

MINUTES of the NEVADA COMMISSION ON TOURISM

WEDNESDAY, SEPTEMBER 13, 2023

Commissioners:

Carson City:
Lt. Governor Stavros Anthony
Rick Murdock
Jane Moon
Tom Lester
Herb Santos
Mike Larragueta

Las Vegas:
Donald Contursi (12:02 p.m.)
Jill Lagan
Rafael Villanueva

Absent Excused:

Steve Hill

Staff & Guests:

Brenda Scolari (speaking)
M.E. Kawchack
Kelly Benoit (speaking)
Tracie Barnthouse (speaking)
Caroline Sexton (speaking)
Yennifer Diaz (speaking)
Cortney Bloomer (speaking)
Kyle Shulz
Angie Mathiesen
Meg Mueller
Ron Webster
John Bridges
Michael Dayton (LG's office)
Garrett Tamagni (LG's office)
Harry Ward (DAG)

Others:

Mendy Elliott (Public Comment)
Annette Kerr (Public Comment)

ANTHONY: All right. Good afternoon, everyone. I'd like to call the Nevada Commission on Tourism meeting to order Wednesday, September 13, 2023, at 12:00 p.m. First order of business is our roll call.

BENOIT: Lieutenant Governor, I believe we need to make sure the meeting was properly noticed and posted, which it was.

ANTHONY: Thank you.

BENOIT: You're welcome. Kelly Benoit for the record. Okay. Roll call, Lieutenant Governor Anthony.

ANTHONY: Here.

BENOIT: Commissioner Murdock.

MURDOCK: Here.

BENOIT: Commissioner Moon.

MOON: Present.

BENOIT: Commissioner Lester.

LESTER: Here.

BENOIT: Commissioner Santos.

SANTOS: Here.

BENOIT: Commissioner Larragueta.

LARRAGUETA: Here.

BENOIT: At the Las Vegas location. Commissioner Lagan.

LAGAN: Here.

BENOIT: Commissioner Villanueva.

VILLANUEVA: Here.

BENOIT: Commissioner Contursi. We'll mark him absent excused. And Commissioner Hill, absent excused. We do have a quorum. Before moving on, I just would like to remind those wishing to make public comment via email to email their public comment to Kbenoit@travelnevada.com, to call in using audio conference call (877) 336-1831, and the access code is 6221873. Thank you.

ANTHONY: All right, thanks. Agenda item B is Public Comment. This is a time for the public to make any comments about any of our agenda items. You're going to have three minutes, and then at the end of our meeting today, there is another section for public comment that you can comment on anything you want. So, is there any public comment here in this room? If there is, come on up.

ELLIOTT: Good afternoon. For the record. I'm Mendy Elliott. I am a Senior Vice President with Flynn Giudici Government Affairs, and I am a soon to be commissioner. I'm just waiting for my appointment, and I want to publicly thank the Lieutenant Governor for making this recommendation and certainly the Governor for finalizing the appointment. I look forward to working with all of you. By way of background, I was 30 years in Wells Fargo as a Senior Vice President. I was Deputy Chief of Staff to a Governor. I was Director of Business and Industry. I was chairman of the RSCVA. My background in community and government affairs is deep. I'm looking forward to getting to know all of you. I've worked with many of you -- Commissioner Murdock, and I go way back. Commissioner Santos and I go way back. And of course, Lieutenant Governor Anthony and I go way back. I'm just looking forward to working with all of you. And again, I want to thank the Lieutenant Governor for recommending me.

ANTHONY: Thank you. Any other public comment in this room?

BENOIT: Kelly Benoit for the record. No public comment at this time. I would like to note for the record that Commissioner Contursi is now present.

ANTHONY: Oh, okay. Hi. Any public comment down in Las Vegas? I don't see anybody. Any electronic public comment that you know of? Nothing. Okay.

BENOIT: Kelly Benoit for the record. No public comment at this time.

ANTHONY: All right. I will close public comment. We'll go to agenda item C, for possible action, Approval of Minutes. Are there any questions or comments about the June 15, 2023, minutes? Commissioner Santos?

SANTOS: Thank you, Lieutenant Governor, Herb Santos, for the record, I just had a couple of edits. The first one would be on page three. When there was approval of the minutes, it had me down as seconding. I believe what I said was I had to abstain because I wasn't at that meeting. I can't remember the person that was sitting right next to me, if I recall right, was the one that seconded that. And then, on page four, where I was giving an introduction, it says, I served two terms. It should say three terms. And then at page 46, the last sentence I believe, it should say *them* as opposed to *us*; I was questioning whether or not there was opportunities for US competitors to compete with any foreign competitors on those items that we were talking about. I would just ask if we could amend those corrections. Thank you.

BENOIT: Kelly Benoit for the record. Absolutely.

ANTHONY: Great. Thank you. Any other questions or comments on the minutes? Commissioner Moon.

MOON: Lieutenant Governor, this is Jane Moon for the record. I just have one correction on page 32. Under my comment at the very end of that, it should be rural programs rather than real programs.

BENOIT: Rural.

MOON: Yes. Thank you.

ANTHONY: Any other questions or comments on the minutes? Okay. Seeing none, do I have a motion to approve the minutes with edits?

MURDOCK: Rick Murdock for the record. Lieutenant Governor, I'd like to make a motion to approve the minutes of June 15th, 2023.

ANTHONY: Great, sir. With the edits.

MURDOCK: With the edits, with the changes.

ANTHONY: Is there a second?

SANTOS: I'll second. Herb Santos for the record.

ANTHONY: I have a second. Any discussion on the motion? All those in favor, by saying Aye.

MULTIPLE: Aye.

ANTHONY: Opposed? Nay. Motion carries. The minutes are approved. Agenda item D, discussion only, Welcome Remarks. First of all, I would like to welcome Mendy Elliott to the Commission. I know she's been appointed because I talked to the Governor about it, and I saw the paperwork, but it's doing the snail's pace through the system. And you will be on the commission here shortly. Director Scolari will get you up to speed with whatever you need to get up to speed with. We're looking forward to having you at the next meeting. And you are going to be a wealth of information when it comes to tourism. I'm glad to have you on here. And I just want to thank our Chair, Mr. Murdock and Jill Lagan and Jane Moon for being reappointed. Thank you for serving on the commission. I'm glad you're here. And Mike Larragueta is also new to the Commission. He's a replacement. We're good. Glad to have you here as long as you're going to be here. I know that you're the Vice President. Why don't you tell everybody who you are since you're here?

LARRAGUETA: Thank you, Lieutenant Governor. For the record. Mike Larragueta. Yes. My, my full-time job at the Reno-Sparks Convention and Business Authority is Vice President of Sales, which I've held for six and a half years. Currently I'm wearing two hats as the interim CEO and President of the RSCVA as we transition through the process of identifying a new CEO.

ANTHONY: Great. Thank you. Do any of our reappointed Commissioners want to make any comments while I'm on it?

MURDOCK: Mr. Chair?

ANTHONY: Yes, Mr. Vice Chair?

MURDOCK: Rick Murdock, for the record, I wanted to say something about Mr. Larragueta. He has served in hotels. He served in Las Vegas, and he served in Reno at RSCVA. So, he does bring a real wealth of knowledge on every aspect of Nevada. And he's from Winnemucca. So, there you go. I'd like to welcome him and thank you for the reappointment. This is a great organization and I appreciate being re-upped. Thank you.

ANTHONY: Thanks. Any other comments from our reappointed Commissioners? Yes.

MOON: Lieutenant Governor. Thank you for your support. And thank you for Travel Nevada's support. I am honored and it's a pleasure to serve alongside you all here and to continue supporting especially our rural destinations. Thank you.

ANTHONY: Okay. Yes. Jill?

LAGAN: Jill Lagan for the record. I'd also like to thank you and all of the Commission for the reappointment. I am excited to serve, honored to serve, and very much looking forward to some of the exciting projects we've got on the table right now. Travel Nevada really understands and respects not only the larger entities and the major contributors to the great economy of the state of Nevada, but I'm very excited to be able to also be a part of the small business owner and the outdoor recreation so we can diversify some of the opportunities that come into Nevada. So, thank you again.

ANTHONY: Awesome. Well, we're moving forward with an outstanding commission and commissioners and an outstanding Department of Tourism and Cultural Affairs, and our director. I think we're going to be doing a lot in the next couple of years.

A couple of other things I wanted to mention. I did my first Travel Nevada Corridor a couple of weeks ago. The Cowboy Corridor. Travel Nevada did a great job working with my people to put that tour together. I mean, it was buttoned up, kept me busy. There was no downtime. I mean, there was no downtime. I was running the entire time or driving, one of those two. But you did a great job putting that together. I drove up from Las Vegas to Carson City. Then we went to Reno, and then we drove to Lovelock. And then we went to Elko for a couple of days. And then we drove back to Battle Mountain and Winnemucca. And we did a lot during time period. We met with a lot of travel people. I had meetings with five or 10, 15 people at a time. We did some parades, the Elko Parade and the Winnemucca Parade, with the Travel Nevada van, making sure everybody knew that Travel Nevada was supporting tourism in the rural areas. We got a lot of good suggestions about tourism. A lot of good suggestions about economic development too. Because I wore that hat. It was a lot of fun. It was five days; I think I put 1500 miles on the truck.

On the way back, I drove the Loneliest Road in America. Since you gave us gifts on the Loneliest Road in America, you're good. I saw two cars driving down that road. I saw 1000 cows and two cars. But that's one down and nine to go. I have to get to that in a second.

I also did a tour of Lake Tahoe for a couple of days. Andy Chapman did a great job setting that up. Met with a lot of folks, toured a lot of facilities. It was good to get out and talk about tourism with the people that are all over the state of Nevada that deal with tourism.

Coming up, we have our Mexico Mission in about a week. So, that's getting put together. That's going to be very productive. I don't know if you want to talk about that later on. I'll leave that up to you, Director Scolari. But that's coming up, and I know there's some other folks that are going on that.

My second Travel Nevada Corridor is going to be the Great Basin Corridor from Las Vegas, traveling north through Pioche, Panaca, Caliente to Ely, the Great Basin National Park. You're going to talk a little about that later on. So that'll be my next one. That'll wrap up this year. And then hopefully I can do a couple three next year and a couple three the year

after that, do all 10 of them. It's very enlightening to go out. I mean, I'm not a tourist. I'm actually talking to a lot of folks about economic development and tourism. And it's getting some good suggestions.

Also, I have the Reno Air Races tomorrow. I'll be kicking that off if anybody's going to show up for that. That'll be fun. And I welcome our new members. So those are my opening comments. We will now move on to agenda item E, Director's Report. All yours.

SCOLARI: Thank you, Lieutenant Governor. For the record, Brenda Scolari. I want to welcome our new commissioners, Commissioners Elliott and Larragueta. RSCVA is such an amazing partner, and it's wonderful to see your face and have you be a part of this group. I also want to mention and apologize for some of the disarray in the building. We did move our Reno staff to an office in Reno, and the Secretary of State's staff has joined us in the Laxalt building. We had to consolidate about three decades' worth of things and materials. We're still settling in, and I promise we'll be more presentable by the next meeting.

I'll start off by just referencing our June meeting, it was a deep agenda, and I know I didn't give you an adequate window to review the FY24 Strategic Plan. So that's our plan for the biennium. I wanted to give you time to review it. I haven't heard from any of you regarding input. I was hoping to field any questions now, if there are any. If not, just please know, we'll put the approval on the next agenda. Travel Nevada really does regard it as our guiding document. Our daily activities kind of ladder back to that. All the tactics are named in that plan. And then, of course, our quarterly reporting is based on those programs. I'm available and willing to discuss any of your input related to the Strategic Plan.

And speaking of the Quarterly Report, let's take a look. It's in your materials, and I wanted to focus this time on Visitor Experience. We don't talk about that a lot. It is one of our major initiatives, and we discuss visitor experience regarding ambassadorship and hospitality training, and the way our frontline staff welcome and promote other tourism businesses in their region. And as you know, large properties have training of this kind. Many of our smaller businesses do not. Travel Nevada is going to provide some interactive online training on a platform called *Battle Born Insiders*. We're working on this. It's going to be training modules for any tourism-related staff that wants to interact with the platform. We're also partnering with Bandwango, which, if you're unfamiliar, is an online platform that is a booking engine and creates itineraries and passports to support businesses and tourism spending. That will be a kind of gamification of participating in the training, and we'll incentivize those hospitality workers into engaging with it by giving them incentives to do so. We hope to have this all launched by Rural Roundup in April, and we will give you a demonstration of the platform at the March meeting.

I also want to point out, and again, this is in your report, in your materials. There are two instances in there in which our grant programs intersect with marketing efforts that really amplify each other. And I just wanted to point that out. One of those is a marketing grant that the Commission awarded to the White Pine Main Street Association for the Solar Eclipse in October. And, in correlation with that marketing, did an online social contest for the eclipse, and gave away stays in Ely, train rides on the Nevada Northern Railway, tours of the Lehman Caves and larger suggested itinerary. And we had, within less than two weeks of the contest, almost 9,000 entries. I thought this was a wonderful example of the

synergy and the amplification of our efforts. And of course, in this instance, is throwing a spotlight on Ely, which is really branding itself not only as a gateway, a Dark Skies gateway to the Great Basin National Park, but an overall regional recreation hub.

Another success story is our work with tribal nations. Again, the Commission awarded a marketing grant to the Nevada Indian Territory recently to include some tour itineraries on the Nevada's Indian Territory website that would cover all four tribal nations in Nevada. And that experience is meant to promote their native culture and awareness of the tribal assets available. Meanwhile, and you'll hear more about this later, when Cortney Bloomer, our Destination Development Manager, makes her presentation. But Nevada's Indian Territory is also a recipient of one of our Destination Development awards. That will be the functional funding of any of the infrastructure and planning that may be needed to conduct those tours. This is an important first step in supporting a tourism economy for our Nevada tribes.

As you know, the quarterly report is based on all the activities within Travel Nevada in the prior quarter. This page gives us a glimpse of the current activities into the coming quarter, in this case, into January, February. It gives you a great idea of what each of the teams within Travel Nevada will be doing. And it's a remarkable amount of work if you take a look at it. Our Industry Development team is participating in the Pacific Northwest Joint Sales Mission. That is one of the co-hosted with the RSCVA. Thank you, Mike. Those have been remarkably successful. We're also participating in Connect West, the American Bus Association, trade shows, the International Inbound Association, and the Go West Summit. Marketing has some details here related to the media buy execution that's coming up, some revisions and optimization of Travel Nevada.com as well as more details about our partnership with Bandwango.

The Public Relations team is undertaking a mission to New York City. We have some activations ahead of the Super Bowl, in southern Nevada, some of the media trips and influencer activities. And then, of course, because fall is the optimal weather for stargazing, many of our Dark Skies designations are amazing places to visit. These are some of the examples of the FAMs that will be conducted with those media partners. Also on the international market development side, as the Lieutenant Governor mentioned, we have a planned mission to Mexico. We'll be meeting with travel media in Mexico City, as well as leading many of our Nevada Tourism partners to Guadalajara to meet with tour operators in Mexico. We also have a multinational FAM in December which includes all our international representation. There are some examples of the other international press trips that Tracy and her team will be conducting. Are there any questions about these or any of the other activities noted in your quarterly report?

ANTHONY: Let's start up here. Any questions on the Director's Report? Commissioner?

SANTOS: Thank you. Herb Santos, for the record. Do we still do the Governor's World Summit conference? I don't know if they did it when I left, but the Global Summit on Tourism?

SCOLARI: Commissioner, we had suspended hosting the Governor's Summit largely because the theme had been our international representation in those markets, bringing not only the tour operators and media from those countries, but allowing our in-state partners to meet with them in a marketplace. Remarkably effective but didn't make sense during the

pandemic. I've had conversations with the Lieutenant Governor and other commissioners about rebooting our Governor's conference. I think the plan is to begin planning for a Governor's conference in 2024. And we'll have to schedule that so that it doesn't conflict with our rural conference, The Roundup. But I think plans are underway to do that again.

ANTHONY: Mr. Vice Chair.

MURDOCK: Thank you, Mr. Chair. Rick Murdock, for the record. Could you bring that slide, that last slide up that you had, please?

SCOLARI: Sure.

MURDOCK: I wanted to ask a quick question on it.

SCOLARI: The domestic.

MURDOCK: Where are the FAM trips? International and press trips. Where are they? Where are those at in the FAM December 2nd through the 7th and the FY24. Where are those FAMS, where are they famming to?

SCOLARI: Well, those will be along some of our Nevada itineraries, which I can have Tracy or Yennifer address more fully if you'd like.

DIAZ: Yes, for the record, the multinational family itinerary is in December. It'll be the Neon to Nature Road trip that we have in Southern Nevada. It'll be going to Pahrump, Mesquite, and Las Vegas. The reach out will be done probably by the person that's going to be taking my position when that happens.

MURDOCK: Do we have any in the north?

DIAZ: I'm sorry?

MURDOCK: Any FAMs in the north?

DIAZ: Yes. Those are coming up next year.

MURDOCK: They're what?

DIAZ: Yes. You have FAMs coming up next year, January, in February we're doing a Go West Summit. We're hosting up here. So we're going to be hosting some North FAMs for Go West Summit. And there'll be one on their own. The international markets are going to be planning and some more information to come on that end, but yes, there are North FAMs coming up.

MURDOCK: Thank you.

SCOLARI: Commissioner Murdock. We are always geographically fair, so we try to schedule FAM trips in the south and the north, alternately or concurrently sometimes. Moving on, I just have a couple of house --

ANTHONY: Let me just see if there's any other questions so far.

SCOLARI: I'm sorry.

ANTHONY: Yes, go ahead.

LESTER: I'm Tom Lester for the record. I just want to ask if you thought about bringing in, especially with the international marketing reopening and part of the rural destination working with more of the receptives, such as in the California markets that they fly into, San Francisco, for instance. If those receptives don't know what we have available then bring them out on FAMs to the rural destinations so that they know they can sell, they might not own that company. Somebody in China might own that company, right? But they're working with those receptives. They need to know what that product is in order to sell it. A lot of times they just bypass whether they're going to Yellowstone or wherever else, because they don't really know what we have to offer in those destinations. I was just asking, maybe in the future if some of those FAMs could gear towards some of those receptive operators. Thank you.

SCOLARI: Thank you, Commissioner. We share that thinking and I know some of the domestic shows are all about that. The IITA, that's fundamental to its mission. One of the others too, Connect West, is receptive operators. But we share that strategy. I think that's absolutely smart. And we are looking at doing more of that.

LESTER: Tom Lester for the record. But I think that actually getting them into those markets kind of embraces that to let them know what we have to offer, because just going to a show and presenting it or, you know, it's a little bit different. You really have to get them in the markets to make that work. I've worked a lot of the different shows with Travel Nevada as well as on my own in different markets. And then also, one thing that I talked about in the past, is working with some of our other airports such as Salt Lake City, which is a main hub for Northeastern Nevada coming through. They have a big international presence. I know Las Vegas brings, that's the mega, and they do bring in a lot of folks. But working with some of our other airlines, when you're bringing those people in, whether it's Salt Lake City or San Francisco, kind of like the Grand Circle does, they work with a lot of different partners. So thank you.

SCOLARI: That's a great concept. And we'd love to get your input on implementing those things.

ANTHONY: Any questions down south, comments so far? All right, continue on please.

SCOLARI: I'll conclude my report before I move on to the budget items. Just noting a couple of housekeeping issues, we are going to hear from Cortney Bloomer regarding the Destination Development grant process. But knowing that the funding portion of those grant awards is going to not quite jive with our scheduled December Commission meeting, I have already spoken to Lieutenant Governor about the possibility of a meeting in between, that will be a virtual meeting to get your approval regarding the funding levels for those grant awardees. So please look for that. We'll be reaching out to poll you regarding a selection of dates and times for that meeting. We will also potentially have a conflict in December. The Lieutenant Governor has a conference that he'll be attending. We're going to reach out and try to reschedule the December meeting thus far scheduled for the 8th. You'll be

hearing from us soon about that. If there are no other questions, I'm going to move on to item F, which is the --

ANTHONY: Hold on one sec. So, any other questions or comments on the Director's Report? Anything? Okay, we'll close that. We'll go on to agenda item F for discussion only, Budget Update.

SCOLARI: I want to review our budget closing position for budget account 1522. You will note here that our Total Revenue Authority slightly exceeds our Actual Revenue Collection. This can largely be attributed to two things. One is the EDA ARPA grant that we are administering that was not entirely expended. We still have almost \$4 million of that grant to distribute and expend in fiscal year 2024. And the other reason is attributed to our lodging tax collection from taxation has a considerable lag, and not a standardized lag, so much of that amount, almost 3 million will be collected, but it will be collected in FY24. I just wanted to explain that discrepancy. If you recall, I know we reviewed the restructuring Senate Bill 477 that was in the legislature, one of the intents of which was to separate the lodging, the account that collected all the lodging tax into two. In other words, creating an operational and transfer account. There are no different operational categories or intent for spending represented here. We're just trying to separate them, so we have some cleaner accounting. This is 1522, the budget position starting FY24.

You'll note, as I explained to you in the June meeting, that we have a cash balance that was intended and legislatively approved to constitute the beginning revenue for the tourism budget account for the Division of Tourism. The budget creation was approved, but the mechanism by which the money would be transferred was not. In government speak, we must do a work program, which is an amendment, and go before the Interim Finance Committee of the legislature to get this work program completed. And once that happens, we will then have the finalization of the creation of budget account 1520, which will be the operational administrative account. And as you can see here, once we have the revised authority, that will collect a total of just over \$51 million. We essentially, to put it in simple terms, transfer approximately half of that to the Division of Tourism. And the remainder, if not used operationally, is transferred to the cultural agencies and to State Parks and the Nevada Film Office. Those agencies are also funded by the General Fund, so they have a funding split. As noted here, these are the amounts that will be transferred to them in FY24.

We always review Category 31 spending just by way of comparison. This is a year over year funding to date comparison. We're tracking, as we usually do this early in the fiscal year at about 3 percent of spending. We are slightly down in legislative authority. There are several reasons for that. One of them being, when we begin our budget building, our lodging tax projections are often different than the reality, which is simply the thing we then must correct later in the fiscal year, again with the work program. This could also be explained by straight marketing spending for media and other typical expenditures to the Adventure Center matching grant and contingency fund that we created in the latter half of FY23. Are there any questions? I do have our Finance Director, Angie Mathiesen here, if you have any questions about the work program.

ANTHONY: Let's go down south. That's your presentation for the budget?

SCOLARI: Correct.

ANTHONY: Okay. Any questions on the budget down south? Comments? How about up here? Any questions or comments on the budget? All right. Seeing none, we will move on to agenda item G, possible action event, Sponsorship Guidelines.

SCOLARI: Again, for the record, Brenda Scolari. Last meeting, we approved \$250,000 for the biennium for event sponsorship. And some of you may remember, we used to have a fund for urban sponsorship. Through our marketing grants, events are eligible, but those have a population threshold. This event sponsorship fund would be available to any community, Reno or Las Vegas included.

I promised at the last meeting that we would come back to you with an application process and some guidelines. Those are available in your materials. And I just wanted to run through it quickly. This is just a draft of what we will make a reality on an online application, but this would be some of the information we would ask an applicant to provide us. An event summary, the applicant background, the contact themselves, some background about the event, if it isn't completely new. Kyle Shulz, our research director also came up with a little calculation for economic impact, a proposed event budget, of course. And we will then evaluate this application based on a rubric, which will consider things like whether it's new or innovative, whether it has brand impact, whether it has an economic impact. Of course, it's media exposure, it's collaboration with communities, especially if there's more than one. And then it's overall viability and capacity to be a long-term event. And our thinking is that we will collect all this information online. Travel Nevada will give it a first pass for eligibility, and then filter those and then take the applicants that rise to the top to the Lieutenant Governor for further review. And what we'll do is bring any of the larger sponsor proposed sponsorship awards to the commission for approval. Any input or thoughts?

ANTHONY: Any questions or comments on this events sponsorship guideline program? Up here first, anything?

SANTOS: Yes, Herb Santos, for the record. I think this is a great document that you guys have produced. One of the questions I would have though, is if we're going to be a sponsor, should we have something in there that provides some type of indemnification and would include whatever insurance they have for that event to include us as a named insured on whatever policy, in case of any type of tragic event that could happen. God forbid.

ANTHONY: And that's why we have an attorney on the commission.

SCOLARI: Yes. Thank you, Commissioner. Those are --

ANTHONY: Good idea. Yes.

SCOLARI: -- excellent additions.

ANTHONY: We'll add that in there. Any other questions or comments up here? Any questions or comments down south?

LAGAN: Jill Lagan for the record. I'd like to thank Kyle for putting that calculation together. In my opinion, that is one of the toughest parts of determining the appropriateness of different sponsorships. And so, this could potentially be useful for other areas throughout the state as well. I am grateful for that insight. Thank you.

ANTHONY: Yes, so if this is approved today, spread the word. I mean, if somebody wants a \$500 sponsorship, that's great. If somebody wants \$50,000, then they can apply for what they want. But this is a good way to get Travel Nevada's logo all over the state of Nevada where it may not actually be, and people see it and then they start asking questions and start saying, well, what's Travel Nevada? And they start looking us up and just a lot more exposure. If there are no other questions or comments, I'll take a motion.

MURDOCK: Rick Murdock, for the record, I'd like to make a motion to approve the application for the NCOT Event Sponsorship Guidelines.

ANTHONY: Thank you. Is there a second?

SANTOS: Herb Santos, for the record, I'd second.

ANTHONY: Thank you. Is there any discussion or questions on the motion?

SANTOS: If I may, Lieutenant Governor. We will add the insurance thoughts on there. I mean, is that something that we should add to the motion? Thank you.

ANTHONY: We will take that into motion.

SCOLARI: Brenda Scolari for the record, we will include that.

ANTHONY: Great. Okay. Seeing no further questions or comments? All in favor signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Opposed, nay. Motion carries. Good job. Okay. Item number H, for discussion only, Public Relations Update.

BARNTHOUSE: Good afternoon, Lieutenant Governor Anthony and Commissioners for the record. I'm Tracie Barnthouse Chief Communications Officer here at Travel Nevada. I know that you receive our quarterly reports and there's a whole lot of information in those, so to make it a little bit easier to see some of the earned media coverage that we had over the last fiscal year, we put together a highlight video that we'd like to show you to highlight some of the stuff that we did. So I'll let that play.

(VIDEO PLAYED.)

BARNTHOUSE: I also wanted to highlight that we're already full speed ahead in this fiscal year. The first of 19 media that we're hosting between now and November comes into the state today. She's headed out to the Silver State Classic and Ely. That's followed by many, many other media that we're hosting. And to your point, I just wanted to mention that we do have a map that we use to make sure that we're sharing the media across the entire span of the state. We're covering all communities and towns while we're planning out those media

trips. I will open it up to any questions you might have. I also have Fahlgren Mortine on the phone as well, if there's any questions there too.

ANTHONY: All right, let's go to the south. Any questions down there? No. All right. Any questions or comments up here? Okay.

BARNTHOUSE: Thank you.

ANTHONY: Thanks for the update. Appreciate it. Okay, we are on agenda item I, for discussion only, 3D Grant Program Update.

BLOOMER: Good afternoon, commissioners, Lieutenant Governor. For the record I'm Cortney Bloomer. I'm the Destination Development Manager here at Travel Nevada. I am excited to give you an update about our 3D project. This is our destination development program. It has been going on for about a year now. I would like to recap what the 3D project is. I know many of you were here at the start of the project, but some of you are jumping in midstream, so I'm going to give you a little bit of background.

We are working on destination development across the rural areas of our state. The primary purpose of this program is to help our world destinations build their travel appeal and create good traveler experiences. In October of '22, we selected six projects from 16 applications that were submitted. We began with our first three projects that was cohort one in January, and we are wrapping those up right now.

Throughout the process, we conducted an asset inventory gap analysis. We launched a Travel Nevada 3D tourism study, which I'm going to tell you a little bit more about. We did quite a bit of data collection and analysis from different sources that we have here at Travel Nevada, including Zartico and Destination Analysts. We worked with local steering committees in each one of the communities, and we also held community wide listening sessions and meetings to get feedback from the communities at large and engage them in the development of their 3D destination plans. We conducted two site visits to each one of those places, me and our consulting team. Also we were able to, during those meetings, during those site visits, hold some in-person steering committee meetings with the steering committees to present our data, work through the development of their plans with each one of those groups, and have an opportunity to see the destinations firsthand and do some touring in each one of those spots to sort of get a feel for the appeal of each one of our Cohort One communities.

Where are we now? Right there in the development, review and approval of their 10-year destination plans. Travel Nevada is currently working with our consulting team to put together the final versions of those plans which should be out in just the next couple of weeks. We're looking forward to seeing those and sharing them with the communities. At that point they will begin their funding applications and begin doing their actual project implementation with that EDA money that Director Scolari spoke about earlier.

We are also beginning right now the Cohort Two process with our additional Cohort Two communities. That's the second set of three. They're doing their initial project meetings right now. We had a couple last week and we're looking forward to our last one with our Carson Cultural Corridor coming up very soon.

I mentioned that we conducted a tourism study. We worked with our consulting team, Carl Ribaudo from SMG Group, Mitch Nichols from Nichols Consulting, and our lead consultant Cathy Ritter from Better Destinations, to put together this survey. And then we also worked with our Research Director, Kyle, to help distribute that survey and do some analysis. I wanted to share with you some of the key insights that came out of that survey. Of the over 2000 respondents, 53 percent identified sustainability of the destination as one of their important decision points as they were planning travel. Respondents most frequently identified as road trippers, nature lovers and cultural travelers. Those were the three. This is interesting for our destinations because the three communities that we are working with, Lincoln County, white Pine County, and BlackRock High Rock, the town of Gerlach, all align closely with those three traveler personas. So that's really interesting.

Another thing that I'd like to point out is that although we had lower respondents identifying motor sports enthusiasts, which is people that like to get out and rev their engines, especially ATV users and also hunters and fishers, although they only make up about 16 percent of the total respondents to the survey, their per-visitor spend is a little bit higher. So they're also a valuable group for our destinations. They represent a nice per visitor spend, even though they're a smaller portion of the market. 50 percent of our respondents said they would be inspired to travel to stay at an historic property. 44 percent were looking for low-cost options. Other notable things that present interesting opportunities for our small rural communities are that 23 percent of respondents identified that they would be interested in unique lodgings staying in a yurt or an Airstream or tree houses. That's really interesting because that presents an opportunity for our small rural communities to put in some of these lower barrier entry type lodging options. And those are still very appealing to the types of travelers that are coming to these communities. Also, 24 percent of those respondents said that they would be interested in lodgings that offered unique experiences like stargazing tours or bike packing, which is also something that aligns well with what our rural Nevada communities have to offer. When asked how interested they would be in overnight visits to areas outside of Vegas or the Reno Tahoe region, 90 percent said that they would be interested in traveling to our rural communities if an activity that they enjoy was offered there. So definitely an opportunity for us to showcase what we have in our rural communities and increase awareness of that. Another important point that I would like to make is when the survey respondents were presented with a description of each one of our 3D project communities, each community scored 50 percent or higher as far as interest in visiting that community. What they have to offer is in alignment with what our Nevada travelers are looking for. It's very exciting.

I'd now like to provide you with a little bit of information about our Cohort One projects. As I mentioned, these projects are wrapping up right now with the production of their 10-year destination plans. I'm going to provide you with a little bit of a summary of each one of those destinations. First, I want to explain the destination plan itself. Each one of those 10-year plans is going to follow this same framework. We'll provide a little bit of an introduction and some insights about each destination. The vision that we have come up with for the destination and cooperation with the destination itself and their destination steering committee, those target audiences that have been identified for the destination. And then the actual objectives. This is the nuts and bolts of what we and our consultants are recommending for these destinations.

As far as destination development goes, those will fall into four broad categories: developing compelling products and experiences, developing visitor infrastructure, developing organizational strength, and developing promotional strength. We will also provide them with a suggested implementation timeline and how this plan will work. This section is going to give them a little bit of insight into assigning roles and responsibilities, how to operationalize some of the suggestions that are in the plan, other potential funding sources to move the plan forward and things of that nature.

Lincoln County, their vision that we came up with is that they will be recognized as a place where visitors and residents can experience the "Other Nevada." It's combined assets of outdoor adventure, western and rail heritage and Area 51 that collectively differentiate from any other place. Through investment, collaboration and public support, tourism becomes an increasingly critical part of the economic base while enhancing residents' quality of life. A great vision for Lincoln County here. I want to point out specifically their economic goal. This goal is interesting because it is in alignment with the CEDS plan that was recently developed for Lincoln County in cooperation with their Regional Development Authority and the University Center for Economic Development. And that goal in the CEDS document explains that they will quadruple annual visitation to Lincoln County and double the per visitor spend by 2030. We have aligned our economic goal with that goal. This is a big lift, but we are confident that we can make strides towards that. Currently, there are not a lot of places for people to leave their money. We are really exploring ways to support small business startups, outfitters, guide services and things of that nature, as well as some of those unique lodging experiences that I mentioned earlier. Visitor profile, road trippers. This is a great space for road trippers. We already have the Great Basin Road Trip that goes through this area as this is in alignment with Travel Nevada's already existing activities and branding. I mentioned earlier that each one of these destinations would have objectives in those four broad categories. I wanted to provide you with an example of those objectives. And this is not all the objectives that are in Lincoln County's plan. This is just a representation of their objective three broad category, which is develop organizational strength. The Lincoln County Authority of Tourism is the group that is leading this effort. We are recommending some steps that you can check out for them to strengthen their organization, secure additional funding and become a stronger driver of tourism within their region.

Friends of Black Rock High Rock. This is a project that is obviously in BlackRock High Rock region. It is being run by a non-profit organization that is primarily focused on environmental sustainability. This project has a strong focus on ecotourism. The vision for Black Rock is to evolve as a unique destination renowned for awe-inspiring natural beauty, rugged outdoor recreation, imaginative cultural experiences, and connection to the one with one of the world's most creative events. Friends of Black Rock will be a viable regional organization equipped to achieve harmony between tourism development and environmental conservation through collaboration with Burning Man, government partners, local businesses, stakeholders and residents. Tourism will drive economic benefits, enhance local quality of life, and showcase one of Nevada's must-experience places. Our vision for this project is to position the Black Rock High Rock area as a 360 destination. We all are aware of the big event that just happened up there but really we are looking at creating a year-round sustainable tourism model for this region that is really targeted towards a very specific visitor. And those are folks who enjoy these types of outdoor opportunities that are available in the region, but also who appreciate the art and

the local culture that is truly unique to Gerlach's community and also the Black Rock High Rock National Recreation Area. The example I've provided for you here of their objectives is from objective one, which is developing compelling products and experiences. There you can see an example of what those developing compelling products and experiences objectives would look like in the plan. This is just, again, one subset of the recommendations that are in their plan.

Finally, our third cohort is White Pine County. This includes Ely, Baker, McGill, Ruth and Lund. White Pine County's vision is renowned as a place where outdoor adventure, especially trail-based recreation, is paired with unexpected experiences that connect visitors and residents with stories of its communities, its culture and abundant natural lands and drives economic benefits countywide. They have also a very ambitious economic goal which is to double visitor spending by 2032. Over the next 10 years, the life of their plan, their visitor profile, is outdoor recreation lovers who also enjoy learning as they travel. If you're the kind of person who likes to go for a hike and reads all the interpreted signage along the way, like I am, you are their target market. They have a great plan in place that takes advantage of their assets like history and heritage, their diverse cultures, their geology, especially their Dark Skies, which they are renowned for and some of their other unique assets like the Bristlecone Pine trees, which can't be found in very many other places. This is an example of objective two, which is to develop visitor infrastructure. As you can see here, this example objective is about activating disused buildings in their community. This is something we saw across the board in the communities. There's a bit of disinvestment in their downtowns. There's a need for some revitalization to get some of these storefronts open. Lieutenant Governor, I'm sure from the economic development standpoint, this is something that you also deal with quite a bit. We have looked at some different strategies, and that's really what this sample objective is about. It is reactivating some of those downtown spaces to house businesses and drive economic development through tourism.

That's just a quick summary of our cohort one destinations. We will be happy to share the completed plans with you once those are ready. As I mentioned, those are in review right now. Their next steps are to receive those plans and then work with their local steering committees and with Travel Nevada to develop their funding proposal based on the recommendations that are set forth in their plans. Those proposals will be evaluated by our 3D working group and then approved by Travel Nevada and the EDA and brought to you all for your approval. Director Scolari has already mentioned the potential for an extra meeting to make that happen. The project implementation period is two years from the award date. Once we have a little bit more clarity on when those awards will be actually finalized, we will know that they're going to have two years from that point to complete those projects.

Briefly, I want to talk about the funding guidelines. Just an overview. You have these guidelines provided to you in your packet. These were developed internally in partnership with our consulting team and then were approved by the EDA. Some key points of the funding. The purpose is to spur destination development to create economic benefits, attract visitors and support the state brand. We want to demonstrate a good return on investment, both for the EDA reporting and to provide future support for destination development projects at Travel Nevada. The \$2 million will not necessarily be shared equally among the six projects. Each proposal will be evaluated and awarded based on its

merits and on a rubric that will take things into account like economic impact and sustainability of the project and things of that nature. Funding through this opportunity is available in four broad project categories: personnel staffing and contracts, tourism infrastructure, product development, and equipment.

The Cohort One anticipated award date is this November. We are slightly behind in our project timeline. Right now, we're about two weeks behind those destination plans that were supposed to be done at the end of August. We anticipate that they will be done by the end of September. At that point, the communities will be able to develop their funding plans.

The next step is we are ready and excited to welcome cohort two to the project. The Carson Cultural Corridor is a collaboration between Carson Valley, Carson City, and Virginia City to create a cultural hub that really drives cultural travelers to the region and provides additional motivation for folks to come and experience that Corridor region.

Nevada's Indian Territory, as Director Scolari already mentioned, have developed a set of itineraries that showcase the cultural resources of each of the four tribes around Nevada. They've developed some road trips around those. They'll be working with the 3D project to refine those, come up with some strategies to implement them and how they can really create a model for tourism around Native American tribes.

And finally, the Boulder City Chamber of Commerce is our last Cohort Two destination. They are going to be working on a project that ties closely with the Adventure Center concept that Travel Nevada is doing and working on bringing outfitters and tourism amenities together to support visitation in that region. They are currently in their kickoff meetings period. We're scheduling their local steering committee meetings. Their initial steering committee meetings will take place over the next month. Their site visits are going to take place initially in October.

We're excited to get to each one of those destinations and start working on helping them to refine their destination development vision and really get that moving just as we are wrapping up those Cohort One projects as well. Thank you. At this time, I'd be happy to answer any questions.

ANTHONY: Yes, I have a question. Stavros Anthony for the record. How did those six become the first six in Cohort One and Two, and then it doesn't look like you have the next four selected yet. If you could answer those two questions.

BLOOMER: Yes, absolutely. You are correct. We don't have the next round posted yet. The initial application went out last September. We did a statewide kickoff road trip visiting, I think nine communities, around the state to tell them about the 3D program and really introduce the concept. Sixteen destinations from around the state submitted applications for the program. Those were reviewed by our 3D working group. Our 3D working group is made up of representatives from several different state agencies: the Division of Outdoor Recreation, Travel Nevada, the University Center for Economic Development at UNR, Nevada Arts Council, BLM, Nevada Outdoor Business Association and SBDC. Those individuals were the selection committee for that. They reviewed each one of those applications based on a rubric that I would be happy to provide to you that I can't just

rattle off the top of my head. In the initial funding award, it was determined that we would choose six destinations, and the destination self-selected into either Cohort One or Cohort Two based on their scheduling and their readiness to begin the project. So that's how those two cohorts were initially established.

ANTHONY: So there were 10 applications that were not selected so far.

BLOOMER: Yes.

ANTHONY: And are they going to be looked at later on, or were they rejected?

BLOOMER: They were evaluated through the first, and they didn't score in the top six places. When we open the next round of applications, they will be able to reapply to potentially be selected in the next round. We don't have a timeline for that developed yet, but it will probably be in the spring of next year that application opportunity will come around for them again. During the application process, the applicants are provided with the availability to reach out to us during office hours at which time we will give them a little bit of coaching and feedback on what we're looking for and things that maybe they need to consider as they're making their plan. Those applicants that were unsuccessful in the first round certainly have a chance to apply again and can also come and get help with some feedback about what fell short in their initial application.

ANTHONY: Okay. Any questions up here? Yes. Commissioner Santos.

SANTOS: Thank you, Lieutenant Governor. Herb Santos for the record. When they're selected, do they receive the funding up front or is it paid in installments or upon completion of various benchmarks?

BLOOMER: They have not received funding yet. They've gone through an eight-month consultation process. That's the initial phase. When they're selected, they work with us and our consulting team to build these tenure destination plans that I was speaking about. That's what's wrapping up right now. They now have that funding application. So as their tenure plan wraps up, they'll be reviewing that plan and picking the things out of that plan that they want to apply for their funding. They will receive half of their award amount upfront and when their award is approved, the other half they will be able to request as they move forward through the process.

SANTOS: Thank you. Herb Santos, for the record. Are there established benchmarks that they must meet? Do we have the personnel to review and analyze it?

BLOOMER: Yes, that's me. Cortney Bloomer for the record. When they do their initial funding application, one of the things that they're required to turn in with that application is a project timeline that establishes benchmarks for their specific project. As they progress through that project, they'll be submitting quarterly reports that address how they are doing in alignment with their timeline. They may be ahead of schedule; they may have fallen behind. As is common with mini-grant processes, we'll be looking at and evaluating where they are in the process and seeing if maybe they need a little help. If they're not ready to have that next bit of funding to get subsequent monies for the project after their initial half award, they will need to turn in like requests, which will also include what they

have already spent and a rationale of why they need the additional money and what they're planning to spend it on with estimates for that work.

SANTOS: Thank you.

ANTHONY: Any other questions? Yes, sir.

LESTER: Tom Lester, for the record. I think the concept is really thought out and well done. I do have a couple comments though. One of my concerns is, is Nevada going to be tied to this project for the next 10 years to make sure that these funds are spent correctly, and the projects are going to be seen through the pilot project? It was brought up around 2021 or 22 at Rural Roundup when you first brought this out and showcased it. And it was Lincoln County. So one of my comments was, did Lincoln County follow through with the program? And needless to say, they didn't spend their funds. I'm not cutting Lincoln County out, I'm just saying, I just think that you get into some of these rural communities, and they're based on volunteers, and when the volunteers leave or people retire, things go astray. And 10 years is a long period. Is Travel Nevada going to keep these programs moving in place and make sure that the funds are spent appropriately.

BLOOMER: Thank you, Commissioner Lester. Those are good questions. Cortney Bloomer for the record. As far as the longevity of the program and sticking with it in regards to the funding, which was your initial question, the funding is for two years. This is just intended to be a jumpstart, if you will, to their destination development. We recognize, having been in these communities quite a bit, that the amount of money that is going to be infused into these communities through this opportunity is far less than what is ultimately going to be needed to transform these destinations. It's our goal to empower these communities with this initial infusion of money and with the plan, which in my opinion is actually the more valuable part of this project for these communities. They will of course be reporting to us over those two years that they are actually expending this funding beyond the two-year period. It is Travel Nevada's intention to remain with these communities, helping them and guiding them. We hope that some of the recommendations that were in the plan, and you saw when I put Lincoln County's up, that one of their specific recommendations is strengthening LCAT as an organization and devoting resources to staffing that appropriately, right? Because what you're saying is a very real concern. When you have organizations that are run by volunteers, you cannot build an industry on the backs of volunteers. So properly staffing our rural communities, whether that's through strategies around room tax allocations or tourism revenue or grant funding, however that looks in these communities. So I do hear what you're saying. We have tried to address those concerns specifically in those plans as appropriate. And yes, it is our intention to remain with our destination development communities' long term to usher them not just through the 10 years of their plan, but beyond. We want to have lifelong relationships with these communities and true partnerships.

ANTHONY: Yes, sir.

MURDOCK: Thank you. Do you advise some of these rural communities about federal funding? Do they know that they can go out and solicit not just the state funds, but I'm talking for them -- to his point, great point was you've got to have volunteers. You're in a rural community, how

do you kick start it? You guys are a piece of that but you got to have more funding than that. Is there a plan for you to educate them federally to go after their money that way?

BLOOMER: Yes. Thank you. Vice Chair Murdock. That is also a great point. To address that, we do work with our rural communities on seeking out appropriate federal grants as they come to our attention. There is an entire page of grant resources that are in alignment with destination development on our .biz page that they have access to. I add to that whenever a new one comes across my desk. We also partner them up with the Office of Federal Assistance, which is a relatively new state office, but they are really Nevada's clearinghouse for federal grants, and they recently have added a grant writer who will assist communities and organizations in Nevada with specifically writing federal grants. We're excited to make that connection to our communities, and it is our hope that by having this plan in place and this direction, it will provide some additional structure and also credibility when they are applying for federal funding as well.

ANTHONY: Any other questions up here down south? Any questions, comments? Yes, Commissioner.

LAGAN: Thank you very much. Jill Lagan for the record. Cortney, great report. My question is, do we have access to the report that you referenced, that you have the key survey insights? Can we have access to the data that came from that or even the questions?

BLOOMER: Yes, Commissioner. You can have access to the questions that were used on that survey. We have some of the data presented in a really good chart form. We don't have every question graphically represented, but I can certainly provide you with the raw data around that.

LAGAN: Thank you.

ANTHONY: Oh, okay. Any other questions from anyone?

BLOOMER: Commissioner Murdock. I'll just add in response to your question. Members of the working group also represent additional funding sources through the Governor's Office of Economic Development, the BLM, et cetera. So we're trying to bring all possible resources to the table. Yes, thanks for mentioning that.

ANTHONY: All right, thank you very much. Good job.

BLOOMER: Thank you all.

ANTHONY: Appreciate it. Item J, for discussion only, Marketing Campaign Update.

SEXTON: Good afternoon commissioners. Caroline Sexton for the record. We had a lot to present in June with our brand campaign concept, which is really exciting and we have had a lot of work in the process since then. We have been continuing our bridge campaign as well as moving into the production side of our campaign concept. *Get a Little Out There*, if you remember the campaign concept.

What I wanted to walk through today is a little bit of our plan to roll this campaign out to the public. This is something we've been calling internally our "rolling rollout." It will have three key components, starting with a soft launch here in October, which is what we had

communicated in June, and then moving later into the first part of 2024, as kind of a phase one official rollout and then another phase two rollout. I'll walk through some of that currently.

Starting here in September to October, really working on finalizing the brand guidelines. We have several constituents that utilize the Travel Nevada brand. Making sure that we have this new brand campaign really articulated in a way that's easy to digest and easy to implement amongst our internal teams, amongst our numerous agencies that we work with, our industry partners as well as any of our vendors. We're in the process with that. We will have phase one of that approved next week. And then the full brand book that includes a lot of the brand platform information that we presented in June and then more of the tactical brand guidelines of how to use the brand will be finished up a little bit later this month.

We are in the process of planning our photo and video shoot. This will be taking place from the beginning of October to mid-October. We will be going across the whole state starting in northern Nevada, working our way down south and back up and really trying to fit in a ton amidst that campaign. Those visuals will be utilized for the top level of the funnel of our brand campaign. We're really looking to inspire and really focus on that aspirational content when we're looking at our domestic outreach. We do have a very special strategy targeting our in-state residents as well. Amongst that, we also have a partnership that, if you recall from our parade media plan with the Matador Network, which is kind of a publication as well as a creative agency. They are also going to be doing a series of photo shoots for us. One will be a larger, kind of what we call a "hero video" concept, that will be taking place early next year. We'll be focusing this fall on vertical video shoots. We'll have 10 vertical video deliverables that will come from that shoot. That's really to help us launch our presence on TikTok. We have claimed our TikTok. We have been dabbling but we're really planning to roll that out officially along with the *Get a Little Out There* campaign. We're really excited about that, looking to focus that soft launch here officially in October.

Along with that, we have been working on updating our website to accommodate all the new brand updates, really focusing on a homepage redesign campaign landing pages to go along with all our paid media executions. Then really looking at universal updates that will accommodate color changes, font changes, all those types of things. Then as I mentioned, the soft campaign launch, looking at that starting October 1st, so our paid media assets will start to transition and that'll be our real soft launch.

And then we have a few things; the Nevada Day Parade, Lieutenant Governor, I know that you'll be participating in that. And we have a couple of ideas around how we can make that really powerful. Our main one here is to do a new wrap on our vehicle to encompass the *Get a Little Out There* brand. So that will kind of be a teaser to some of our local communities to see that Travel Nevada has something new coming on. We are really excited about that.

ANTHONY: You're not going to make me stand on the hood while we're going --

SEXTON: Not this time. Next year though.

ANTHONY: Okay. Because I'll kill myself. Right.

SEXTON: Along with that, we are also partnering with our PR team to look at creating some media kits to send out to local media to inform them of the new campaign that we'll be rolling out. And then with that, we also want to utilize a similar type of media kit. It'll probably be a physical box with some swag and some information in it that we'll also be sending to our industry partners so that we can really help get all our Nevada partners to understand the brand, become ambassadors for the brand, and really see what we're doing and how we're doing it. So, excited about the social media rollout that I mentioned.

Then Formula One and Super Bowl watch parties. This is something that's a little bit new that we have discussed. In addition to some of our bigger things, we have our Allegiant partnership that we've been working on for a physical activation at a few of the Raider games this year. But really capitalizing on in-state sentiment with some of those sports events that are going on for people that maybe can't afford the minimum \$5,000 ticket price to Formula One and wanting to also engage people both in the north and in the south. Really this watch party idea is something that we are exploring right now for the Super Bowl. It has been our first priority to look to have an RFP to partner with some in-state businesses, either casino resort properties and or some local businesses. Great Basin Brewery was an idea for the North and looking at a brewery down in Las Vegas area. So looking to partner with those places to then host a watch party. People can come to that. It would be branded with the *Get a Little Out There*. We'd have swag to give away. We were talking about doing the Super Bowl squares game, all of that.

There's also an out of market component for the Super Bowl watch parties as well, where some of our key target markets are looking to partner with people outside of Nevada that don't do watch parties quite the same as we do here. So looking at partnering with some bars and things like that to again send some swag to them and really capitalize on the fact that the Super Bowl is in Nevada and get people to recognize that there's more to Nevada than just Las Vegas and really capitalizing on the attention that will be on F1 and the Super Bowl surrounding those.

Our shoot is taking place in October. Post-production for that will all be complete in November, so we'll be starting to switch out some of those assets as well. This is a lot of our internal focus -- business collateral, those types of things will be tackled. And then part two of our rolling campaign launch incorporates some larger paid media activations. These are still a little in the infancy stage. We haven't nailed down exactly which ones we're going to go for, but we have a ton of ideas. One is the *Rurals in the Cities* where we kind of look at focusing in Reno and Nevada on bringing the rurals to the city to help from a DYN perspective.

We also have some specific influencers that we're looking to help us kind of carry this message. Lots of ideas there that we're still nailing down and then moving into January and June, focusing on trans creation of the campaign. So really looking at how do we bring this, *Get a Little Out There* campaign to our Latin specific audience, on a DYN perspective and really focusing on that.

And then also to our international team. We are going to be continuing with our bridge campaign through the end of this year. And then looking at launching *Get a Little Out*

There internationally in January. Then looking at updating the internal side of travel Nevada with.biz. We also have some additional partnerships and collaborations that we'll be working on. It's kind of a big, long-term picture. Just wanted to give an update on where we've been at with *Get a Little Out There*. Any questions?

ANTHONY: How about down south? Any questions or comments? Any questions or comments up here? All right. Good job.

SEXTON: Awesome. Thank you.

ANTHONY: All right, agenda K, for possible action, Brand USA Letter of Agreement.

DIAZ: Commissioners, for the record, my name is Yennifer Diaz, International Market Manager for Travel Nevada. We are here seeking authorization on behalf of the Division of Tourism to approve a letter of agreement with the Corporation travel promotion known as Brand USA. For those who may not be familiar with Brand USA, it is a District of Columbia nonprofit corporation organized and operated to grow international visitation to the United States which increases America's share of global travel trade market. Nevada Division of Tourism will be spending the funds in two phases. First phase will be applied towards TripAdvisor campaign, USA Reisen out of Germany, Hotel Beds, participation in Brand USA missions, and that would be a total of \$123,500. The second phase would be extending our Travelzoo domestic campaign internationally and then creating a destination video that can be used for trade events broadcasting. Brand USA does a great job with their content creation. This is definitely needed within the department. At this point right now, the Division of Tourism is authorized to sign \$130,000 within the budget authorization that we have. And then once the work program gets approved, that would be an additional \$140,711.47 that would be applied towards the program with Brand USA towards the programs that we have allocated with Brand USA. As mentioned, TripAdvisor would be extending our domestic campaign that was very successful into English speaking countries such as the UK, Canada, Australia. There will be some edits because as we know, some of our language doesn't translate internationally but it would just be repurposing that campaign. USA Reisen is a great operator out of Germany, and we are having a lot of increased visitation from that market, so that's why we are presenting that we should revamp our presence with that operator with creating a microsite for Nevada, providing them new assets for imaging and training of travel agents that buy from them. Hotel Beds is a great online bed bank. A lot of travel advisors buy hotel products from Hotel Beds. Nevada right now has a microsite with Hotel Beds, but it will give access to some partners that want to have sub sites on the Nevada page that currently Hotel Beds has. I know some partners requested grants to be part of that program. It will be emphasizing that campaign. Brand USA puts together lots of missions internationally so those funds would cover that registration fee that typically a distinction has to pay in order to participate in those shows. Travelzoo was also a great campaign that was done domestically that could be easily replicated internationally in English speaking markets. And again, the destination video that they do -- they would do a great job at. If you have any questions, I'm happy to answer them.

ANTHONY: Stavros Anthony, for the record. So you're asking for the Commission to approve this letter of agreement, is that correct?

DIAZ: Correct.

ANTHONY: And is the total that you're asking us to approve \$270,711 or is it the bottom \$140,711.47?

DIAZ: The 270.

ANTHONY: 270?

DIAZ: Yes, the grand total.

ANTHONY: That's what you're asking us to do.

DIAZ: Because of the work program, they are not being approved for the first round so we have to split it in two phases.

ANTHONY: Okay, great. Any questions? Mr. Vice Chair.

MURDOCK: Rick Murdock for the record. Thank you. This is international, right?

DIAZ: Yes.

MURDOCK: This is strictly international.

DIAZ: It's strictly international. Yes.

MURDOCK: Yes. And you guys have vetted that, where we get our biggest bang from all these -- obviously you've analyzed and --

DIAZ: Yes, our top markets internationally for the state of Nevada are Canada, Mexico, UK, Germany and Australia. Those are the ones that are top for the state of Nevada, because of flights, or for Australia and Germany, they have a high propensity of traveling outside of just the central main areas of Las Vegas and Reno. They like to explore rural destinations.

MURDOCK: Yes. Thank you.

DIAZ: Thanks.

ANTHONY: Yes.

LARRAGUETA: Thank you. Mike Larragueta for the record. My goal was to listen and learn today but obviously I couldn't help myself. This is a topic that's more in my wheelhouse. Yennifer, I just had some questions as it relates to this campaign. What is the Brand USA angle as it relates to the sponsorship in order to participate with all these other companies?

DIAZ: Brand USA, they're the big representatives that do the buys; they sub buys on our behalf. And then they also put in a 15 to 20 percent match onto the money that you're investing. That way it gives us more money to be able to do campaigns.

LARRAGUETA: So the partnership is with Brand USA?

DIAZ: Yes.

LARRAGUETA: And they are supporting financially as part of the co-op?

DIAZ: Correct.

LARRAGUETA: Correct?

DIAZ: Yes.

LARRAGUETA: And then again, Mike Larragueta for the record. Second question: What is the call to action on all these campaigns?

DIAZ: The call to action on the campaigns is usually either going to be driving onto our site, coming to our website, TravelNevada.com, or to the partners. For example, Hotel Beds, right? We worked closely with Aaron last year and Art was part of that. We've received reports from Aaron about bookings that were being made throughout the state of Nevada through Hotel Beds. on Travelzoo, the call to action would be directly to the Travelzoo page that we have and for TripAdvisor, we are going to the TripAdvisor page. Then we will be getting reports on engagement and analytics that they'll be sending directly to us.

LARRAGUETA: And then one last question. Mike Larragueta again, for the record. From the hotel side or from the bureau side, I'm always used to looking at performance and goals. Based on your allocation of funds, are there measurables, are there goals, or how are you determining whether these campaigns are successful or not?

DIAZ: Yes, great question. Yennifer Diaz, for the record. The measurement of goals would be to increase awareness. Mainly the Travelzoo Sand Trip Advisor campaigns would be to increase awareness. In the US Reisen and the Hotel Beds, we have the numbers from last year that we ran on that campaign. It would be, again, to see that there's an increase happening in that market, or if there's not, why is it not happening? Right? And if we're not seeing, for example, the data that we receive from Hotel Beds, if we're not seeing an increase in Canada and it's slowing down, it gives us a perspective of, "Hey, we've got to start doing some movement there. Why is it slowing down? Who is our competitor?" And it allows you to have that conversation with someone like Hotel Beds or someone like US Reisen. So yes, it's all part of the reporting that they'll have to give back.

ANTHONY: Excellent. Thank you.

SANTOS: Herb Santos, for the record. Just for a bit of history. I know that back in, I think it was 2018, we had a relationship with Brand USA because there was a trade mission to India that I went on with Lieutenant Governor Krolicki. I guess my question would be, can you provide the commission with some background? As this is a company that we've done a lot of business with in the past, right?

DIAZ: Yes, I don't exactly know the date when we started our Brand USA agreement. It's been at least ever since I've been here, we've always had Brand USA, but it's always been a buy that we do. It does fluctuate depending on the budget and what our goals are. You know, especially, it kind of feels like we're kind of starting all over with our buy to be honest, because of the pandemic, everything went quiet, right? We're starting all over with our Brand USA buy and last year we participated in the marketplace in Frankfurt. That was our first time back doing a mission with Brand USA. There will be more missions on their

calendar. So that would definitely play a part in the future. But yes, it's a partnership that we do to support the bigger picture, which is having that presence in the international market outside of, hey, we're Travel Nevada.

SANTOS: Herb Santos for the record. In looking at the past performance and bang for the buck we got when we did our partnerships with Brand USA, it's always been successful and something we've always wanted to continue. Is that fair?

DIAZ: That is fair to say, yes.

SANTOS: Okay. Thank you.

ANTHONY: Any questions down south? Yes, Commissioner.

CONTURSI: Donald Contursi, for the record. Could you please expand a little bit on the campaign for TripAdvisor on how that would work for a consumer if they're going to TripAdvisor.com? What the flow would be to lead to more travel to Nevada?

DIAZ: Yes, the TripAdvisor campaign. The details on that are yet to be negotiated but we've yet to really do consumer advertising for Travel Nevada internationally, we have always focused before on the trade market and educating travel advisors and being with tour operators. This is a safe way to start doing a partnership that would normally cost probably about double the budget and to consumers. The details would be, being part of their database, reaching out, emails, creating a landing page specific for people to be able to see and on the international level to be able to engage with the state of Nevada and what we have to offer. Currently the landing page, if you were to look at the Canada one, it's probably still okay, but on the UK and Australia side, it needs updating that needs to be done. So it's getting that new branding that we want the consumer to know of Nevada.

CONTURSI: Thank you.

ANTHONY: Any other questions down South comments? Anything else up here? Yes, Commissioner Moon.

MOON: I do have one quick question. Jane Moon for the record. Yennifer, as compared to last year or two years ago, is this a broader reach? Is this a larger budget?

DIAZ: It is a larger budget because of the consumer part of it.

MOON: Okay.

DIAZ: But it usually costs a lot more money than on the trade side with doing a campaign with an operator.

MOON: And are there any substantial new partners that Brand USA is proposing to Travel Nevada? I mean TripAdvisor has been there before. Hotel Beds has been there before.

DIAZ: It's been before, has a strategy domestically. We've never done it internationally.

MOON: Okay.

DIAZ: Yeah.

MOON: All right. Thank you.

ANTHONY: Okay, thank you. Are there any motions out there? Yes. Commissioner Moon.

MOON: Jane Moon for the record, let's give this a shot. I move that a letter of agreement with the Corporation for Travel Promotion, DBA Brand USA be approved in the amount not to exceed \$270,711.47 for fiscal year 2024.

ANTHONY: All right, I have a motion, do I have a second?

SANTOS: I second. Herb Santos for the record.

ANTHONY: All right, I have a motion and a second. Any discussion on the motion? Okay, all those in favor signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Opposed? Nay. All right, motion carries.

DIAZ: And if I can make additional comments, Tom, based on the comment that you gave earlier on the receptive side. Just so you know, Robert, for Rural Roundup, is planning a receptive pre-FAM that will be going out throughout up here to the north. More details to come on that, but that is in his plans, is to be looking at the receptive market most likely a Rural Roundup pre-FAM. You can chat with Robert about it. Yes, you're welcome.

ANTHONY: Great. Thank you. Good job.

ANTHONY: Thank you. All right, agenda item I, public comment. This is the time set aside for public comment. People have three minutes. Is there anybody in this room that would like to make any public comment? Come on up, ma'am. Please identify yourself.

KERR: Thank you, Commissioners, Lieutenant Governor. Annette Kerr, Elko County Convention and Visitors Authority. I just wanted to say thank you for coming to the east part of the state and taking at least two days to tour our area. We do appreciate that. Also, to Travel Nevada for arranging that and for having Tom on the Commission because it definitely gives a perspective and we do really appreciate the fact that there's north, south and east part of Nevada. So thank you again for visiting us.

ANTHONY: I appreciate the comments. Thank you very much. Any other comments in this room? That's okay.

DIAZ: For the record, Yennifer Diaz. I just want to make a record, no pun intended, that it really was a tough decision to be resigning my position and I'm going to miss it. But I love working with you, Jane. I love working with everybody here. I just want everyone to know that's really tough. I'm going to miss it. It's been an honor and I hope the door is open for later in the future. It's just a career move that I had to do for myself. It's been a great honor being part of the team and helping all our destinations. So very excited to see what

the new future is going to hold for a lot of the 3D projects that Cortney's leading. Thank you.

ANTHONY: Well, you're going to be a rising star, so this is one step to the next step. You're going to be going far, so thank you.

DIAZ: Yes. My goal is to be sitting where you are. So yes.

ANTHONY: Can you wait for eight years at least?

DIAZ: Not you -- maybe one of the Commissioners.

ANTHONY: Oh, I thought you meant Lieutenant Governor. I can only do two terms. After that, it's all yours.

DIAZ: Yes. Thank you everybody.

ANTHONY: Thank you. It's very nice of you. Any other public comment in this room?

SCOLARI: Brenda Scolari for the record. We do want to officially say goodbye to Yennifer, who's been such an invaluable asset to us and just such a wonderful partner to everyone. Bittersweet. She does have a wonderful opportunity and we regret that she's taking it. But we just want to thank her and wish her well in the future. Thank you.

ANTHONY: Great.

LESTER: Tom Lester, for the record. I'd like to add to that. I've had the pleasure of working with Yennifer for the past seven plus years. I have to tell you, I've traveled with her on numerous different occasions, fam tours, different trade shows and things like that. And she's always a ray of sunshine. She always puts on a smile. She always puts on the best Travel Nevada that you could ask for. I just want to say you're truly going to be missed. I am happy for your new endeavors and wherever they may lead but you'll definitely be missed with travel Nevada. Thank you.

ANTHONY: Thank you. Any other public comment in this room? Any public comment down south? Nobody's down there. Okay. Any other public comment?

BENOIT: Kelly Benoit for the record. No public comment at this time.

ANTHONY: Thank you. All right, I'll close public comment and do I have a motion to adjourn?

MURDOCK: Rick Murdock for the record, I'd like to make a motion to adjourn. Do I have a second?

SANTOS: Herb Santos for the record, I second.

ANTHONY: Do I have a third? No. Okay. All those in favor signify by saying aye.

MULTIPLE: Aye.

ANTHONY: Opposed nay. Motion carries. Thank you everyone for making Nevada a great place to vacation and tour.

[meeting adjourned 1:42PM]

DRAFT