

NEVADA'S TOURISM ECOSYSTEM

LODGING TAX – FISCAL YEAR 2022



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WORDS FROM OUR DIRECTOR

Tourism is an integral part of the overall economic health in the State of Nevada. Every Nevadan feels its highs and lows, and it's the job of the Nevada Division of Tourism to defend, strengthen, and expand the industry, year over year. We were proud to welcome nearly 6 million visitors to rural Nevada and over 48 million visitors to Nevada as a whole throughout the 2022 fiscal year and we strive to increase awareness and demand for Nevada in everything we do.

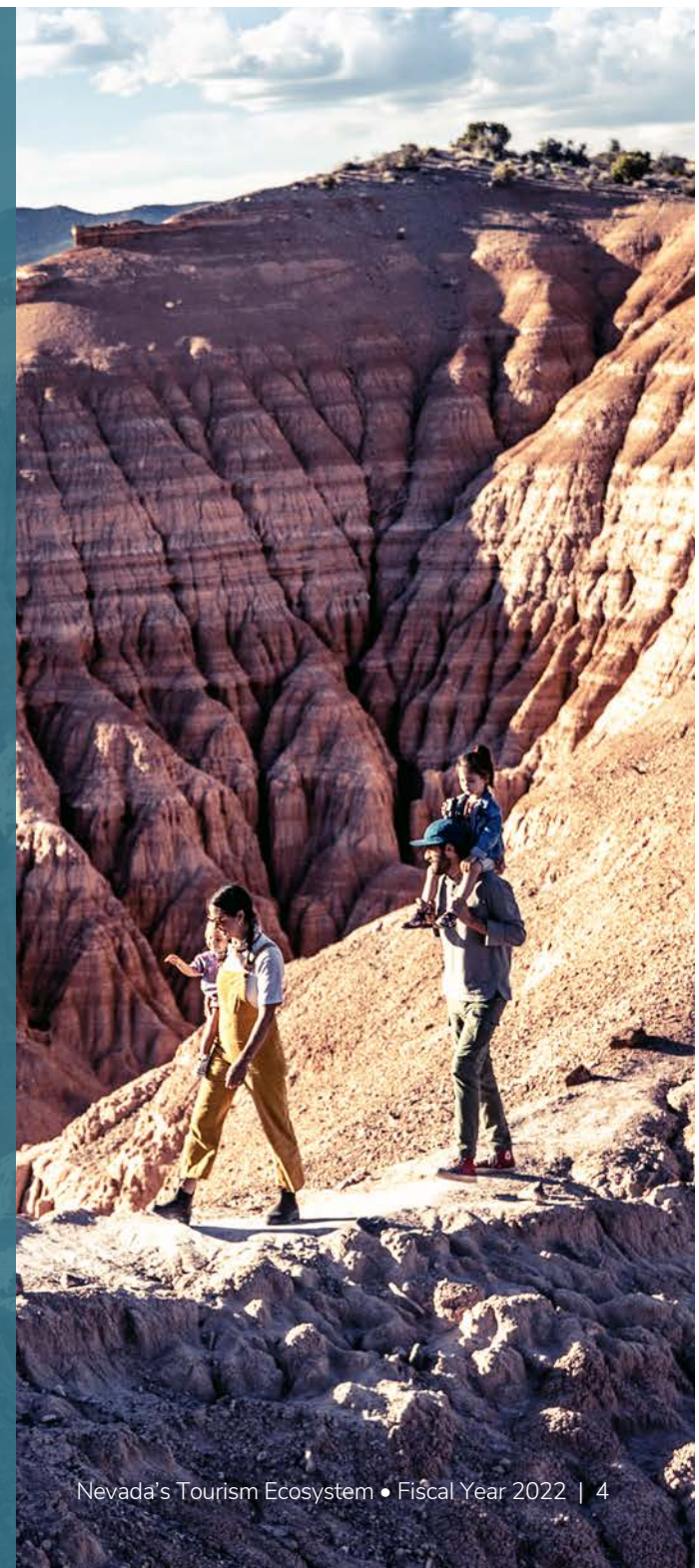
The Nevada Division of Tourism is entirely funded by 3/8 of 1 percent of state lodging tax. The 5/8 of the state lodging tax is retained by the local community in which it's collected along with additional locally imposed lodging taxes. Visitors also generate other tax revenue which help in funding state and local governments, such as through the gaming tax, entertainment tax, sales and use tax or any other visitor generated tax revenue. 2021 estimates show that total state and local tax revenue generated by visitors came to about \$4.4 billion in fiscal year 2021, which would be enough to cover the starting salaries of about 79,100 school teachers.

In the following pages, you will see how one particular tax, the lodging tax, specifically impacts communities throughout the state. We will shine a light on those unseen benefits from this tax, and you will see how visitors to Nevada directly support things such as schools, parks and recreation, police and fire departments, and economic development throughout every corner of the state.

This report will show how the tax revenue generated by the lodging tax is transformed into a better quality of life for the residents of our great state. A healthy state economy depends on a thriving tourism industry. The Nevada Division of Tourism is proud to serve the state and those who call Nevada home.



– Brenda Scolari



EXECUTIVE SUMMARY

In Nevada, you don't have to go very far, or look very hard, to witness the importance that travel and tourism has on the state. From the world-famous Las Vegas Strip, to the ski slopes of Lake Tahoe, to Nevada's historic hotels, such as the Mizpah Hotel in Tonopah or the Hotel Nevada in Ely, the travel and tourism industry is more evident in Nevada than most anywhere in the world. But there are other vital benefits that come from Nevada's tourism industry too, outside what is most observable.

Yes, tourism means visitors spending money in Nevada communities, supporting local businesses and creating jobs that support Nevada families. But tourism also means school support for children throughout the state. It means funding for important community needs, such as the police force, fire department, public works, transportation and many more. It means increased quality of life for Nevadans through the funding of parks and recreation opportunities, support for economic development projects, or arts and cultural support in communities.

355,361 jobs were supported by tourism in 2021 **generating about \$17.9 billion in income.**



EXECUTIVE SUMMARY

These benefits from tourism to local areas detailed throughout this report come via the lodging tax. The Nevada Division of Tourism receives a small portion of the lodging taxes collected in the state, roughly 3% of the total amount. This money is used to achieve the mission of effectively communicating the enriching travel experiences Nevada offers and promoting statewide economic health through tourism. The purpose of this report was to determine how the remaining roughly 97% of the lodging tax was allocated to provide detail on how the tourism industry specifically impacts communities in Nevada.

Though this report focuses solely on the lodging tax, this is not the only way in which a visitor impacts Nevada communities in a positive way. Visitors also spend money on things such as food and beverages, gaming, outdoor recreation, entertainment, and more. This generates further tax revenue, such as sales and use tax, which is not outlined in this report. This also creates jobs and demand for further business services throughout the economy. 2021 estimates show that about 355,361* total jobs were supported by tourism in Nevada. This comprises jobs that are directly supported by tourism activity, such as when a visitor directly spends money in the state. This also includes jobs that are indirectly supported by tourism, such as when a hotel needs repairs done on the property and hires a local contractor or when employees working in jobs within the tourism industry spend their money in the economy, positively impacting local jobs outside of the tourism space. In all, these jobs generated about \$17.9 billion in income in Nevada in 2021. Therefore, the benefits outlined in this report only represent a fraction of the true benefits that travel and tourism bring to local communities throughout the state of Nevada through spending, employment, and taxes.

*227,772 direct jobs, 127,859 secondary jobs



FINDINGS

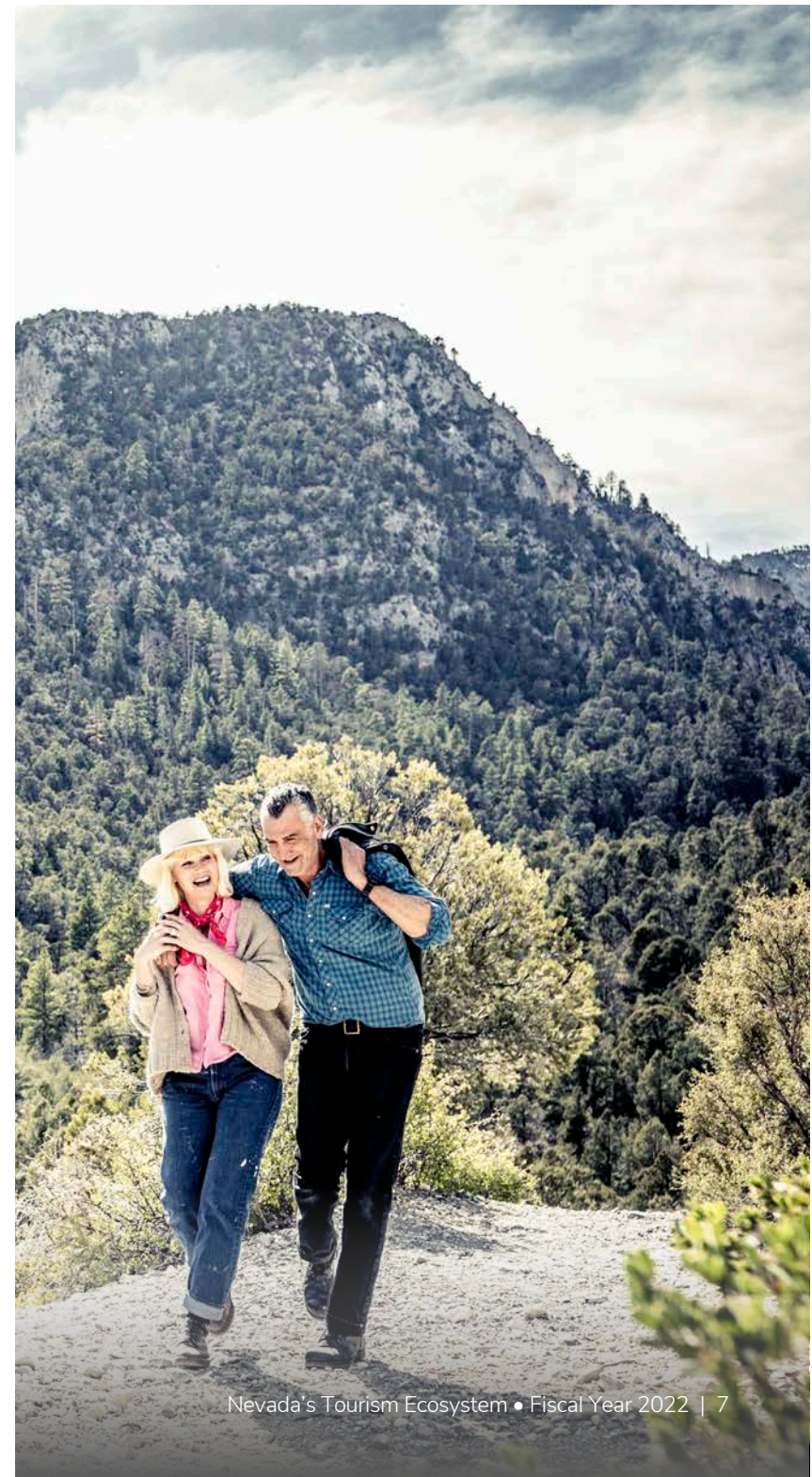
INTRODUCTION

Lodging taxes help support many important aspects of communities in the state. The largest benefactors of lodging tax allocation are schools and local destinations.

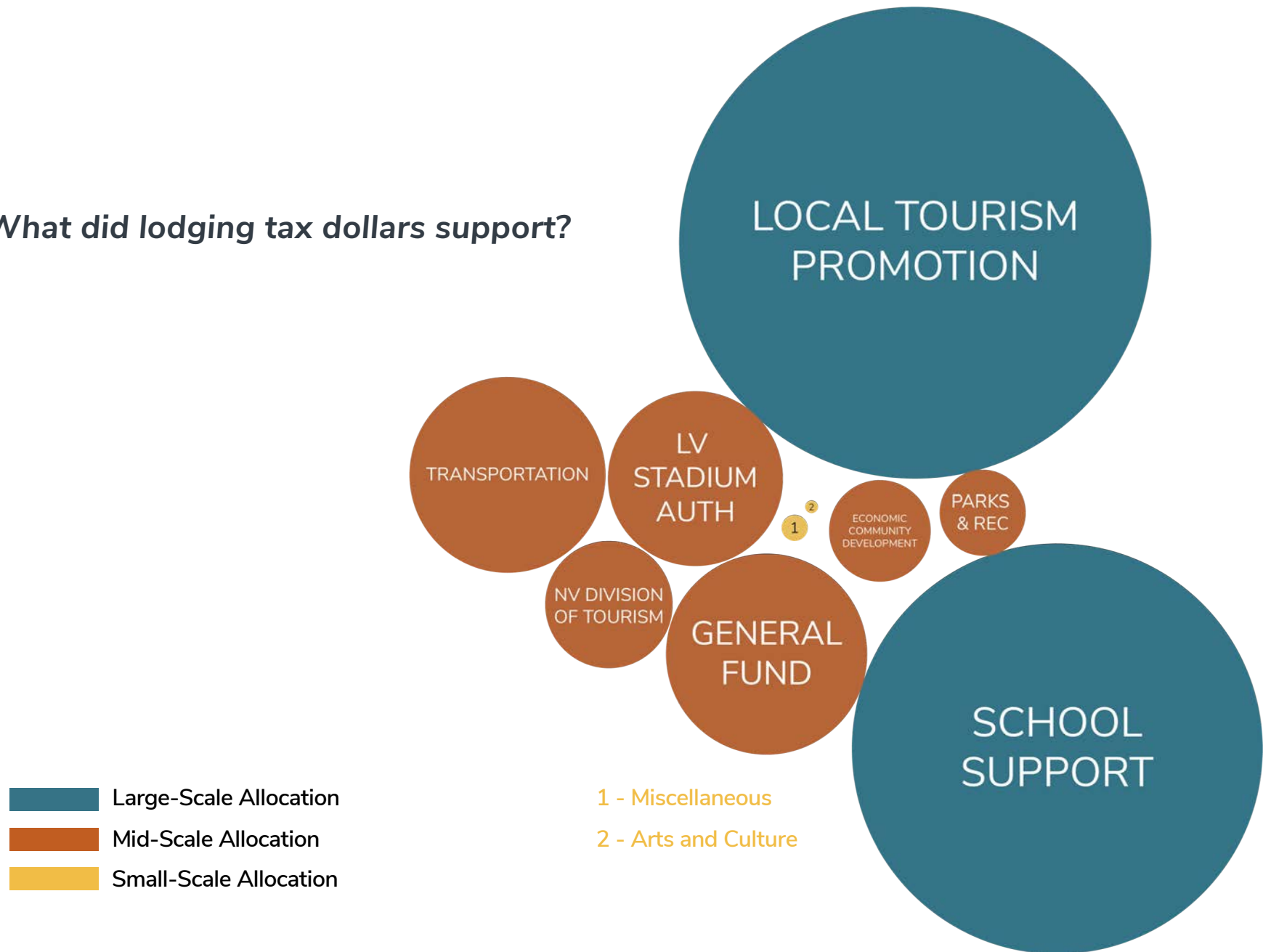
Nearly 74% of lodging taxes go to help support schools or to promote local tourism destinations across the state. These are considered “large-scale” allocations and accounted for over \$683 million in lodging tax funding in fiscal year 2022.

There are other important community aspects that receive funds via the lodging tax. Though funding for these are not as great in absolute terms as large-scale allocations, there is still a significant amount of money allocated to these throughout the state. These “mid-scale” allocations include money set aside for local general funds, money used to promote economic and community development, funding for local parks and recreation, money set aside for transportation and infrastructure, funds allocated to the Las Vegas Stadium Authority, and the funding of the Nevada Division of Tourism. The amount of money going towards an individual allocation in this category can range from about \$11 million to about \$69 million.

Finally, “small-scale” allocations represent categories that received about \$1 million or less in lodging tax dollars. These include allocations for arts and culture and other miscellaneous uses of funds, such as intergovernmental transfers or rollovers.



What did lodging tax dollars support?



LARGE-SCALE ALLOCATIONS

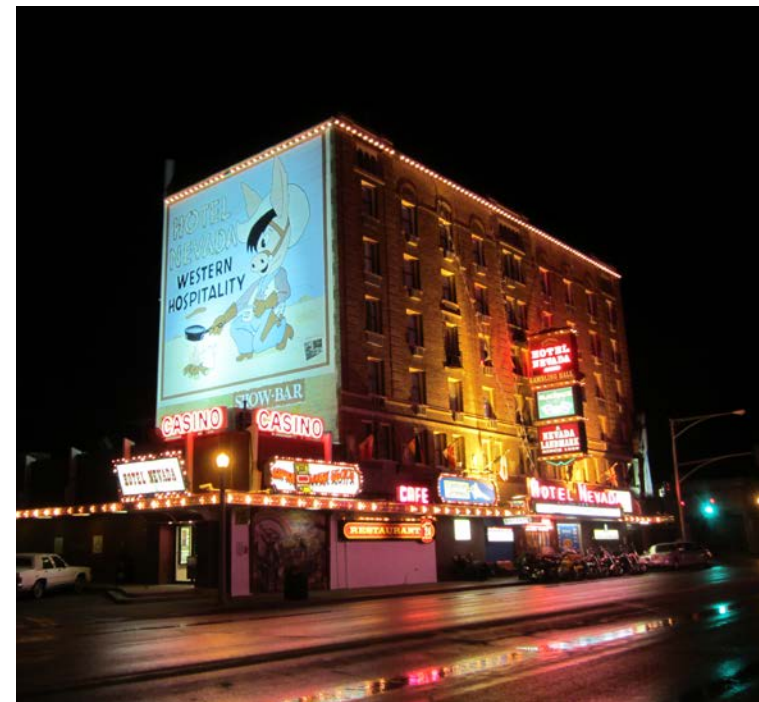
The two largest sums of money generated through the lodging tax in Nevada go to support local tourism promotion and public schooling. In all, over \$683 million in lodging taxes was used to help fund these two categories in fiscal year 2022.

LOCAL TOURISM PROMOTION

Local tourism promotion funds are spent on numerous things throughout communities in Nevada. Nearly \$390 million was received directly by local entities in fiscal year 2022 to promote tourism and attract visitors to Nevada destinations. Money can be used on things such as marketing and advertising, grant funding, and more.

For example, a portion of lodging taxes generated in Clark County is allocated to fund the Las Vegas Convention and Visitors Authority (LVCVA). The LVCVA uses this money to achieve its mission of promoting Las Vegas as the most desirable destination for leisure and business travel. It reinvests its room tax funding into further promoting visitation, thereby attracting more visitors and more lodging tax dollars for all entities receiving funding. The LVCVA also owns and operates the Las Vegas Convention Center.

Similarly, a portion of lodging taxes collected in Henderson go to fund Destination Henderson. Destination Henderson attracts tourism-based events to come to the city such as Big West Championships, American Junior Golf, Lake Las Vegas Classic as well as a multitude of city-operated special events annually at the newly constructed Dollar Loan Center Arena and Water Street Events Plaza.



A portion of lodging taxes collected within Washoe County is used to fund the Reno-Sparks Convention and Visitors Authority (RSCVA). Tax revenue to the RSCVA is primarily used to maintain and manage the Reno-Sparks Convention Center, Reno-Sparks Livestock Events Center, and manage the Reno Events Center and National Bowling Stadium. Funding is also used on advertising to promote the Reno-Tahoe area and repay debt related to the construction and expansion of the Reno-Sparks Convention Center.

Other tourism authorities receive a portion of the lodging taxes collected within their communities. These include entities such as the Carson City Culture and Tourism Authority, Carson Valley Visitors Authority, the Elko Convention and Visitors Authority, Fallon Convention and Tourism Authority, Lake Tahoe Visitors Authority, Virginia City Tourism Commission and more. Much like the larger CVAs, these entities use funding for operation and advertising to bring tourists from outside the area into their respective communities, spurring economic activity through visitor spending. Some of these entities also use the money to operate the convention centers within their respective communities.

Many rural communities benefit from lodging taxes in the form of grant funding. Some entities use these to sponsor or promote local events. Other communities utilize grants to promote their destination, such as Eureka County, in which grants are used to fund things such as the visitors guide, the car show, and more.

By promoting tourism and operating local convention centers, all of these entities are able to bring money back into the local economy by attracting visitors who will spend money on lodging, local restaurants, entertainment, gaming, outdoor recreation and more.



Nearly **\$390 million** was used to **promote local Nevada destinations.**

SCHOOL SUPPORT

Public schools, and the children that attend these schools, are the other large benefactor of lodging tax revenue in Nevada. Both the Clark County School District and the Nevada Department of Education receive lodging tax funds which are used in specific ways.

The Clark County School District (CCSD) receives a specific portion of locally imposed taxes collected within the county. Based on the 2022-2023 Final Budget Report for the Clark County School District, the CCSD is the fifth largest school district in the nation. Lodging taxes collected in Clark County are used to help fund capital projects and service debt taken on by the school district. These funds have helped in the construction of six elementary schools, one middle school, two career and technical academies, one high school, 11 replacement elementary schools, four replacement middle schools, one replacement high school, additions for capacity, replacement of aging technology in schools, and investment in modernization of existing schools. In addition, the 2015 Capital Improvement Plan (CIP) Revision 5 was approved by the Board of School Trustees on December 1, 2021. As a result, these funds, in the future, will help in the construction of 10 new elementary schools, 16 elementary and 15 middle replacement schools, five high schools (two comprehensive and three choice), a conversion of the Laughlin JHS/HS into a K-12 school, a new school at St. Jude's Ranch, and cafeteria additions at Basic, Bonanza and Eldorado High Schools. Future funds will also help in building the Las Vegas Academy master plan.

Nearly **\$294 million**
in lodging taxes **went**
to school support

STATEWIDE SCHOOL SUPPORT

- » Funds allocated towards the Pupil-Centered Funding Plan
- » Provides funding to school districts and charter schools across seven different funding levels

The Nevada Department of Education receives a portion of lodging taxes as well. As of July 1st, 2021, per NRS 387.1212 the State Education Fund (SEF) and the Pupil-Centered Funding Plan (PCFP) was created for the purpose of supporting the operation of public schools replacing the Distributive School Account. The PCFP provides funding to the districts and charter schools across seven different funding levels that includes funding for transportation, food services, local special education, English learner funding, at-risk funding, gifted and talented funding, and adjusted base funding.

In all, nearly \$294 million of lodging taxes collected in the 2022 fiscal year went to support schools, whether it went to the Clark County School District or to the Nevada Department of Education. Without tourism, Nevada taxpayers would need to supply this amount of tax-generated school support.



Money for Clark County School District helped fund these projects:

6 Elementary Schools

1 Middle School

2 Career and Technical Academies

1 High School

11 Replacement Elementary Schools

4 Replacement Middle Schools

1 Replacement High School

Capacity Additions

Aging Technology Replacement

Investment in School Modernization

MID-SCALE ALLOCATIONS

Other important benefits are also supported by lodging tax dollars in communities throughout the state. These include contributions to local general funds, economic and community development, parks and recreation, transportation and infrastructure, the Nevada Division of Tourism, and the Las Vegas Stadium Authority.

LOCAL GENERAL FUNDS

A portion of the lodging taxes collected in unincorporated Clark County, the City of Las Vegas, the City of Mesquite, and Washoe County are placed into their respective General Funds. This helps pay for important government services such as the police and fire departments, community services such as public works, parks and recreation operations and many other important government functions.

Throughout Nevada, over \$68 million went to support General Funds in these jurisdictions.

ECONOMIC AND COMMUNITY DEVELOPMENT

Local communities also benefit from lodging taxes through economic and community development. Money that goes towards economic development is used by communities across the state in different ways.

The town of Carlin uses lodging tax dollars for the acquisition, purchase, development, design and/or construction of new civic facilities. This has been used to build a public library and to begin the building of an ambulance and fire station for the community. It is also reserved for the maintenance, expansion and/or improvement of existing civic facilities, and for the administration and enforcement of these.

GENERAL FUNDS SUPPORT

- » Police Departments
- » Fire Departments
- » Public Works
- » Parks and Recreation Operations
- » Other Important Government Functions

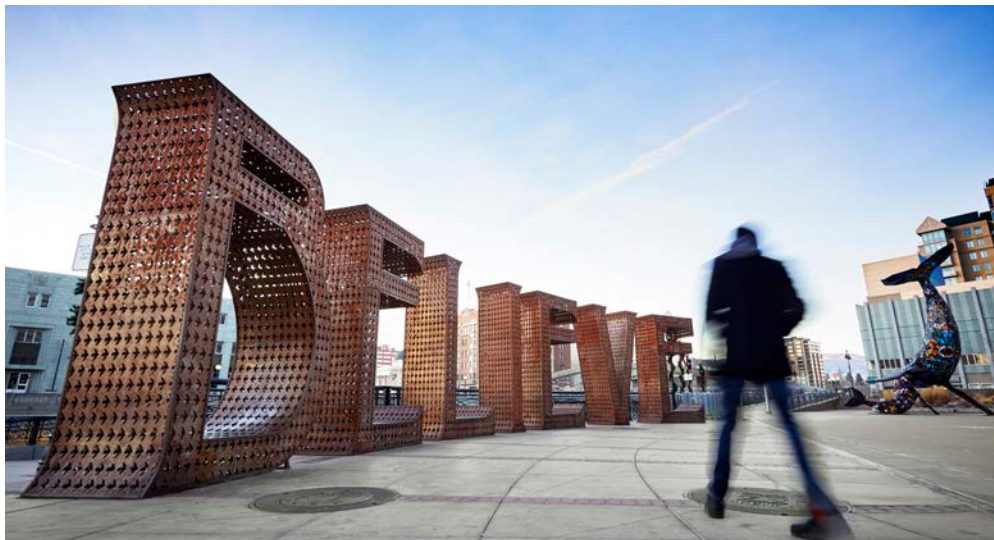


Credit: Visit Reno Tahoe

In Washoe County funds are also spent on developing the local economy. Funds utilized by the City of Reno are used to service debt payments on bonds, which were used to purchase the National Bowling Stadium, construct the Reno Events Center, and construct the Reno Ballroom Facility. Funds in Reno are also used to maintain and improve the Downtown Events Center facility, the National Bowling Stadium, the Reno Ballroom Facility, the Washoe County Livestock and Events Center, and downtown tourist sites such as the Reno Arch.

In Sparks, lodging tax dollars were used to help fund the Sparks Redevelopment Tax, which is primarily spent on capital improvements in the Victorian Square downtown area of Sparks.

Further, some communities use lodging tax dollars as future investments in their communities. The City of Fernley allocates dollars towards the purchase of land and in Pershing County, money is allocated to help fund salaries in the economic development department.



MONEY FOR COMMUNITY IMPROVEMENTS

CARLIN

- » Building of public library
- » Building of ambulance and fire stations
- » Improvement of existing civic facilities

FERNLEY

- » Land purchases

PERSHING COUNTY

- » Funding for Economic Development department

RENO

- » Livestock Events Center
- » National Bowling Stadium
- » Reno Arch
- » Reno Ballroom Facility
- » Reno Events Center

SPARKS

- » Capital improvements in Victorian Square downtown area

PARKS AND RECREATION

Tourism has a positive effect on local communities through contribution of lodging tax revenue for parks and recreation. One of the more significant contributions to parks and recreation across the state may be in West Wendover. Lodging taxes provide over \$1.7 million of support and accounts for about 62% of the revenue provided for the West Wendover Recreation District, which provides all the parks and recreation facilities for the city. It also provides programs to the community, including youth activities such as baseball, softball, soccer, flag football and Jr. Jazz basketball leagues, junior golf, and swim lessons. Recreation programs like game days, dodgeball, kickball, monthly coloring contests and special events through the recreation center are also included. Adult activities which are supported by the recreation district include softball, volleyball, basketball and flag football leagues and the equestrian property. In addition to all of these programs, the West Wendover Recreation District owns and operates the Toana Vista Golf Course and Scobie Park. Funds are used for bond debt and operating expenses of the recreation district.

Other communities benefit from funding to parks and recreation as well. In Carson City, tax dollars are dedicated to the Carson City Youth Sports Association. Funds are utilized to cover the cost of intermittent seasonal parks employees for the Carson City Parks Department. The employees work at both the Governor's Field and the Livermore Sports Complex that provide programmatic use by the Youth Sports Association.

In Pershing County, money is allocated to the recreation board which uses dollars to fund the swimming pool and a sports complex. Any money left over goes towards youth programs, ranch and junior rodeo, advertisements for group events, project graduation, and the local race car club.

Similarly, in Eureka County, lodging tax dollars are allocated to recreation grants as part of the fund that gives out grants to different recreation activities in Eureka County. These include things such as local sports leagues and tournaments, Arts in the Park (Eureka Art, Wine and Music Festival), and the demolition derby, among others.

MONEY FOR PARKS & REC IMPROVEMENTS

CARLIN

- » Equestrian park
- » Maintenance of parks and park facilities

CARSON CITY

- » Dollars dedicated to Carson City Youth Sports Association

EUREKA COUNTY

- » Local sports leagues
- » Arts in the Park
(Eureka Art, Wine and Music Festival)
- » Demolition derby

JACKPOT

- » Recreation center
- » Library
- » Golf Course

PERSHING COUNTY

- » Swimming pool
- » Sports complex
- » Youth programs

WEST WENDOVER

- » Primary funder of West Wendover Recreation District
- » Provides funding for youth and adult recreation activities

Additionally, in Jackpot, a portion of lodging tax dollars goes to help support the funding of various community aspects. This includes the recreation center which has a swimming pool, a gym, and more. Funds were also used to support the local library and golf course.

Further, Carlin allocates money that is reserved for the creation, operation and/or maintenance of parks and park facilities. This money has been used to enhance the park and to build an equestrian park.

Other entities that put money towards parks and recreation purposes include Churchill County, Douglas County, Elko County, the City of Wells, the City of Caliente, Esmeralda County, Mineral County, Nye County and White Pine County.

TRANSPORTATION AND INFRASTRUCTURE

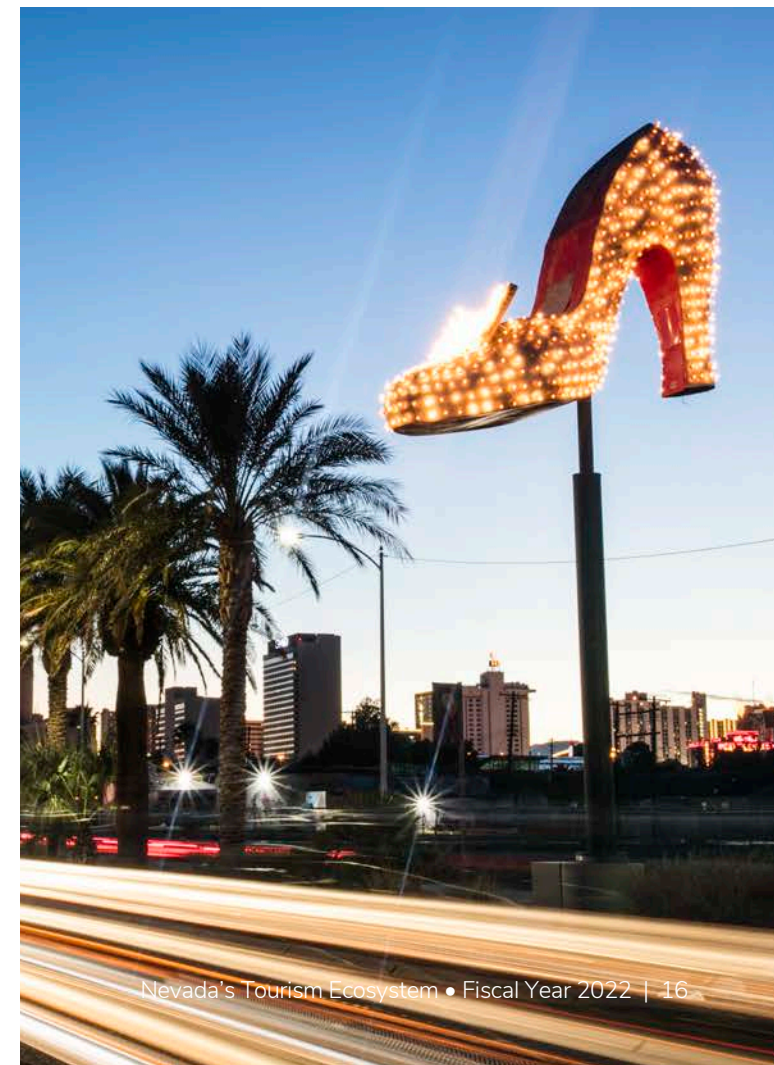
Much of the use of lodging taxes on transportation and infrastructure is allocated and spent in Clark County with jurisdictions throughout the county distributing money to the Master Transportation Plan (MTP). In unincorporated Clark County, these dollars are primarily used for transportation-related capital expenditures within the defined boundaries of two identified resort corridor areas within unincorporated Clark County. These include the Strip Corridor and the Laughlin resort corridor.

The City of Reno puts a portion of lodging tax dollars into the Railroad Debt Service Fund and is used for semiannual debt service on the 2006 Senior Lien Room Tax Bonds. The proceeds of this were used to help construct the downtown, below grade railroad track (ReTRAC). Similarly, in Carson City, money is dedicated to pay the Carson City NV General Obligation V&T Recreation Refunding Bonds, Series 2013B, along with allocating money that is dedicated to marketing benefitting the V&T Railway.

Some communities also allocate some money specifically towards their airport, such as in Elko County where a portion of lodging tax goes to support the Elko Regional Airport.

TRANSPORTATION IMPROVEMENTS IN CLARK COUNTY

- » Primarily capital-related expenditures for unincorporated Clark County, including the Las Vegas Strip area



NEVADA DIVISION OF TOURISM

Funded solely by lodging tax, the Nevada Division of Tourism (Travel Nevada) works to promote statewide economic health through the promotion of tourism throughout the state. While the majority of the Division's budget is spent on domestic marketing, promotional spending is also allocated to expand state partnerships to benefit Nevada residents, to contribute to long-term growth and sustainability of local economies, and to support rural communities to advance their strategic plans.

The Travel Nevada marketing team manages programs with content and media partners to increase brand awareness, and ultimately, inspire the potential traveler to book a trip to a Nevada destination. The creative messages emphasize itineraries that may begin in Reno or Las Vegas, but also include room nights and activities in rural communities. The industry development program administers statewide grant programs and facilitates successful outcomes, enhances partner relationships throughout the state, grows relationships within the travel trade industry, and manages representation in five countries. Public relations efforts include outreach to global media via pitches, missions, and in-state visits, communication integration of Travel Nevada's marketing and industry programs, and management of an ongoing public affairs plan, which educates the legislature and industry stakeholders regarding the impact of tourism to the state's economy.

LAS VEGAS STADIUM AUTHORITY

In Southern Nevada, a portion of transient lodging taxes was distributed to the Las Vegas Stadium Authority, in which the money collected in fiscal year 2022 was spent on a combination of operations, capital construction and debt service reserves. Operational expenses included general staffing, research and support services related to Stadium Authority operations, fiscal agent services, accounting services and legal services related to the development of the stadium project. Additional lodging tax revenues were dedicated to debt service reserves related to the bonds issued for stadium construction.



SMALL-SCALE ALLOCATIONS

Smaller allocations used by jurisdictions throughout the state include things such as arts and culture support, intergovernmental transfers, rollovers, and other miscellaneous uses.

ARTS & CULTURE

Money specifically dedicated to arts and culture across the state generally focused on helping to fund cultural organizations in communities. In Elko County, some lodging tax dollars are specifically allocated to the Western Folklife Center, Nye County allocates money to the Beatty Museum, and Esmeralda County provides tax dollars to the Esmeralda County Historic Preservation Fund.

Further, some of the money that is allocated to the White Pine County Tourism and Recreation Board are used to support maintenance and expansion of public art and preservation of historic assets.

MISCELLANEOUS

Other miscellaneous allocations of lodging tax money include intergovernmental costs, which are distributed between one government entity and another. For example, in Carson City, the Carson City Culture and Tourism Authority transfers lodging tax dollars to the City of Carson City in order to cover all direct costs for special events/tournaments and management/legal services. Other miscellaneous uses of funds include rollovers from one fiscal year to the next or for workers compensation.

ARTS AND CULTURE SUPPORT

- » Western Folklife Center
- » Beatty Museum
- » Esmeralda County Historic Preservation Fund
- » Expansion of public art and preservation of historic assets in White Pine County



CONCLUSIONS

In Nevada, it is evident that travel and tourism enhances the quality of life for residents of this great state. Though people within the travel and tourism industry benefit through jobs, wages, and the use of lodging tax funds as a means of promoting local destinations, the benefits of the lodging tax accrue to everyone in the community as well.

Travel and tourism helps make communities better and safer through the supplementing of general funds. These dollars help fund police and fire departments and other important governmental services, such as public works in various cities and towns throughout Nevada. It also helps to enhance education funding across the state with nearly \$294 million dollars of lodging taxes going to help support schools. And, tourism helps to fund numerous recreation opportunities across Nevada, whether that is providing a majority of funding for the West Wendover Recreation District or providing funding for recreation infrastructure such as the sports complex in Pershing County or an equestrian park in Carlin.

In all, more than \$924 million of lodging taxes were collected in fiscal year 2022, which were largely paid for by non-Nevada citizens. This means that Nevada citizens are receiving over \$924 million worth of benefits listed throughout the report, paid for by visitors. The Nevada Division of Tourism is working hard to see that communities throughout the state receive more of the benefits provided through the lodging tax via increased overnight visitation.

Through its strategic programs, the Division of Tourism contributes to the long-term growth and sustainability of local tourism economies, which is a relatively new focus for Travel Nevada. By integrating the marketing grant

program with efforts to build stronger product and partnerships throughout the state, the goal is to establish an understanding that local tourism products and services are fundamental to a vibrant quality of life for all Nevadans.

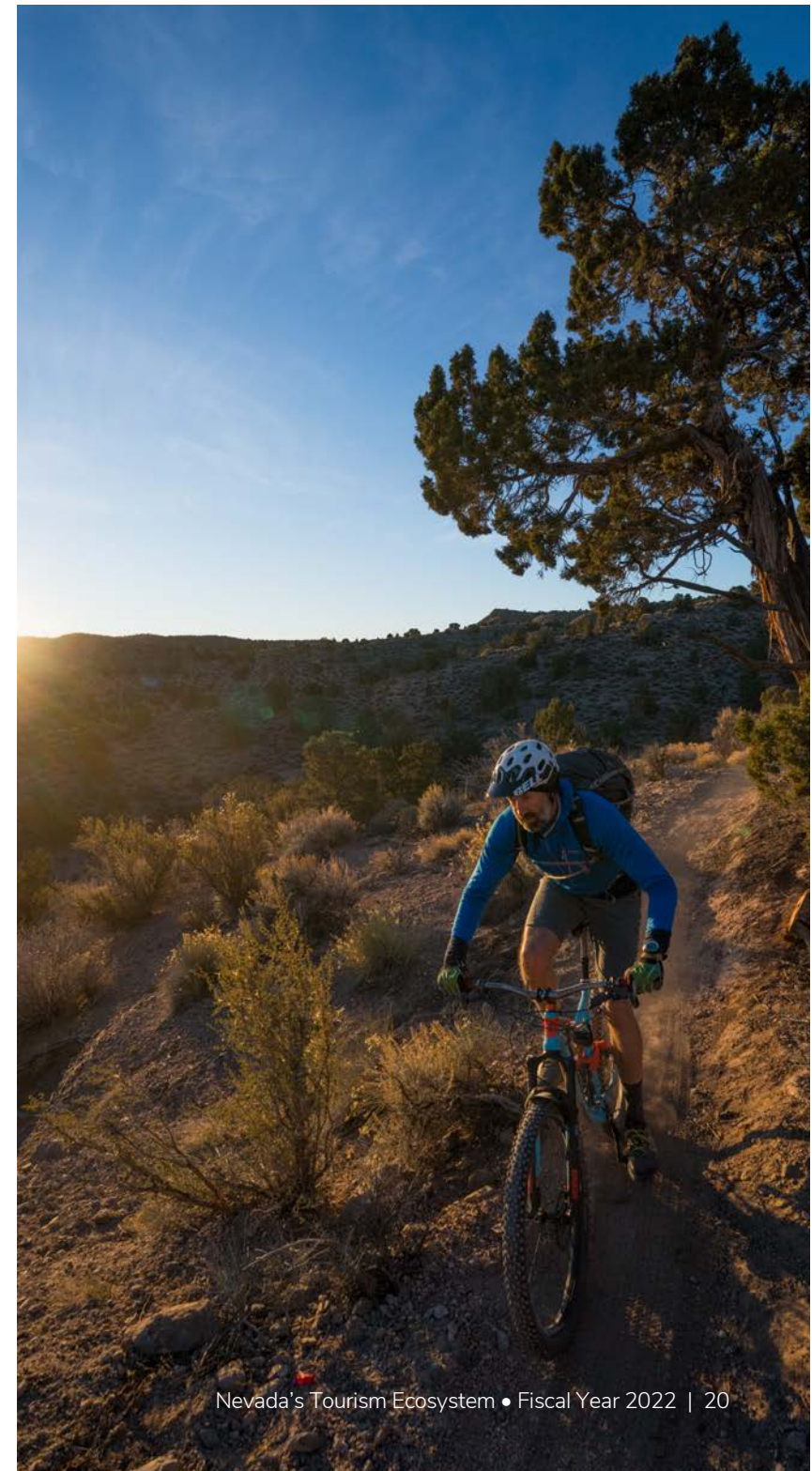
More traditional marketing efforts continue to expand Nevada's reach, targeting visitors with a high propensity to travel to the state and heighten the perception of the state to attract people who stay longer and spend more. In-state, efforts are focused to educate residents on all there is to explore in their own backyards, encouraging them to visit rural areas, adding to overnight visitation and economic impact in these communities. Additionally, it fosters Nevada pride and ambassadorship, leading to higher perception, wider reach, and ultimately more welcoming and thriving economies.

Through all of these efforts, the Division of Tourism ensures that it is doing its part to drive overnight visitation to the state and that communities across Nevada experience all the benefits that are provided via the lodging tax listed throughout this report.

METHODOLOGY

In order to determine how lodging taxes are allocated, the Nevada Department of Taxation provided the annual report of lodging taxes collected across the state. This report is a compilation of the reports submitted to the Nevada Department of Taxation, as mandated by NRS 244.3357, which requires submitting entities to provide the lodging tax rates, amount of lodging tax revenue collected, and the manner in which the revenue was used. Each individual jurisdiction was then contacted to get more in-depth and specific information on each allocation and to create groupings of "like categories" for spending across the state. If a jurisdiction was unable to be contacted, allocations for specific line items were grouped based on what was reported by the Department of Taxation. Some state and local documentation, such as statutes and budgets, were also reviewed to get a better sense of how funds were allocated.

In some instances, a single contact or entity could provide descriptions of spending allocations for the whole city/county. In other cities/counties, however, the contact for an individual jurisdiction could not provide a complete description for how all allocations were spent. For example, in Washoe County, funds were allocated and distributed across multiple entities including the City of Sparks, City of Reno, the Reno-Sparks Convention and Visitors Authority, and Washoe County. In cases like these, individuals at each entity were contacted to get a more complete description and idea of how funds were spent specifically. These contacts were also asked to confirm that the amounts of funds obtained were correct. It should be noted that, in some cases, dollar amounts differed slightly between the Nevada Department of Taxation and the individual entities that were contacted. In these instances, the amount given by the individual entities was used. It should also be noted that, as of the publication of this report, the Nevada Department of Taxation had not yet received the fiscal year 2022 report for Humboldt County. For this county, allocations from prior years were used as placeholder values and the report will be updated when these are received.



SOURCES

Carson City Culture and
Tourism Authority

City of Carlin

City of Fernley

City of Henderson

City of Las Vegas

City of Mesquite

City of Reno

City of Sparks

Clark County

Clark County
School District

Elko Convention and
Visitors Authority

Elko County

Elko County
Recreation Board

Eureka County

Lander County

Las Vegas Convention and
Visitors Authority

Las Vegas Stadium Authority

Lincoln County

Lyon County

Mineral County

Nevada Department
of Education

Nevada Department
of Taxation

Nye County

Pershing County

Reno Sparks Convention
and Visitors Authority

Storey County

Washoe County

West Wendover
Recreation District

Western Folklife Center

White Pine County Tourism
and Recreation Board



