	$530,952	$616,655	$684,786	$484,733	$294,840
$ Awarded	$363,674	$351,054	$385,106	$344,620	$231,645	pending

Reno-Tahoe Territory	FY2014	FY2015	FY2016	FY2017	FY2018 1st Cycle	FY2018 2nd Cycle
# Requests	68	60	61	70	33	23
# Awarded	52	51	49	56	30	pending
$ Requested	$482,890	$415,117	$456,156	$480,312	$305,150	$310,770
$ Awarded	$297,353	$298,457	$324,739	$301,595	$192,250	pending

Statewide	FY2014	FY2015	FY2016	FY2017	FY2018 1st Cycle	FY2018 2nd Cycle
# Requests	9	9	11	5	7	1
# Awarded	8	7	8	5	7	pending
$ Requested	$ 71,300	$ 62,093	$ 69,550	$ 47,150	$59,900	$15,000
$ Awarded	$ 49,300	$ 20,733	$ 59,950	$ 28,325	$44,900	pending

Strategic Planning Draft

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Nevada Division of Tourism (TravelNevada) Strategic Plan Framework
FY18 – FY19 (July 1, 2017 – June 30, 2019)

Preface

Following are proposed elements for the FY18-19 strategic plan framework. These elements represent a continuation of the FY16-17 plan. The proposed theme: "Focused on the Future," refers to ensuring the brand continues to evolve a thoughtful and authentic way, using emerging technology to ensure messaging customization and continually assessing programs to ensure they best meet the needs of each of our constituencies.

The following framework provides an outline of the FY18-19 plan components. When compared to the FY16-17 plan, slight modifications are proposed for the agency's Values and Key initiatives. The Overarching Metrics below are completely new. We look to the Commission to help ensure the proposed metrics are those that are most important for the agency. The remainder of the framework provides an outline of the general plan.

FY18 - 19 Theme: *Focused on the Future*

Division Overview

- **Mission:** *Enhance the economic vitality of Nevada through effectively promoting tourism to, and within, the state.*
- **Vision:** *A vibrant quality of life for all Nevadans.*
- **Values (proposed):** Insightful, Focused, Authentic, Innovative, Collaborative

Overarching Metrics

We propose having overarching metrics that align with our key initiative and program priorities. For FY18-19 we propose enhancing our sales and marketing programs through:

1. Increase overnight visitation to the State of Nevada through travel and tourism promotions.

2. Create a greater level of customer outreach customization; ensuring potential customers receive the most compelling messages. This will be accomplished through:
    a. Integration of CRM technology allowing for pinpoint customization of messaging, deals and offerings
    b. Specific retargeting ads designed to match site/keyword search behavior
    c. Use of the website Favoriting tool; "favoriting" is the act of adding a user's video, audio, story or image to your list of favorites on a community website.

3. Develop a comprehensive program-effectiveness research model that identifies the impact of Division of Tourism sales/marketing campaigns throughout the customer decision funnel, from brand awareness to booking to locations visited.

4. Maintain a robust Reputation Management strategy. The perception of Nevada among potential visitors, as well as the perception of the agency among the public and stakeholders is paramount in furthering the agency's efforts to promote tourism.

5. Expand partner marketing and business development opportunities. Performance will be based on the number of partners participating in TravelNevada programming measured by year-over-year growth, including:

    a. Number of submissions for the Rural Marketing and Projects Relating to Tourism Grants
    b. Number of attendees at annual conferences and post-conference survey results
    c. Use of the TravelNevada.biz website
    d. Number of partners uploading images and information on the TravelNevada.com website
    e. Number of partners sharing TravelNevada information via social media
    f. Percentage of sister agency inclusion in appropriate programming
    g. Number of partners participating in the Cooperative Marketing program

6. Evolve the sales effort into a results-driven domestic and international sales program, through
    a. Greater tracking of lead generation and follow-up
    b. Development of a trade show presence that raises brand awareness and compels interest among show attendees

7. Continue to raise awareness of Nevada as a tourism destination within identified international markets.
    a. Ensure all international offices have an integrated marketing approach with fundamental collateral, websites, social media owned sites and robust media relations outreach.
    b. Offer educational and business development opportunities for partners to strengthen understanding of successful international marketing including the Governor's Global Tourism Summit

8. Ensure the Division of Tourism is run with maximum efficiency and adheres to the policies and procedures outlined for all state agencies and the Department of Tourism and Cultural Affairs

Overarching Key Messages

- Consumers
- Travel Trade
- Stakeholders

Research Foundation

- Global - economic, social and political impacts to global tourism

- US - proprietary (TNS, Ruf, Dean Runyan, Destination Analysts and potentially another research vendor - results that show program impact throughout the customer decision funnel), industry (US Travel, Destinations International), consumer behavior research
- Nevada - statewide insights, regional visitation, economic impact

Target Audiences/Demographics
We proposed retaining the current target audiences:

TravelNevada will focus its domestic marketing on a millennial target audience and primarily those that live within 300 miles of the Nevada border. With this audience as a focus, we also want to ensure Nevada continues to appeal to current Boomer and Gen X visitors.

Key Initiatives (proposed)
Evolve the Brand
Enhance Partnerships
Advocate for the Industry
Engage Stakeholders
Run an Effective Business

- **Evolve the Brand** (Domestic and international integrated marketing, moving to an "Always On" domestic marketing platform, Nevada Magazine)
- **Enhance Partnerships** (Co-op marketing programs, sister agency integration, industry partnerships e.g. online booking, corporate partnerships, event sponsorships, visitor guide sales/inclusion of partner testimonials)
- **Advocate for the Industry** (Educational opportunities - conference, online webinars/educational sessions, TravelNevada.biz)
- **Engage Stakeholders** (Public affairs, stakeholder outreach)
- **Run an Effective Business** (Financial and operational excellence)

Plan Detail
Program Overview for Each Initiative
- Goals
- Key Messages
- Programs
- Team

Additional Information
- Department Funding
- Commissioners
- Staff

Nevada Division of Tourism (TravelNevada) Strategic Plan FY18 - 19

Future Focused

Table of Contents

TravelNevada: Focused on the Future

The Nevada Division of Tourism (TravelNevada) is a part of the Nevada Department of Tourism and Cultural Affairs (NDTCA). In addition to TravelNevada, the Division of Tourism also includes the Nevada Arts Council (NAC), the Division of Museums and History (DMH), Nevada Magazine (Tourism's publishing arm), along with the Nevada Indian Commission. All of these agencies are integral to TravelNevada's mission of driving visitation to Nevada.

The arts and cultural heritage of Nevada, fostered and cultivated by the Nevada Arts Council, supports tourism and economic development by creatively exposing what is unique and authentic about the towns, cities and regions of our state. The artistic and cultural offerings in Nevada encourage visitation by creating and highlighting the distinct character of experience a visitor can find here. In turn, the identity of our state is developed and solidified through this engagement, and distinguishes Nevada among other western states. Studies quantify that cultural tourists are looking for these authentic experiences. People also specifically travel to visit, explore and engage in activities related to art festivals, concerts, wine and cuisine events, and to explore regional museums and cultural centers. A few examples of opportunities available for visitors to Nevada to highlight this point include: Artown in Reno, which is a month long arts festival in July that had attendance of 300,000 in 2017, Burning Man, the arts and counter culture festival in September in the Black Rock Dessert that becomes the state's third largest city for a week and the six day National Cowboy Poetry Gathering in Elko that celebrates arts and culture through our western heritage. The local, national and international visitors that take part in these experiences spend more and often stay longer in the communities they visit.

The seven museums within the Division of Museums and History support Nevada tourism efforts by providing a solid foundation for understanding the pre-history of its first people's and the natural and cultural history of the Silver State. From historic Coin Press No. 1 located at the Nevada State Museum in Carson City to the newest museum, the Nevada State Museum, Las Vegas on the campus of the Las Vegas Springs Preserve, to exhibits in the Nevada State Capitol, visitors learn about Nevada's resourceful spirit. At the Nevada State Railroad Museum in Boulder City, new expansion plans are being finalized to develop a one-of-a-kind educational and recreational experience that includes hiking, biking, and a railroad excursion—an engaging and memorable interaction with living history.

The Nevada Division of Tourism universe is composed of various elements, but in 2018, its core focus is to engage through emerging technology. Orbiting the sphere is an ever changing collection of satellite components including social media and all its iterations, websites and digital platforms, mobile applications, customer relationship management (CRM) programs, online selling and booking tools, cloud computing... with more coming into view every day. Stakeholder outreach is done via email and text messages with digital outreach the chief channel. Each of the key initiatives outlined in this plan has an element of technology as its connective thread.

To be effective, cut through the increasingly muddled marketing clutter, and ensure the brand is top of mind for its technology-driven millennial target audience, TravelNevada must effectively track, test, and assess each of these program elements. To meet these needs, TravelNevada has redoubled its efforts to better integrate its traditional marketing and advertising efforts within the digital, social and emerging technology arenas.

Being *future focused* means during the FY18-19 biennium, TravelNevada will seek new ways to incorporate technology, engage our partners in developing technology-based marketing programs and work to ensure all business practices utilize appropriate technology whenever possible.

Future focused also means taking risks with new ideas for conveying the brand through storytellers that stretch the traditional beliefs about Nevada challenge the perceptions about the state, and engage consumers in conversations that put Nevada in the center of the arts, culture, heritage and adventure mindsets. Now that the brand has a foothold, the opportunities for more boldly driving conversations are growing.

Moving the brand into an essential partner relationship with consumers means travelers feel a trip to/within Nevada is transformational and allows them to experience something in life that they can only find here.

The Nevada Brand

Nevada truly is a world within and a state apart. No other state in the union has the singular combination of natural and intellectual resources, geographical variations and urban and rural destinations populated by legendary characters, builders, dreamers and titans.

For more than 150 years, Nevada has been the home of doers. From the earliest settlers who ventured across the wide open spaces, silver and gold miners who tenaciously unearthed riches within the rock, to entrepreneurial moguls who built the world's largest gaming and entertainment companies, Nevada has been a mecca for people seeking ways to break out of the ordinary and find innovative ways to create and construct inventive solutions.

TravelNevada has dubbed this the "Don't Fence Me In" spirit. This break-free attitude is celebrated across Nevada and it's with this call that visitors are invited to the state. The Don't Fence Me In spirit breaks barriers, exceeds expectations and erases pre-conceived ideas. Don't Fence Me In is more than a marketing tagline, it's a challenge to residents and visitors to reach for boundless creativity, explore new ways of doing traditional activities and find energy and passion in the every day.

When the brand was established, it was built around four pillars:

- **Uninhibited Freedom** – From the anything-goes attitude in Las Vegas to the wide open expanse of accessible public lands, to the pristine slopes of Lake Tahoe ski areas, Nevada embraces the call of the frontier and the promise of the west – the space and freedom to do what you want, where you want and when you want.

  The characteristics that define this pillar are: *Independent*, *Energetic* and *Off the Grid*.

- **Inspiring Discoveries** – The spirit of discovery runs deep in Nevada. It is in our DNA. Nevada was founded by miners searching for silver and gold. They are the soul of Nevada. Discovery is part of our history and heritage, but it is not simply relegated to our past. Our deeply rooted desire to discover is still alive today.

  Like our silver and gold, much of the unexpected natural beauty and scenic splendor of Nevada has been undiscovered by crowds of tourists and is waiting to be experienced and enjoyed.

  The spirit of discovery takes travelers off the highways, onto rural back roads and trails, where travelers can discover the man-made beauty and engineering wonder of Hoover Dam or the mysterious history of one of our unique ghost towns. These, along with many other natural and cultural treasures, are Nevada's hidden gems. We are here to act as guides so travelers can make these exciting discoveries on their own.

  The characteristics that define this pillar are: *Hopeful, Pioneering, Thrilling*

- **Rewarding Adventures** – Nevada is about doing, not simply seeing. We are for people who want a little adventure in their travels. Those who know that the journey is just as important as the destination, that the truly worthwhile experiences and memories always come with a bit of risk, and that the experience of a lifetime might be a few more miles down the road or just around the corner. Nevada is replete with

these rewarding adventures, many of which are simply a short road trip from the urban hubs of Las Vegas or Reno.

The characteristics that define this pillar are: *Achievement, Imaginative, Uplifting*

- **Unexpectedly Diverse** – The snow-capped Sierra. Wetlands teaming with wildlife. Hundreds of miles of accessible ATV trails. Pristine Lake Tahoe. The scenic splendor of the state and national parks. The arts and special events in Reno. Ghost towns that dot the state. The thrill and excitement of Las Vegas. Nevada is surprisingly diverse, from the variety of its entertainment to the beauty of its natural resources.

  The characteristics that define this pillar are: *Awe-Inspired, Centered, Connected*

Accompanying the brand pillars are personality traits that encompass the brand identity:

- Stunning
- Authentic
- Entertaining
- Accessible

The brand positioning statement helps bring all components under one overarching declaration and deliverable promise:

From the incomparable excitement and glitz of Las Vegas to the accessible abundance of its many natural treasures, Nevada is rich in diverse experiences and unexpected adventures that are waiting to be discovered by travelers who consider themselves participants, not tourists, who want to experience a place, not simply see it.

Throughout FY18-19, TravelNevada will continue to empower the brand's connectivity to target audiences through enhanced brand personalization delivered via messaging and creative that provide intimate insights into Nevadans who personify the spirit of the brand. Audiences better connect to "people like me" and see themselves engaged in the Nevada experience, ultimately making the purchase decision to travel to the state.

Through a greater focus on a retail-driven sales and marketing program, future focused TravelNevada will provide more concrete opportunities for consumers and the trade to identify itineraries, packages and deals that take them through the decision making funnel at an accelerated rate. While a state travel office exists to help "Dreamers" find a wealth of information, it is also our goal to move them to the "Planner" stage more quickly than we have done in previous campaigns.

Mission and Vision

The Division of Tourism (TravelNevada) exists to help achieve the Governor's strategic priority of a *Vibrant and Sustainable Economy*. To accomplish this, we have crafted the following core elements:

Mission: *Effectively promote statewide tourism to enhance the economic vitality of Nevada.*

Vision: A *vibrant quality of life for all Nevadans.*

Achieving the mission and vision is accomplished through the development and execution of two major program components:

1. Marketing - developing and executing a results-driven strategic marketing program that compels consumer purchase decisions through effective use of key marketing and sales channels.

2. Education – two areas of focus:
    a. Create professional development opportunities for members of the Nevada tourism industry that raise the level of expertise across all industry sectors.
    b. Educate potential visitors through a robust research-led integrated marketing program and Nevada Magazine to convey the experiences available throughout the state.

TravelNevada works on behalf of all Nevadans to drive revenue and enhance quality of life through its inclusion in Nevada's vibrant tourism industry:

- Tourism is the No. 1 industry in Nevada. In 2016, travelers to Nevada spent $65.8 billion, up from $64.4 billion in 2015.

- Tourism means jobs. 492,300 Nevadans are employed in the tourism industry, making up roughly 29 percent of the workforce. This accounts for $23.3 billion in annual earnings.

- 56.3 million travelers visited Nevada last year (up from 55.0 million in 2015, a 2.4% year-over-year increase).

- The 3/8 of 1% of lodging tax (the revenue source that funds TravelNevada) collected in 2016 was $23,458,574 million (up 8.1% over 2015's total of $21,702,167 million).

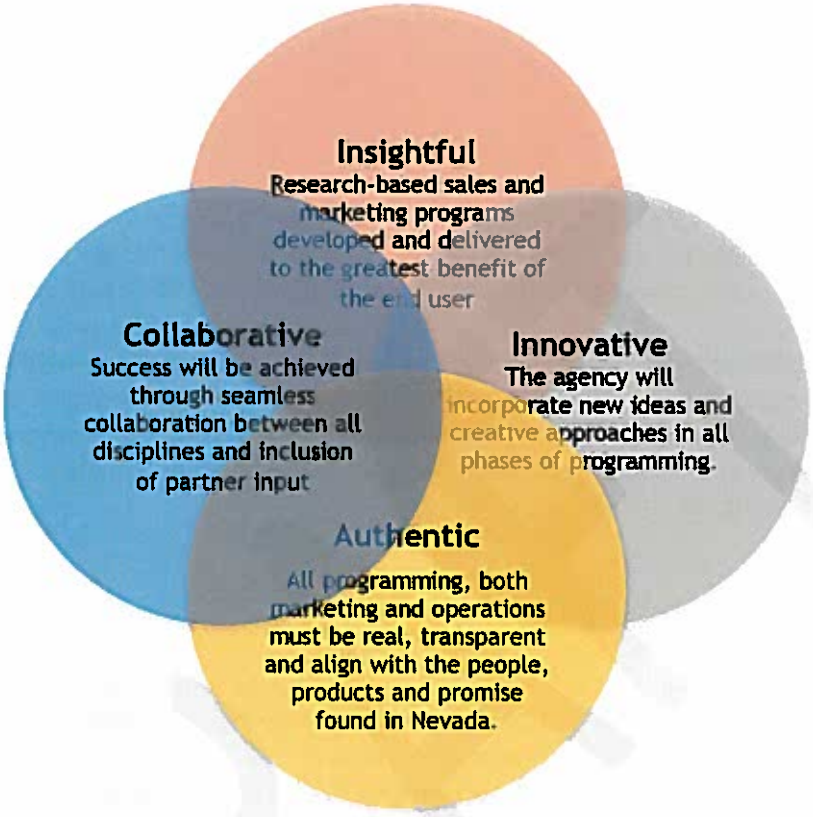
- In 2016, direct travel spending increased by 2.2 percent in current dollars and 1.1 percent in real inflation-adjusted dollars. Lodging sales ($6.3 billion) increased by 7.9 percent from 2015 to 2016. Room sales have increased by 8.9 percent per year since 2013.

- Total state and local tax receipts generated by travel spending increased by 3.9 percent from the 2015 to 2016. These 2016 tax revenues ($3.3 billion) represent more than one-fourth of all state and local tax revenues in Nevada. Travel-generated tax revenue account for almost one-third of all Nevada General Fund tax revenue.

- International visitation offers a key growth area for Nevada tourism. International inbound visitation is expected to grow 15-20% by 2020.

Organizational Values

All programs are driven by four core values that guide the agency's approach to partners and program development:



1. **Insightful** – TravelNevada operates as a research-driven organization. Decisions made regarding who, what, when and where to market and communicate are based on research. To ensure research is as empirical as possible, TravelNevada contracts with research companies that offer industry-leading methodology.
2. **Innovative** – Tourism marketing is evolving with incredible speed and doing so in an increasingly fragmented media landscape. Whether promoting Nevada to consumers, engaging stakeholders or creating business building opportunities for partners, TravelNevada will find new, strategically sound, "don't fence me in" maverick, programs that challenge traditional methods and set the benchmark for the tourism industry.
3. **Authentic** – Every program done, message conveyed and perception of TravelNevada needs to be real. This will ensure visitors, partners and stakeholders can trust the agency for accurate, targeted and compelling information. This also aligns with the agency's key initiative running a transparent business operation.
4. **Collaborative** – TravelNevada is successful only if its partners are successful. The stronger the organization can bond with its stakeholders; the studier will be the potential for creating brand and organizational champions.

Overarching Key Messages

Sharing a brand as diverse as Nevada and retaining an authentic voice and connectivity to consumers, requires a commitment to clarity. Clarity comes through embracing a few critical key messages and ensuring stakeholders use the messages as appropriate. Further messaging regarding specific programs and tactical elements is available within the individual plans.

Consumers:

- "Don't Fence Me In" is more than the places available in Nevada; it's an unquenchable spirit of adventure.
- From the anything-goes attitude in Las Vegas to the wide-open expanse of accessible public lands, to the pristine snow-kissed slopes of Lake Tahoe ski areas, Nevada embraces the call of the frontier and the promise of the west – the space and freedom to do what you want, where you want and when you want.
- Nevada appeals to adventurers, mavericks, explorers, and freedom-seekers, and offers these transformational experiences unlike any other state. It is, in fact, "A World Within. A State Apart."
- Nevada offers international visitors a unique combination of world-class entertainment, a spectrum of shopping and dining opportunities, spectacular outdoor recreation and authentic western experiences, creating a one-of-a-kind vacation destination.

Travel Trade:

- Nevada is accessible via two international airports offering non-stop or one-stop service from locations around the globe, and local airports offering regional service into some of Nevada's most iconic locations. Nevada is also served by Amtrak and bus companies making getting in and through the state convenient for both domestic and international travelers.
- Nevada offers visitors a unique western American experience, combining the world-class entertainment with authentic Americana offerings, one-of-a-kind events and destinations that provide a glimpse into Nevada's past and present western culture.
- Nevada's tourism industry provides stellar customer service for both travel professionals and their groups.
- Nevada is committed to working with Brand USA and several of its key programs to assist with promoting the U.S. to international travelers.
- TravelNevada's international sales team provides a high level of customer service and partner connectivity for domestic and international travel professionals.

Statewide Stakeholders:

- The Division of Tourism (TravelNevada) works hard to earn the trust of all its stakeholders. Through strategic program development, accurate results reporting and ongoing communications, the agency showcases the value of its programs and benefit to partners.
- Through an "open door" policy and integration with the state's six tourism territories, TravelNevada welcomes input, recommendations and suggestions for ensuring its programming best meets the needs of its stakeholders.

Audience Demo- and Psycho-graphics

Demographics

TravelNevada will focus its domestic marketing on a millennial target audience and primarily those that live within 300 miles of the Nevada border. With this audience as a focus, we also want to ensure Nevada continues to appeal to current Boomer and Gen X visitors. The current Nevada visitor profile shows a visitor seeking entertainment and with funds to spend.

Current Nevada traveler profile:

Demographics

	2016	2014
Average Age	41.24	48.57
Household Income (mean)	$76,030	$89,453
Length of Stay in Nevada	3.8 days	3.8 days
Average Number in Party	2.42	2.68
Average Spend Per Day	$205	$189

Top five feeder markets

	2016	2014
1. California	37.89%	33.92%
2. Arizona	6.84%	8.57%
3. Nevada	5.98%	7.82%
4. Texas	4.63%	4.55% (5th in 2014)
5. Utah	3.21%	4.69% (4th in 2014)

Top Five Activities Done While in Nevada

	2016	2014
1. Casino Resorts	45.09%	50.24%
2. Dining	36.25%	40.86% (3rd in 2014)
3. Gaming	31.84%	37.3% (2nd in 2014)
4. Live Performance	24%	23.93%
5. Shopping/Malls	15.81%	16.86%

Being future focused means continuing to evolve marketing via the digital environment. The direct to consumer and in via very personalized channels provides greater access to local, regional, national and global audiences. Through a heightened experiential messaging, the geographic target market concept becomes less important to TravelNevada's integrated marketing efforts, with the psychographic connections the key driver of both paid and earned media. With TravelNevada's key markets being among the most expensive in the nation, funding will increasingly be put toward a more cost-effective digital buy.

The geographic markets will be determined based on each campaign and included in the associated media plan. Based on previous campaigns, the target geographic markets typically include:

- San Francisco Bay Area
- Sacramento
- Los Angeles
- Phoenix
- Salt Lake City
- San Diego
- Dallas
- Boise

International travel, although economic, policy and accessibility headwinds threaten the growth levels experienced in recent years, marketing Nevada to international inbound leisure individual and group visitors continues to be a key focus area. TravelNevada will work most closely in the markets it has sales/marketing firms:

- Canada
- United Kingdom
- France
- Germany
- Australia
- Latin America (Mexico, Central and South America)
- India
- China

Psychographics

Above and beyond where a traveler lives, his/her age or household income, TravelNevada markets to travelers who live the brand. These are travelers with a thirst for adventure, who like to discover what's over the horizon. They consider themselves "participants rather than spectators." This doesn't come with age, but with a mindset pointed toward adventure.

Overall Key Performance Indicators (KPIs)

All TravelNevada programs are measurement-based and tracked in either real-time or following each campaign to ensure maximum effectiveness and return on investment. Key performance indicators focus on achieving the Governor's Strategic Priority of a *Vibrant and Sustainable Economy*, meeting the agency's legislative requirements and assisting statewide industry partners in reaching their business objectives.

For FY18-19 we will enhance our sales and marketing programs through:

- Increasing overnight visitation to the State of Nevada through travel and tourism activities.
    - Create a greater level of customer outreach customization; ensuring potential customers receive the most compelling messages. This will be accomplished through:
    - Integration of CRM technology allowing for pinpoint customization of messaging, deals and offerings
    - Specific retargeting ads designed to match site/keyword search behavior
    - Use of the website Favoriting tool

- Developing a comprehensive program effectiveness research model that identifies the impact of Division of Tourism sales/marketing campaigns throughout the customer decision funnel. From brand awareness to booking to locations visited.

- Expanding partner marketing and business development opportunities. Performance will be based on the number of partners participating in TravelNevada programming measured by year-over-year growth, including:
    - Number of submissions for the Rural Marketing and Projects Relating to Tourism Grants
    - Number of attendees at annual conferences and post-conference survey results
    - Use of the TravelNevada.biz website
    - Number of partners uploading images and information on TravelNevada.com
    - Number of partners sharing TravelNevada information via social media
    - Percentage of sister agency inclusion in appropriate programming
    - Number of partners participating in the Cooperative Marketing program

- Evolving the sales effort into a results-driven domestic and international sales program, through

- Boosting tracking of lead generation and follow-up

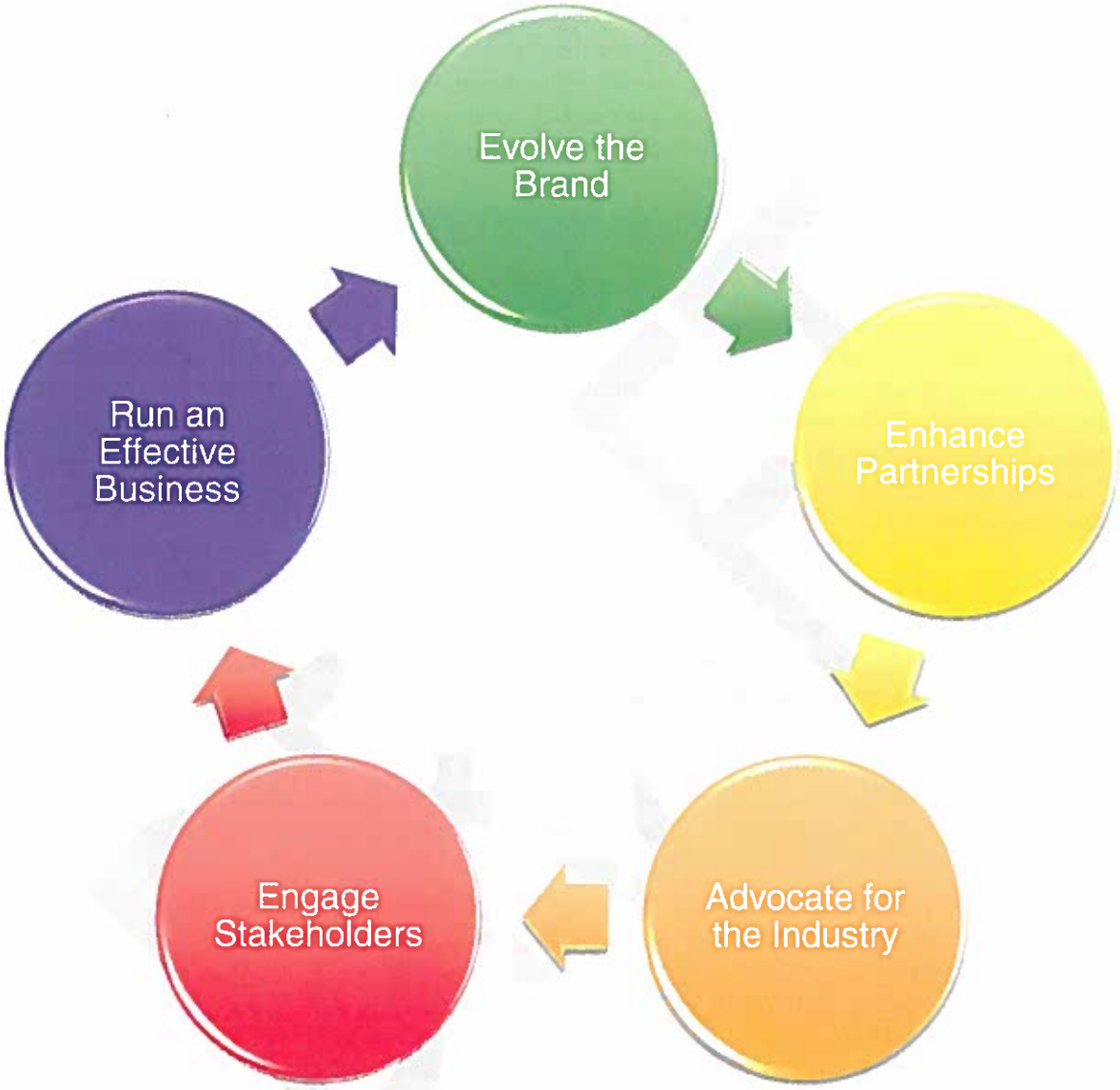
- Developing a trade show presence that raises brand awareness and compels interest among show attendees

- Continuing to raise awareness of Nevada as a tourism destination within identified international markets.
    - Ensure all international offices have an integrated marketing approach with fundamental collateral, websites, social media owned sites and robust media relations outreach.
    - Offer educational and business development opportunities for partners to strengthen understanding of successful international marketing including the Governor's Global Tourism Summit

- **Ensure the Division of Tourism is run with maximum efficiency and adheres to the policies and procedures outlined for all state agencies and the Department of Tourism and Cultural Affairs**

Key Initiatives

During the FY18-19 biennium, TravelNevada will be guided by five concurrent initiatives:



1. Evolve the Brand

The statewide brand, Nevada: A World Within. A State Apart. along with the tourism campaign "Don't Fence Me In" provides the foundation for all sales, marketing and communications programming. Continuing to evolve the brand, ensuring that the brand is communicated in a cohesive and compelling way, via methods and channels that reach target consumers, trade and stakeholder audiences, is essential for agency success. While the Nevada brand: A World Within. A State Apart. and the associated "Don't Fence Me In" tourism brand work well in the U.S., each international market has its own interpretation of the brand.

Optimizing the brand in a way that engages consumers and drives purchases is done through a variety of programs and channels.

Research-Driven Integrated Marketing

TravelNevada's domestic sales, marketing, and public relations programs are guided by a solid research foundation. Through careful consideration of combined proprietary research conducted by its vendors (TNS for visitor research and advertising effectiveness studies, Dean Runyan for economic impact studies and other partner vendors and studies as needed), and studies conducted by the tourism and vertical consumer brand marketing industries, TravelNevada will make fact-based decisions for all sales and marketing programs.

During FY18-19, TravelNevada will continue to target the Millennial traveler, while retaining awareness of and great interest in the destination by Baby Boomer and Gen X travelers. This direction is based on research conducted by Destination Analysts for TravelNevada in 2013 in which the Millennial traveler was described as a generation that "lives to travel" and they expect to have "travel lives without boundaries." Millennials also represent the largest generation in sheer numbers, with about 80 million potential travelers within this segment. Based on the available product in Nevada and the demo- and psychographic profile of Millennials, this becomes a perfect target audience for Nevada. This research is backed by similar studies conducted by a variety of destination and consumer marketing organizations.

During the 18-19, biennium, the research program will expand to include ways that better track the effectiveness of TravelNevada's marketing campaign in a way that identifies how people interact with the campaign and travel based on that interaction.

Arrivalist

Arrivalist is a platform that measures the impact marketing and advertising has on influencing arrivals. As a Location Attribution Analytics platform, Arrivalist empowers Destination Marketing Organizations with new metrics to evaluate the link between marketing exposures and market visitation, and allows clients to gain insight into how media exposures influence travel behaviors. Arrivalist's newest technology, A3, provides a level of data granularity and accuracy not available until now. This technology permits location accuracy within 30 feet of the user's physical location, allowing Arrivalist to measure device movement within the state. Further, this technology captures all movement into and within the destination regardless of exposure of media. This allows for measuring the influence owned and paid media have on arrivals, but also how this compares to non-media exposed visitors. The platform also allows for greater insight into the length of stay, overnight versus day trips and how specific campaigns, mediums, and sources contribute to these activities.

Key Deliverable

- Full integration of the Arrivalist platform helping to track consumer behavior from interaction with the digital ads to travel to and within Nevada.

Paid Advertising/Creative Development (Domestic)

Because TravelNevada's media budget requires a very efficient use of funds, the agency, in collaboration with our external contractors, will work to ensure domestic media is planned using the most effective channels and makes best use of cost-effective digital marketing and promotions to drive purchase decisions and enhance brand awareness in incredibly competitive media markets and digital channels.

- Creative Development - TravelNevada launched its new brand and associated "Don't Fence Me In" campaign in April 2012. Following a move to a more personalized and authentic Nevada characters creative execution, TravelNevada will recraft its television ads to reflect this real people, character-driven approach. In all paid advertising, real Nevadans will be depicted in their natural environment telling stories of compelling visitor experiences. The creative direction and production will be led by the TravelNevada marketing team in full collaboration with the creative agency of record.

- "Always On" Marketing – Beginning in FY18, the paid marketing campaign will change from two major seasonal campaign flights to a year-round digital and social campaign supported by two television flights. This represents a sea change in terms of the expected level of awareness among consumers. This requires a change in the way results are reported. TravelNevada and TNS will work to evolve the advertising effectiveness study to reflect this new year-round environment with reports occurring every two months. The benefit will be improved media optimization in target markets, and the ability to adjust creative messaging based on more current results.

- Arts/Cultural/Heritage Program- Beginning in FY18, a program including a printed guide and supporting online promotion is being developed with Meredith Publishing. 100,000 printed guides will highlight the arts, cultural and historic offerings along designated itineraries throughout the state. The editorial content will be developed by TravelNevada in collaboration with the Nevada State Museums, the Arts Council and the Indian Commission.

Key Performance Indicators:

- Completion of the new creative treatments across broadcast, print and digital formats
- Campaign ROI increases year-over-year
- Cooperative Marketing program engages more statewide partners year-over-year and extends an additional $300,000 media investment.

Digital Development

a. TravelNevada.com – TravelNevada.com is the state's tourism marketing portal designed to create a rich resource for travelers in the "dreaming" and "planning" stage while encouraging purchase. Through a platform that allows consumers to become immersed in the brand, the website becomes an "essential partner" in planning a trip to Nevada. In FY 18-19, the site will continuously be enhanced to ensure intuitive functionality and user-centered design is at the highest level. Five main enhancements will be made:

i. Ongoing site improvement of search and navigation;
ii. Consistent integration between brand/campaign and site;
iii. More functional content management for partners to add destination/property information, events and images;
iv. Higher level of consumer engagement with an ability to create accounts, "favorite" points of interest and integration of account information with TravelNevada app; and
v. Ongoing development toward a dynamic site, offering a truly customized experience based on user preferences and search history. This also allows for a more customized remarketing campaign.

b. Mobile App – Development of a TravelNevada mobile app that provides a combination of travel and educational information is a chief priority for this biennium. The app will be developed and refined throughout the next two years with an aim of offering:

- In-market traveler resources including information on nearby attractions
- Maps and traveler tools that work regardless of cellular service (once the app is downloaded)
- Possible integration of audio tours of rural areas

Deliverables:

- Online/offline connectivity will provide accessibility regardless of cellular coverage in the State.
- Push notifications that alert travelers of points of interest and accommodations proximity based upon their itinerary.
- Geo-targeted points of interest suggestions proactively provided to travelers based upon their location and stated interests.
- Custom itinerary creation with the ability to share amongst friends and family, and across user's social networks.
- Direct links to partner contact points, including phone and website.

d. Paid Social Advertising – Beginning in 2016, the paid social budget and management was taken in-house, and together the marketing and public relations teams build engaging graphics and messages that are pushed out to new social audiences. Thus far, the internal strategy and program has shown dramatic results and amplifies our existing editorial content.

e. Customer Relationship Management (CRM) – Through incorporating the immense amount of data housed within the RUF database and collected behavior on the web site, TravelNevada is able to create customer outreach pieces that offer customized messaging to potential visitors within email communication. This effort will be developed and managed through a partnership between TravelNevada and the appropriate external contractors.

Key Performance Indicators:

- Specification and implementation of new technology to enable dynamic content production, engagement campaigns and social promotions.
- Increase engagement in all social channels, as well as the total "subscriber community" including new email leads submitted.

- Stimulate engagement with at least four (4) new, innovative tactics.
- Employ innovative advertising models within social channels.

Public Relations Programs

TravelNevada focuses on crafting messages most salient to each of its audiences, and does so via traditional and social media influencers to convey these messages. The public relations group, along with its external partners, will work with traditional and social media to craft stories that educate, inspire and excite travelers. These messages, as appropriate, are supported by compelling creative and paid media placements.

During FY18-19, messaging and materials will continue to reach the agency's key target audiences:

- Consumers – through direct-to-consumer social media outreach, TravelNevada can harness the power of peer-to-peer conversation, recommendations and opportunities for change. TravelNevada will conduct ongoing social media outreach on its owned accounts (Facebook, Twitter, Pinterest, Instagram and Snapchat) as well as drive and participate in conversations on travel and lifestyle digital channels. New and innovative methods to reach consumers directly will be explored and experimented, including creating content campaigns.

- Media – outreach to traditional media outlets in the U.S. and abroad is a key avenue for educating target audiences. TravelNevada, in partnership with its public relations agencies will conduct a robust media relations campaign designed to promote Nevada, elevate the organization's reputation and mitigate negative press or crisis situations within media outlets, including:

    - Local, statewide, national, international
        - Travel
        - General lifestyle
        - Recreation/outdoor
        - Food and beverage
        - Arts/Culture/Heritage
    - Local, statewide, national business

Key Performance Indicators:

- Two media missions to major markets are developed and executed per year.
- Two in-market press trips for domestic media are developed and hosted per year, with trip ROI determined for each.
- Media coverage provides at least a 15:1 return on investment – based on the cost of each project, including press trips, release distribution, media missions, etc.
- Quarterly feature coverage in at least two "A priority" media outlets. These outlets will be identified not only circulation/viewership numbers, but on relevance to our target markets.

Social Media

The TravelNevada social marketing program will act as an invitation for consumers to get involved in telling the brand's story. Just as earned media carries third-party credibility and influence, the same is true of social, word-of-mouth endorsements. With a deliberate focus on user-generated content and the

#DontFenceMeIn hashtag, the campaign will aggregate and engage with visual/video content across all managed channels (Facebook, Twitter, Pinterest, Flickr, YouTube and Instagram).

Discover Your Nevada

With less than eight percent (8%) of all Nevada's travelers its own residents, a tremendous opportunity exists to raise awareness about the state's offerings, create brand champions and drive travel among this audience. Surprisingly Nevadans, especially those living in urban markets, have much to learn about their own state and this program aims to educate them about the extraordinary offerings available in Nevada. This Spring/Summer integrated marketing campaign is designed to drive in-state travel among Nevadans. Through a seasonal promotion and mix of earned and paid media, Nevadans are encouraged to explore their own state. An action plan will be developed each year to ensure the promotion is fresh, relevant and incorporates the media channels that best connect with audiences.

Key Performance Indicators:

- Increase participation among Nevadans due to this promotion by 10% year-over-year. FY16 was a benchmark year with 110 social-media check-ins during the campaign. FY17 saw the number more than double with 254 check-ins.
- Generate a 15:1 program ROI via earned media coverage. TravelNevada's partnership with the Nevada Department of Education to conduct "field trips" for students helps to generate media coverage but coverage of the field trips themselves – and the expenses to conduct the field trips – will not be calculated in the program coverage. ROI will be reported on the Discover Your Nevada program as a whole, not on coverage of the field trips as we believe the field trips skew expenses and coverage data.
- Show an increase in Nevadans traveling within the state. Current percentage is 7.82%. FY18-19 will include an effort to better define "in-state travel," as the percentage of domestic travelers who are Nevadans will vary greatly depending on the overall number of domestic travelers to the state. New performance measures will be developed to better reflect the number of Nevadans traveling within the state unrelated the overall domestic visitation.

Drive International Visitation

Nevada's world-renowned urban centers, mountain resorts, authentic western culture, Native Americans, national and state parks, outdoor adventure and wide open spaces offer great appeal for international travelers. With non-stop and one-stop connections from many of the world's most active inbound travel regions and the country's gateway cities, Nevada is an appealing destination for first-time and seasoned international travelers.

With the improvements in visa processing, greater policy support for global tourism marketing on the national and statewide level, continued expansion of Brand USA marketing efforts and an anticipated explosion in international travelers coming to the U.S., TravelNevada will continue to ensure Nevada is top-of-mind among leisure and business travelers.

Maximize In-Market Representation Opportunities

At present, TravelNevada has in-market representation in 8 international markets with sales and marketing efforts customized for each market and each target audience. As appropriate for each market, media relations and social media outreach will be conducted. In some cases the representation

firms have separate PR teams, in some of the smaller markets, the PR and sales person is one in the same. Market briefs and marketing plans are available at TravelNevada.biz.

North America

- Canada – Current representation: Pulse Communications. Pulse has a presence throughout Canada but will focus on Western Canadian cities as sources of visitors to Nevada.

Latin America

- Current representation: Global Marketing and Sales. TravelNevada combined its Latin America efforts with one agency that has connections throughout Mexico and South America. Due to this shift in representation, we will work in partnership with the RSCVA as well as the LVCVA and Brand USA to enhance brand awareness in the market.

Europe

- United Kingdom – Current representation: Hills Balfour Synergy. The U.K. is a legacy market for Nevada with in-market representation for more than a decade. At present Nevada is the 4th most visited state and Las Vegas the third most visited city for travelers. Because these travelers know the U.S., the effort is largely about introducing new offerings and expanded itineraries.

- Germany – Current representation: AviaReps AG. Germany is a legacy market for Nevada with German travelers relishing Nevada's great outdoors, national parks and touring opportunities. TravelNevada has a strong presence at the ITB show held in Berlin each year with both sales and public relations at the show, promoting Nevada.

- France – Current representation: AviaReps S.A.R.L. France is a fairly new market for TravelNevada with representation beginning in 2012. France is a tremendous growth market for Nevada with travelers seeking outdoor adventure, shopping, dining and city escapes.

Asia Pacific

- Australia – Current representation: Canuckiwi. TravelNevada added Australia to its international markets in 2012. Australia is a holistically ideal market for Nevada. Its people are fun-loving, adventurous, take long vacations and speak English. This is a market with great potential for rural Nevada.

- India
  New representation: Sartha Global. In 2016, TravelNevada opened an office in India. While the agency has been to India several times to learn the market, we now need to focus on real results. We now need to track inclusion in tour operator/travel agency itineraries, media coverage and contacts made with travel influencers.

- China
  Current representation: East West Marketing. China is almost a legacy market for Nevada having been in the market for 13 years. East West conducts a unique program that adds government relations to the sales/market and PR representation.

In-state Familiarization and Press Trips

One of the very best ways for planners and the media to promote a destination is to see it first-hand. In-state familiarization (FAM) for the travel industry and Press (for members of the media) Trips offer a chance for one-on-one experiences while visiting Nevada's extraordinary destinations, and the lodging, dining, shopping and services that support these offerings. FAM or Press Trips may be either hosted or individual, but in all cases TravelNevada is committed to ensuring these visits are of the highest caliber and meticulously professional.

These activities require an immense amount of planning and on-site hosting and thus will have TravelNevada personnel as involved as requested and required to ensure a stellar experience. With limited staffing, TravelNevada will work with Territories to assist with the expense as well as the hosting duties. And, as possible, will work to reduce the cost of these activities through partner contributions. TravelNevada is unable to pay for alcohol, so in all cases will need to have this expense covered by a partner.

Per each country's contract, TravelNevada will conduct press tours and individual media visits as a standard promotional tactic. However, each market representative is also tasked with developing integrated strategies to reach buyers and media in complementary and cost-effective ways. These may include integrating a tour operator and a media outlet to promote the same trip; or a social media campaign with a sales component; or a television production with sales-oriented calls-to-action.

In-market Sales Missions

Each year, TravelNevada conducts and/or participates in a number of sales missions to each of the identified international markets. These sales missions provide a cost-effective way to connect with travel professionals, influencers and the media in target regions. The sales missions are generally conducted in partnership with the Las Vegas Convention and Visitors Bureau, Brand USA or Visit USA and frequently involve other members of the Nevada tourism industry. These missions offer an ideal opportunity to showcase several experiences available to individual travelers, groups and journalists writing about the destination.

During FY18-19, TravelNevada will continue to offer sales missions designed to connect partners with travel trade and media in other growth markets. Scheduled missions include the UK and China with return missions to India and Latin America.

Nevada Media Marketplace

The Nevada Media Marketplace, in conjunction with the annual Governor's Global Tourism Summit, is Nevada's answer to IPW – bringing international media to Nevada for one-on-one meetings with statewide suppliers. For this event, representatives from identified international media outlets are brought to the conference to provide attendees with insights into gaining media coverage and, conversely, gain information for potential story ideas.

Nevada Sales Marketplace

The Nevada Marketplace, in conjunction with the annual Governor's Global Tourism Summit, is Nevada's answer to IPW – bringing international buyers to Nevada for one-on-one meetings with statewide suppliers. For this event, representatives from identified international firms are brought to the conference to provide attendees with insights into marketing to particular countries. The reps are required to bring two to three suppliers with them, providing a tremendous opportunity for Nevada partners to meet with key suppliers, without the cost of travel to the participating countries.

Brand USA Cooperative Marketing Opportunities

TravelNevada will invest $250,000 in the Brand USA cooperative marketing programs. With an FY17 hold-over amount of about $9,303 due to a cancelled program, the total FY18 program investment is approximately $259,300. We will review options for FY19 as the Letter of Agreement with Brand USA is on an annual basis. In FY18, TravelNevada will participate in these exciting programs:

- Inspiration Guide: the Discover America travel guide distributed throughout key markets that provides information about a wealth of US destinations.
- STA "Outdoor Adventure/Millennials": This multi-country program providing digital programs geared toward the outdoor traveler and primarily the millennial audience.
- USA Discovery Training/Certification Program: The USA Discovery Program is designed to train and then certify travel agents in key international markets on the tourism offerings available in Nevada and the offerings of statewide partners. The USA Discovery Program covers the entire country both geographically and by specialist experience. The associated website also links to external training websites for agents who require a deeper knowledge of certain states/areas. Nevada will take this training program one step further to certify the travel professionals who have completed the training and commit to operating under a set of to-be-determined standards that ensures an itinerary that includes Nevada is developed and executed with world-class excellence.
- Go USA Chinese Web: To create a bridge during the China office restructuring, TravelNevada will create a "Campaign Page," that will offer a number of videos and photo images, activity listings, social media outreach and quarterly reporting.
- Experience Pages: A total of five experience pages will be added to the TravelNevada visittheusa.com website. The pages will focus on five different itineraries each complimenting five participating partner territories (Cowboy Country, Reno-Tahoe, Pony Express Trails, Nevada Silver Trails, & Las Vegas Territory).
- Australia Multichannel: A four week digital campaign offering a customized call to action step with Adventure World and Expedia. TravelNevada will receive media coverage with Travel USA, The Sunday Times and The Sunday Telegraph.
- China Multichannel: A three month digital advertising with WeChat & Weibo, print advertising on Travel USA. A partnership with C Trip for flagship store promotion
- India Multichannel: A six week content traffic generation campaign with a customized call to action step with Expedia. TravelNevada will have received media coverage with GQ, Lonely Planet and Conde Nast Traveler. The total number of guarantee impressions will be 6,000/1,875,000.
- Thomas Cook: A multi-channel marketing platform in conjunction with Thomas Cook first party data. The campaign will place Nevada promotions & itineraries in front of the consumer while planning their travels the West of the United States.
- Televisa: Televisa is the largest media company in Mexico and the Spanish-speaking world. A pay TV campaign with prime time exposure through Unicable, Televisa Deportes and Golden. Digital media promotions through Televisa.com including rich media, banner ads, landing page promotions and pre roll. Social posts through Facebook reaching an audience of more than 8.4 million.
- Rockefuel: A media platform which feeds videos to multiple international websites. Rocketfuel will utilize our current story telling videos to advertise in South Korea and France.
- Canada Expedia Campaign: TravelNevada will be partnering with Canada's Expedia branch to create an advertising campaign and special booking offers.
- Brand USA Sales Missions and FAMs: TravelNevada will partner with Brand USA on international Sales Missions and FAMS to enhance exposure for Nevada and generate leads.

Key Performance Indicators:

- Identify and conduct two TravelNevada-sponsored sales missions to an international market.
- Conduct one group and up to 20 (qualified) individual press trips per year.
- Track leads and distribute to the Territory chairs within one week of the end of the show or mission.
- In addition to the Nevada Marketplace and associated FAM trip, host an instate familiarization trip at least once per quarter, ensuring all international markets have an opportunity to bring buyers to Nevada during the biennium.
- Coordinate and conduct the Nevada Marketplace event at the annual Governor's Global Tourism Summit.
- Work with in-market representative firms to develop an annual market brief. Post on TravelNevada.biz.
- Visit each international office/market at least once per year to meet with the rep firms, the travel trade and media.
- Represent Nevada at major international trade shows including at least: IPW, World Travel Market (WTM) and ITB.
- Provide quarterly reporting to Nevada stakeholders to showcase work accomplished by the international representation firms.
- Develop and distribute an annual report of activities, leads and results stemming from the international sales and marketing efforts.
- Ensure the Nevada brand is incorporated into all sales and marketing collateral distributed and used at meetings, trade shows and other promotional activities.
- Work with Brand USA to ensure all programs are measurable and results are conveyed to partners/stakeholders on an annual basis.

<u>Domestic Sales Outreach</u>

The TravelNevada domestic sales effort is targeted to the travel trade.

a. Travel Trade – TravelNevada operates a year-round effort designed to sell the state to tour operators, travel agents, wholesalers and receptives who offer product that includes Nevada and/or the western United States. Outreach is conducted through a variety of channels including attending trade shows (see trade show list), hosting in-state FAM trips, in-market events and in-person meetings with buyers. Leads from the activities are provided to the statewide industry through the Territories.

Key Performance Indicators:

- Develop and implement an agent/operator certification program.
- Develop and implement a FAM feedback survey form to be sent one week after a FAM and six months following that will be used to track measurable results.
- Create two additional opportunities for partners to gain a presence at travel trade shows
- Develop and host one (1) in-market FAM trip with domestic buyers.
- Develop and implement a database program that will be used to document leads and productivity.

2. Enhance Partnerships

TravelNevada has a wealth of partners all of which are essential to crafting the overarching brand of the state. To ensure success of the statewide travel industry, the agency must provide programming that assists partners in successfully exceeding their own goals. During FY18-19, the agency will develop and provide business development opportunities to its statewide partners and do so in a way that drives program participation and robust results as well as extends the Nevada brand, central to its role as a statewide marketing agency. The agency also will provide outreach and communications with key stakeholders to ensure these partners can become brand champions and help elevate the entire industry.

Urban Sponsorships

TravelNevada, as approved by the Nevada Commission on Tourism, provides approximately $150,000 per year to urban events and projects designed to drive room nights in Las Vegas and Reno. These funds may be used for first0time or established events. During FY18-19, we will develop a submission process designed to create a competitive environment for these funds and ensure funds are used for high return, trackable events.

Cooperative Marketing

In FY15, TravelNevada, in conjunction with Madden Media, began a cooperative marketing program that offered partners cost-effective opportunities for inclusion in Nevada-branded print and digital media buys. This program will continue to be offered throughout FY18-19 with additional opportunities available as the number of partner participants increases. This program is designed to provide offers for both urban and rural partners, helping to ensure brand integration and communicate Nevada's rich array of traveler experiences.

TravelNevada.biz

TravelNevada.biz was launched to provide a "one-stop" online home for services, programs and all things industry-facing offered by the Nevada Division of Tourism. The website connects TravelNevada's existing and prospective tourism partners with information, marketing tools, developmental resources, grants programs, funding opportunities, research, and other critical services built to aid businesses, event managers, communities, and other Nevada tourism professionals in marketing their destinations, bolstering visitation, and diversifying their local economies.

Industry Partner Portal

Industry partners can list their business(s) on TravelNevada.com via the Industry Partner Portal located on TravelNevada.biz. This provides information needed for a visitor to select that property in their trip planning. Through this Portal, any tourism partner can easily create an account and manage a page featuring their business, organization, or event. This resource is simple to use and puts real-time marketing control in the hands of industry partners.

Key Performance Indicators:

- The number of partners participating in TravelNevada programs increases at least 5% year-over-year.
- Partners participating in marketing programs integrate tracking mechanisms that show the ROI of these funds of at least 5:1.

- TravelNevada.biz is developed into a vibrant and useable industry portal offering information and opportunities available through TravelNevada programming as well as events, news and business development opportunities from tourism industry resources.
- TravelNevada offers at least quarterly online educational offerings – with all posted to TravelNevada.biz.
- A bi-monthly industry-focused e-newsletter is developed and distributed on or before the 10th of every other month.

3. Advocate for the Industry

Nevada's tourism industry has long been the economic driver of the state's economy. Although the economy has diversified, tourism continues to be the state's leading industry. The tourism industry has a great opportunity to ensure key stakeholders from elected officials to industry influencers understand the value of tourism and its role not only in driving the economy, but also enhancing the perception of the state and conveying the quality of life to residents and potential business relocations. This can happen only if the tourism industry is inspired and mobilized to help share the message and has the proper tools to do so.

Reputation Management Planning

TravelNevada has a labyrinth of constituents and constituent groups all of which require specific messaging. As both an ongoing effort and as needed, TravelNevada will reach out to each constituent group as appropriate with messaging that builds partnerships, conveys successes and works to accomplish the overall mission and vision of the agency. These constituent groups include, but may not be limited to:

- Elected officials
- State government agencies
- Statewide tourism territory organizations
- Statewide travel industry partners
- Statewide business media
- National and international travel industry-related advocacy, marketing and niche promotion associations and organizations
- Federal agencies that provide grants and oversight of arts, history and cultural entities
- State and federal Bureau of Land Management (BLM) agencies
- Vertical industry partners, e.g. Chambers of Commerce, Economic Development organizations, marketing associations
- Associations that govern and promote outdoor recreation
- Boards and associations that govern and promote gaming

Outreach to these audiences may include information contained in a specific email communique, participation on a national or statewide board, interaction with event planners that address one of more of these stakeholders and ongoing one-on-one meetings with key constituents to enhance partnership opportunities. Outreach to the statewide business media and state and national events that provide speaking engagements will be improved with a greater effort toward building the organization's staffers as experts in the travel and tourism industry. Tactics will be developed as a part of the overall reputation action plan.

Tourism Means... Campaign

The Tourism Means... campaign was created and will be used in advance of and during legislative sessions to convey the value of tourism primarily to legislators and political influencers. The campaign will communicate the messages most salient for the time and given the issues of greatest importance during the particular legislative session.

This campaign will be a fully integrated one, combining public affairs with marketing through development of the messages, statewide media outreach, social media and one-on-one meetings with key stakeholders. It also will include collateral materials and digital development ensuring a broad breadth of communication.

US Travel Association Engagement

As a Chairman's Circle Member of the US Travel Association, TravelNevada participates in the association's advocacy efforts as appropriate and important for the Nevada tourism industry. US Travel Association also offers insights and opportunities for engaging international buyers and media through its IPW show. TravelNevada will continue to be involved with the US Travel Association and advocate for the industry on matters of importance to Nevada.

Key Performance Indicators

- Develop FY19 legislative session Tourism Means... plan. Execute as outlined.
- Develop and distribute a Commissioner-focused report each quarter.
- Develop and distribute an annual report providing an overview of TravelNevada's success in achieving the goals, programming objectives outlined within this plan and the associated action plans.
- Engage Nevada's elected officials on educating and advocating through issues disseminated through the US Travel Association.

4. Engage Stakeholders

Ensuring TravelNevada has a labyrinth of partners all of which are critical to the agency's meeting its overarching objectives. This agency must provide programming that assists partners in successfully exceeding their own goals. During FY18-19, the agency will develop and provide business development opportunities to its statewide partners and do so in a way that drives program participation and robust results as well as extends the Nevada brand, central to its role as a statewide marketing agency. The agency also will provide outreach and communications with key stakeholders to ensure these partners can become brand champions and help elevate the entire industry.

Grants

TravelNevada offers two grants opportunities for its statewide partners:

- Rural Marketing Grants – For FY18 –19, $1.65 million per year is allocated to rural partners within this matching grant program for a variety of local marketing related projects. These programs and activities help to elevate the Nevada brand through communicating the enormous variety of experiences available to travelers throughout the state. The grants are available to partners in communities outside of Reno and Las Vegas.

To help optimize the Nevada brand, partners are required to incorporate the logo and as possible, a link to the TravelNevada.com website in print, broadcast, out-of-home and radio marketing pieces and commercials, and in any collateral materials or event signage in which grant funds are used.

- Projects Relating to Tourism – This grant is funded at $200,000 per biennium with funds allocated for a two-year timeframe. Preserving Nevada's historic and cultural structures and creating new infrastructure and wayfaring signage are critical for retaining Nevada's appeal to travelers.

Industry Conference Programming

Achieving the educational component of the agency's mission, TravelNevada offers two conferences for the Nevada tourism industry. Each has its own focus, but both offer opportunities exclusive to the Nevada tourism industry.

- Rural Roundup – Annual conference that provides educational insights, networking opportunities and partnership development sessions primarily for members of Nevada's rural tourism community.

- Nevada Governor's Global Tourism Summit – International tourism-focused annual conference that provide business development sessions, educational insights and networking opportunities primarily directed at Nevada's urban tourism industry.

Sister Agency Integration

- Housed within the Department of Tourism and Cultural Affairs is the Division of Museums and History, the Nevada Arts Council and the Nevada Indian Commission. These agencies have their own strategic imperatives, however, must be integrated into the TravelNevada programming as appropriate to ensure a rich, cultural landscape so important to both domestic and international travelers. TravelNevada also will have stewardship over the design and ongoing development of the NevadaCulture.org website with each agency accountable for its own ongoing administrative responsibilities.

- TravelNevada also has opportunities to work with agencies within the Department of Conservation and Natural Resources, the Department of Agriculture, the Department of Wildlife, the Governor's Office of Economic Development, the Department of Transportation and the Department of Business and Industry as each offers programming of importance to the tourism industry and to travelers. As programs evolve, TravelNevada is committed to integrating efforts with each agency to ensure consistent messaging and the maximum use of budgets and resources to achieve the goals of each program.

Air Service

In collaboration with statewide air and ground transportation partners and regional transportation entities and committees, TravelNevada will assist with enhancing domestic and international air service to all regions of the state. TravelNevada will continue to meet with air carriers during sales outreach efforts in each of its international markets and provide carriers with the research and information needed for airlines to launch or expand service to Nevada.

TravelNevada will continue its membership in the Reno Air Service Corporation and continue to serve on its board. We also will work to conduct public relations and digital advertising efforts in current and potential markets that offer direct service to any of the state's airports. Should a direct flight from an international destination come online, we will work with our representative firms in the impacted market to develop a public relations and/or digital marketing campaign to support the flight.

Key Performance Indicators:

- Increase number of grants submissions and generate new submissions year-over-year
- Increase number of conference attendees, conference sponsorships, and positive survey results
- Enhance tourism related programs within sister agencies with marketing and staff support.
- Support the statewide air service development task force to address the business, policy and partnership issues pertaining to air service.

5. Run an Effective Business

As a state agency, the Nevada Division of Tourism is committed to ensuring all funds are allocated and spent at the highest level of efficiency and transparency. The Division of Tourism, in alignment with the Department of Tourism and Cultural Affairs, Nevada Revised Statutes, State Administrative Manual and the Nevada Administrative Code, will conduct its financial and operational programs with a high level of integrity, ensuring compliance with policies and procedures.

Key Performance Indicators:

a. All external vendors are contracted in compliance with State Purchasing policies and procedures.
b. Invoice processing is done within the timelines outlined per contract in compliance with State Purchasing policies and procedures.
c. Payment to vendors must not exceed the contract authority. Any needed contract and/or contract amendment must be developed and approved prior to work commencing.
d. Nevada Division of Tourism will operate within its Legislatively Approved budget.
e. All-staff meetings will be held at least once per quarter to help ensure staff is informed and empowered.
f. All Nevada Division of Tourism team members fully understand and comply with Department/Division policies and procedures.

<u>Nevada Magazine</u>
As a marketing tool, Nevada Magazine helps tell the stories that compel readers to plan a vacation or a day trip around our beautiful state. The main goal of the magazine is to support the mission and goals of the Department of Tourism and Cultural Affairs by educating our readers about the travel and cultural experiences, historical milestones and fascinating people that make up our state. Celebrating its 80th birthday in 2016, Nevada Magazine has been the premier travel magazine for Nevada throughout its storied history.

During the past several years, conversation has occurred about the funding for, publishing of, and approach to producing Nevada Magazine. The legislative intent is clear through NRS 231.260 that the

Division of Tourism will... *Publish or cause to be published a magazine to be known as Nevada Magazine. Nevada Magazine must contain materials which educate the general public about this state and thereby foster awareness and appreciation of Nevada's heritage, culture, historical monuments, natural wonders and natural resources.*

And, through NRS 231.290, Nevada Magazine was established as an Enterprise Fund. According to NRS 354.517 an Enterprise Fund is defined as a fund established to account for operations:

1. Which are financed and conducted in a manner similar to the operations of private business enterprises, where the intent of the governing body is to have the expenses (including depreciation) of providing goods or services on a continuing basis to the general public, financed or recovered primarily through charges to the users; or
2. For which the governing body has decided that a periodic determination of revenues earned, expenses incurred and net income is consistent with public policy and is appropriate for capital maintenance, management control, accountability or other purposes. (Added to NRS by 1971, 200; A 1981, 1761.)

The Division of Tourism is ultimately responsible for ensuring the magazine is published and the staff of Nevada Magazine makes every effort to retain its status as an Enterprise Fund. However, due to the decline in print advertising industry-wide over the past 10 years and the increased expenditures namely print and employee costs, it may be necessary to increase DTCA's financial commitment to the magazine.

Nevada Magazine will continue to seek new revenue sources, new advertisers and new opportunities to convey the Nevada message through print and digital channels.

Nevada Magazine also produces two Events & Shows publications to inform the public of entertainment options throughout the state. The Vegas Events & Shows covers Southern Nevada and is distributed at McCarran International Airport, southern DMOs and Welcome Centers and through rental cars companies located at McCarran. A northern Nevada version is produced and distributed at Reno Tahoe Airport as well as DMOs and welcome centers in the northern part of the state.

Key Performance Indicators:

- Increase advertising sales by 3% year-over-year.
- Publish the bi-monthly magazine, with distribution the last week of the month prior to the posted issue dates.
- Sell 10% more advertising in the state visitors guide year-over-year.
- Produce and distribute both the southern and northern versions of Events & Shows and continue to seek new advertisers in Southern Nevada.
- Increase revenue with outside production and printing jobs from other state agencies and tourism partners along with new guides exclusive to Nevada Magazine to garner additional advertising revenue.
- In the first quarter of 2018, nevadamagazine.com will be re-launched with a new paid, members-only area, and an online subscription paywall. Our first online subscription platform will allow us to reach those who prefer to receive the magazine in a digital format only; international subscribers who have found international shipping rates to be too high, and will also serve as an adjunct product for our print subscribers. The new website will feature more

social-media friendly content, such as videos, photo galleries, and carefully-curated daily content.

- Continue with our twice annual photo symposiums to keep our photo contributors connected and eager to submit their photos to the magazine.
- Increase subscription revenue, including personalized calendar sales by 5%.
- Create a new revenue stream with a map, poster or some other product unique to Nevada Magazine for sale.

Conclusion

TravelNevada cannot accomplish these goals without the partnership of a strong and engaged statewide tourism industry. Through this broad-based program of work, TravelNevada encourages participating, brand championing, challenging and leading. Our programming will succeed only through vibrant statewide, national and international partnerships.

We're here to serve and benefit Nevadans, both in the travel industry and those who enjoy the tremendous quality of life that's due to the economic foundation built by travelers and the businesses supported by travel and tourism.

Nevada Commission on Tourism FY18-19 Commissioners

Lt. Governor Mark Hutchison, Chair
Cindy Carano, Vice Chair, Reno
Bob Cashell, Reno
Phil DeLone, Reno
Brian Krolicki, Douglas County
Denice Miller, Las Vegas
Bob Morse, Las Vegas
Don Newman, Elko
Rossi Ralenkotter, Las Vegas
Herb Santos Jr., Reno
Mike Vaswani, Las Vegas

Ex-officio Commissioners

Richard Arnold, Chair, Nevada Indian Commission
Julia Arger, Chair, Nevada Arts Council
Bob Stoldal, Chair, Division of Museums and History

Nevada Division of Tourism Management Team

David Peterson, Interim Director
Brenda Nebesky, Chief Marketing Officer
Bethany Drysdale, Chief Communications Officer
Teri Laursen, Director of Sales and Industry Partners
Angie Mathiesen, Operations and Finance Manager
Ronald Webster, Systems Administrator
Janet Geary, Publisher, Nevada Magazine

Address

401 N. Carson St.
Carson City, NV 90701

4000 S. Eastern, Suite 240
Las Vegas, NV 89119

Digital Properties

TravelNevada.com
TravelNevada.biz
NevadaCulture.org

GovernorsSummit.org
RuralRoundup.com

Facebook: TravelNevada
Twitter: @TravelNevada

ADDENDUM A

Nevada Division of Tourism Legislative Authority

The Nevada Division of Tourism (known publically as TravelNevada), an agency within the Department of Tourism and Cultural Affairs, is the chief consumer marketing agency for the State of Nevada. Through a dynamic sales and marketing program, the Division promotes the state to potential leisure and business travelers in the U.S. and throughout the world. The Division also is the brand steward of the Nevada: A World Within. A State Apart., a statewide brand that was launched in April 2013.

The Division of Tourism is given its authority to function as a state agency through NRS 231.160 requiring the agency to:

1. Promote this State so as to increase the number of domestic and international tourists.
2. Promote special events and exhibitions which are designed to increase tourism.
3. Develop a State Plan to Promote Travel and Tourism in Nevada.
4. Develop a comprehensive program of marketing and advertising, for both domestic and international markets, which publicizes travel and tourism in Nevada in order to attract more visitors to this State or lengthen their stay.
5. Provide and administer grants of money or matching grants to political subdivisions of the State, to fair and recreation boards, and to local or regional organizations which promote travel and tourism, to assist them in:
   (a) Developing local programs for marketing and advertising which are consistent with the State Plan.
   (b) Promoting specific events and attractions in their communities.
   (c) Evaluating the effectiveness of the local programs and events.
   - Each recipient must provide an amount of money, at least equal to the grant, for the same purpose, except, in a county whose population is less than 55,000, the Division of Tourism may, if convinced that the recipient is financially unable to do so, provide a grant with less than equal matching money provided by the recipient.
6. Coordinate and assist the programs of travel and tourism of counties, cities, local and regional organizations for travel and tourism, fair and recreation boards and transportation authorities in the State. Local governmental agencies which promote travel and tourism shall coordinate their promotional programs with those of the Division of Tourism.
7. Encourage cooperation between public agencies and private persons who have an interest in promoting travel and tourism in Nevada.
8. Compile or obtain by contract, keep current and disseminate statistics and other marketing information on travel and tourism in Nevada.
9. Prepare and publish brochures, travel guides, directories and other materials which promote travel and tourism in Nevada.
10. Publish or cause to be published a magazine to be known as the Nevada Magazine. The Nevada Magazine must contain materials which educate the general public about this State and thereby foster awareness and appreciation of Nevada's heritage, culture, historical monuments, natural wonders and natural resources.

Ensuring these mandates are met and exceeded, the Division of Tourism operates as a dynamic, results-driven marketing organization, developing and executing sales and marketing programs that promote the state to both domestic and international visitors.

ADDENDUM B

Nevada Division of Tourism Funding

The tourism promotion fund, through which TravelNevada is funded, is mandated, per NRS 231.250: The Fund for the Promotion of Tourism is hereby created as a special revenue Fund. The money in the Fund is hereby appropriated for the support of the Department.

TravelNevada is funded solely through revenues derived from lodging taxes and conference registrations. TravelNevada receives 3/8 of one percent (1%) of the lodging taxes collected throughout the state.

International Presentations

TRAVELNEVADA.COM ✸ #TRAVELNEVADA

PULSE TRAVEL MARKETING LTD.

Overview

PULSE Travel Marketing (PTML) are service providers of value-driven, solution oriented, both strategic and tactical support in public relations, communications, sales and marketing in the Canadian travel industry. With our industry strengths and experience, we provide a well-rounded scope of services that gives the **TravelNevada** office in Canada a senior level perspective from all angles.

Located in Toronto, Canada's celebrated, internationally culturally diverse business capital, they are ideally situated to showcase the state to the substantial and lucrative Canadian travel industry. Our Canadian expertise and strong industry relationships is pivotal to cost-effectively facilitating your requirements in Canada. Our knowledge of the Canadian travel market and the key decision makers in all aspects of the tourism industry is the perfect combination for the state's office to increase visitation/spend and awareness in the Canadian market.

With the appointment of being the agency of record for Visit Dallas, Visit San Antonio, Virginia Tourism, TravelNevada and Colorado, we have been extremely successful in ensuring that the funds allocated have been maximized and the campaigns/initiatives have been successful.

The management team all have extensive experience in destination marketing through previous roles with companies such as MyTravel/Thomas Cook Canada, Alamo, Discover the World Marketing and the Four Seasons Hotels.

The best examples of our successful destination marketing campaigns (consumer and trade) are the annual visitation YOY increases that the clients enjoy. In addition to this, our media equivalency increases YOY are due to our unique media relationships and the creativity and partnerships that are deployed. This has been accomplished in a relatively short period of ten years.

The key to the success of these campaigns was working closely with the tourism suppliers to ensure the product was attractive, listening to what the consumer wanted, delivering a product that the market desired and positioning the product so that consumers and trade were made aware that the product was available.

We have extensive experience in setting up and executing tiered consumer and trade promotions that have a holistic approach which ensures success in all facets of each campaign. We have also set up many two-tiered programs for travel agents educating them on the product. First with online training seminars with incentives for completion, then driving the consumer to the travel agents (as the call to action) with interactive consumer campaigns- both print and social media.

PTML has a total number of 14 employees. Our head office is located in Toronto and is located near to most major tour operators. We have additional office locations in Vancouver and Montreal.

In addition to its Toronto offices, PTML has access to over 80 staff via its global affiliated partners. This allows the company the confidence to provide comprehensive international presence if and when required.

Global affiliated partners are located in:

- Argentina
- China
- Denmark
- India

- Indonesia
- Italy
- Japan
- Korea
- New Zealand
- Singapore
- South Africa
- United Arab Emirates
- United Kingdom

As experts in the Canadian market, we have an experienced, knowledgeable and dynamic team that is professional, creative, innovative, and enthusiastic and who truly care about the success and image of our clients. We know travel and tourism and have established close working relationships with top level executives within the travel and tourism industry.

Clients

Resort/Hotel Division

Cruise Division

NEVADA
A WORLD WITHIN.
A STATE APART.

CANADA UPDATE

PULSE TRAVEL MARKETING LTD.

DON'T FENCE ME IN

PULSE TRAVEL MARKETING LTD.

Patrice Bell

Sana Keller

Annika Klint

Strong leadership with the right mix of *expertise!*

Our Office Locations

PTML has a total number of 14 employees.

Our head office is located in Toronto and is close to major highways, approximately 30 minutes drive from downtown Toronto, and 10 minutes drive from Pearson International airport.

We are located near to most major tour operators.

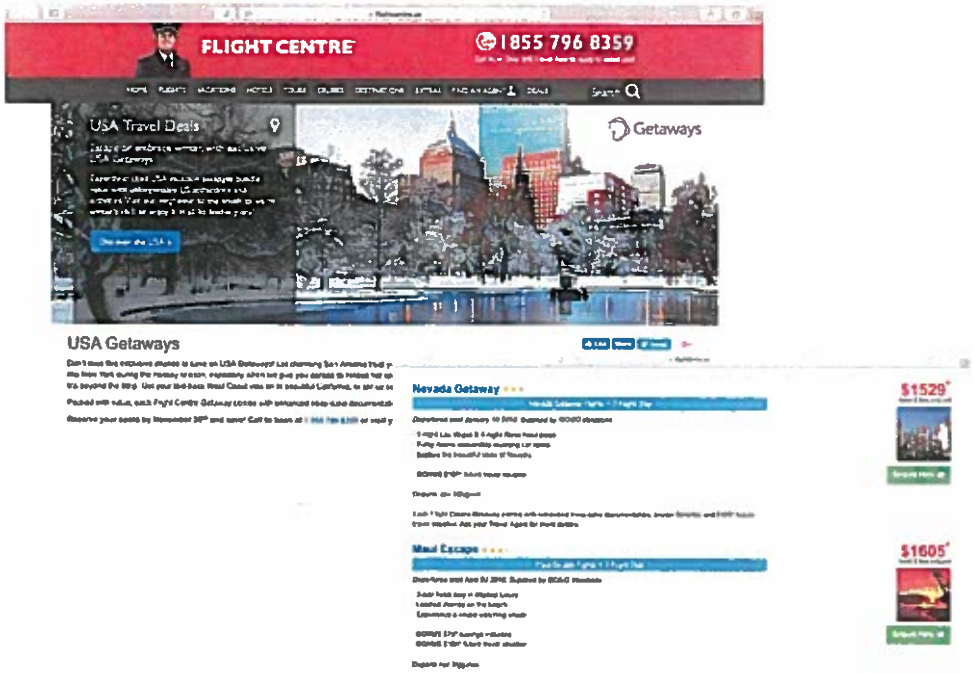
We have additional office locations in Vancouver and Montréal.

Marketing and PR Plan

- Destination launch (Toronto) - September
- Coop with major Tour Operator (Canada wide) – November & January
- The Weather Network Campaign (Canada wide) – March 5 & 6
- Social Media Campaign (Canada wide)
- Influencer engagement event (Toronto)
- Sales and PR mission (Vancouver) – March 7 & 8
- Inflight magazine insertions (AC or WJ)
- Fam and Press trips - ongoing

PULSE TRAVEL MARKETING LTD.

Coop with Flight Centre



FLIGHT CENTRE®

PULSE TRAVEL MARKETING LTD.

The Weather Network Campaign

TWN Live on Location In Nevada

Broadcast Element/Ad Unit(s)	Times	# of Occasions	Unit Value	Unit Rate	Total Value	AMA	Audience	Investment	NOTES
Live on Location Coverage	6am-10am	16	$500	$350	$8,000	31	496,000	$5,600	Live-on-locations run 4 times per hour for 4 hours (6am-10am)
Live on Location Sponsorship	6am-10am	16	$60	$40	$960	31	496,000	$640	Live on location sponsorship includes logo placement and extra (all weather package)
Pre-Promotion of Live on Location	5am-5am	40	$30	$40	$2,000	19	760,000	$1,600	40x10s pre-promotion to run week leading up to live-on-location with client mention
Local Weather Forecast Sponsorship (1 minute)	5am-5am	24	$60	$50	$1,440	19	456,000	$1,200	Enhanced Local Weather sponsorship for 1 day. 1 sponsoring per hour for 24hrs. Sponsorship includes a skin, logo and 5s extra *local weather runs every 10mins on the 10s
Brandwell (:30 sec)	5am-9am	10	$135	$100	$1,350	31	310,000	$1,000	High frequency ROS for the live-on-location day to increase presence (5-9)
TWN Out of Country Expenses					$2,000			$2,000	Does not include flights, hotel or rental car. These can be provided by Nevada or added to final investment
1 Day Total		106			**$16,750**		**2,518,000**	**$12,040**	
2 Day Total		212			**$33,500**		**4,276,000**	**$22,480**	

Météo Média The Weather Network

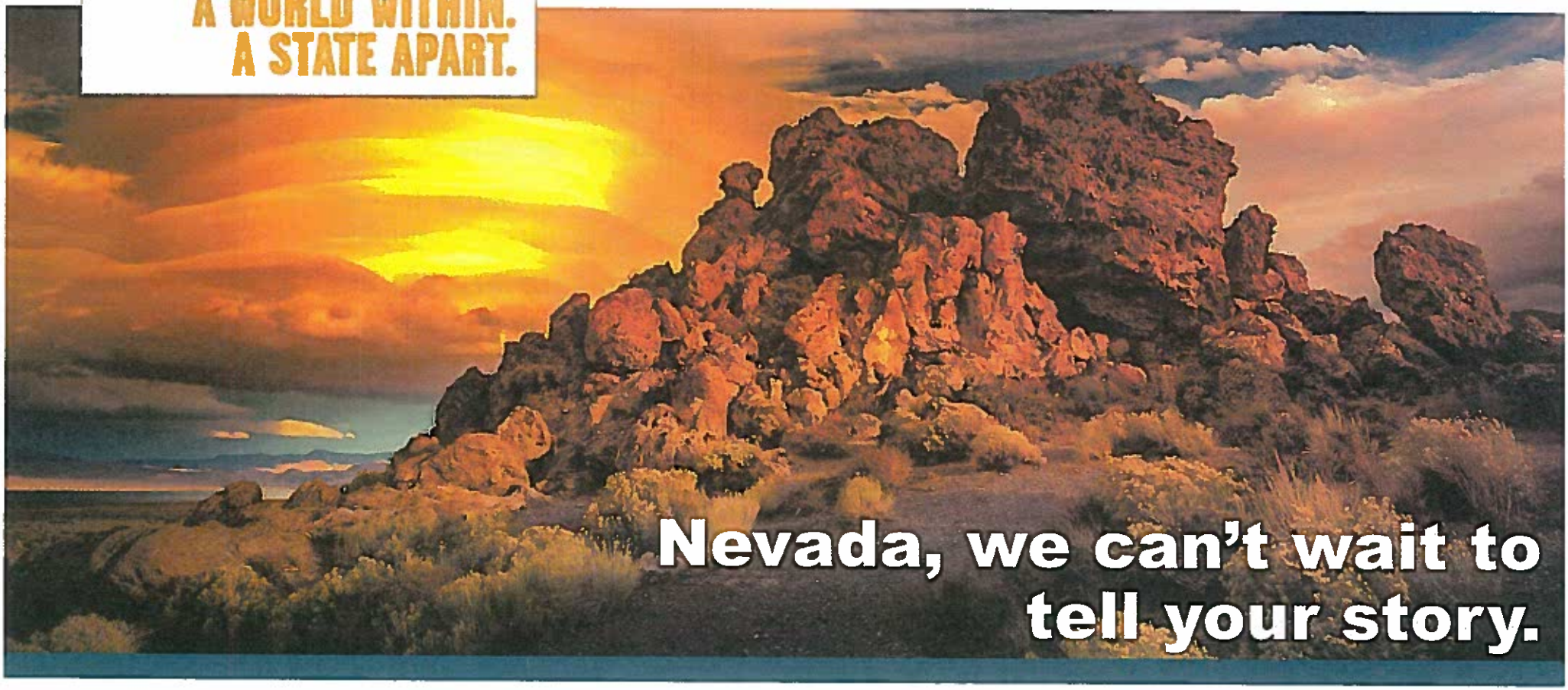
TWN Live on Location In Nevada

- TWN Morning Show to visit Nevada for 3-4 days highlighting points of interest across the state
- Reach an estimated daily audience of 2.5 million per day
- Live on Location runs from 6am – 10am with 16x 60s Live Broadcasts (4 per hour)
- Live on Location options:
  - The Hoover Dam
  - Tour a Ghost Town
  - Lake Tahoe
  - Reno or Carson City
  - Helicopter Tours

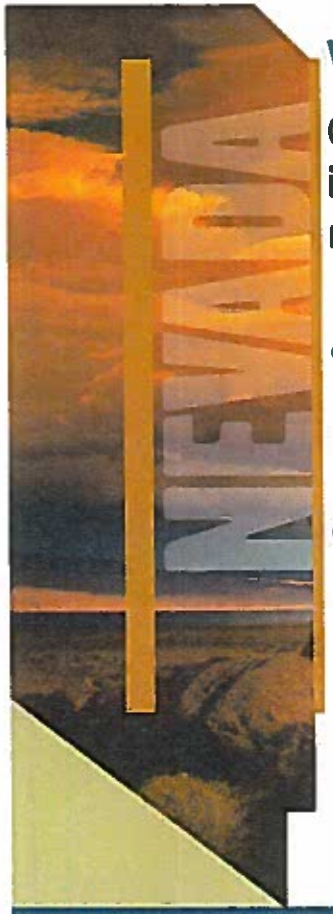
PULSE TRAVEL MARKETING LTD.

NEVADA

A WORLD WITHIN.
A STATE APART.



About GMS– We Are Unique in the Region



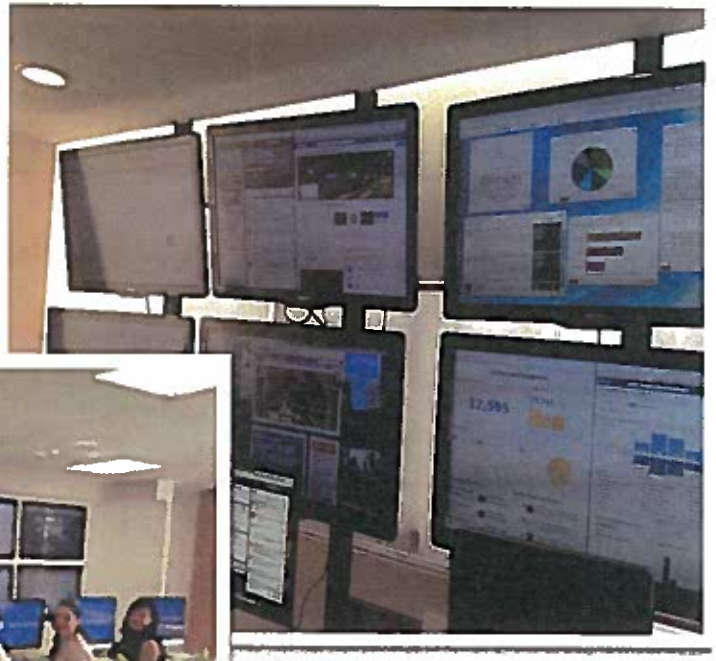
We Offer…

One of **the most robust sales & representation infrastructures in the region**, which we own & manage, end-to-end

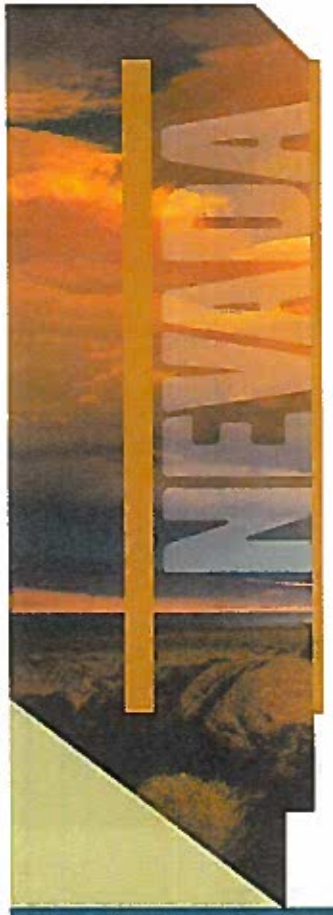
- **In-Market Presence In Every Key Country**
  - Argentina, Brazil, Chile, Colombia, and Mexico, among others
- **A Fully Integrated Agency:**
  - Complete Sales, Communications, Digital, Offline, and In-Person Integration across all programs

About GMS– We Are Unique in the Region

- **A Social Media Agency: Symova**
  - Wholly-owned social media agency, Symova
  - Fully-staffed and equipped
  - Deep social media and digital marketing expertise



About GMS– We Are Unique in the Region



AVIS

visit California

JAMAICA

GUANAJUATO
EL DESTINO CULTURAL DE MÉXICO

THE OC California

MIAMI
GREATER MIAMI AND THE BEACHES

VISIT DALLAS
BIG THINGS HAPPEN HERE

CHICAGO

Budget

Sandals

WYNDHAM

Costa

Carnival

ATLANTA

CUNARD

AEROMEXICO

The Team



Expertise & Human Resources Offered to TravelNevada:

- **22 years** of exclusive travel industry experience in all key Latin American Markets
  - **Providing:** Longevity, credibility, trust, and most importantly…Relationships
- **Bi-lingual and tri-lingual staff** throughout the region
- **In-Country Sales Managers and P.R. Support**
- **In-Country Travel Trade Sales force**
- **Regional Public Relations Director with In-Country P.R. Support**
- **Dedicated Social Media team**
- **In-house** graphic design, website development, and translation teams
- A **world-class event team** producing travel trade FAMs, breakfasts, workshops, roadshows, lunch-and-learns, VIP and media events
- A trusted and **dynamic team completely entrenched in the region's travel trade** industry

INSIGHT

The Landscape & Context

About the Market

ARGENTINA

- Population: 44,293,293* / ~48.51% between 25-64 yrs old

BRAZIL

- Population: 207,353,391* / ~52.98% between 25-64 yrs old

CHILE

- Population: 17,789,267* / ~54.04% between 25-64 yrs old

COLOMBIA

- Population: 47,698,524* / ~51.09 between 25-64 yrs old

MEXICO

- Population: 124,574,795 / ~65.99 between 25-64 yrs old

# of Travel Agencies**	
Argentina	2,973
Brazil	10,000
Chile	1,480
Colombia	5,864
Mexico	4,800

Source: CIA Factbook ; Colombia/ * July 2017 Estimate / **Approximate #s

INSIGHT

The Landscape & Context



Top Reasons for Travel to the USA for Latin Americans

Main Purpose for Travel

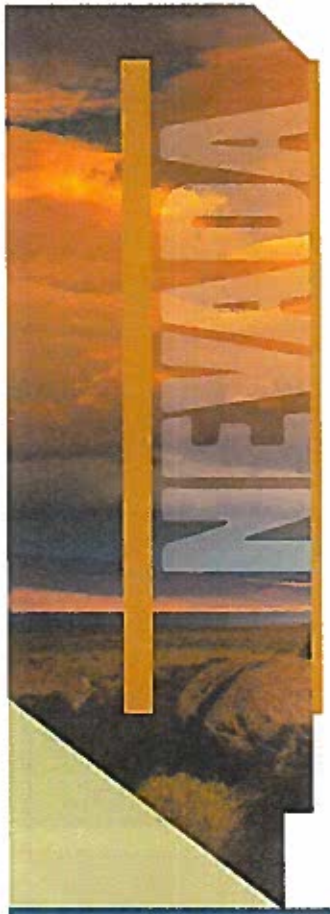
	Argentina	Brazil	Colombia	Mexico
Vacation/Holiday	79%	76%	59%	62%
Visit Friends & Family (VFR)	9%	23%	21%	33%
Business	6%	11%	8%	20%

	Chile
Vacation/Holiday	70%
Visit Friends & Family (VFR)	12%
Convention/Conference/Trade Show	6%

INSIGHT

The Landscape & Context





Top Reasons for Travel to the USA for Latin Americans

	Argentina	Brazil	Chile	Colombia	Mexico
Advanced Trip Decision Time	112	104	96	71	58
Primary Activities While On Trip	Shopping	Shopping	Shopping	Shopping	Shopping
	Sightseeing	Sightseeing	Sightseeing	Sightseeing	Sightseeing
	Amusement Parks	Amusement Parks	Amusement Parks	Amusement Parks	Amusement Parks
	Art Galleries/Museums	National Parks/Monuments	National Parks/Monuments	Experience Fine Dining	Art Galleries/Museums

Top Sources of Destination Information

- Airlines
- Personal Recommendation
- OTA
- Nat'l/State/City Travel Office
- Travel Agent

Stiff Competition

- Florida
- New York
- California

Our Goals in the Region

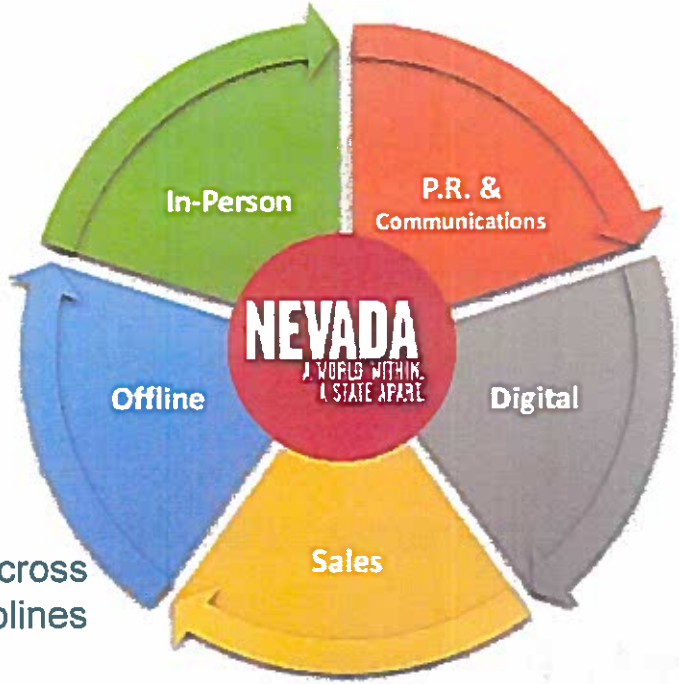
As Nevada's representatives in Latin America, we will:

- Identify a **benchmark awareness** of Nevada among target trade and consumer markets
- **Raise awareness of Nevada tourism offerings** especially as they relate to key Latin American audiences.
- **Boost awareness among consumers** in targeted markets so that Nevada becomes a high demand destination.
- **Expand program tracking** to include room nights booked from the offered itineraries.

INNOVATION COLLABORATION

The Strategy

- ✓ **Leverage Our Market Knowledge & The Existing Context to Develop & Implement TravelNevada's Strategy For Each Key Market**
- ✓ **Execute a comprehensive and integrated strategic sales and public relations plan to achieve these objectives.**



GMS is Fully Integrated Across All Channels & Disciplines

INSIGHT

The Strategy



THE KEY WILL BE TO…

- **Expand product knowledge and awareness from iconic cities and attractions, such as Lake Tahoe and Las Vegas, to the rest of the state**
- **Leverage existing and growing motivations for travel**
- **Tap into new market opportunities** (i.e. Millennials and other)
- **Create Awareness Through Education**
    - Engaging and Memorable Weekly Training Seminars to:
        - Frontline sales people, Tour Operators, Travel, OTAs
    - Trade & Industry Breakfasts
    - Trade E-Newsletters (Monthly)
    - Tradeshows and Industry Presence (Key in-market shows)
    - Online Training Programs / Certification opportunities
    - Trade FAMS

INNOVATION COLLABORATION

Tactical Strategy

- **Execute Results-Driven Actions**

  The Goal: Increase destination sales, room night bookings, and spend through:

  - **Daily Sales Outreach and Calls**
  - **Conducting Sales Promotions**
  - **Strong collaboration with tourism promotion organizations**
  - **Strategic partnerships** with **airlines, credit cards, and other trade companies and organizations**

AEROMEXICO interjet El Palacio de Hierro BestDay.com American Express MasterCard VISA PriceTravel Expedia American Airlines

- **Use a Push / Pull Strategy to Maximize Demand**

TRADE & MEDIA PUSH TO... — **CONSUMER** — **CONSUMER PULL FROM TRADE**

INNOVATION COLLABORATION

Strategy



Public Relations & Communications

Top-Line Strategy:

- **Execute educational and awareness outreach to media and direct-to-consumer**
  - Conduct continuous media outreach including:
    - Monthly Press Releases, media e-newsletters, Video News Releases (VNRs), Media Alerts, Ongoing pitching calls for feature coverage
  - Daily social media posts
    - Using visual storytelling, photo sharing, engaging consumers through interaction-driven posts, consumer contests, multi-platform promotions
- **Optimize all channels: Shared, Owned, Earned, and Paid**
- **Create strategic partnerships w/airlines, credit cards, & other organizations**
- **Deploy multi-platform 360 programs**
- **Enhance awareness of Nevada in media, including traditional, digital and social**

INNOVATION COLLABORATION

Tactical Strategy

DIFFERENTIATORS WE WILL FOCUS ON

OUTDOORS

- Parks and Recreational Areas
- Auto Racing
- Golf
- Air Sports
- Camping
- Climbing
- Cycling/Biking
- Fishing
- Hiking
- Off-Roading
- Snow Sports
- Water Sports
- Wildlife

NEVADA ORIGINALS

- Las Vegas
- Don't Fence Me In
- Extraterrestrial
- Ghost Towns
- Highway 50
- Mining
- Open Road

RELAXATION/LEISURE

- Hot Springs
- Resort Spas
- Tours and Cruises

INNOVATION COLLABORATION

Big Brand Initiatives



Hemispheric TravelNevada Stakeholder Advisory Board / Members in Each Latin American Country / The GOAL: Strengthen Industry Relationships & Collaboration While Increasing Awareness and Stakeholder Investment

Members in each Latin American country to meet digitally by video conferencing twice a year to update and discuss:

- The Market
- The Competition
- Market Progress
- Market Opportunities
- Challenges
- Positioning
- Potential partnerships

>> Kick-Off: Conduct a FAM trip for Members to Nevada

In-Market Stakeholders

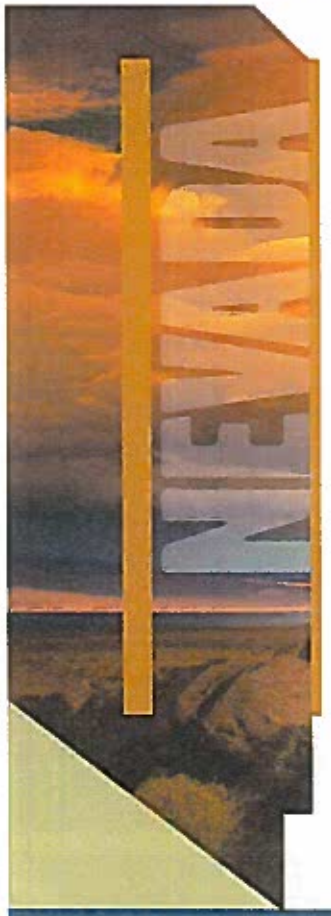
- Tour Operator Presidents
- Travel Association Presidents
- Travel Agency Presidents
- Airline Executives
- Credit Card Executives
- Car Rental Executives

In-Destination Stakeholders

- TravelNevada Execs
- TravelNevada Partners

INNOVATION COLLABORATION

The Landscape & Context



Thank You

Agency Reports

NEVADA GOVERNOR'S
GLOBAL TOURISM
SUMMIT

TRAVELNEVADA.COM ✱ #TRAVELNEVADA

NEVADA GOVERNOR'S
GLOBAL TOURISM
SUMMIT

NEVADA WELCOMES THE WORLD

December 4 – 5, 2017 (FAM/Press Trip Nov. 30 – Dec. 3, 2017)
Flamingo Las Vegas

Agenda Overview

PRE-CONFERENCE FAM/PRESS TRIPS

Thursday, Nov. 30, 2017
International buyers/media begin arriving into Las Vegas; TravelNevada PR/sales teams arrive

Friday, Dec. 1, 2017
International buyers/media depart for southern Nevada FAM trips (at least one group will stay in Las Vegas area with rooms at the Flamingo)

7:00 a.m. – Buffet Breakfast- Savoy Room (prior to departing on FAM trips)

Saturday, Dec. 2, 2017
FAM/Press Trips underway

Sunday, Dec. 3, 2017
TravelNevada staff, event planning team arrive
FAM/Press trips return to Las Vegas/Flamingo

Monday, Dec. 4, 2017
9:00 a.m.
Registration desk opens

10:00 a.m.
Exhibitors allowed to set-up in exhibit area

10:00 a.m. – 11:30 a.m.
Reno Room
Media Marketplace (lunch- Laughlin) will be provided to pre-registered media marketplace attendees)

11:30 a.m. – 1:30 p.m.
Savoy
NCOT Commission Meeting (includes lunch for Commissioners, invited guests- Mesquite)

1:00 p.m.
Exhibit area opens
Sunset Ballroom

2:00 p.m. – 5:00 p.m.
Opening Session and Welcome Remarks
Sunset Ballroom

Program MC - Las Vegas performer Jeff Civilico
2:00 – Opening Remarks/Welcome - Lt. Governor Mark Hutchison; Rossi Ralenkotter, President/CEO, LVCVA; Mr. Lynn Mitchell, Chairman of the Board, NHLA; Sherri Pucci, General Manager, Flamingo Hotel
2:30 p.m. – Roger Dow, US Travel Association
3:30 p.m. – Break
3:45 p.m. – Daniel Levine – Global Trends

4:45 p.m. – Meeting break

6:00 p.m.
Opening Dinner
Sunset Ballroom
Speaker – Lisa Motley, Director of Sports Marketing & Special Events, LVCVA
"Las Vegas- The Road to the Sports Era"

7:30 p.m.
Walk the Promenade to the High Roller

8:00 p.m.
Dessert/Cocktails – High Roller Wheel House, Rides on the High Roller

Tuesday, Dec. 5, 2017
6:30 – 8:00 a.m.
Breakfast
Savoy

7:00 a.m. – 12 p.m.
Registration Desk Open

8:00 a.m.
General Session Speaker
Helen Marano
World Travel and Tourism Council
Sunset Ballroom

8:45 a.m.
Speaker
Patrick Swen, President
Lassen Tours
Sunset Ballroom
"How to Work with a Global Tour Operator in a Global Arena."

9:15 a.m.
Speaker
Bruce Bommarito, Vice President International Marketing, Caesars Entertainment
Program overview with Wei Jiang of Citcon, accepting payment via Wechat and Weibo
Sunset Ballroom

9:50 a.m. – BREAK

10:00 a.m. – 10:50 a.m.
Breakout Sessions

1. TravelNevada's international sales/marketing programs – with international sales reps China, Australia, India, Latin America - Laughlin I

2. Want to Get Your Destination, Property or Attraction Offered by Tour Operators and the Trade? How to make your destination, business appealing for global tour operators and the trade. They are ready to share their secret. Ed Phillips, Travel Edge; Marie Reese, Flight Centre Global; Akarsh Kolaprath, 7M Tours; Jeff Scheidt, Expedia. – Laughlin II

3. Get India Ready – Welcome Visitors from India to Your Destination. The India market has great potential for Nevada. This program provides information to properly understand and engage the India market while learning about the growth potential. With this session, you will obtain greater cultural awareness and knowledge necessary to welcome and service the Indian traveler. Presented by Larry Friedman, BRIC (Global Ready Education). Laughlin III

11:00 a.m. – 11:50 a.m.
Breakout Sessions

1. TravelNevada's international sales/marketing programs – with international sales reps U.K., Germany, France, Canada - Laughlin I

2. Nevada Film Office, Eric Preiss, Overview of the Film Office working to promote Nevada's films and filming locations for domestic and international visitors. - Laughlin II

3. Get China Social Media Ready - Session will introduce WeChat's functions, its tremendous influential power for Nevada tourism partners and TravelNevada China's WeChat program. Presented by East West Marketing & Tencent WeChat. - Laughlin III

Noon – 1:30 p.m.
Sunset Ballroom
Lunch – Speaker - Amy Jo Martin, Author of the NY Times Bestselling book, "Renegades Write the Rules"

Author Amy Jo Martin is the founder of Digital Royalty and the woman who pioneered how professional sports integrate social media. In this book she shows how to build a faithful following and beat the competition clamoring for people's attention by continually delivering value - when, where, and how people want it. People want to be heard, to be involved, to be entertained, to be adventurous, to be informed.

1:30 – 2:30 p.m.
General Session
Sunset Ballroom
Governor Brian Sandoval – Address to the industry
Division of Tourism (TravelNevada) Programs Overview, Bethany Drysdale, Brenda Nebesky, Teri Laursen, Janet Geary

2:30 p.m. Afternoon Refreshment Break – Exhibit Area

2:45 – 4:45 p.m.
Nevada Sales Marketplace
Eldorado Ballroom

2:45 – 4:30 p.m.
Sunset Ballroom
Panel *"Reaching Global Audiences Through Digital Content Platforms"*
Moderator: Michael Goldsmith, CMP Vice President of International Marketing, LVCVA
Ross Bordon – Matador Network
Todd Skelton - Trip Advisor
Meredith Dillon – Sojern
Kevin Kitchen - Travelzoo

5:00 p.m. - Conference Ends
5:00 p.m. – Buyer / Media Private Reception -Flamingo Hotel, Virginia City II
Sponsored by the Las Vegas Territory
By Invitation Only

NEVADA
A WORLD WITHIN.
A STATE APART.

NEVADA DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS
GRANTS PROGRAM REVIEW

OVERVIEW

The Nevada Department of Tourism and Cultural Affairs offers a variety of grants in two of its Divisions: The Nevada Arts Council and the Division of Tourism. These long-standing grants programs provide critical financial resources for individuals, nonprofit entities and communities.

Due to the length of time these grants have operated, and due to the need to further comply with open meeting laws and best-practices governing grants programming, the Department is seeking an external vendor to conduct a review of all grants programs. The review is not designed to determine if the agencies are offering the right type of grants, but rather to examine the process, the application methodology, the application evaluation and the reporting required of grantees.

The vendor selected for the review must work with each agency, as well as the Attorney General's office to gain a solid understanding of how the funding is allocated and ensure all programs comply with the state's open meeting laws and other policies and procedures guiding grants.

PROGRAM OF WORK

The Department of Tourism and Cultural Affairs would like a thorough review of all its available grants to review the granting process and best practices as each relate to:

- Process applicants need to undergo to apply for the grants
- Communications to constituents to notify of grants opportunities, guidelines and availability
- Make-up of the evaluation committee
- Process by which evaluation committee reviews applications
- Process by which evaluation committee awards grants
- Compliance with Nevada' open meeting laws
- Reporting requirements of grantees to show the grant was used as intended and the performance of the program
- Potential for agencies to identify grants offered by other organizations and federal agencies that might assist with providing additional funding

The selected contractor will review all the grants, identify the sources of funds and stipulations around the use of the funds according to each source, provide an outline of the recommended approach and associated timeline and conduct a thorough review of the entire grants program offered through each agency.

Because the grants are open and awarded at varying times throughout the year, the contracted vendor will need to commit to a 12-month review process.

DELIVERABLES
The contracted vendor will provide:

1. Plan of approach for the review and evaluation of the Nevada Arts Council and TravelNevada grants
2. Project timeline
3. Summary report identifying
    a. Funding source for each grant
    b. Parameters given by each source around use of the funds for each grant
    c. General grant compliance with Nevada governing statues
    d. Partners use of the grant, historic churn levels
    e. Current communications and ways to improve communications process for conveying opportunities for and guidelines around each grant
    f. Summary of the process citing any issues with potential grantees accessing and completing applications
    g. Summary of the evaluation process; persons included in the evaluation; methodology used for reviewing applications; process by which awards are made
    h. Best practices of other statewide arts and tourism grants programs
    i. Recommendations for changes in the programs to ensure the DTCA is conforming to laws, regulations and best practices.

We expect the contractor and DTCA to maintain regular communications throughout the project, connecting via call, video or in-person meeting at least twice per month and more if needed.

OVERVIVEW of CURRENT GRANT PROGRAMS

Nevada Division of Tourism
The Division offers two types of grants (more information, applications, guidelines are available at TravelNevada.biz under the "Grants" section):

1. **Rural Marketing Grants** (grants guidelines attached)
   Rural Marketing Grants help the communities of Nevada market their respective destinations, events and other eligible entities to potential visitors around the world in an effort to generate overnight stays. TravelNevada awards $1.65 million per year to rural partners for a variety of marketing projects including video production; online, radio, television and print advertising; brochures; tourism community assessments; attending travel/trade shows; social and media relations outreach and more. Non-profits, Nevada's tourism territories and local destination marketing organizations (other than the Las Vegas Convention and Visitors Authority and the Reno Sparks Convention and Visitors Authority) are currently eligible to apply for funding in this program.

2. **Projects Relating to Tourism Grants** – Legislatively mandated through NRS 231.310 (grants guidelines attached)
   Projects Relating to Tourism Grants assist communities in making infrastructure improvement in an effort to improve the visitor experience. TravelNevada awards $200,000 every other year to rural partners for projects to preserve, improve and create new infrastructure/bricks and mortar projects including way-finding and interpretive signage; building/structure improvements; visitor kiosks, and more. Non-profits, Nevada's tourism territories, local governments and

destination marketing organizations (other than the Las Vegas Convention and Visitors Authority and the Reno Sparks Convention and Visitors Authority) are eligible to apply for funding in this program.

Nevada Arts Council

A significant portion of the Nevada Arts Council's service to its stakeholders is through grants programs. Because of this, the Arts Council offers a variety of grants, both for individuals and organizations. The artists communities served through these grants find this to be critical sources of funding and professional recognition. The grants overview is available on http://nvculture.org/nevadaartscouncil/grants/5365-2/.

Individuals

1. **Artist Fellowship Grant** - awarded to outstanding individual artists living in Nevada who demonstrate excellence in their work. Twelve-month fellowships provide funding for the time, supplies and materials, and living expenses for artists working in the visual, literary and performing arts. By acknowledging outstanding artistic accomplishment, the program promotes public awareness and appreciation of the role of the artist in our society. In calendar year 2018 and/or in FY19, applications for the Artist Fellowships Grant are accepted in the following categories:
    - Literary Arts – includes creative non-fiction, prose, fiction, playwriting, poetry, screenplays, web serials and writing for young adults. Four grants @ $5,000 in each category.
    - Performing Arts – includes choreography, cross-disciplinary, dance performance, music performance/composition, theatre direction/performance, set design, storytelling, and spoken word. Up to three grants @ $500 in each category.

2. **Artist Residency Express Grant (AREx)** - designed for community and educational sponsors to host a short-term artist-led residency (20 hours maximum), or for an NAC Roster Artist who is a Nevada resident to present a short-term artist residency. The shape and schedule of the residency is up to the sponsor and the artist. An intensive residency may occur over one to three days, or it may be appropriate to have more residency activities of shorter duration, such as two hours a week for 6 weeks.
    - The primary focus and purpose of the activity involves a visit by an artist/group who provides participants with an active educational experience in the arts or traditional cultural practices. The AREx grant is not intended to support concerts or assembly programs.
    - A maximum of three Artist Residency Express Grants per location is allowed, whether applied for by the sponsoring organization or the artist, depending on available funding.
    - A maximum of three AREx grants per Roster Artist may be funded.
    - AREx sponsors using an artist or group on the NAC *Artists in Schools + Communities Roster* do not have to submit Support Material for selected artist(s) or group(s).
    - AREx sponsors using a non-roster artist must provide additional Support Material for each artist or group. Support Material required for non- roster artists can be found on the Artist Residency Express Grants page on GO Smart™.

3. **Fellowship Project Grant** - designed to support individual artists from all disciplines who have received the maximum allowed number of the Nevada Arts Council's (NAC) fellowships (two and

more) and meet all Fellowship Program eligibility requirements. After receiving the maximum number of fellowships, many recipients are recognized for continuing artistic accomplishment, and are actively participating in their art form as practitioners, teachers or both. This grant category recognizes the commitment of NAC's fellows, and supports projects that allow them the opportunity to develop ideas or new works to share with the public. Projects may include, but are not limited to, artists who are:

- developing new techniques or methodologies;
- experimenting with new materials or technologies;
- pioneering new works; or
- conceiving of and advancing new strategies for engagement.

4. **Quarterly Jackpot Grants** - support new or exemplary art projects by nonprofit arts and non-arts organizations, schools, public institutions or artists that take place during a three-month period. (For example, apply for the First Quarter Jackpot Grant to support projects/activities scheduled for July 1–September 30.)

   Examples of eligible projects include, but are not limited to: art exhibitions, performances, readings and concerts, sponsoring of arts-related workshops and conferences, marketing and promotional activities and planning, implementation, and/or evaluation of arts education/learning programs for school-aged students or other targeted participants.
   - An applicant may receive only one Jackpot Grant per fiscal year.
   - Organizations applying for funds to support an artist residency must submit an Arts Learning Project Grant or Artist Residency Express Grant application.

5. **Living Traditions Grant** funds individual master folk artists and cultural organizations to support exemplary traditional arts projects in Nevada. Non-competitive grants of $1,500 are awarded to projects that demonstrate significant impact within a particular tradition or cultural community. Applications are open in Nevada (GOSmart) at https://nevada.gosmart.org/, and will be accepted throughout the year as funds are available.

   Eligible individuals and individual organizations:
   - Master folk/traditional artists and cultural practitioners.
   - Intermediate- or advanced-level folk/traditional artists and cultural practitioners who wish to work with master artists.
   - Community scholars who wish to research and/or document their own traditions.

6. **Nevada Heritage Awards** recognize and celebrate our state's living cultural treasures. These individuals embody the highest level of artistic achievement in their work and the highest level of service in the teaching and other work they do in their communities to ensure that their traditions stay strong. These awards are given to individuals for their lifelong record of artistic excellence, authenticity, and significance. One or two awards are presented each year, depending on the application pool and availability of funds.

   The Heritage Award honors and recognizes Nevada master folk and traditional artists who, at the highest level of excellence and authenticity, carry forward the folk traditions of their families and communities through practice and teaching. A "community" can be defined as a group of people who share common cultural elements, such as ethnicity, tribal heritage, national origin, occupation, religious belief, geographic area or traditional art form. All nominees must be

residents of Nevada and must be living at the time of their nomination. The Nominee must have a social security number in order to receive the cash award.

7. **Professional Development Grants (PDG)** - promote the continuing education of Nevada's nonprofit arts industry to advance their work and careers through attendance at regional or national conferences, workshops, or seminars for skills training. PDG funds cover costs associated with professional development activities on a reimbursement basis for artists, educators, board members and arts administrators.

   PDG recipient often share information gathered during these professional development activities with colleagues. This continues to increase the knowledge base of Nevada's cultural workforce long after the workshop or conference is over.

   Applicants are expected to apply for a PDG on a timely basis to ensure the lowest rate possible for travel and lodging, and must complete a Final Evaluation Report and Budget Form and submit required receipts to receive reimbursement. Travel must be at least 50 miles (100 miles round trip) from home or work place to qualify for reimbursement.

Non-Profit Arts Organizations

1. **Artist Residency Express Grant (AREx)** - designed for community and educational sponsors to host a short-term artist-led residency (20 hours maximum), or for an NAC Roster Artist who is a Nevada resident to present a short-term artist residency. The shape and schedule of the residency is up to the sponsor and the artist. An intensive residency may occur over one to three days, or it may be appropriate to have more residency activities of shorter duration, such as two hours a week for 6 weeks.
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   - AREx sponsors using a non-roster artist must provide additional Support Material for each artist or group. Support Material required for non- roster artists can be found on the Artist Residency Express Grants page on GO Smart™.

2. **Arts Learning Project Grant** - a project-based grant designed to support imaginative arts education/learning activities and long-term artist residencies that establish, expand and/or enhance lifelong arts learning and increase cultural awareness. A demonstrated planning process and an ongoing evaluation process by teachers, administrators, staff, artists and the community are considered integral parts of a successful arts education/learning project.

   Whether designed for a school environment or for the general public, eligible activities must accomplish one or more of the following areas of focus:

- Arts Education – The development of cognitive (knowledge), behavioral (skill) or affective (appreciation) learning in one or more arts disciplines, which include dance, drama, music, visual arts, traditional and folk arts, video, film and writing.
- Arts Integration – The use of the arts as tools to strengthen teaching and learning in non-arts subjects such as reading, social studies, science, math, etc.
- Arts for Social Development – The use of the arts as tools to promote social development (for example, improved social outcomes for at-risk teens) or health and healing (for example, using arts with seniors, patients with Alzheimer's disease, autism or other learning and/ or physical disabilities).

Long-term artist residencies (greater than 20 hours) provide students, teachers and communities with hands-on arts experiences through personal interaction with teaching artists. The residency design allows the artist to explore his/her discipline with students, teachers and community members through a variety of components including teacher workshops, classes, lectures, rehearsals, performances, community events and, perhaps, a final project.

In a school setting, a residency program is meant to enrich and support ongoing arts education, not to supplant or substitute services more appropriately provided by educators trained in the arts or otherwise. Artists are expected to engage students and/or teachers in the artistic process through innovative project-based leadership and modeling. (In-school residencies will only be funded if they supplement an existing program or provide a service that certified teachers typically couldn't offer, unless the applicant makes an extremely compelling case otherwise.)

3. **Quarterly Jackpot Grants** support new or exemplary art projects by nonprofit arts and non-arts organizations, schools, public institutions or artists that take place during a three-month period. (For example, apply for the First Quarter Jackpot Grant to support projects/activities scheduled for July 1–September 30.)

   Examples of eligible projects include, but are not limited to: art exhibitions, performances, readings and concerts, sponsoring of arts-related workshops and conferences, marketing and promotional activities and planning, implementation, and/or evaluation of arts education/learning programs for school-aged students or other targeted participants.
   - An applicant may receive only one Jackpot Grant per fiscal year.
   - Organizations applying for funds to support an artist residency must submit an Arts Learning Project Grant or Artist Residency Express Grant application.

   Eligible organizations include: Nevada 501(c)3 nonprofit organizations and public institutions such as schools, colleges, community centers, youth organizations, museums, tribal entities, senior centers, park districts and libraries. Organizations in the process of applying for nonprofit 501(c)3 status may apply using a Fiscal Agent.

4. **Living Traditions Grant** - funds individual master folk artists and cultural organizations to support exemplary traditional arts projects in Nevada. Non-competitive grants of $1,500 are awarded to projects that demonstrate significant impact within a particular tradition or cultural community. Applications are open and available at (GOSmart) at https://nevada.gosmart.org/, and are accepted throughout the year as funds are available.

   Eligible Organizations:

- 501(c) 3 nonprofit organizations, incorporated in Nevada, with annual arts and culture budgets of $100,000 or less (organizations that have applied for 501(c)3 status can apply using a fiscal agent). See the Grant Guidelines booklet for information on Fiscal Agents.
- Units of state or local government or federally recognized tribes may also apply if their annual cultural programs budget is less than $100,000. Those who have not previously participated in NAC programs should talk with Folklife Program staff before applying. Artists and organizations may receive NAC funding for one project during a fiscal year and are generally limited to three consecutive years of Living Traditions funding. Organizations that have been funded during the current fiscal year through an NAC Project, Arts Learning, or Partners in Excellence Grant are not eligible to apply for LTG funds.

5. **Nevada Circuit Rider (NCR) Grant** - provides affordable technical assistance to nonprofit arts and cultural organizations. Grant recipients use consultants on the Nevada Circuit Riders Roster to address specific issues and/or challenges such as advocacy, board development, fiscal management, fund raising, marketing programming, planning or technology. Up to $4,000 awarded.

   Nevada 501(c)3 nonprofit arts/cultural organizations, a unit of government or a public institution. Organizations in the process of applying for nonprofit 501(c)3 status may apply using a Fiscal Agent.

   Grant request must be matched 1:1 by cash and/or in-kind contributions. NAC requires that grantees report all in-kind contributions of goods and services as they have a cash value and demonstrate a broad base of community support.

   This is a noncompetitive grant that is awarded on a first-come, first-served basis to eligible applicants throughout the year while funds are available. As applications arrive, each is reviewed for eligibility and completeness by NAC staff and processed.

6. **Partners in Excellence Grants** (PIE) - strengthen Nevada's arts infrastructure by supporting general operations of cultural organizations and institutions throughout the state. Together, NAC and the arts organizations it supports have increased access to and participation in the arts across the state – through quality arts programming, arts education initiatives and cultural leadership. PIE Grants reflect and enhance this important partnership. Two tiers of PIE Grants offer funding determined by organizational budget size that supports professional salaries, artistic fees, marketing costs and other expenses consistent with the mission of the grantee.

   To support and expand arts education/learning programming offered by Nevada's nonprofit arts organizations, the PIE grant category includes an Arts Learning Component (ALC). This add-on funding opportunity of up to $7,500 (1:1 cash match) is designed to support arts organizations with existing arts education/learning programs and to encourage other arts organizations to establish an arts education/learning program as part of their portfolio of services. ALC application material is reviewed by the Arts Learning panel using the Arts Learning Scoring Rubric.

Eligible Organizations:

- Nonprofit arts organizations that conduct arts education/preK–12 programming, but not as the primary mission, may apply for general operating support through a PIE Grant and, if applicable, PIE Arts Learning Component funding.
- Nonprofit arts organizations with the primary mission of arts education, and/or a primary focus on arts education/preK–12 programming, may choose to apply for either:
    - General operating support through a Partners in Excellence (PIE) Grant or,
    - Project support through an Arts Learning Project Grant.
- Nonprofit arts organizations who conduct arts education/preK–12 programming, but not as the primary mission, may apply for general operating support through a PIE Grant and, if applicable, PIE Arts Learning Component funding.

7. **Professional Development Grants (PDG)** promote the continuing education of Nevada's nonprofit arts industry to advance their work and careers through attendance at regional or national conferences, workshops, or seminars for skills training. PDG funds cover costs associated with professional development activities on a reimbursement basis for artists, educators, board members and arts administrators. Grant amount is up to $650 for out-of-state activities, up to $500 for in-state opportunities and up to $350 to attend NAC sponsored activities. Please use the General Services Administration (GSA) rates when figuring per diem costs.

   PDG recipients often share information gathered during these professional development activities with colleagues. This continues to increase the knowledge base of Nevada's cultural workforce long after the workshop or conference is over.

   Applicants are expected to apply for a PDG on a timely basis to ensure the lowest rate possible for travel and lodging, and must complete a Final Evaluation Report and Budget Form and submit required receipts to receive reimbursement. Travel must be at least 50 miles (100 miles round trip) from home or work place to qualify for reimbursement.

<u>Grants for Public Institutions, Private & Public Schools, Tribal Agencies & Nonprofit Non-Art Organizations</u>

All grants listed for Non-profit Organizations also are available for this sector. The exception is an additional grant noted below only available to these types of organizations.

1. **Project Grants** - support arts and cultural activities of non-arts organizations and public institutions that are: (a) integral to the applicant's overall mission and goals, and (b) achieved through community partnerships. Partnerships, including those that involve sectors outside of the arts, are key to the success of activities funded by Project Grants and must be reflected in every application.

   Colleges, universities, public institutions and agencies other than designated arts or cultural commissions/agencies, and incorporated nonprofit non-arts organizations with tax-exempt status under Section 501(c)3 of the Internal Revenue Code.

Arts & Culture Guide
Editorial Outline: 11/15/17

Cover TBD

TOC/Map Spread
Lists contents in issue and provides a map of the state, with the regions used in the guide indicated. May include a short list of driving times from targeted cities such as San Francisco, LA, Phoenix, etc.

Intro Spread
This spread sets the tone for the overall issue and establishes key themes about Nevada's sweeping arts offerings, how they are rooted in this unique place, how landscape informs the arts, etc.

Cowboy Country (Northern Nevada)

Cowboy Country Opener (1 spread)

The section openers throughout the issue will be almost purely visual. The text will be no more than a title and an underline. We may include a small thumbnail map to show where the region is in Nevada.

Cowboy Culture (2 spreads)

Covers the culture of Great Basin buckaroos, who stand out due to their distinctive flat-brimmed hats, underslung boot heels, ornate spurs and more. Special attention given to the working gear that long ago rose to art status, thanks to leather workers and silversmiths. The article will also touch on the influence of Basque settlers, who have made a distinct mark with their clothing and food.

The Art of Storytelling (2 spreads)

This region is rich in storytelling legacy. Feature will highlight Ralph Burns and the region's cowboy poets including Ernie Fanning (Note: Will work with Meg Glaser of Western Folklife Center for a representative Nevada cowboy poet). Story will include information on National Cowboy Poetry Gathering, the annual Elko festival.

Art Object (1 spread)

Costumes of the Basque dancers.

Artist Q&A (1 spread

Reno/Tahoe

Reno Opener (1 spread)

Hip, arty and outdoorsy, Reno stands as Nevada's richest, most concentrated arts community.

Reno's Arts/Culture Scene (4 spreads)

- *Walkable Districts/Urban Galleries*
- *Museums*
- *Performing Arts*

Burning Man (2 spreads)

Visual essay highlighting the style, art and spirit of the festival in the desolate Black Rock Desert. Includes a few guidelines for first-timers.

Art Object (1 spread)

Midtown murals. Free public art downtown.

Artist Q&A (1 spread)

Pony Express (Highway 50)

Pony Express/Highway 50 Opener (1 spread)

This asphalt ribbon across the state presents multiple looks at Nevada. In the west, the state capital and historic Virginia City take center stage. On the east end of the highway, Nevada's stark, inspiring landscape takes center stage on the Loneliest Road in America.

Carson City, Virginia City Museums (2 spreads)
Nevada State Museum; Nevada State Railroad Museum; Brewery Arts Center; Westside Historic District.
Virginia City provides a glimpse of Old West life: Comstock History Center, Piper's Opera House, St. Mary's of the Mountains, Mackay Mansion, Silver Queen, Comstock Lode

Art Object (1 spread)

17 Adventures on the Loneliest Road in America (3 spreads)

The 315-mile drive along Highway 50 provides plenty of inspiration. We'll tap the mystique of this remote stretch of road and highlight some stops in Fallon, Austin and Eureka.

- *Carson City*
- *Stillwater/Fallon*
- *Austin*
- *Eureka*
- *Ely*

Artist Q&A (1 spread)

Pow-Wows (1 spread)

Silver Mining Trails (Highway 95)

Opener (1 spread)
Ghost towns, an amazing art trail and wineries are top attractions along this highway.

Nevada's Wild West (2 spreads)

History of mining in the state, with emphasis on Wild West town Tonopah.

- Tonapah Mining Park
- Mizpah Hotel (National Historic Hotel)
- Central Nevada Museum
- Santa Fe Saloon

Art Object (1 spread)

Nevada Turquoise—focus on the stones that come from the state. Include Royston, Blue Moon, Pilot Mountain and Easter Blue mines.

The Artiest Drive in the State (2 spreads)

Artist Q&A (1 spread)

Sanders Family Winery in Pahrump

Las Vegas/Boulder City

Las Vegas Opener (1 spread)

Gambling and headliner shows may be the top draws in Vegas. But the city also offers a rich lineup of live music, underground art, vintage threads and more.

The Cultured Side of Vegas (2 spreads)

- *Museums*
- *Live Entertainment*
- *Theater/Dance*

Art Object (1 spread)

Vintage Vegas (2 spreads)

- *Museums*
- *Live Entertainment*

Artist Q&A (1 spread)

Want More? (1 spread)

NEVADA
A WORLD WITHIN.
A STATE APART.

Nevada Division of Tourism
1st Quarter, FY18 Report

Overarching Annual Goals

1. Drive revenue to the State of Nevada through travel and tourism activities.

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
Track lodging, entertainment and gaming tax (primarily during campaign timeframes) to identify TravelNevada's impact on the statewide economy.	Q2 CY2017 Discover the Facts available on TravelNevada.biz	25%

2. Raise brand engagement for consumers, travel trade professionals and partners. Performance will be based on a year-over-year increase in each user engagement activities.

KPI	Activity (per quarter)	Tracking to Goal (year to date)

Ensure the TravelNevada.com website is easy for consumers to use and offers not only information, but an impetus for consumers to buy. Enhance consumer engagement through sharing and other social media programming. The simple measurement includes the number of engaged users.	Create a specialized microsite for domestic Chinese market. Updates to the My Favorites tool, allowing enhanced data to come in through the API and attaching to individual visitors. Added Planning Page as one-stop shop for visitors to access information to actively plan a trip to Nevada.	50%
Provide increased opportunities for consumers to link to statewide industry partners.	As more partners add accounts to the site, more listing are visible, and more outbound links exist. Increased availability of TripAdvisor information to extend beyond accommodations into points of interest on TravelNevada.com	50%
Create robust mobile platforms, including an app that provides both travel and educational information.	Refreshed Top 100 on app for better image viewing. Implemented more visible CTAs for mobile app download.	50%

Identify opportunities for engaging Nevada tourism industry partners with consumers and the travel trade.	TravelNevada hosted a sales event September 21st at the Ultimate Skybox in San Diego. Over 65 travel trade and media attended and we were joined by 18 Nevada partners. Photos of the event were posted on TravelNevada's Facebook page. TravelNevada produced an immersive, 360 video that takes the view on a wild ride through Nevada. We took the video on a media tour through San Francisco, Los Angeles, and San Diego, where we set up a TravelNevada saloon experience for consumers to engage with the video and learn more about visiting the state. It was staged in pedestrian areas and also at two ticketed events (music/art festivals.) Additionally, there were social media promotions and a media event, so appropriate contacts and a wider audience could experience it. The tour was exposed to over 72,000 pedestrians, with over 2,400 video views, 1,100 sweepstakes sign-ups, and 2,800 promotional items distributed.	25%

3. Increase domestic integrated marketing campaign return-on-investment

KPI	Activity (per quarter)	Tracking to Goal (year to date)
ROI determined based on paid, earned and social (owned and earned) media efforts.	Results of the Spring/Summer 2016/17 campaign will be available in December, with marketing effectiveness testing moving to monthly reporting in November 2017.	0%

4. Expand partner marketing and business development opportunities. Performance will be based on the number of partners participating in TravelNevada programming measured by year-over-year growth.

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
Rural Marketing Grants	• We received 122 applications associated with the FY2018 2nd Cycle Rural Marketing Grant Program from 55 organizations requesting more than $1,089,472.00. We have $666,600.00 to award. There were two first time applicants.	50% (based on two grant programs)
Cooperative Marketing program	2017 Fall insert completed and inserted into • Salt Lake City Tribune • Boise Idaho Statesman • San Francisco Examiner • Los Angeles Times • San Diego Union Tribune • Arizona Republic A 12-page domestic Mandarin campaign insert was circulated in 15 cities within The Epoch Times and New York Press Service. A microsite, http://cn.travelnevada.com/ was supported by search and digital ads, with over a million impressions and 6,900 click- throughs, with an estimated 253 leads per industry advertiser.	25%
Annual conferences	Planning and launch of website for Global Tourism Summit completed.	0%

Use of the TravelNevada.biz website	The marketing department has attended territory meetings and state agencies as often as possible to advocate and train for the use of TravelNevada.biz as an industry resource. The meetings attended are below: Pony Express – 8/10 Cowboy Country – 8/17 OHV Commission – 9/14 Las Vegas Territory – 9/26	25%
Number of partners uploading images and information on the TravelNevada.com website	40 new partners added accounts, resulting in roughly 200 new entries of events, shows, and points of interest.	N/A
Percentage of sister agency inclusion in appropriate programming	State Map distribution. The Marketing Team worked with the Division of Museums and History to complete brochures. 250,000 museum brochures completed and delivered in July, 2017. It is in distribution with Certified Folder. Designed and implemented new user interface for all the museum sites. Produced form application and information for State Museum school bus program. Editorial outline in progress with Meredith Media for production of Arts & Culture Guide, to be printed and distributed in Spring of 2018.	90%

5. Continue to raise awareness of Nevada as a tourism destination within identified international markets

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
Create consistent sales and marketing outreach to identified markets	Integrated sales/marketing/PR plans submitted and approved. Seven of the eight international rep firms, save for Latin America, which is out for RFP, have completed plans for FY18.	87.5%
Offer educational and business development opportunities for partners to strengthen understanding of successful international marketing including the Governor's Global Tourism Summit	Speaker and agenda development for Global Tourism Summit underway.	25%

6. Enhance key stakeholder understanding of the value of the travel and tourism industry and the impact the funding provided to the Division of Tourism has on the state's economy.

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
Conduct stakeholder outreach program to ensure messages salient to each audience are conveyed on a timely and consistent basis.	A content calendar was created for the Industry Partner newsletter for FY18 and newsletters are being sent according to schedule.	25%
Engage the industry in the conversation around the value of tourism and its impact on local economies.	Our Public Affairs program is in "maintenance mode" in the years between legislative sessions. We continue to update the TravelNevada.biz site with pertinent statistics and information.	25%

Involve Nevada's tourism territories in conveying information pertaining to each territory's reliance on the travel and tourism industry.	7/19 attended Indian Territory meeting in Carson City 7/25 attended Las Vegas Territory meeting in Las Vegas 7/29 conducted rural outreach training with town of Eureka 8/9 attended Reno-Tahoe Territory meeting in Stateline 8/11 attended Pony Express Territory meeting in Kingston 8/17 attended Cowboy Country Territory meeting in Winnemucca 8/22 attended Las Vegas Territory meeting in Las Vegas 9/13 attended Reno-Tahoe Territory meeting in Incline Village 9/26 attended Las Vegas Territory meeting in Las Vegas	50%

Key Initiatives – Quarterly Results

1. Amplify Domestic Sales and Marketing

Research

Key Performance Indicators (KPIs)

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
Finalize IMC research model	Monthly sampling methodology to mirror "Always On" campaign finalized beginning with the month of September.	100%
Complete advertising effectiveness studies (Springs/Summer, Fall/Winter)	Spring/Summer 2017 Marketing Effectiveness Study testing occurred and results will be reported within the current quarter.	100%
Complete semi-annual economic impact study	RFP for this study will be released through Purchasing in January 2018.	0%

Ensure research is incorporated into all marketing campaigns	Testing conducted with Destination Analysts for creative broadcast concepts in September 2017.	50%

Public Relations Driven Integrated Domestic Marketing Program

Key Performance Indicators (KPIs)

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
Two media missions to major markets are developed and executed per year	N/A for this quarter.	0%
Two in-market press trips for domestic media are developed and hosted per year, with trip ROI determined for each	N/A for this quarter.	0%
Media coverage provides at least a 15:1 return on investment	Q1 media value = $4,549,653; ROI goal was met.	100%

Quarterly feature coverage in "A priority" media outlets	We garnered coverage of our beautiful fall foliage in both Via Magazine and Thrillist in September. As a result of our continued pitching of road trips in Nevada, the Burner Byway was included in coverage of the "Best Road Trips In The U.S." on MSN.com and Business Insider in the month of September. Travel + Leisure magazine included Virginia City in its roundup of "coolest desert towns" in August. TravelNevada's partnership with Brand USA was included in a Skift article in July, quoting a TravelNevada spokesperson. TravelNevada also hosted two media groups during the month of August. Our first journalist arrived from Australia with Vacations & Travel Magazine on August 20 – 25. The magazine will feature Nevada for the month of October and it will provide readers with highlights from Southern Nevada and Northern Nevada. Our second media group consisting of six bloggers arrived August 19 – 27 from France who are key influence leaders. The group visited the following areas: Nevada Silver Trails, Pony Express, ET Highway, Reno & Lake Tahoe. We will receive a Nevada video as a result of their visit along with social media mentions.	25%

Paid Advertising/Creative Development (Domestic)

Key Performance Indicators:

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)

Campaign return-on-investment increases year-over-year	The agency has moved to a monthly sampling methodology to match the "Always On" campaign for FY18. This is the base year for this monthly versus the two annual campaigns that were done in FY17.	N/A
Paid advertising moves to an "always on" platform	Always On platform begins in November of 2017. This switch to ongoing reports, to replace two seasonal campaign reports, will more accurately reflect the quality and reach of our media placements. Both creative messaging revisions and media optimization can occur as needed.	100%
Cooperative marketing program engages more statewide partners (year-over-year) and extends the brand to a $500,000 additional advertising investment	Fall insert completed. Domestic Mandarin campaign completed.	100%

Digital Development

Key Performance Indicators (KPIs)

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
Specification and implementation of new technology to enable dynamic content production, engagement campaigns and social promotions	Integrated point-of-interest "favoriting" from web visitation to develop custom email content.	N/A

Conduct at least two seasonal consumer promotions per year	Balloon Races social promotion contest completed.	50%
Increase engagement in all social channels, as well as the total "subscriber community" including new email leads	Twitter: increased engagement by 49.8% over previous quarter Facebook: increased engagement by 509.1% over previous quarter Instagram: Decreased engagement by 52.1% over previous quarter Continue to send emails to four different cluster groups per month. Updated preferences for audiences to better engage with us via email.	25%
Stimulate engagement with at least 4 new, innovative tactics including Instagram Takeovers, etc.	Development and promotion of 360-degree video Creation of "DFMI" Instagram story. Monthly paid social ads placed in support of monthly editorial content.	25%

Discover Your Nevada

Key Performance Indicators (KPIs)

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
Increase inquiry among Nevadans due to this promotion by 10% year-over-year. FY16 will be a benchmark year.	Benchmark is 110 inquiries in summer 2016. Summer 2017 totaled 254 check-ins, an increase far exceeding the goal of 10 percent.	100%

Generate a 15:1 program ROI via earned media coverage	Cost: $TBD Media Coverage: $26,107 ROI: TBD Earned coverage nearly tripled over 2016 with the addition of an "ultimate field trip" for two Nevada students. The cost of the program is being calculated.	25%
Show an increase in Nevadans traveling within the state.	Alternative Nevada visitor metrics are being looked at beyond a "pure" number visitors traveling in Nevada being from Nevada.	

Domestic Sales Outreach

Key Performance Indicators (KPIs)

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
Boost travel trade leads by 2%, year-over-year	Total leads generated from July – September of this fiscal year were 996, an increase of 609 leads from the same quarter last fiscal year.	25%

Create two additional opportunities for partners to gain a presence at travel trade shows	TravelNevada held a "seminar at sea" aboard the Hornblower in San Francisco on August 22nd. Partners were invited to display product and network with 60 buyers at a tabletop tradeshow. TravelNevada attended the ASTA Global Conference in San Diego Aug 27-30. Partners were invited to attend and the City of Fallon did attend and work the trade show. A total of 102 leads were shared with partners. TravelNevada invited partners to participate at a table top tradeshow at an event in the Ultimate Skybox in San Diego September 21st. We were joined by 18 Nevada partners who had an opportunity to meet over 65 travel trade and media professionals.	100%
Develop and host one (1) in-market FAM trip with domestic buyers	In-market FAM trip with domestic buyers is scheduled for the Spring of 2018.	0%

2. Drive International Visitation

Key Performance Indicators (KPIs)

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
Identify and conduct four TravelNevada-sponsored sales missions to international markets (in addition to the Mexico mission)	TravelNevada along with Nevada partners participated in the Governor's Trade Mission to South America July 17 – 28th. The mission included sales presentations, product trainings, sales calls and meetings with key wholesale agencies and international tour operators in Panama, Colombia and Chile. TravelNevada partnered with Brand USA in the sixth Sales Mission to India September 8 – 15, 2017. Nevada partners were invited to participate and interact directly with airline representatives, travel agents, tour operators, incentive and meeting planners and media in Mumbai, Chennai and New Delhi.	50%
Conduct one group and up to 20 (qualified) individual press trips per year	Hosted a group of French bloggers on a road trip-themed story en route to Burning Man in September. Worked with Brand USA to host German media in September.	25%
Track leads and distribute to the Territory chairs within one week of the end of the show or mission	32 leads from La Cita de las Americas distributed in September. The Governor's Trade Mission to South America in July resulted in over 400 new contacts being sent to Nevada partners. As a result of TravelNevada's participation in the Brand USA Sales Mission to India, partners were sent over 700 new contacts to further assist in developing business in that market.	25%

Strive for 10% more leads year-over-year as a result of sales missions	This will be a statistic calculated at the end of the year.	N/A
Host an instate familiarization trip at least once per quarter.	2 FAM trips will occur in Q2 FY18.	0%
Coordinate and conduct the Nevada Marketplace event at the annual Governor's Global Tourism Summit	Activities in planning stages this quarter.	0%
Work with in-market representative firms to develop an annual market brief. Post on TravelNevada.biz	Currently developing a process to format and post market briefs.	0%
Visit each international office/market at least once per year to meet with the rep firms, the travel trade and media	Attended the LVCVA Australian Sales Mission, October 13-20, 2017, and met with our Australian rep firm during the program. One of our reps attended the mission with us. TravelNevada met with India reps during the Brand USA Sales Mission September 8 – 15, 2017. On September 20th TravelNevada went to Toronto, Canada for its new campaign launch and to announce our new partnership with Pulse Travel Marketing who will be representing TravelNevada for the Canadian market.	37.5%
Represent Nevada at major international trade shows including at least: IPW, World Travel Market (WTM) and ITB	N/A for this quarter.	0%

Ensure the Nevada brand is incorporated into all sales and marketing collateral distributed and used at meetings, trade shows and other promotional activities	Ongoing	N/A
Work with BrandUSA to ensure all programs are measureable and results are conveyed to partners/stakeholders on an annual basis	The USA Discovery Badge Program will be providing itinerary catalogs to travel agents from the United Kingdom, Ireland, South Korea, France and China. Because TravelNevada has participated with Brand USA MegaFAMs, Nevada will be a part of the itinerary catalog travel agents will receiving once they have earned their USA Discovery Badge. Results from our Brand USA Australia Multi-Channel Campaign that ran during the months of April to July 2017 came in on September 9th. The program included promotions with Expedia and multiple media impressions. The results show a total of 450,000 print distribution with Travel USA, The Sunday Telegraph, Sunday and The Sunday Times. A total of 597,958 impressions were generated with Expedia, Facebook and Google. The total number of booked room nights with Expedia was 9,840 with a total gross bookings of $1,699,610. The campaign created a growth of $170,398 gross bookings compared to last year.	25%

3. **Boost Partnerships**

Key Performance Indicators (KPIs)

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
The number of partners participating in TravelNevada programs increases at least 5% year-over-year	The co-op marketing programs, led by Madden Media, were increased by the addition of the Domestic Mandarin campaign, but the overall budget for these programs was reduced for FY17-18, through the elimination of some digital offerings.	25%
TravelNevada offers additional online resources, posted to TravelNevada.biz	TravelNevada brand assets continue to be posted to TravelNevada.biz for industry download and unlimited use.	N/A
Develop and distribute quarterly industry-focused e-newsletter	Industry partner email was sent on 7/27/17.	25%

4. Create and Convey Value

Key Performance Indicators (KPIs)

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
Manage public affairs action plan	Ongoing.	25%
Develop FY19 legislative session Tourism Means... plan. Execute as outlined	Planning underway and to be developed by the end of FY18.	0%
Develop and distribute an annual report	Content being developed and will be completed by end of CY 2017 for digital distribution in 2018.	25%

5. Run an Effective Business

Key Performance Indicators (KPIs):

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
All external vendors contracted in compliance with State Purchasing policies	New contracts completed: • Destination Analysts – Ad Copy Testing • PK Electric – Laxalt Chambers Audio/Visual Design • Destination Analysts – Web Usability	25%

	Active RFP's • Latin America Representative	
Invoice processing completed in alignment with contract and policies	All invoices were processed according to DTCA policies and procedures.	25%
Payment to vendors within agreed budget	All payments to vendors were made within their respective contract authorities.	25%
Agency operates within approved budget	Agency was operating within the category legislative authority.	25%
All-staff meetings held once per quarter	All-staff meeting held on July 30th.	25%
All staffers understand and comply with agency policies and procedures	No internal control meetings took place during the first quarter.	0%

Nevada Magazine

Key Performance Indicators (KPIs):

KPI	Activity (per quarter)	Tracking to Goal (year-to-date)
Increase advertising sales by 3% year-over-year	**Issue** / **FY17** / **FY18** July/Aug $71,371 $70,444 Sept/Oct $65,662 $61,112 Nov/Dec $56,553 Jan/Feb $62,543 March/April $64,273 May/June $69,930 TOTAL $390,332 Year-to-year decrease of 4% through two issues.	0%
Publish the bi-monthly magazine, with distribution the last week of the month prior to the posted issue dates	July/August magazine was published and printed in late June. September/October magazine was published in late August. November/December magazine is scheduled to print in late October.	40%
Nevadamagazine.com re-launch, with a new paid, members-only area, and an online subscription paywall	The website upgrade is being produced now with an expected launch date of March 2018.	35%
Sell 10% more advertising in the visitors guide year-over-year	Ad sales underway; to be reported in Q2 FY18.	N/A

Facilitate two photo symposiums per year	The July 28 symposium had 67 participants. Planning and registering for second symposium on November 4.	50%
Produce and distribute separate southern and northern Nevada Events & Shows featuring unique content in each publication	The first two editions were our regular Events & Shows with two separate covers, but same content. Starting with the November/December issues, we will be creating two separate magazines, with unique content to each area. This is to create more advertising interest in the southern version.	20%
Design and sell photographic poster	Poster has been created and printed and is in the sales process now. To date, approximately 350 posters have been sold.	20%
Increase Facebook and Twitter followers by 5%	We currently have 13,600 Facebook followers, which is an increase of 3.5% over FY17 and our Twitter followers are up 2.7% to 18,017.	50%
Increase our Great Nevada Picture Hunt submissions by 5%	We increased photo submission with online submissions only accepted by 7.7% for the Picture Hunt in our Sept/Oct edition.	100%
Create additional revenue with outside design and print jobs	Have a current contract with Nevada Arts Council for production work. Are currently working on the Mesquite Travel Guide.	100%

GET THE INSIDE SCOOP
on the
SILVER STATE

EVENTS & SHOWS IS NOW TARGETED TO NEVADA'S UNIQUE AND DIVERSE MARKETS

Northern Nevada Events & Shows promotes Reno/Tahoe and rural Nevada with the latest information on what to do and where to do it. 25,000 copies are distributed bi-monthly at welcome centers, visitors' bureaus and the Reno-Tahoe International Airport.

VEGAS Events & Shows covers everything southern Nevada. With over 140,000 copies every issue and exclusive distribution at McCarran International Airport, it is available to 48 million Las Vegas visitors annually.

NEVADA
A WORLD WITHIN.
A STATE APART.

NEVADA COMMISSION ON TOURISM
MEETING SCHEDULE 2018
Proposed

February 2018
Marketing Committee
Date TBD

March 14, 2018, 1:00 p.m.
Full Commission Meeting

June 20, 2018, 1:00 p.m.
Full Commission Meeting

August 2018
Marketing Committee
Date TBD

September 19, 2018, 1:00 p.m.
Full Commission Meeting

December 12, 2018, 1:00 p.m.
Full Commission Meeting