

FINAL

**MINUTES OF THE MEETING
NEVADA COMMISSION ON TOURISM**

MONDAY, DECEMBER 11, 2023

The Nevada Commission on Tourism was called to order by Lieutenant Governor Stavros Anthony at 1 p.m. on Monday, December 11, 2023, in Room 200 of the Paul Laxalt Building, located at 401 N. Carson Street, Carson City, Nevada. Copies of the minutes, including the Agenda [[Exhibit A](#)] and other substantive exhibits, are available and on file with the Department of Tourism and Cultural Affairs and on Travel Nevada's website at www.travelnevada.biz/publicmeetings.

COMMISSIONERS PRESENT:

Lieutenant Governor Stavros Anthony (Chair)
Commissioner Tom Lester
Commissioner Herb Santos
Commissioner Mendy Elliott
Commissioner Jill Lagan, via teleconference from Las Vegas
Commissioner Donald Contursi, via teleconference from Las Vegas
Commissioner Rafael Villanueva,
Commissioner Mike Larragueta, via telephone
Commissioner Fletch Brunelle, *designee*, via teleconference from Las Vegas

COMMISSIONERS ABSENT:

Commissioner Jane Moon (Excused)
Commissioner Rick Murdock (Excused)

STAFF MEMBERS PRESENT:

Brenda Scolari, Director, Department of Tourism and Cultural Affairs
Kelly Benoit, Executive Assistant, Department of Tourism and Cultural Affairs
Angie Mathiesen, Finance Director, Department of Tourism and Cultural Affairs
Nicole Orsua, Chief Industrial Development Officer, Travel Nevada
Caroline Sexton, Chief Marketing Officer, Travel Nevada
M.E. Kawchack, Deputy Director, Department of Tourism and Cultural Affairs
Kyle Shulz, Research Director, Department of Tourism and Cultural Affairs
Garbriel Mortensen, Research Analyst, Travel Nevada
Connor Schmitz, Administrative Assistant, Travel Nevada
Tracie Barnthouse, Chief Public Relations Officer, Travel Nevada

OTHERS PRESENT:

B.C LeDoux, Partner and Chief Creative Officer, Noble Studios (speaking)
Jarrod Lopiccolo, Noble Studios
Jeff Deikis, Noble Studios
Mandi Elliott, Executive Director, Nevada Outdoor Business Coalition (speaking)
Lynn Goya, County Clerk, Clark County (speaking)
Sarah Johnson, Office of the Lieutenant Governor
Jim Hindle, Storey County
Miguel, Carson City



Sylvia Yasumoto, Carson City

Lieutenant Governor Anthony:

Good morning, everyone. This is Stavros Anthony, Lieutenant Governor. I would like to call the Nevada Commission on Tourism public meeting to order. If we could do the roll call, please.

Kelly Benoit, Executive Assistant, Department of Tourism and Cultural Affairs:

First, I would like to state that the meeting has been noticed and properly posted. [Role was called.] Commissioners Moon and Murdock are absent excused. A quorum is present. Before moving on, I 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.

Lieutenant Governor Anthony:

Thank you. Now we will go to **Agenda Item B, Public Comment.**

This is time set aside for the public to make any comments they would like to make concerning a specific agenda item that we have here today. There are three minutes allotted for each public comment. As Kelly Benoit mentioned, you may participate by audioconference using the phone number on the agenda.

Does anybody in this room want to make any public comments? [There was no one.] Anybody in the south wanting to make a public comment? [There was no one.] Anybody else in the universe want to make a public comment? [There was no one.]

Kelly Benoit:

No public comment at this time.

Lieutenant Governor Anthony:

Moving on to **Agenda Item C, for possible action, the Approval of the Minutes.**

Are there any questions or comments about the September 13th, 2023, minutes [\[Exhibit B\]](#)? [There were none.] Any questions in Las Vegas about the minutes? [There were none.]

All right, do I have a motion to approve the minutes?

Commissioner Santos:

Motion to approve.

Lieutenant Governor Anthony:

Could you identify yourself?

Commissioner Santos:

Herb Santos, for the record. I move to approve the minutes.

Lieutenant Governor Anthony:

Okay. Is there a second?



Commissioner Lester:

I will second it.

Lieutenant Governor Anthony:

Okay. Any comments on the motion? [There were none.] All those in favor signify by saying aye.

COMMISSIONER SANTOS MADE A MOTION TO APPROVE THE MINUTES FROM THE NEVADA COMMISSION ON TOURISM MEETING ON SEPTEMBER 13, 2023.

COMMISSIONER LESTER SECONDED THE MOTION.

COMMISSIONERS BRUNELLE, CONTRUSI, ELLIOTT, LAGAN, LARRAGUETA, LESTER, SANTOS, AND VILLANUEVA VOTED TO APPROVE THE MOTION.

COMMISSIONERS MOON AND MURDOCK ARE ABSENT EXCUSED.

MOTION PASSES.

Lieutenant Governor Anthony:

Against, nay? [There were none.] All right. Motion carries. The minutes are approved.

We will now move on to **Agenda Item D, for discussion only, Opening Remarks.**

First, I want to welcome our newest commissioner to the Nevada Commission on Tourism, Mendy Elliott. Congratulations on getting appointed by Governor Lombardo and thank you for being here. We are glad to have you with us. I want to give you an opportunity to introduce yourself and tell everybody why you are here.

Commissioner Mendy Elliott:

Thank you, Lieutenant Governor Anthony. For the record, Mendy Elliott. My background—30 years with Wells Fargo, First Interstate Northwest Bank. I was a Senior Vice President then. During that timeframe, I was also the chairman of the Reno Sparks Convention and Visitors Authority (RSCVA), where I oversaw the Finance Committee. My background is obviously fiscal, and hopefully I can help the Commission in that vein. I also served as the director of the Department of Business and Industry, as well as deputy chief of staff to Governor Jim Gibbons. Now, I am a consultant and travel around the state. I love everything about Nevada, and everything the Commission is doing. It is a pleasure to be here.

Lieutenant Governor Anthony:

Thank you. I am glad you are here. First of all, welcome everybody. Thanks for being here. We have a great agenda today, a lot of good stuff to talk about. It has been a busy six months for us. The Department of Tourism and Cultural Affairs (DTCA) has been doing an outstanding job representing the State of Nevada. To begin, I want to give you an idea of what I have been doing since our last Commission meeting.

I spoke at the opening ceremonies of the last Reno Air Races. We will see where they end up, but it was a very nice event. I went to Germany with fellow lieutenant governors to talk about tourism and economic development. What I can tell you is, the one thing about Germans—and Elko will be interested in this—they love cowboys, baby. So, we talked to Germans about coming out here, being cowboys, and spending their money. It was great. I went with Travel Nevada to Mexico City and had a very productive time there. I took a Great Basin Highway road trip, which included stops in Caliente, Pioche, Ely, and Baker. We went

to Great Basin National Park and toured the Lehman Caves. I stayed in Ely and saw the Ring of Fire, which was absolutely phenomenal. I mean, it was unbelievable. All those places are great tourist destinations. They appreciate everything Travel Nevada does for them, and we are going to continue to support them.

I participated in a Travel Nevada outdoor recreation panel discussion up in Lake Tahoe. I met with the South Lake Tahoe Alliance of Resorts Board to talk about tourism around Lake Tahoe. I toured the site of the Boulder City Adventure Center with Jill Lagan. It is going to be a great location for this Adventure Center. Jill is already going one hundred percent, making sure it is going to be a great place for our visitors to start their outdoor recreation. I took a tour of quite a few parks in Lincoln County, and also went through Yerington, Gardnerville, Minden, and Dayton.

One of the interesting things about my trip to Dayton is that I met with a couple of big ranchers out there, and they are very interested in agriculture tourism. They think it can be really big for northern Nevada. They are not sure exactly how it is going to look, but it is being done elsewhere. I am going to put this in your court to do a little bit of research on agriculture tourism. They mentioned there may be some state laws that need to be updated or revamped, but they think this could be a big industry for ranchers and agriculture folks, especially in Northern Nevada. Let us do some research on that and put it on an agenda next year—to have a robust discussion on what agriculture tourism looks like and how we, as the Commission, can help facilitate that in Nevada.

I represented Travel Nevada at the Nevada Day Parade. We had the SUV out there with the Travel Nevada sign on it. I do not know where all these people came from, but they must have come from all over the country because there were a lot of people here in Carson City for that parade. I toured the National Bowling Stadium with Rick Murdock in Reno, which is a phenomenal operation.

Finally, I met with a gentleman concerning astronomy tourism. His name Jonathan Boarini. He is the chair of the Department of Media Technologies, and teaches graphic design, at the College of Southern Nevada; and he is also the Nevada Advocate for International Dark Sky Association. He showed me a map of the United States and probably the darkest area in the United States is Nevada. He said astronomy tourism is a big deal.

People from all over the world want to come to dark sky places, and he said Nevada is right in the center of it. He mentioned how Travel Nevada does a great job promoting astronomy tourism. He is really happy with what we are doing. He thinks that the locations where we can have dark sky destinations need to be uplifted a little bit—organized a little bit more—regarding being a certified dark sky location, where there are some regulations that you can put into place that make the experience even better. These locations go into registries where people can look up where to go for dark skies. I know we have previously talked about dark skies here, but he thinks that we can really up the location sites to attract a lot of folks to come to Nevada by increasing the number of dark sky tourist destinations. So, let us have an agenda item in the future about astronomy tourism to see what kind of ideas we can get from the Commission about how we can increase our tourism visitation. I got all kinds of notes here, but I am not going to go into all of it. We spent about an hour talking about really fascinating stuff. That is all I have for my welcoming remarks.

Moving on, we will now go to **Agenda Item E, for possible action, the Director's Report.**

Brenda Scolari, Director, Department of Tourism and Cultural Affairs:

Thank you, Lieutenant Governor. Welcome everyone, and happy holidays. I want to first personally welcome Commissioner Elliott to the Commission. We met and she undoubtedly will bring incredible value to the Commission and to statewide tourism. Lieutenant Governor, I do want to say that we have an

incredible amount of astro-tourism content on the site already and can absolutely report on all those activities. Additionally, we also have some wonderful examples of agritourism already in the state.

I have a number of housekeeping items. I have a short list here, but I want to begin by introducing some of our new Travel Nevada staff. Namely, Chief Industry Development Officer Nicole Orsua, who has an amazing wealth of industry and destination stewardship experience and has already become an invaluable part of the team in such a short amount of time. I will now ask Nicole to say hello.

Lieutenant Governor Anthony:

Sure.

Nicole Orsua, Chief Industrial Development Officer, Travel Nevada:

Thank you, Brenda. For the record, this is Nicole Orsua. This is my first Commission meeting. I am excited to meet you all for the first time and participate. I am coming up on three months here with Travel Nevada, and it has been a wonderful experience working with everyone we have on board. There are a lot of bright and exciting things in our future, and I am very excited to be part of this team.

Lieutenant Governor Anthony:

Welcome.

Brenda Scolari:

Thank you, Nicole. I also want to introduce Connor Schmitz, who joins us today. This is his first day as the administrative assistant for Travel Nevada. Welcome, Connor. I also want to report that we are very close to completing our selection for the CEO for the Division of Tourism. As you know, this is a new position which was created last legislative session, and that person will not only compliment the leadership team but give focus and dedicate themselves to Travel Nevada. We shared the finalists with the Lieutenant Governor and are now in consultation. We look forward to making an announcement before the holidays. We will then schedule meetings with the CEO and the commissioners as soon as your calendars will allow.

I also want to note—it was mentioned in the roll call, but I want to inform you—that Commissioner Hill has designated Fletch Brunelle, who is present today in the Las Vegas office. He is the vice president of marketing for the Las Vegas Convention and Visitors Authority (LVCVA). He is also the chair of the Commission's Marketing Subcommittee. Moving forward, he will be a voting member of this body. Welcome, Fletch. Do you want to say anything?

Commissioner Brunelle:

It is a pleasure to join the group. Thank you for the welcome, Brenda.

Brenda Scolari:

You are welcome, and you have been doing such incredible work through the Marketing Subcommittee already. I could go on and on about that. I also want to update you about our Adventure Center projects that the Lieutenant Governor mentioned. Jill Lagan is one of our stalwart local partners regarding the Boulder City Adventure Center. We will soon finalize the design documents on both Adventure Center locations, with our chosen architect, LGA, a Las Vegas based architectural and engineering firm. I plan to add this item to our special meeting in January, so I can go over design and operational elements with you. Both facilities are slated to begin construction in January 2025. This is the final step before they do construction documents, and then go out to bid for construction. It is all really happening, and we are very excited about it, but I want to bring the Commission up to speed next month.

I also want to let you know that the NCOT event sponsorship funding we approved this year is now officially online. It is available on travelnevada.biz/eventssponsorship. It is on the program's menu. Commissioner Santos, we did add the liability language to that application, so please take a look at that if you have any input or suggestions that can evolve as we go. But we are officially in the event sponsorship business.

Through an oversight on my part, we did not put the approval of the strategic plan on the September agenda. Having not given you enough time prior to the June meeting, I allowed your review and input time over the summer, and then we never officially approved it. I will now formally request approval of the Fiscal Year 2024 Strategic Plan [[Exhibit C](#)], as Travel Nevada's guiding document through the biennium. It is in your packet, and you have had it to review since June. I am still happy to answer any questions. And if not, I ask for approval today.

Lieutenant Governor Anthony:

That is it?

Brenda Scolari:

That is it for now. I do want to still go over the Quarterly Report [[Exhibit D](#)]
—or do you want to wait until the end to take a vote on the Strategic Plan?

Lieutenant Governor Anthony:

We will do this agenda item first. And then, we will—you are talking about the budget?

Brenda Scolari:

How about this? I will complete the Quarterly Report, and then we will—

Lieutenant Governor Anthony:

Whatever you have under Agenda Item E, Director's Report, we will do that first.

Brenda Scolari:

Okay.

Lieutenant Governor Anthony:

So, whatever you have left on that.

Brenda Scolari:

Sounds great. This is your Quarterly Report [[Exhibit D](#)], which covers the time period from July through September. We always report on the quarter prior to the meeting. As usual, there is an executive summary, which calls out some of the highlights related to the programmatic work and the activity. However, I thought I would use the report itself to look at some of these, especially since we have this awesome new PowerPoint template as part of our rebranding.

I want to stop and remind you that the marketing team produces an entire publication every three months, the Nevada Magazine and Visitors Guide. We have the Winter edition in front of you today, but we have already produced two issues this fiscal year. The 3D team, led by Cortney Bloomer, spent a great deal of time with our awardees in cohort one. We have six total awardees. We are working with three of them at a time with the 3D team, along with the consultant chosen to facilitate the workshops and the onsite visits. They did much of that during this time period, which culminated with a ten-year destination plan, which will be a part of the package you review next month at the special meeting to make the funding award.

Those funding awards will advance the elements of the plan identified by the applicant that will further bridge the delta that they have with any tourism infrastructure gaps in their communities.

The Industry Development team does a great deal of work. This is just another reminder that they meet with each of our territory committees each quarter. This is a list of the committees they met with. All but the Nevada Indian Territory met during this timeframe. Additionally, the Industry Development team, of course, attends industry conferences to engage, and as a measure of outreach, try to be on the agenda themselves as often as possible. For instance, I presented at ESTO [US Travel Association's Educational Seminar for Travel Organizations] on a panel about destination development. Discover Your Nevada campaign, which is of course focused on Nevada residents—the Lieutenant Governor mentioned some of this, but we have been using the Lieutenant Governor's boundless energy to explore the itineraries along our branded road trips. In this timeframe, with the help of Commissioner Lester, he explored the Cowboy Corridor and was in parades. It is such a long list of the things that he does—

Lieutenant Governor Anthony:

And my next trip is the 39th Annual Cowboy Poetry Gathering in Elko. I will be doing that as my next—not really a corridor—but it is a five-day trip, so I am looking forward to that.

Brenda Scolari:

Very good. I do want to go over some of our paid social lead generation through social advertising. We garner a great deal of engagement with our newsletter and the Visitors Guide. Now, through these new campaign ad placements and those engagements, a little further down the funnel become partner referrals, which is one of our prioritized missions. We are up 41 percent, year-over-year, on travelnevada.com with partner referrals; which amounts to over 33,000 partner referrals in a year. This earned media slide is a snapshot of the percentage of goals identified in our key performance indicators (KPIs). I thought this was just a good reminder that we are tracking our KPIs constantly, and those ladder back up to the programs identified in the strategic plan. The gold, on the bottom right there, in which we engage or plan, prioritize, engaging 40 of the top 100 media contacts in person or via dedicated interactions, that is 25 percent; which is an example of us tracking exactly where we should be in Q1.

The Industry Development team also partnered with the LVCVA and the RSCVA on a Pacific Northwest mission, in which they met with 140 travel agents and tour operators, with seven other Nevada partners. As the Lieutenant Governor already mentioned, one of our big successes was the mission to Mexico City for our international team. With the assistance of Commissioner Villanueva, we met with forty-nine travel trade professionals and over a dozen media outlets. The Lieutenant Governor and I met with Air Mexico. We nearly broke the Lieutenant Governor's voice box, he gave so many interviews in an afternoon, including a live segment on CNN Mexico.

Overall, it was incredibly successful thanks to the public relations team. Thanks to Tracie Barnthouse and Commissioner Villanueva, of course, and the GMS Global team, for our representation in Mexico. Another trade show mission was our joining of the LVCVA mission to Western Canada, in which they met with 250 tour operators. I thought this was another mirror of what we do domestically, to remind you that we do task our representation with the same kind of KPI tracking. In this case, the Lieutenant Governor probably accomplished the goal of engaging ten top media outlets in that single afternoon. And that is it. I just thought I would go through some of the items that I thought were salient and good reminders, at this point in time. I am happy to answer any questions.

Lieutenant Governor Anthony:

Great. Thank you. Great report. Let us go to the south. We will start with the quarterly report. Are there any questions or comments in the south about the quarterly report? If there are, just go ahead and pipe in. [There were none.] Seeing none, are there any questions or comments up here about the quarterly report? Yes?

Commissioner Elliott:

On page 31, you talk about the number of referrals. Do we have any way to track what the closures are on those referrals? I know it is hotels and lodging. I am just curious if there is data on the click throughs. There are 33,150, all partner referrals. Do we have any idea what the closure rate might be?

Brenda Scolari:

I believe we garner closure through our interaction with partners through the territories. You might call that anecdotal, but they get support from us through our marketing and those partner referrals. We know they get to our partner sites. So, we do carry it that far.

Commissioner Elliott:

But we do not know if there are actual closures on those referrals? I was just curious. When I was looking at the report, it was one of the questions—if there is any way to track that actual closure, that it turned into a hotel night or lodging. And maybe we do not.

Brenda Scolari:

We do, through some of our rolling reports. We do quarterly reports on the breakdown, within counties, of lodging and visitor spending. So, we do, in a roundabout way. Travel Nevada's Chief Marketing Officer Caroline Sexton will address your question.

Caroline Sexton, Chief Marketing Officer, Travel Nevada:

Our partner referrals are kind of a general bucket that track numerous things. When it comes to some of our smaller cities and destinations, a partner referral might be a click from our website to a restaurant. It might be a click from our website to a business location, so it is not only just lodging. Throughout the entire state, lodging is tracked through numerous different ways; some of our partners use Expedia, some of them have their own properties. There is no way for our website to track that full conversion, to see if it actually translated into a stay or a lodging stay. When we look at partner referrals, it is really our information getting them to the partner's information—so, really looking at more broadly social media, their websites, their city websites.

Commissioner Elliott:

It is basically just a click through. So, we do not know if there is an actual reservation or restaurant, or—and that is fine.

Caroline Sexton:

Yes, yes, and yes.

Commissioner Elliott:

I was just curious. When I was looking at the number of clicks, I thought, is there a way to track, from a fiduciary standpoint, what we are actually providing to whatever jurisdiction it goes to. That is fine. I was just curious.



Caroline Sexton:

Yes, I just wanted to clarify.

Commissioner Elliott:

Thank you so much.

Caroline Sexton:

Yes, it is a bit broader than just lodging. Across the board, we do track for all those click throughs.

Commissioner Elliott:

Thank you.

Caroline Sexton:

Thank you.

Lieutenant Governor Anthony:

Good?

Commissioner Elliott:

Yes.

Lieutenant Governor Anthony:

Yes, Commissioner Santos?

Commissioner Santos:

Thank you, Lieutenant Governor. I am really excited that we are getting back into the international market, after everything that happened with COVID in 2020. Looking at the countries that are listed—unless I missed it—before 2020, India was becoming the second largest potential market of visitors into the United States—looking at the amount of money they would spend, the length of stays that they would stay. Are we talking with India about creating those relationships all over again, like with what we are doing in Australia and in Europe?

Brenda Scolari:

Yes, absolutely. We are continually monitoring their interest. I would defer to Nicole Orsua on this matter. Go ahead, Nicole.

Nicole Orsua:

Thank you. I am currently in the process of hiring two additional people for my team. Part of that is a person who really will be dialed into the international market. Once we have that manpower, they are going to focus on those core markets that we have now, which will allow me to start engaging and monitoring what is happening in emerging markets. Because you are correct, prior to COVID, we were in the BRIC countries; Brazil, Russia, China, and India, were really some of the ones that the tourism industry was keeping their eyes on. Post-COVID, some of that has changed and some of it has not. That is where I will start monitoring where we need to start dipping our toes back into the water in certain areas, as well as what is allowed with our manpower for our team.

Lieutenant Governor Anthony:

Thanks. One thing I want to mention is the Nevada Magazine and Visitors Guide. I mean, I would put this magazine up against any travel magazine in the country. This is a first-class operation. It is absolutely

wonderful. If you happen to notice, my first article is in this edition right there. I am going to have one in every single edition. When this is being written, I am representing the Nevada Tourism Commission. So, if any commissioners think I should add or stress anything when I write this, please get ahold of me—because I am representing all of you, I want to make sure I am speaking on behalf of the entire Commission. I know we talk about social media a lot, but there are still a lot of people that like to have this in their hands to read. I am very happy that we are doing this, and it is such a great operation. How many of these do we actually print and distribute?

Brenda Scolari:

It is about 200,000 annually.

Lieutenant Governor Anthony:

Okay.

Brenda Scolari:

That changes because we will print more if requested.

Lieutenant Governor Anthony:

Okay. And do we print 200,000, primarily because that is what our budget is, or that is what we think people will actually take?

Brenda Scolari:

It is a combination of both. We have subscribers and then we are also delivering those to prominent visitor locations. Our printed collateral is distributed throughout the state.

Lieutenant Governor Anthony:

Okay. So once people see my article in here and we get another 100,000 that want to order this, we can handle that?

Brenda Scolari:

Well, at that point, I think it is a matter of budget.

Lieutenant Governor Anthony:

Okay. All right.

Brenda Scolari:

But we can accommodate most requests.

Lieutenant Governor Anthony:

All right. Very good. Thank you for that report. We will now move on to the Travel Nevada Strategic Plan FY24 [[Exhibit C](#)], which is an action item.

Are there any questions or comments about the strategic plan in the south? [There were none.] Any questions or comments about the strategic plan? [There were none.] None? Okay. Any questions or comments, up here, about the strategic plan? [There were none.]

Do I have a motion to approve the Travel Nevada Strategic Plan FY24?

COMMISSIONER ELLIOTT MADE A MOTION TO APPROVE THE FISCAL YEAR 2024 STRATEGIC PLAN.

COMMISSIONER LESTER SECONDED THE MOTION.

COMMISSIONERS BRUNELLE, CONTRUSI, ELLIOTT, LAGAN, LARRAGUETA, LESTER, SANTOS, AND VILLANUEVA VOTED TO APPROVE THE MINUTES.

COMMISSIONERS MOON AND MURDOCK ARE ABSENT EXCUSED.

MOTION PASSES.

Commissioner Elliott:

Commissioner Elliot, for the record. I move to approve the Fiscal Year 2024 Strategic Plan.

Lieutenant Governor Anthony:

Thank you. Do I have a second?

Commissioner Lester:

Commissioner Tom Lester. I will second that.

Lieutenant Governor Anthony:

All right. Any questions or comments on the motion? [There were none.] Seeing none, those in favor signify by saying aye.

Commissioners Brunelle, Contrusi, Elliott, Lagan, Larragueta, Lester, Santos, and Villanueva:

Aye.

Lieutenant Governor Anthony:

Opposed, nay? [There were none.] All right. Motion carries. Your strategic plan has been approved. Anything else in the Director's report?

Brenda Scolari:

No, there is not.

Lieutenant Governor Anthony:

All right. We will now move on to **Agenda Item F, for discussion only, the Budget Report.**

Brenda Scolari:

Thank you, Lieutenant Governor. I am going to walk through the budget report. I have our Finance Director, Angie Mathiesen, here with me to field any questions. This is our actual budget spending versus our authority in all these categories [[Exhibit E](#)]. Our total budget authority at this time is \$27.8 million. Our revenue, to date, is \$8.9 million, which reflects lodging tax collected. Then of course, our line item, category 31 is the specific marketing spending. As you can see, this is a comparison of the last two years [[Exhibit F](#)]. The category 31 specific marketing category spending of \$14.6 million. Our total expenditure to date is \$3.3 million, which is tracking a little higher than it has the past two years. And we have remaining available funds of \$11.3 million. I can field any questions. This is just the usual budget category review.

Lieutenant Governor Anthony:

Okay. Any questions from the Commission? Yes?

Commissioner Santos:

What is the section that is redacted [[Exhibit F](#)]? What is that? Why was that redacted?

Angie Mathiesen, Finance Director, Department of Tourism and Cultural Affairs:

On this sheet here—the two black boxes—those would have been the remaining balance. We are only showing the remaining balance in the current fiscal year, not in the past. That is why they are blacked out. If that is something that you would want to see, I can change that and show what the remaining balance would have been in those fiscal years at that time.

Commissioner Santos:

When I am looking at year to date, FY '23 and '22, it says percent of money spent. There was a nine and an eleven. Are those the numbers for the entire year?

Angie Mathiesen:

No, this is just as of November 30th; not the entire year.

Commissioner Santos:

All right. Is it fair to understand that, for each of those years we spent all the money, or close to it?

Angie Mathiesen:

Close to it.

Commissioner Santos:

Okay. Thank you.

Angie Mathiesen:

Is that something that you would want to see moving forward—what the remaining balance would have been in those fiscal years, at that same time?

Commissioner Santos:

When I see something redacted on a budget, it creates a question.

Angie Mathiesen:

Right.

Commissioner Santos:

To avoid a question, I think it makes sense to have it on there. This may be due to COVID, but only spending 9 percent in the first quarter of FY23 and 11 percent in FY22, and this fiscal year, we have spent 23 percent; it is a little bit different. Is there a significance as to why we spent more in the first quarter than we did the other two quarters? Does that put us at risk of not having enough money for this year? So, those are the type of questions that would come into play.

Commissioner Elliott:

Now that was going to be my question, as well, because I was looking at the run rate, based on the two previous years. And I saw that the marketing expenditure this year is \$1.9 million, versus \$813,889 in FY23,

and then \$1,010,856 in FY 22—during those two previous first quarters—because we are just looking at the snapshot of the quarter.

My question, from a run rate perspective, what does it look like for the rest of the year? And what did it look like at the end of the two previous fiscal years? Did we spend all our funds? Is it tracking the same? It is difficult to actually visualize what the various categories are going to look like for the year. I am used to seeing the budget for the year and how we are tracking to what is remaining in those various GLs. Does that make sense?

Angie Mathiesen:

I can definitely put that together in more detail, if that were something that you would want to see.

Commissioner Elliott:

I think it would be helpful for us to actually see how we are tracking, based on the full year budget versus the first quarter, second quarter, and year to date. I know it is a little extra work and a few more columns on here, but it would be appreciated.

Angie Mathiesen:

Do you want to see it down to the GL level, or just category?

Commissioner Elliott:

No, I think it is categories.

Angie Mathiesen:

Okay.

Commissioner Elliott:

If I have a question about the GL, I could certainly take that offline. I am not going to get that granular. It would be helpful for us as we look at planning, look at approving whatever the contracts might be, especially from a marketing perspective, so that we know what we have left, even.

Angie Mathiesen:

Perfect.

Commissioner Elliott:

Thank you.

Lieutenant Governor Anthony:

Good. We can do that.

Commissioner Elliott:

Thank you.

Lieutenant Governor Anthony:

Okay. Great. Excellent. Go ahead.

Commissioner Santos:

I know that in the first terms of my time as a commissioner, we would look at a lot more of the budget than this category 31. And I know there were some suggested changes right before I left the commission. Did

anything change during that period of time? Or do we still, as the Commission, review the entire budget and provide thoughts and guidance on the various other categories that we have? Did something change while I was gone, to where we are only at category 31?

Brenda Scolari:

No. It is the entire Budget Account 1522 that the Commission oversees. So, category 31 is simply the breakdown of the more programmatic spending that is reflected in the strategic plan. The rest of it, as you can see, are some grant categories. You, of course, oversee those. There are some revenues and expenditure related to the adventure centers, to the statewide Economic Development Administration [EDA] grants. Many of the things we report on here that the Commission oversees are in this category, which reflects our overall legislative authority versus the spending that we bring to you to approve. We could certainly work on a better way to reflect how we are presenting it.

Commissioner Santos:

I guess in looking at the expenditures, there may be some things which we probably would not pay too much attention to, in terms of the things that you folks handle. However, for some of these other items, having this breakdown just to make sure that we are still on track with our spending for the entire year and making whatever benchmarks we have to make, et cetera, as opposed to just having category 31. It might be helpful to have the other categories, too, with the breakdown. I am not sure if the other commissioners feel that would be helpful. I know it may require a little more work from you folks but hopefully, it is—like with QuickBooks—just pushing a button on the computer.

Angie Mathiesen:

I can definitely combine these two documents and show the same information for every category, like we are trying to show for 31 so that you can see the comparison for the past couple fiscal years in all the categories, if that is helpful.

Commissioner Santos:

Thank you. That would be great.

Commissioner Elliott:

I do have a question. On category 31, under your expenditures on this report, it says \$3.4 million, and on this report, it says \$3.3 million. Is it a timing issue? It is \$3,385,020.83. And on this one, category 31 says, \$3,413,532 million. I am just curious.

Angie Mathiesen:

Yes, it was more than likely a timing issue when I pulled the figures out of Dawn. I believe I did the smaller one first, in the blue. And then some things had cleared when I did the other one. I apologize. I should have caught that.

Commissioner Elliott:

Thank you. I am watching.

Lieutenant Governor Anthony:

No, that is good. That is what we should be doing. Why don't you work with Commissioner Elliott and Santos about massaging this for the next Commission meeting, and getting their excellent input to get a better light on this stuff? Great. Thank you for doing that.

Any other questions or comments on the budget? [There were none.]

We will now move on to **Agenda Item G, for possible action, Upcoming 2024 Requests for Proposals.**

Brenda Scolari:

Thank you, Lieutenant Governor. I need to begin by asking that we strike Item G from the agenda. That particular contract for distribution of printed collateral, we were able to extend. We will be bringing that to the Commission later in 2024.

I want to request your approval of the contract limits and scope of a Request for Proposal (RFP) for the Governor's Tourism Conference, which, as you know, five years ago used to be an annual event [[Exhibit G](#)]. We stopped doing it during the pandemic. I know the Governor, the Lieutenant Governor, and the Commission have great interest in restarting this educational conference for the industry. In order to contract with a property, an event host, we will need to go out for this RFP. We are suggesting in it that the conference date is November 19th.

We have a breakdown of the agenda. This is essentially a day and a half of activity. We would start with a reception on the 18th, and then proceed with breakfast and some sessions throughout the day. With a general session, of course, we will have some good food along the way, some breakouts, and then end with an awards dinner in the evening. I think many of you were around in the days when this was a central feature of the Tourism Commission. To resurrect it now, I think would be very meaningful.

We are guessing at the amount but would like to set the limits at \$300,000 for the contract. We do not have to spend that but that will depend on how many properties respond to the RFP. We may be asking for some help from our colleagues in Las Vegas to make that happen. Today, I do seek your approval to proceed with the Division of Purchasing to pursue this RFP at these spending limits.

Lieutenant Governor Anthony:

Why don't you start with what the purpose of the Governor's Conference on Tourism is historically? What is the reason for putting this on? I mean, I definitely want to do this, but give us a background. I would also like to hear from the Commission about some ideas, or input from everyone on what they would like to see, as well as the reason for putting this conference on. What is it that we want to get out of it?

Brenda Scolari:

I think the theme has changed and the emphasis has been different over time. I know in 2018, its focus was international, so it was the Global Tourism Summit. And we really looked at our engagement in international markets and had representation and journalists and tour operators from those markets attend, so that our local tourism partners could meet them and engage with them in a way that they probably could not otherwise. So that was very meaningful. And then it had a variety of other content. But I think that was the emphasis. This one we envision as more of an industry event. Las Vegas and Reno are such transitional places. We could have so much content related to the future of tourism and our place in the West, as a global destination.

Lieutenant Governor Anthony:

Okay. How about some comments from the Commission on what you would like to see in this Governor's Conference on Tourism? Because the ideas that we come up with are going to have an impact on what the budget is before we approve the budget. Commissioner Santos?

Commissioner Santos:

First, I want to say that the summits that I went to were incredible. The one thing that I thought was second to none was the marketplace, where we had the tour operators from all over the United States, and the world, coming and sitting down with all different vendors here from Nevada, and basically buying whatever they wanted to buy—weekends, and things like that. I do not see that that is on here. But I think that maybe it is because you said it was more of a different type of program this time.

However, when you think about what our goal is—getting heads in beds and people learning more about Nevada—taking advantage of the opportunity to have those folks be able to come in and make connections, potentially buy spots, and things like that—I think we really want to ask ourselves, do we want to miss out on that?

I would assume that, for this event, there would be invites going to tour operators all over the United States and internationally. That was one thought. My second thought is we would always have our Commission meeting at that event. I know that may create some extra work; if we are going to have one anyway in December, having our Commission meeting at that event also gives an opportunity for a lot of folks to watch the Commission meeting and see what we do.

Anytime we can talk about selling our state, I think it is an opportunity for us to do. So, those are the two things which come to mind. I am just so excited that we are going to be able to do this program again. I know it is a lot of work that you guys have to do, but to me, the rewards and the returns are so incredible. You guys have always done an awesome job. To me, it is a gem for tourism on what we have done in the past. I am sure it will be that in the future, too.

Lieutenant Governor Anthony:

Yes, I like that idea about having the meeting at the same time. So, let us include that in there. I do not know if it is before or after, but we will figure that out. Doing the Commission meeting at the same time as the conference would be great.

Brenda Scolari:

We could hold it the afternoon prior to the reception. It will be an additional cost, particularly for arranging audio/video in a room, but we could definitely make it a part of the agenda.

Lieutenant Governor Anthony:

All right. It will probably be a shorter meeting because everybody is going to want to drink, so that will be good.

Commissioner Villanueva:

Lieutenant Governor?

Lieutenant Governor Anthony:

Yes, Rafael?

Commissioner Villanueva:

I probably have attended most of the governor conferences that they have had in the past. They were usually to educate, motivate, or celebrate; depending on what the push was going to be. The issue that I have seen in the past is, when it is in the south, we had a pretty large attendance, just because of all the properties and partners. When in the north, it was a little bit more difficult. The problem we are going to have with these dates is it is the week leading to Formula One in Las Vegas. It is still something to consider when it comes to trying to negotiate room rates with the hotels in the south. If those are the dates, we may want to consider the north rather than the south, but it will take a little bit more work to get attendance from one side over the other. Something we need to consider.

Commissioner Brunelle:

To echo off what Rafael just mentioned, from a hotel perspective, I can tell you that most of the sales folks are going to be really focused on Formula One coming up. I would think you are not going to have much attendance—no matter where it is—in those couple of days before the race. This past year, everybody was heads down, making sure that it was successful. Keep that in mind for those dates.

Lieutenant Governor Anthony:

All right, those are good points.

Commissioner Larragueta:

Lieutenant Governor, if I may?

Lieutenant Governor Anthony:

Yes?

Commissioner Larragueta:

To echo Rafael and Fletch's comments, I have attended this event numerous times over the years. It is great we are considering bringing the event back. I also love the support of moving the event to the north. Thank you, Rafael and Fletch for that. From a budget standpoint, at that time of year in northern Nevada, we could really stretch those dollars. I cannot see a breakdown of the budget. I do not know if that is being provided today in front of the Commission. It would be nice to really break down that \$300,000 to see how it is being allocated; as it relates to the food and beverage, hotel, and speakers.

Also, with this being the first year since 2018 that we are considering bringing the conference back, I would vote to look at something that is going to create a strong draw—in terms of a speaker or a national speaker—regardless of what the topic or the focus of the conference is. Director Scolari, you would be looking at six years between conferences. I think we really need to get those in tourism, the state, the hotel, the media, the marketing, and the tour operator side engaged and supportive; and really have a draw that is going to bring everybody to sign up for this conference.

Brenda Scolari:

We would have further details, of course, once we sit down and really hash through the needs and the possibilities here. We are also excited to make this the most successful Governor's Conference yet. This is just what we would need to initiate a process with the state's Purchasing Division, which is a lengthy one these days. Perhaps we could amend what you see before you—or come back in January with this—to have the conference take place in Reno instead. I know, Lieutenant Governor, we had talked about a preference for Vegas, but those might be more difficult dates to make it happen in November and December. There are fewer dates these days in Vegas to make that happen.

Lieutenant Governor Anthony:

On this agenda item, what we are really doing, from my standpoint, is we are going to vote to authorize \$300,000 to do a Request for Proposal. Just because it says the dates in here, and it says Las Vegas, does not mean we cannot change that to Reno and some other dates—correct? Even in this contract? Or is this open for a change in the contract, but not the amount?

Deputy Attorney General Harry Ward:

For the record, Harry Ward, Deputy Attorney General. That is correct, Lieutenant Governor. The request for proposal is for \$300,000. I would say, if we are going to change the amount of money, yes, then we may have to put it on the agenda once again. But as far as editing or changing the dates and the locations, I do not foresee that being a problem, nor a violation of the open meeting law.

Lieutenant Governor Anthony:

Okay. These are good comments. Any other comments about the tourism conference?

Commissioner Lester:

I have attended a lot of these conferences throughout the years, as well. This used to be a really prestigious event with participation of about 1,000 people or more, when I first started. Towards the end, it really generated about 240-250 people. A lot of those came from the rural communities. I like Mr. Santos' suggestion of bringing in tour operators and media people. You are showcasing the state, so we should bring those people in and show them around our state. Then I would like to see some educational components—because a lot of it was educational, as well—and how that is going to develop over the years in the tourism industry.

Lieutenant Governor Anthony:

Any other questions? Yes, Commissioner Santos.

Commissioner Santos:

My question is for Deputy Attorney General Ward. In looking at the goals and objectives, I agree that the preferred conference dates give us the ability to accept that date or have another date. We are not bound by it. But when it says the conference will take place in Las Vegas, does that put us in some type of issue, because it is specifically saying this is a request for approval for \$300,000 for event in Las Vegas?

Deputy Attorney General Harry Ward:

For the record, Harry Ward, Deputy Attorney General. Commissioner Santos, a well-crafted motion in this matter could resolve any issue regarding your concern, whether it is going to be held in Las Vegas or up north.

Commissioner Santos:

Thank you.

Deputy Attorney General Harry Ward:

You're welcome. I tender the floor.

Lieutenant Governor Anthony:

Any other questions or comments? These are good comments. From my standpoint, what we are trying to do here is authorize \$300,000 but we need to hear from all the commissioners after this meeting, to Brenda, where we should hold it and what is the best time to hold it. A lot of the experts on this commission

can give us a better idea of those answers. And then we can start issuing the RFP. So, good comments. I guess that is what we are trying to do here. Do you want to make any more comments?

Brenda Scolari:

Per the Commissioner's comments, we could amend it today, to change the location to Reno.

Lieutenant Governor Anthony:

Let us wait. Let us just authorize the amount today because there may be some folks here that think Las Vegas is a better place, because of a particular date. So, let us not make that decision today; I would rather not.

Brenda Scolari:

Okay. We were guided to arrive at a preference to have Vegas be the location. But we could have subsequent conversations. I could bring this back at the special meeting in January.

Lieutenant Governor Anthony:

We could do that, too.

Commissioner Santos:

I would move that we approve the document entitled contract information to authorize up to \$300,000 for a Governor's Conference on Tourism. However, with a date to be determined and at a location to be determined.

Lieutenant Governor Anthony:

I have a motion. Do I have a second?

Commissioner Elliott:

Commissioner Elliott, I will second the motion.

Lieutenant Governor Anthony:

All right. We have a motion and a second. Is there any discussion on the motion? The only thing I would like to add is, I really need the commission involved in coming up with what you think is the best way to do this. So, get that information to Brenda so we can put this together. The Special meeting might be the way to go, just to kind of get this done, because I know this is going to take a lot of work to put this together.

Okay. All those in favor of authorizing up to \$300,000 for a Governor's Conference on Tourism signify by saying aye.

COMMISSIONER SANTOS MADE A MOTION TO AUTHORIZE UP TO \$300,000 FOR A GOVERNOR'S CONFERENCE ON TOURISM.

COMMISSIONER ELLIOTT SECONDED THE MOTION.

COMMISSIONERS BRUNELLE, CONTRUSI, ELLIOTT, LAGAN, LARRAGUETA, LESTER, SANTOS, AND VILLANUEVA VOTED TO APPROVE THE MOTION.

COMMISSIONERS MOON AND MURDOCK ARE ABSENT EXCUSED.

MOTION PASSES.

Commissioners Brunelle, Contrusi, Elliott, Lagan, Larragueta, Lester, Santos, and Villanueva:
Aye.

Lieutenant Governor Anthony:
Opposed, nay? [There were none.] Okay. Motion carries.

We will now move on to **Agenda Item H, for discussion only, Creative Campaign Update.**

Commissioner Brunelle:

Good afternoon, Commissioners. Fletch Brunelle, Vice President of Marketing for the LVCVA, and Chair of the NCOT Marketing Committee. Ahead of today's meeting, the Marketing Committee convened on November 29th to review the marketing campaign direction, to provide feedback, and to potentially approval of the creative campaign production direction. With the full Committee, we are able to review what was done, to date, through Q1, regarding all the initiatives executed by the marketing team, with particular focus on the initial brand rollout.

It was great to see this concept coming to life and to see how it has been received, thus far. In terms of the campaign imagery, as well as the initial cuts to the full-length mantra video and the first two, thirty-two second cuts, the Marketing Committee is very pleased with the direction of the creative production. We feel this shoot has done an exceptional job capturing the wide range of Nevada's culture, topography, and experiences for our target audience, which hubs out of Vegas and Reno. Combined with the rhythmic copywriting, we agree that this campaign surely supports the effort to differentiate Nevada amongst its competitors in the West. I would like to pass this back to Caroline Sexton for her presentation of the approved campaign for the Commission.

Caroline Sexton:

As Fletch mentioned, we did get a chance to review the creative campaign that we are going to go through today, with the marketing committee and had approval to move forward. We will dive into that here in just a moment. Before we get started, I want to review what we presented in June, how we got here—to the campaign—and review a little bit of what we have accomplished in Q1 [\[Exhibit H\]](#).

In the June Commission meeting, we walked through the whole creative campaign concept and dove into the justification for how we came to the brand platform, which is really what is behind the new brand campaign we have started to roll out. I wanted to quickly touch base on that, starting with our brand position. After extensive research, internal and external work, workshops with the team and target audience surveying, we, with the help of Noble Studios, landed on our brand position; summarized on the slide above. Just touching on that quickly, it is that Nevada is a little out there. The heart of Nevada, literally and figuratively, is a little bit out there. The wide-open landscape, inspiring scenery, rich history, outdoor recreation, and offbeat hidden gems, make it a land of anything and everything. And to truly “do” Nevada, you have to be willing to get a little out there.

This position really tested well. We will go into that a little bit further, as well. From that, our brand line or tagline was kind of born. We have launched, “Get a Little Out There.” This line really speaks to our number one goal, which is getting people to go beyond the cities, to go beyond Las Vegas and Reno, and explore the heart of Nevada. It is a call to action, to seek our uncommon variety; really looking at highlighting this desire. We have some additional research which supports this goal; and it is really flexible. It can play with unique, sentimental, and inspirational tones. It has an undeniable Nevada voice to it and is very ownable for our state.

In Q1, after the June meeting, when we received approval on that concept and to move forward, we did some additional testing. We worked with one of our research partners, Future Partners, and tested the brand line itself, as well as some of the campaign creative. That was done through a set of focus groups, with both in-state and out-of-state audiences, amongst numerous demographics. It was received overwhelmingly well. We also did some ad mock-ups in that focus group. We also did what we have called a rip reel, so kind of a test-comp video before we moved into actual production. And it was really received well by all the audiences.

The out-of-state audiences were really surprised and delighted by the contrast and all the state had to offer, and really showed a lot of the norms and kind of the stereotypes of Nevada being broken down within those focus groups as we were presenting all of this to them. Then, on the in-state side, it was great to see Nevadans get excited and really feel like we were capitalizing and showing people all of the hidden gems Nevada had to offer, showing them the heart of Nevada. In addition to that testing, we moved to switching out some of our early advertising campaigns. With our production not quite underway, we utilized graphics. You saw some of that in the quarterly report, where we were utilizing existing visuals we had re-edited and repurposed to fit with the current campaign a bit more.

Starting at the end of September and early October, we started switching out that creative. Then we also did a soft launch, in-state, of the brand line. As Lieutenant Governor Anthony mentioned, a lot of that was around Nevada Day. One of the things that we got to do was a new wrap on the SUV, which he got to show all of Carson City and whoever else was here, because it was a crowd—the Get a Little Out There SUV. We had a station at Nevada Day at the parade. We partnered with Great Basin Brewery, who was able to do a one-day brewing collaboration. We had a Get a Little Out There beer, which I know the Lieutenant Governor got to taste, as well. We had a table giving out lots of swag. We ran out of everything that day: stickers, T-shirts, bandanas. In addition, that evening, we also sponsored the University of Nevada, Reno (UNR) Homecoming football game. We had some advertisements that were played during the game. We had a script that was read during the game, and then we had an awesome table, where we gave away some swag as well.

Then a little bit later, we got to roll out Get a Little Out There in our first media mission to New York City since the pandemic. That was really great partnership with Tracie Barnhouse, Chief Public Relations Officer, to show that to media and different publications in New York. We had a great presence from our partners. Lots of them came out and joined us and we really got to introduce the state to all those journalists and media that turned out.

Before we dive in, I want to show a few of the takeaways from that initial launch. We did a phase-one of our website refresh, to get the new brand on our website. We also refreshed our email template and sent out some emails ahead of Nevada Day to our in-state audience using that refreshed social media profile. You can really see the color of the campaign and how it is playing across all those different platforms.

Here are a few examples of paid social ads that we have launched: static ads, as well as part of our Allegiant Stadium's partnership, we had some billboards, and some paid online ads. Here are a few of the things from Nevada Day. You can see the new wrap on our SUV. The stickers in the bottom right-hand corner, bandana shirts, and we even had some fun cutouts for people to take photos with. Here are some additional photos from Nevada Day itself. It was a great celebration. That big Travel Nevada hashtag with the balloons was at the UNR football game. And in that bottom right hand corner, it was awesome to see that one of our employees snagged a sticker on a car out in the wild, only a week after the event. So, really exciting for us to see the state owning all of that. We are very excited at this phase one. I think we discussed at our last Commission meeting that we are kind of doing what we are calling a "rolling rollout."

That was the initial soft launch. We have also been deep in production to accomplish phase two and phase three of that rollout. Now, I am going to invite B.C. LeDoux of Noble Studios to walk through the production that we did in October.

B.C. LeDoux, Partner and Chief Creative Officer, Noble Studios:

Hi everybody, B.C. LeDoux, Partner, and Chief Creative Officer for Noble Studios. It is nice to be here today. In June, I read you a brand mantra, and today I get to show you an actual brand mantra video; which is exciting. Seeing everything Caroline just showed you coming to life feels really good, and it tested really well. So, these are all good things.

I am going to talk to you about the diligence we did in our video and photo production. Our number one goal was to find production teams that were best in class. If we could also find production teams that happened to be Nevada companies, and keep our money in Nevada, that was going to be gravy. And we did that. We went out to companies across the country, on the East Coast, Los Angeles, and Nevada. We went out to these three companies. They decided to partner up, and they came to us with a proposal; so, Abe Froman in Las Vegas, Three Sticks in Reno, and Jamie Kingham in Reno. They came together to form what we lovingly call “King Abe Sticks;” which is not a legal entity. As a partnership they brought great national and international experience, as well as creative hunger. Three Sticks is a fairly young company, but they have a ton of resources, creativity, and hunger. These three together, in combination with the Travel Nevada and Noble Studios teams, created this fierce, Nevada powerhouse.

These are some photos—you have to take selfies when you're on a shoot [[Exhibit H](#)]. So, we did: Caroline and I up there, I am rocking my Golden Knights beanie. What was great about King Abe Sticks coming together, is they were able to give us immense value, because they are Nevada companies. We got a ton more footage and coverage than we would have with the other companies that pitched to us. I know that Commissioner Elliott probably appreciates that value and budget consciousness.

So, what did we do and what did we cover? I guarantee the only person in Nevada to see more of Nevada this year than this production team is the Lieutenant Governor. We covered 2,300 miles. We drove like crazy—in nine days, 12,000 photos were captured. We are not using all of them. Trust me, some are not worth it, but many, many are. Twelve terabytes of footage were captured, 24 locations, and setups within every location and along the way. We were fly fishing in Verdi, strolling through Virginia City, dining in Elko, mountain biking in Ely, sighting in Rhyolite, rock climbing at Red Rock, rock hounding in Goldfield, ghost hunting and Tonopah—we were covering lots of diversity in geolocation, as well as the people we were shooting: Age, ethnicity, body types. We wanted these people to look like normal people who are out having different types of adventures that normal people could have, from extreme to casual. And that is what we did.

Let us take a sneak peek at some of the photos that are starting to hit the wild [slides 18-30]. You will see the colors that are represented—vibrant—just like we talked about in the new brand. We wanted to represent all the colors of Nevada, both natural, as well as artistic and hearkening back to our neon roots, as well. Lamoille Canyon here. This was out at Valley of Fire, Fort Churchill, Mountain biking in Ely, horseback riding outside of Red Rock, the Open Air Museum, Red Rock. This is a fun one—they are getting teleported into space. That is the Alien Research Center. Fly fishing in Verdi, strolling in Virginia City, sandboarding at Sand Mountain. And speaking of astrophotography, we got some great photos at Great Basin. Man, was it cold during that shot, but so worth it because it is so beautiful. All right, who wants to see some videos? Mantra first. Yes, this is the brand mantra. This will be used on the website. It will be used in social, any placements that we can find that it makes sense. It is the embodiment of the new Travel Nevada brand, and the Get a Little Out There spirit.



[VIDEO PRESENTATION](#)

B.C. LeDoux:

As you can see, there is lots of variety. And variety is what our research showed people wanted to see. Every second and inch of that video was covered from that shoot. Next up is a 30-second spot that is going to go out, both in Nevada and outside of Nevada, in paid advertising.

Commissioner Santos:

Can you play the last, like 10 seconds of that commercial again for me?

[VIDEO PRESENTATION](#)

Commissioner Santos:

When I first heard it, I heard Nevada mispronounced.

B.C. LeDoux:

Oh, no.

Commissioner Santos:

Then I heard it the second time. It is close, as it is not as strong as “Nevada.” So, I just wanted to make sure I did not mishear that.

B.C. LeDoux:

We would never—that is a true blooded Nevadan voiceover right there.

Commissioner Santos:

Anyone else hear that?

B.C. LeDoux:

Again, we will revisit that, just to make sure that no one else thinks that.

Commissioner Contursi:

Yes, I did hear that as well.

B.C. LeDoux:

We will definitely revisit that. But she is a Nevadan.

[VIDEO PRESENTATION](#)

There you have it. If you have any questions or comments, I am here. Thank you.

Lieutenant Governor Anthony:

Okay. Down in the south, any questions, or comments? [There were none.] Anybody up here? Anybody else? [There were none.] All right, good. I guess everybody likes it. All right. Anything else anybody wants to add? Good? Okay. All right. Creative campaign update is good to go.

We will now move on to **Agenda Item I, for discussion only, Nevada Outdoor Business Coalition.**

Brenda Scolari:

Thank you. Mandi Elliott is in the Las Vegas office. I just wanted to point that out. And she came to us. We have a longstanding relationship with the Nevada Outdoor Business Coalition. They are part of our working group that evaluates our 3D destination development grants already. And I thought it was time that we heard from her, and we got a better sense of how her vision aligns with much of the work of Travel Nevada. Thank you, Mandy.

Mandi Elliott, Executive Director, Nevada Outdoor Business Coalition:

Thank you, Brenda. I appreciate that. I am the Executive Director of the Nevada Outdoor Business Coalition. I got this awesome gig in June, so I have been with the coalition for about six months now and it is fabulous. If you are not familiar with the coalition, we are essentially a chamber of commerce for outdoor industry businesses across Nevada. That is the short way of explaining what we do. We are, at this point in time, I would say dual focused. We are focused on strengthening new and existing businesses in the outdoor industry in Nevada. We also are looking to help protect the land that makes the industry possible—so doing a little bit of assisting in that kind of conservation effort. But mostly we are focused on the economic benefit of the outdoor industry here in the state.

I am here today to keep the outdoor recreation (ORec) industry at the forefront of all our minds, as we talk about Nevada tourism. I want to also help legitimize ORec as an economic driver here in Nevada—not only for tourism, but also for the locals. I know, myself, as a local, I participate in outdoor recreation every week, if not every day. I wish it was every day, but I am sure that sentiment is echoed throughout the room, as I am sure I am not the only one. I do want to point out that we just got some new data, as far as the economic impact of ORec. In the state of Nevada, ORec accounts for \$6.1 billion of GDP, which is really exciting. That is an 18 percent growth from 2021. There are a lot more data points, but I will just leave it at those two. It is really strong and it is growing. That is what I wanted to leave you guys with.

The last thing that I want to mention before I wrap up is, I would love to be a resource for anyone who is curious about the outdoor economy and how it can be leveraged for Nevada tourism or just a strong industry here in the economy. If anyone has any questions or just wants to talk about the outdoor economy, please reach out because it is my favorite thing to talk about. Thank you so much for the time.

Lieutenant Governor Anthony:

Well, thanks for being on the agenda and coming out to introduce yourself. Anybody down in that room have any questions or comments? Yes, sir?

Commissioner Contursi:

How do you look at agritourism or agricultural tourism?

Mandi Elliott:

Do you mean the outdoor economy as a whole? The United States Bureau of Economic Analysis is the entity that came up with these numbers. The way that they define outdoor recreation is any way that somebody is going outdoors for the purpose of recreating in some kind of for-fun way. So, it depends on who you ask when you are looking at things like golf or agritourism or some of those gray areas. But, if you are asking me if someone is going out to engage in agritourism, I would say yes, that counts.

Commissioner Contursi:

Thank you.



Lieutenant Governor Anthony:

Any other questions down there, or comments? Any questions or comments up here? Yes?

Brenda Scolari:

I just want to note that one of our primary motivations behind the adventure centers is to build an outdoor recreation economy and provide more support and structure. And that Nevada Outdoor Business Coalition has agreed to help us, where, in many cases, we can serve as an incubator for new outdoor recreation businesses. So, very exciting. We look forward to partnering with Mandy and the Outdoor Business Coalition in the near future. Thank you.

Lieutenant Governor Anthony:

Yes?

Commissioner Elliott:

Just as these emerging businesses are looking for help to establish themselves, the Lieutenant Governor's Office of Small Business Advocacy is in existence. They can help connect to the various financial tools that the state offers to help those small businesses thrive.

Lieutenant Governor Anthony:

Good point. The Director, Sarah Johnson, is right over there. If you want to reach out to Sarah Johnson, she can get you up to date on helping the businesses. You are actually kind of like a chamber of commerce, right?

Commissioner Elliott:

Yes. And that is me ad-libbing a little bit. I have actually met with Sarah, and we have chatted several times.

Lieutenant Governor Anthony:

Oh, okay.

Commissioner Elliott:

Another gig that I have, I work for the Small Business Development Center down here, out of University of Nevada, Las Vegas' Office of Economic Development. So thank you for bringing up the Office of Small Business Advocacy and some of the other resources. I definitely keep in mind when we're looking to help these new and emerging entrepreneurs and businesses.

Lieutenant Governor Anthony:

Great. Good comment. Anything else? [There was none.] All right. Thank you for joining us and look forward to working with you.

All right, moving on to **Agenda Item J, for discussion only, Nevada Wedding Industry.**

A couple of months ago, Clark County Clerk Lynn Goya came to me and said, "Let me give you an update on the state of the state, when it comes to the wedding industry here in Nevada." There are some issues with the wedding industry. I asked Clerk Goya to come to our Commission meeting and let the Commission know what is going on with the wedding industry in the state of Nevada; and more importantly, how we can help bolster the wedding industry because it is good for our counties and it is good for Nevada. Anything you want to add, Brenda, before Lynn starts her presentation?



Brenda Scolari:

We thought it was absolutely time to revisit this part of the industry, get some input and talk about how we might support it. Thank you.

Lieutenant Governor Anthony:

Okay. Thank you for coming up here.

Lynn Marie Goya, County Clerk, Clark County:

Thank you, Lieutenant Governor and the Commission. I am Lynn Marie Goya. I am the County Clerk in Clark County, Nevada. We have some clerks from other counties here as well. If you would like to join me, I would be happy to have you with me. Most of the presentation is from Clark County's perspective because we have the data to support that. I have some information from some of the other counties, too, but we need some help from the state to be able to get better data for that. We have also been working very closely with LVCVA and Fletch Brunelle.

I appreciate you all being here. What you guys are doing, this new campaign fits perfectly with weddings and romance tourism, as well. Who is getting married—millennials and Gen Z; and they are very much into exactly the same things that you are marketing now. And so, this would be a great tie-in. Let me talk a little bit more about the industry itself. I did not have your information before so some of it is a little bit different. When we have an annual Clerk's Association meeting, and I talk about what we have been doing in wedding tourism, some of the other counties are very jealous and want to be more involved, as well. And that is where the State can come in and really provide some support.

[VIDEO PRESENTATION](#)

Lynn Marie Goya:

I will stop there. This is a video that we created for the 70th anniversary of the Wedding Capital of the World event that the Lieutenant Governor joined us at. It talks about how weddings were a central part of building, not only Las Vegas' economy, but the Nevada economy. I will give you guys this PowerPoint [[Exhibit I](#)] so you can watch the rest of the video that was narrated by former Lieutenant Governor Lorraine Hunt. But what it talks about is that weddings were part of the legacy industry that really built Nevada into the international, global destination we know it as today.

And one of the things, when I took office—it is an elected position—the wedding industry was telling me they were in trouble. I looked at Clark County's numbers, because I have access to those, and found that we had seen almost a 50 percent decline in the last 20 years. And so, I have been talking about that with the other clerks, and they have been telling me that they have also seen a significant decline.

I will talk a little bit more about the decline later. But when you think about weddings, when people come here for weddings, 80 percent of the people who come to Las Vegas for a wedding are from out of state. Of that 80 percent, before COVID, 20-to-25 percent of them were from international countries. It is a great tourism draw. People come to Las Vegas to get married, and they bring their family and friends. And when they bring their family and friends, they stay in the hotels, they eat at the restaurants, they go to the shows, they go to the outdoor activities. So, it is something that is another marketing tool that can basically sell everything that we've been talking about selling today. It incorporates almost every hospitality business, including photographers, jewelers, salons, and spas. But it also incorporates almost all aspects of hospitality. It generates a lot of money for the Nevada economy.

Even now, with our decline in small businesses, there are hundreds of small businesses that strictly do

weddings. Almost every restaurant that you talk to, if you ask if they want to do more weddings, they all say yes, because that is part of what almost every small business—including restaurants—get their funds from. It has a great economic impact.

These are Clark County numbers. Like I said, I do not have state level numbers. Of the almost 39 million visitors in 2022, that brought in \$80 billion in economic activity to Clark County, 2 percent of those visitors—or over 2 million people—brought in \$2 billion in economic activity. That is just in Clark County. Another 9.1 percent came for a wedding related special event. And of all those visitors surveyed, 2 percent expect to return within twelve months for an upcoming wedding. And 16 percent had previously visited Las Vegas to attend a wedding. So, they come back. You get them when they are young, and when they may not have come here for gambling or other reasons—they came here for a wedding, because it is inexpensive and fun. And then you got repeat visitors.

Again, these are Clark County numbers. The wedding license and the money that we collect, we only get a small portion of that. We get about \$21 of the \$102 that it takes to get married. The Domestic Violence Prevention Fund gets \$55 from every wedding. The state gets over \$300,000 from the Marriage Commission, which is the state, from marriage certificate sales. So, it brings in about \$9 million per year for the state and state benefit revenues, including the \$2.5 billion that comes to economic activity, through other businesses.

Who is coming to get married? It is, again, millennials and Gen Z. So, if you are looking for young clientele that maybe have not come to Nevada before, this is a key demographic to go after for weddings, because they are the ones getting married. We have done a survey that we sent out to the couples that have gotten marriage licenses and marriage certificates in Clark County. From that data, about 15-to-20 percent are responding. They do stay overnight. They stay a little bit longer than the average visitor. They bring out-of-town guests, and they spend money on a lot of other activities, in addition to the wedding. What you will find with this new generation is, they are not just doing one event, but maybe two events. They call them “buddy moons.” So, they might want to come and get married in Las Vegas, and then take their family and friends out to rural Nevada to experience the rural economy for their Honeymoon. They have been together, they have been living together, so the adventure is the honeymoon. And it does not necessarily mean that it is just two people. It can be a group. The other thing that was surprising was that we found from the survey that 71 percent make \$80,000 and above. These are not poor people. These are people that have higher incomes. Seventy-five percent are college educated, and 90 percent of our survey said that they are likely to return and celebrate a future anniversary here—90 percent—that is pretty good. So, this is more about destination weddings, in general. About one-in-four couples now plan to do a destination wedding, as opposed to a wedding at home, as part of the move away from getting married in your own church.

If you are going to get married in your church, you are going to do it in your home community. But if you are going to book another place, you are looking potentially to go out of town and out of state. These are national figures. The North American destination wedding market is a \$3.5 billion dollar industry, and is expected to reach about \$8 billion by 2033. The number of destination weddings is over 200,000 a year. North American destination weddings are about 5 percent. In Clark County, we get about 54,000 destination weddings per year. This is from an international survey. And if you look at travel and tourism, it is very high. This is a bit of a lagging indicator. It would probably be two years by the time you actually published it. Destination wedding search number seven, you can see is very high. So, even though people are starting to recover the international market and the national market, this is one of the key areas where they really are looking to travel. The recovery assessment by key countries—the key countries that come to Clark County to get married are: Canada, the United Kingdom, Germany, France, and Brazil. Those are

usually part of our top five to ten. And then, you can see those are the countries that are actually recovering the quickest. We hope to see our international market really get back up to where it was. Market drivers—stress-free weddings, more quality time with guests, the ability to find destinations with perfect weather—which is us—available for well facilitated wedding destinations.

We were just featured in a major article and style page of the New York Times. The reporter kept asking me, how many wedding venues do you have? And I finally said, we do not even know. In Clark County and in Nevada, we have almost an unlimited number of venues. If you stay in your small town, I am from Cedar Rapids, Iowa. If you want to go to the winery there, it is booked a year in advance, or even two years in advance. You have to change your date if you want to go to those specific places. One of the selling points for us is we have so much inventory. If we doubled our weddings, we would be able to take that and incorporate it so that people can pick the date and the time and the location where they want to get married, and we can accommodate it. It is a fiercely competitive industry. We have lost market share in the past few years, and it is because other people, other destinations, have realized how lucrative weddings really are. Florida, South Carolina, New York, Mexico, a lot of Southern California, Napa—they are also marketing. So, we need to be aggressive in maintaining our market share and even regrowing some of our lost market share. Couples seek a premium wedding experience, but we can provide that in the rural counties and in Clark County. So, whatever they are looking for, that is something that Nevada has to offer. And when they say unique, what you just showed us, in your ad campaign, that is exactly what a lot of these millennials and Gen Z are looking for—a unique experience that their family and friends have not experienced, and something that they can talk about with their buddies for the next 20 years. They have a lower divorce rate—this is an incidental—so we are not going to get them multiple times. It is the baby boomers who are still getting divorced, but these people are waiting a little longer and they are not getting divorced. So, the divorce rate's falling, because of them. So, we want to get them once, but we want to get them to come back for their vow renewal or a second honeymoon. These are specific, again, Clark County.

So, the numbers, millions versus tens of thousands, are different. What I wanted to see was whether the marriage trend line for Clark County was the same as our visitor volume. The line is our visitor volume. The bars are marriage licenses. And so, what you can see is the trend line over the last 20, 25 years has not really matched. And I do not have that trend line for the rest of the counties, but I suspect it is very similar. So, we have lost market share. Again, I hope to get that from the state. If I could get some help getting some of these statistics from the state, that would be really helpful. We lost a lot of our California market, which the LVCVA has been really working hard with us to try to get that back. California is a lot more competitive now, because they see the value of bringing couples to their community. So, they are doing Napa weddings in Santa Barbara and San Diego, and you do not have to lose, you know, one hundred to one of these places. You lose two to Santa Barbara and five to San Diego and six to Florida and four to Mexico, and it adds up, over time. This is our international market. We are back up to about 18 percent, almost 19 percent, but we are not back to the low twenties, which is what we hope for. What I did is ask the other counties to give me some of their trend lines.

So, this is our trend line. You can see at the beginning of the video, the very early stages of this trend line. But you saw that we grew through recessions, through the wars, but then we fell dramatically in Clark County. But you look at Washoe, and they also have a similar trend line. It is not exactly the same; dates, the score, the numbers are different. So, I did not put them all on one graph, but you can see Washoe County, their numbers are dying. They are down to they think one or two chapels now. And they used to have a whole industry. Here's Carson Cindy's trendline, here's Douglas County's trendline, and Storey County's trendline. So, you can see that, if we do not do something, if we do not start marketing weddings again and including them.

Everything that you showed me today is fabulous. There is no reason that weddings cannot be—put somebody in a wedding dress in some of those. Weddings should be part of what we are marketing, not take over anything else, but that should be part of what we are marketing, as a state and as a county. It can also promote the same values that we are doing with the marketing campaign that you already have. But if do not want to lose this industry, in total, we need to do something. And one of my concerns is that you do not really see weddings in the magazines or in our marketing. Just use weddings, too. Not everything is weddings, but incorporate weddings, too. So, we took the peak number of weddings for each of these counties, and what we did last year. And you can see Storey County—for a small county like that, going down to 90, under 100 weddings, when they did 200. When you have a really small economy, 100 weddings add up. You can see that is true with all of them. And so, we have lost almost 100,000 weddings. That brings in guests. They spend money in the hotels. That is a lot of money to just kind of let go.

One of the reasons that we want to talk about this is, if you do internet searches on the websites and you say, what is the most popular place to get married? Las Vegas and Nevada are not in there; or they are in there, but they are not first. But if you look at our competitors—Atlanta, Georgia; Charleston, South Carolina; Miami; Nashville—they are marketing. Most internet searches for weddings go to Chicago and Long Island. But if you look at the actual numbers, we are still number one. So, let us stay number one. But let us make sure that people know that, that the marketing out there, that the articles in the Knot and the Bride and New York Times are not saying that we are third or fourth or fifth, but we are the number one destination in the world. U.S. marriages are not declining, the rate is declining.

If you think about everybody in this room, we have a lot of young people. So, if we took all the baby boomers, the rate is a number per 1,000. How many weddings per 1,000? Well, if it is all 70-year-olds, it is probably going to be pretty low. If it is all 25-year-olds, it is going to be a lot higher. So, the rate is not something that you should really think about. It is not because our demographics have changed dramatically over the last 20 years. We are getting a lot older; we all know that. But what it does show is, on the national level, about 6%, six per 1,000 is our national rate. If we are over six per 1,000, or any state that is over six per 1,000, probably that's tourism that makes up the difference. I did that with Clark County. I pulled out just the Clark County licenses and multiplied it by our population, and it is right around six per 1,000. But you can see that U.S. marriages, because our demographics are growing, the number is fairly flat over the last 20 years. So, there are weddings out there. And now one in four weddings are destination weddings.

So, the market is out there. Do not look at the rate, look at the number of weddings—this is CDC data. So, what we have been doing, and what I have been telling the other clerks over the past few years, and I think this is something that the state can support, as well, is we are making sure that the international brand is excellent. We did not have a good brand because we were not advertising Las Vegas weddings. The brand became *The Hangover*, which is the drunken wedding you regret the next day. Well, that is not a very marketable brand. And so, we have been working really hard, and I think we have turned that around. We have actually, quite a charming brand now. These are things that the state offers, as well, an established international brand, activities that the entire party can enjoy. Versatile price ranges—you can do it at any price point that you want. Luxurious or very unsophisticated, bottom line, that is fine, too. All necessities are located within miles of the event.

With the LVCVA last year, we developed the Forever Happens Here brand for weddings and their marketing won a national award. We were really proud of that. We re-did our website, as well, to make it much more friendly, because if we have people from all over the world trying to come here to get married, we want to make sure that it is friendly for them and less governmently (phonetic). We actually were able to do some design for the marriage license bureau to again, make it more fun. We get a ton of photos, and we have

people post them on social networks so that we get that marketing for free. We do events like the Las Vegas marriage, the military, that we could incorporate other counties with, as well. We started a pop-up marriage license bureau at the airport about five years ago.

We are actually going to do one at the airport for New Year's Eve, because New Year's Eve this year is 1-2-3-1-2-3, and it's on a weekend. And so, it is booking up. Everyone is telling us, the chapels are telling us that it is booking up, so we are going to do a quick pop-up marriage license bureau at the airport, so they can pick up their license at the airport on the way to wherever they are going to go. That usually generates quite a bit of publicity, so we are looking forward to that. We do have a new chamber, Las Vegas Wedding Chamber of Commerce that helps people navigate all the different opportunities. We have developed partners that include the LVCVA, as well as a number of local partners. We do major events around things that we can find, like the five million Love Stories was last year. Clark County issued its 5 millionth marriage license. What we are trying to do is reach out and make a wedding club where people come to Las Vegas to get married. They are a different sort of person, so let us reach out to them. And we did our first major event, which was the 70th anniversary of the wedding capital of the world. We sent that out to our email list. We got 10,000 people that said they were interested, and we got 850 that actually showed up, which is great—850 couples that actually showed up. So, what we are trying to do is establish this as a brand, too, that as part of the Vegas Wedding Club, the Nevada Wedding Club, we care about you. You do not just come here and go away. We love you for the rest of your life. Washoe County also celebrated their 1 millionth wedding license and so they also put out a press release and got a lot of local press for that, as well. So, what we can do is help the other smaller counties with the things that we are doing, and partner, but also, we need your support. We are still the number one global destination for weddings. But we need your help and support to maintain that. Any questions?

Lieutenant Governor Anthony:

Great, great, excellent presentation. Thank you very much. That was a lot of information. So, when Clerk Goya gave me all this a couple of months ago, especially the drastic drop in weddings, and marriage licenses in Nevada, I wanted to bring this to the attention of the Commission and the Department of Tourism, to get us behind keeping Nevada and Las Vegas the wedding capital of the world. I wanted to make sure you understood it and get your recommendations.

And a couple of things we talked about specifically was getting our creative campaign behind this. You know, the Get a Little Out There, when it comes to weddings. I mean getting married by Elvis is getting a little out there or going up to Virginia City and getting married by Mark Twain, that is getting a little out there. So, we need your help doing that. Nevada Magazine, we need to get some articles in the Nevada Magazine in the next couple of editions, talking about weddings and the exciting things happening with weddings in Nevada. And then, when we go on our tourism missions, I want to invite any of our clerks to come along with us to set up their information about wedding tourism and weddings in Nevada. So those are the three we talked about. So, I would like to open it up, and if anybody has any questions or comments, anything they want to bring up, I will start up here. Anybody up here have a—yes, Commissioner Santos?

Commissioner Santos:

I guess my question would be, have you been able to identify what the market wants for a wedding? We have seen the decline, and we know what the stereotypical things that Nevada has—or Vegas has to offer for weddings. And if there is a decline, trying to figure out the market of people that you identify as being the two big age groups that are getting married—what is it that they are looking for? Why is Las Vegas going off their list of potential places to have a wedding? Then trying to figure out, okay, maybe they want to be by water, I do not know—be by the ocean. That is sort of a theme that is going on right now and

addressing that. Has that been identified yet, to figure out what it is that what we have to offer is not being as attractive to those folks, as it was before?

Lynn Marie Goya:

I think a large part was that the only message they were getting was like the hangover. And that is not attractive. But when we have been working with the LVCVA in putting information out about what is the actual kind of wedding you can give, that is actually reality. We would not give a license to a drunken couple, and marriage officiants would not marry a drunken couple. So, it is a great movie, it is funny, but it is not reality. When we have been putting out what the reality is, we have been getting people back.

Commissioner Santos:

So, if I understand, what we still have is still what people want.

Lynn Marie Goya:

If you look at what the surveys, Bride Magazine, our own surveys, the LVCVA surveys, and international marketing surveys, what they are looking for is exactly what we have to offer. We just need to let them know that we have it.

Commissioner Brunelle:

So, Lynn—

Lynn Marie Goya:

Yes, sorry.

Commissioner Brunelle:

Just a quick thing, Herb. When we took a look at some other components, Kelly Messina, who is on our sales team, attends romance shows to understand what the competition is. And what we found in many cases, is that we are finding market share move to Mexico, because they have all-inclusive packages. And those all-inclusive packages basically have the bride and groom getting everything comped, because they bring in a large group of people that buy the rooms. So that is one of the areas that we are seeing challenges from, is those all-inclusive packages in Mexico.

To Lynn's point, when you look at how it is good business, I think other destinations have figured that out as well and have been chipping away at that for some time. So thankfully, Lynn and her foresight in 2016, was able to get passage so we could get some additional funding for weddings. We put together a deep bench of research and used that to make decisions to stem the loss of market share. One of the slides that Lynn showed was that things have actually turned the corner in the past couple years, and we now are getting back to levels. It is not the historic levels of 2003, 2004, but nonetheless it is stemming, and Las Vegas continues to be head and tail above -- double the amount of Hawaii, which is the number two behind Las Vegas, domestically, for weddings.

Commissioner Santos:

So, it seems to me, since I have a daughter that is starting to look into venues and stuff like that, it is the bang for the buck. And it seems to me that is what we—in getting the stakeholders involved—in helping with that message that Las Vegas or Nevada not only gives you the opportunities, but it is the best bang for the buck that you can have. And that would probably be very attractive to the fathers of the brides that are paying for a lot of it.

Lynn Marie Goya:

Absolutely. And that is one of the messages that we keep trying to get across—that for the kind of wedding that you can get in Las Vegas, or especially in places that have standalone chapels, you really cannot beat that anywhere. And you get a built-in wedding planner, so it reduces the stress—so the stress, the quality. And then you can go out to rural Nevada for your honeymoon, which, as you were talking about earlier, Germans love the whole cowboy thing. Germany is one of our major international markets. I mean, we have a lot to market to wedding couples.

Lieutenant Governor Anthony:

Any other questions or comments up here? Yes?

Commissioner Elliott:

Just as a FYI, Get a Little Out There was [inaudible] the person that was responsible to allow West Wendover to have marriage licenses in that border community. So, I just thought I would add that as you research what the possibilities might be.

Lieutenant Governor Anthony:

Any questions or comments down south? Anything? Yes?

Commissioner Contursi:

Lynn, can you share any context on how vow renewals are doing—if they are trending upwards, downwards, what we see in the state, specifically Las Vegas when it comes to Elvis renewals being a popular tourism tactic?

Lynn Marie Goya:

Marriage licenses are really good for the county clerks, because we actually know every single one that comes through. But we do not have the same thing with vow renewals. But what I hear from, anecdotally from the chapels is about 10 to 15% of the ceremonies that they do are vow renewals. And so, that is actually a very good business, as well. So, it is 10-to-15 percent of 80,000 and adds up. You put the rest of the state through, and there are a lot of weddings and vow renewals that we could take advantage of. The nice thing about vow renewals is that a lot of times, people had a very inexpensive wedding because that is what they could afford. I think I paid \$1,000 for my wedding. But when you are older, you have a little bit more money, hopefully, and you can bring your children along. So again, it is a family affair, typically. It is not somebody that goes by themselves to do a vow renewal. They bring people with them.

Commissioner Contursi:

Thank you.

Lynn Marie Goya:

And they are looking for those rural, outdoor, farm, barn weddings and all those things that you see marketed in other places. I think we have a lot to offer on that front, as well, for people that really want that kind of a rustic experience.

Lieutenant Governor Anthony:

Yes, Brenda?

Brenda Scolari:

Another idea that might be of help is for us to encourage the clerks to become members of the territories. There, they would be exposed to other businesses that support the industry locally. They would be

exposed to our marketing grant program, and they would know about any of our missions that they might be able to take part in. We can make sure that happens.

Lynn Marie Goya:

I think they would be very amenable to that. The other thing that the clerks can do is they know their local community. They know their local businesses. And so, when you are looking for story ideas, they are ground sourcing what is happening in their area. We can do a lot of rural stories around weddings, based on the clerk's contacts and experiences. They are very willing partners.

Lieutenant Governor Anthony:

All right. Any other questions or comments? [There were none.] All right. Well, sounds like the LVCVA is stepping up to help out. So, we need to step up also, the Commission and the State to help with Nevada tourism. We had a couple of ideas come up here. Commissioner Elliott said we could include this in agriculture tourism. I bet you some of these ranchers can make a lot of money having weddings on their ranches, doing something to Get a Little Out There, right?

Lynn Marie Goya:

Yes, just borrow about a dozen wedding dresses. And then, on your other advertising, just put somebody in a wedding dress in the background.

Lieutenant Governor Anthony:

Okay. All right. We are going to push through on this for you.

Lynn Marie Goya:

Thank you very much.

Lieutenant Governor Anthony:

I think, the vow renewal capital of the world could be here, also. That would be something else. Yes.

Lynn Marie Goya:

That sounds wonderful. Thank you very much for listening.

Lieutenant Governor Anthony:

Thank you for your presentation.

All right, that brings us to **Agenda Item K, discussion only, Upcoming Meetings and Events.**

Brenda Scolari:

I just want to discuss some of our upcoming commission dates in 2024 and suggest that we note on our calendar the 5th as a potential landmark date—if we did March 5th, June 5th, September 5th, and December 5th—December 5th, of course, being contingent on the date of the Governor's Conference, if we do it there. We can send that out and get a poll, get a sense of whether or not that would hit people's calendars. I also want to remind everyone that the rural roundup is taking place April 10th through the 12th, at the Tahoe Blue Event Center in Lake Tahoe. So, please mark your calendar for that. We expect you all to be there. And that is all I had.



Lieutenant Governor Anthony:

Okay. If you could send that to everybody, an email, and I am sure you will get some response on that. That would be great. Any questions or comments about upcoming meeting dates and events? [There were none.]

All right, that brings us to our last item on the agenda, **Agenda Item I, Public Comment**. This is time for the public to comment on anything they want to comment on. Three minutes for each person. And again, you can do it in person in Carson City or Las Vegas, or participate via audio conference, 877-336-1831, access code 6221873. Anybody here want to make public comment?

We will include comments from the Commission. Go right ahead.

Commissioner Santos:

First, I want to thank the staff for the swag box we got with the really cool new marketing items. I wanted to thank you for that. I did want to comment on the photos and the video presentations. The visuals are incredible and beautiful, and I apologize for not making that comment when we had you up there. But I just wanted to put that on the record, because you captured the beauty of Nevada in just about every one of those shots. And so, I just wanted to congratulate you on that. Then, as a side note—this last Friday, I was lecturing for a continuing legal education program in Las Vegas and stayed at the brand-new Durango in Las Vegas.

And I just want to comment. Normally when a place opens, they have a lot of kinks they have to figure out. There was not one kink the entire time I was there. It was just a wonderful property, and they had everything figured out. Walking down the hallway and it was the first time I had been in a hotel where the carpets were brand new, and you could smell the brand newness of it. And my wife will probably be embarrassed that I said this, but what was so cool about it was, I think I was the very first person to sit on the toilet. That is how brand new it was. But it was awesome. And I think that whenever we have a property like that, that really showcases just when Nevada does it the right way and the best way, I wanted to do a little shout out to the folks at the Durango. It was beautiful. And that is it.

Lieutenant Governor Anthony:

Thank you. Any questions or comments down south? Yes?

Commissioner Lagan:

I just wanted to point out and thank staff for the Nevada Pride Shopping Guide that is on the website. I have been hearing a lot of promotions on it. It has been a great opportunity for those who have goods produced here in the state of Nevada to be able to have those showcased. I know that I have heard from several. They are very grateful for all the assistance. And I think that the staff's done a great job in making sure that we had that. And I loved the tagline, *Save Some Silver, and Shop in Your State*. What a perfect opportunity for us to make sure that we are helping those locals and the small, rural communities, and making sure we are keeping those dollars local. So, thank you very much.

Lieutenant Governor Anthony:

Excellent. Any other public comments down there? Anybody on the phone or email or anything? [There was none.]

Kelly Benoit:

No public comment at this time.



Lieutenant Governor Anthony:

Okay. Great meeting, a lot of stuff. Thank you, everyone. We are adjourned at [3:20 P.M.].

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EXHIBITS

[Exhibit A](#) is the Agenda.

[Exhibit B](#) is the draft minutes from the Nevada Commission on Tourism meeting on September 13, 2023.

[Exhibit C](#) is the Fiscal Year 2024 Strategic Plan, introduced and presented by Brenda Scolari, Director, Department of Tourism and Cultural Affairs.

[Exhibit D](#) is the Quarterly Report, introduced and presented by Brenda Scolari, Director, Department of Tourism and Cultural Affairs.

[Exhibit E](#) is the Year-to-Date Actual budget report, introduced and presented by Angie Mathiesen, Finance Director, Department of Tourism and Cultural Affairs.

[Exhibit F](#) is the Year-to-Date Spend budget report, introduced and presented by Angie Mathiesen, Finance Director, Department of Tourism and Cultural Affairs.

[Exhibit G](#) is a Request for Proposal for the 2024 Governor's Conference on Tourism, presented by Brenda Scolari, Director, Department of Tourism and Cultural Affairs.

[Exhibit H](#) is a PowerPoint presentation titled, "Creative Campaign Update," presented by Caroline Sexton, Chief Marketing Officer, Travel Nevada, and B.C. LeDoux, Partner, Chief Creative Officer, Noble Studios.

[Exhibit I](#) is a PowerPoint presentation titled, "Nevada Wedding Industry," introduced and presented by Lynn Goya, Clerk, Clark County.