

**Southern Nevada Sporting Event Committee**  
 Summary of Issues and Potential Recommendations

Issue	<b>Staff Recommendation</b>
General statement of policy as it relates to events	Southern Nevada should actively seek to attract, retain, develop, sponsor, host, produce and otherwise support events that are deemed to be in the best interest of the region's tourism industry and that are consistent with the core mission of the LVCVA (i.e., to attract visitors by promoting Las Vegas as the world's most desirable destination for leisure and business travel).
General governance structure (one organization or two)	Southern Nevada has benefited greatly from the existence of both the LVCVA and LVE, and it would not be in the best interest of the community to eliminate either organizations' resources or capabilities as they relate to attracting, developing and hosting events. That said, cooperation and collaboration are essential. Efforts should be made to eliminate conflict and reduce any duplication of efforts. Where possible, shared services (e.g., office space, administrative services, technology and procurement) should be strongly considered where doing so reduces administrative cost and increases funds available for direct event support.
Which entity should be the lead on which events?	<p>The LVCVA <del>should</del><ins>will</ins> be the lead entity on all major, citywide bid events and all media events.</p> <p>LVE <del>should</del><ins>will</ins> be the lead entity on all sponsored and developing events, amateur events and youth events as well as all produced events (barring major, citywide bid events and media events).</p> <p><u>Note 1:</u> Definitions and examples of each type of event are provided later in this document.</p> <p><u>Note 2:</u> These are intended to be guidelines as opposed to hard and fast rules. There may be circumstances where LVCVA seeks assistance from LVE for citywide events or where LVE is asked to serve as the lead entity on a citywide event. Similarly, there could be times when the LVCVA serves as the lead organization for a smaller event or where LVE seeks assistance from the LVCVA. This should occur when both entities agree, in advance, that it is in the best interest of the community to do so.</p>
Creation of <u>one or more</u> local organizing <u>committees</u> <del>committee</del>	<del>The Las Vegas Local Organizing Committees (LVLOCs) should be one or more ad hoc Committee (LVLOC) is a standing advisory committees created committee supported by the LVCVA, which shall serve as administrative and fiscal agent for the specific purpose of attracting major, citywide bid events to Southern Nevada and ensuring the community is prepared to host such events.</del>

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	<p><u>LVLOCs should</u> LVLOC. The LVLOC, by and through the LVCVA, shall be charged with identifying, developing, structuring and securing bid packages for major, citywide events. <u>To this end, LVLOCs should</u></p> <p>The LVLOC shall also provide direction and support for coordinating major, citywide bid events including the marshalling of public and private resources necessary to effectively bid on a major, citywide events and/or to ensure that the community is well positioned to host such an event.</p> <p>The LVLOC shall also provide recommendations to the LVCVA relative to appropriations from the Las Vegas Events Funds (discussed below); provided, however, that any major, citywide bid <u>event</u>s for which Las Vegas Event Funds are <u>to</u> be allocated <u>should</u> be approved by the LVCVA Board in a public meeting.</p> <p>Once an event is secured, the LVLOC shall serve as the host committee for that event unless an alternative host committee configuration is required by the bid itself.</p> <p>To ensure <u>Southern</u> Nevada's ability to be competitive, preliminary bids and any proprietary business information, should be permitted to remain confidential (see Confidentiality section).</p> <p><u>Once an event is secured, the LVLOC should act as the host committee for that event. In its host capacity, an LVLOC should provide direction and support for the event, including marshalling public and private resources needed to meet bid requirements (e.g., private sponsorships) and ensure the community is well positioned to successfully host such events (e.g., enhanced transportation and public safety requirements).</u></p> <p><u>LVLOCs are likely to have similar or shared membership (see committee composition discussion below); however, concurrent events (e.g., a Super Bowl and an NCAA Final Four) may require different representation, and thus, multiple committees. LVLOC members should serve in a volunteer capacity, and the LVCVA should serve as fiscal and administrative agent for LVLOCs, providing professional and administrative support on an as-needed basis.</u></p> <p><u>LVLOCs should meet at the call of the chair or at the request of the chief executive officer of the LVCVA.</u></p> <p><u>The LVLOC shall be supported by the Major Events Activation Committee (MEAC). Successfully hosting any major, citywide bid event will require broad based support from the community both in terms of fund raising and</u></p>

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	<p><del>technical expertise for issues such as transportation and public safety. The MEAC is a group of business and community representatives with the ability to raise funds, coordinate community engagement and ensure the ability of the community to successfully host a major event. The MEAC will meet on an as needed basis as required by the LVLOC. Its makeup will be determined by the LVLOC, with the assistance of the LVCVA, and is expected to change from time to time.</del></p> <p><u>Note 1:</u> Although <del>LVLOCs should be the LVLOC is</del> encouraged to utilize existing LVCVA and LVE staffing and support resources where appropriate to do so, it is anticipated that <del>LVLOCs the LVLOC</del> may need to retain one or more outside experts to assist with a particular bid or provide technical assistance relative to hosting a <del>specific</del><ins>particular</ins> event. Should the LVCVA concur that such outside assistance is warranted, the LVCVA <del>should</del><ins>will</ins> be responsible for facilitating the retention of such experts or supplemental staff in its capacity as fiscal and administrative agent for the LVLOC.</p> <p><u>Note 2:</u> SNSEC staff is continuing to work on evaluating the most appropriate structure of the LVLOC. Local organizing committees can take on any number of forms including 501(c)(3)s, 501(c)(6)s and divisions of local destination marketing organizations. We are seeking a structure that is considered the best fit relative to both efficiency, flexibility and effectiveness.</p>
What <del>should</del> <ins>will</ins> the composition of <del>at</del> the Las Vegas Local Organizing Committee be?	<p><u>Each</u><del>The</del> LVLOC <del>should</del><ins>shall</ins> be comprised of 9 to 11 members appointed as follows:</p> <ul style="list-style-type: none"> <li>▪ Two (2) members appointed by the LVCVA; one of which that <del>should</del><ins>shall</ins> be appointed to serve as the chair</li> <li>▪ Two (2) members appointed by LVE</li> <li>▪ One (1) member appointed by the Governor of the State of Nevada</li> <li>▪ One (1) member appointed by the Nevada Resort Association</li> <li>▪ Three (3) members, one appointed by each of the owners of the three largest locally based, major league professional sports franchises or similar organizations, or their respective designees, as measured by total annual attendance and/or economic impact (projected annual attendance may be used in the event that a franchise is yet to move to Southern Nevada but has committed to do so and has received approval of its governing league)</li> <li>▪ To the extent deemed necessary by the chair, two (2) at-large members appointed by the other members of the <u>Committee</u><del>committee</del>, which should reflect the specific needs of the <u>Committee</u><del>committee</del> not represented by the other appointees (e.g., a venue representative <u>or a</u> <del>representative from the local university</del>.)</li> </ul>

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	<p><u>Note:</u> Appointees <del>should</del><ins>must</ins> have the education, experience, background and abilities to: (i) evaluate and develop a successful bid package, (ii) effectively represent the destination; (iii) meet the requirements imposed on a major event host committee; (iv) provide effective event management oversight and (v) raise the funds necessary to host a major event.</p>
How <del>should</del> <ins>will</ins> major, citywide bid events be defined?	<p>Major, citywide bid events are generally defined as large-scale events where the location of the event is not determined by the participants in the contest. Host communities generally bid or submit proposals for the opportunity to host the particular event in a particular year or years. However, in some cases, leagues or governing sports bodies may also identify a location that it wishes to be in and then negotiate directly with that locality in an attempt to obtain a suitable arrangement. There are direct and indirect costs to host these types of events, and they commonly require a local organizing committee and/or local host committee structure.</p> <p><u>Examples of major</u></p> <p><del>Major</del>, citywide bid events <del>should</del><ins>shall</ins> include <del>the events such as</del> Super Bowl, <del>NFL Draft, NHL All Star Game, NHL Draft, NBA All Star Game, NBA Draft and Draft Lottery, MLB All Star Game, Olympic Games and US Olympic Team qualifying events, College Football Playoffs and, National Football Championship, Las Vegas Bowl, NCAA Final Four (men), NCAA Final Four (women), NCAA Tournament (early rounds), NCAA Hockey Frozen Four, FIFA World Cup Soccer, MLS Cup, Formula 1 Racing, PBR World Finals, a major boxing or MMA event and CONCACAF Gold Cup.</del> This definition <del>and list</del> notwithstanding, the LVCVA <del>should</del><ins>shall</ins> have the final determination as to what does or does not constitute a major, citywide bid event.</p>
How <del>should</del> <ins>will</ins> media events be defined?	<p>Media events are generally defined as events where the value is based on exposure for the market as opposed to incremental room nights or visitor spending. Media events <u>should</u> include events such as the Billboard Music Awards, the ESPYs and the NHL Awards. This definition and list notwithstanding, The LVCVA <del>should</del><ins>shall</ins> have the final determination as to what does or does not constitute a media event.</p>
How <del>should</del> <ins>will</ins> sponsored and developing events be defined?	<p>Sponsored and developing events tend to be smaller in scale than major, citywide bid events but are sponsored or subsidized by the host community. These can include one-off events or recurring events; and, in Southern Nevada, are often championship series for particular events. These also commonly include incubated events, where the host jurisdiction provides more significant assistance in the early years with the goal that the event will grow and <del>will</del> ultimately become self-sustaining. The amount of the sponsorship can vary considerably and often includes some form of</p>

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	<p>cobranding or marketing/advertising support. <u>Examples of sponsored and developing events should include Wrangler National Finals Rodeo, USBC Open Championships, Rock 'n' Roll Marathon and NBA Summer League.</u></p> <p><del>Sponsored and developing events shall include events such as Wrangler National Finals Rodeo, USBC Open Championships / Women's Championships, UFC International Fight Week, Rock 'n' Roll Marathon, Neutral Site NCAAM Football Games, FEI World Cup, NBA Summer League, USA Basketball, WNBA All Star Game, MLB Big League Weekend, USA Sevens Rugby, The Mint 400, Monster Energy Supercross, Monster Jam World Finals, NCAA Wrestling Championships, International soccer friendlies, International Champions Cup, World Series of Team Roping and College Baseball Classic.</del></p> <p><u>Note:</u> As part of LVE's role as the lead agency relative to sponsored and developing events, it <u>should be</u>s encouraged to develop new events that meet the goals and objectives set forth herein and that it reasonably anticipates <u>said events</u> will become self-sustaining.</p>
How <u>should</u> will amateur and youth events be defined?	<p>These are events of various sizes that provide competitive venues for amateur athletes, including youth athletes. Although these events take any number of shapes and sizes, and attract athletes from all walks of life, they are often oriented toward youth athletes and rely heavily on "grassroots" leagues. While amateur events can require the use of major event facilities, they more commonly utilize municipal sports fields and complexes.</p> <p>Amateur and youth events <u>should</u><del>shall</del> include events such as USSSA Senior Softball World Masters, <u>USA Softball</u><del>US</del> Slow Pitch<del>Softball</del> tournaments, Cliff Keen Wrestling, youth soccer tournaments, AAU Basketball tournaments, NCAA Youth Development Basketball Camps, AAU Junior Olympic Games, youth lacrosse tournaments, youth volleyball tournaments, youth baseball tournaments, and youth dance/cheerleading events.</p>
<u>How should</u> <del>What are</del> "other" events <u>be defined</u> ?	<p>Other events include those not otherwise defined herein and include those that are produced by LVE or which the LVCVA and LVE jointly agree are in the best interest of the community to attract, develop or otherwise support. Examples of events produced by LVE <u>should</u> include the Las Vegas New Year's Eve Celebration and Wrangler National Finals Rodeo.</p> <p><u>Note 1:</u> It is worth noting that there are "other" events that <u>do not</u><del>don't</del> fit neatly into any particular category. A good example is esports, which is emerging and unlike traditional sporting events in several ways. As events evolve, the LVCVA and LVE <u>should</u><del>will</del> need to work together to evaluate</p>

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	<p>the <u>significance</u><u>value</u> of these events and <u>to</u> determine how best to <u>potentially</u> attract, retain and host them.</p> <p><u>Note 2:</u> The <u>Committee's</u><u>SNSEC's</u> recommendations are generally focused on sporting events; however, there are events that may seek assistance from the LVCVA and/or LVE that are sports-related but not sporting <u>contests</u><u>contest</u> (e.g., <u>NHL</u> <u>Awards</u>, <u>NFL</u> <u>Draft</u> and the <u>ESPYS</u>) or are unrelated to sports but have similar positive attributes (e.g., Las Vegas New Year's Eve Celebration, the Billboard Music Awards and a presidential debate). The LVCVA <u>should</u><u>shall</u> have discretion to use Las Vegas Event Funds (defined in the following section) to support such events directly, or indirectly through LVE or <u>an</u><u>the</u> LVLOC, where the evaluation underlying such support undergoes heightened scrutiny to ensure event in question reflects the core mission of the LVCVA and does not unnecessarily impact previously approved event programming as set forth in the Major Event Funding Plan (defined in the following section).</p>
How <u>should</u> <u>will</u> events be funded?	<p>The LVCVA <u>should</u><u>shall</u> create and administer a Las Vegas Events Fund (LVEF). The LVEF <u>should</u><u>will</u> be funded, in part, with a dedicated allocation from the LVCVA budget of not less than an amount equal to a 0.25 percent transient lodging tax, applied countywide. To be clear, this is not a new tax; it is a reallocation of existing LVCVA room tax funds. The LVEF should also benefit from non-LVCVA funds, including, without limitation, sponsorship revenues; event revenues; new or expanded taxes, charges or fees designed to support events; and other similar and related sources.</p> <p>LVEF funds <u>should</u><u>shall</u> be used solely for the purpose of promoting, sponsoring and hosting events in Southern Nevada, including those facilitated by LVE and <u>an</u><u>the</u> LVLOC. <u>Any LVEF funds unspent during the year should stay in the LVEF and should be carried over, in full, to the following year</u><u>LVLOC</u>.</p> <p><u>Note:</u> The funds ultimately allocated to the LVEF <u>should</u><u>shall</u> be determined based on the needs of the community and the pipeline of anticipated events. The LVCVA <u>should</u><u>shall</u> develop fiscal and accounting guidelines for the LVEF and approve the LVEF budget as part of its normal budgeting process. Additionally, the LVCVA <u>should</u><u>shall</u> develop and approve a 10-year Major Events Funding Plan (MEFP) not less than once every three years. The MEFP <u>should</u><u>shall</u> identify both sources and uses for LVEF funds and <u>should</u><u>shall</u> be approved by the LVCVA Board. The annual LVEF budget allocation and the MEFP may be amended from time to time, between regularly scheduled updates, to reflect changes in anticipated sources or uses, but must always be balanced. Any event receiving a multi-year sponsorship <u>should</u><u>must</u> be amended into the MEFP upon approval to</p>

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	ensure funds for all years are budgeted at the time the sponsorship is approved.
<b>How <del>shouldwill</del> LVE be funded through the LVEF?</b>	<p>LVE <del>shouldshall</del> submit to the LVCVA a budget request on or before <del>February</del><ins>January</ins> 1 of each calendar year. This budget request <del>shouldshall</del> reflect the events for which LVE proposes sponsorship, other support or activity during the upcoming fiscal year as well as administrative and overhead costs.</p> <p>The LVCVA <del>shouldshall</del> review the budget provided by LVE in good faith during its normal, annual budgeting process and <del>shouldshall</del> allocate funding from the LVEF necessary to support LVE's activities to the extent they: (i) are consistent with the mission, goals and objectives set forth herein and (ii) do not negatively affect the LVCVA's ability to meet its long-term funding requirements as set forth in the MEFP.</p>
<b>What happens if an unforeseen event requires funding from the LVE that was not budgeted for the fiscal year?</b>	<p>In the event that LVE requires additional financial support for an event or events that were not included in its budgeting process, LVE <del>shouldshall</del> have the opportunity to seek one or more supplemental appropriations from the LVEF. Approval of all supplemental appropriations <del>shouldshall</del> be at the discretion of the LVCVA.</p> <p><u>Note:</u> LVE <del>shouldshall</del> ensure that any event not specifically detailed and authorized as part of its annual budget is approved by the LVCVA Board or the chief executive officer of the LVCVA (or his designee), as appropriate, prior to any authorization of funds (or commitment thereof), current or future, or any release of public information regarding the event in question.</p>
<b>What happens in the event that LVE does not spend all of LVEF money allocated to it during the fiscal year?</b>	<p>In the event that LVE has funds remaining at the end of the fiscal year, those funds <del>shouldshall</del> revert to the LVEF. All reversions <del>shouldshall</del> be provided to the LVCVA at the conclusion of the fiscal year, but in no case more than 90 days after the <del>of the</del> end of the fiscal year.</p> <p><u>Note:</u> To the extent necessary to ensure continuity of operations, LVE may be required to retain an ending fund balance. The amount of that fund balance, and its permitted uses, should be provided as part of the LVE budget and <del>shouldwill</del> be subject to approval by the LVCVA.</p>
<b>Will LVE be required to contribute to the LVEF?</b>	LVE <del>shouldshall</del> seek to maximize the LVEF through event development, participation and/or production such that those funds can be reinvested in future events. It is anticipated that not less than 10 percent of LVEF capital inflows <del>shouldshall</del> be sourced to LVE reversions.

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<b>How <del>shouldwill</del> events be evaluated to determine which ones Southern Nevada should develop or support?</b>	<p>For any major, citywide event, the LVCVA <del>shouldshall</del> undertake a benefit-cost analysis and <del>shouldshall</del> only bid on events where there is a reasonable expectation that the event will have a positive benefit-cost ratio for: (i) the Southern Nevada economy generally and (ii) the region's tourism industry specifically.</p> <p>For all events sponsored or otherwise supported or facilitated by LVE, those events <del>shouldshall</del> meet or exceed a set of predetermined evaluation criteria and/or standards. Such criteria and/or standards <del>shouldshall</del> be proposed by LVE and approved by the chief executive officer of the LVCVA or his designee not less than once every three years. As necessary and appropriate, the event criteria and/or standards may be amended from time to time, between scheduled updates, as deemed appropriate by both the LVCVA and LVE.</p> <p>Evaluation criteria for both the LVCVA and LVE should be weighted most heavily on destination impacts (e.g., incremental room nights and incremental visitor spending) but should also consider factors such as, event timing; alignment with targeted demographics; longevity, reach, and integration of the event; <u>rural or urban location</u>; marketing and advertising value, public relations value and social media impacts; and additive value to the Las Vegas brand; <u>and, where appropriate, the Laughlin and Mesquite brands.</u></p> <p><u>Note:</u> The event criteria and/or standards are intended to be guidelines. Exceptions should be considered, with LVCVA approval.</p>
<b>Advertising, marketing and messaging</b>	<p>The Las Vegas brand is among Southern Nevada's most valuable economic <u>assetassets</u>. It is essential to the success of its core tourism industry and the vitality of the region's economy. Events that complement and enhance the Las Vegas brand should be supported and developed; events that are inconsistent with, reduce the value of or reflect negatively upon the Las Vegas brand should be highly scrutinized or discouraged.</p> <p>Each sponsored, promoted or facilitated event <del>shouldshall</del> have a destination advertising and marketing <del>to</del> be provided by <u>the</u> event promoter or other similar party that exceeds the value of the sponsorship, funding or other support provided to the event by either the LVCVA or LVE. The LVCVA <del>shouldshall</del> establish a target for this contribution. <del>(e.g., 1.5x)</del>. The target may change from time to time; however, a target modification <del>shouldshall</del> not be applied retroactively to any event for which sponsorship, funding or other support has already been committed. Additionally, the LVCVA</p>

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	<p><u>shouldshall</u> have the ability to waive this requirement where the circumstances surrounding the event indicate that it is in the best interest of the community to do so (e.g., such a requirement may be inappropriate for <u>a</u> youth sports tournament that is receiving funding from the Las Vegas Events Fund).</p> <p>All marketing, advertising or other promotional materials for LVE events are to be approved by the LVCVA or its designee.</p> <p>The LVCVA <u>shouldshall</u> provide standards for destination advertising, marketing and promotion and facilitate access to the LVCVA's advertising and marketing team (internal and external) to assist, as appropriate, LVE and/or event promoters in developing advertising and marketing materials that reflect the LVCVA's brand standards.</p>
Major events calendar	<p>The LVCVA <u>shouldshall</u> maintain a master events calendar that includes the dates of scheduled major events (not just sporting events) that have been scheduled or which the LVCVA believes have a reasonable likelihood of being scheduled. The major events calendar <u>shouldshall</u> be shared with LVE. LVE <u>shouldwill</u> provide any information on its events required to keep the calendar current. LVE will not approve, sponsor or otherwise facilitate any event without first confirming with the LVCVA that the event in question does not create an event conflict.</p>
Reporting and accountability	<p>Both the LVCVA and LVE <u>shouldshall</u> ensure reporting and accountability standards that reflect full financial transparency and include a reasonable calculation of the relative return on investment as measured by incremental occupied room nights and incremental visitor spending. Financial and operating analyses <u>shouldshall</u> include aggregate performance metrics, year-over-year comparisons and comparisons to projections.</p> <p>The LVCVA and LVE <u>shouldshall</u> require any sponsored event to provide information necessary to evaluate the impact of the event on the Southern Nevada economy.</p> <p>Not less than once each year, LVE <u>shouldshall</u> compile and provide event-related information and submit the same to the LVCVA. This <u>shouldshall</u> include, to the extent reasonable and customary, any information required by the LVCVA on: (i) events sponsored during the current period and (ii) events that had previously received support and are now operating independently of LVE.</p> <p>To ensure consistency, the LVCVA <u>shouldshall</u> be responsible for compiling event-specific and sector-specific reports that reflect event performance and</p>

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	<p>impacts, including return-on-investment analyses for LVEF outlays and economic and fiscal impact assessments for LVCVA and LVE sponsored events. Similarly, the LVCVA, through its agency of record or other designee, <u>shouldshall</u> be responsible for determining media and advertising values, which <u>shouldshall</u> be consistently calculated for all events during a fiscal year. LVE <u>shouldwill</u> coordinate with the LVCVA's market research staff to facilitate these requirements. All analyses relative to LVE events <u>shouldshall</u> be provided in draft to <u>LVCVALVE</u> for review and comment before being released publicly.</p> <p><u>Note 1:</u> No event that is scheduled to receive funds in multiple years <u>shouldwill</u> be eligible to receive funds after its first year of support until such time as all reporting and accountability requirements have been met.</p> <p><u>Note 2:</u> <u>To the extent that event-related information can be reasonably gathered and shared with public service providers (e.g., the Regional Transportation Commission of Southern Nevada, Clark County Department of Aviation and the Metropolitan Police Department) so that those organizations might improve planning and service provisions for special events, data should be shared.</u> To the same end, general event data (e.g., the master event calendar) should also be accessible to public service providers. The Committee recognizes that a key element of successfully hosting sporting events is facilitating the ease of movement for both attendees of those events, and visitors and citizens of the region while the event is occurring. Therefore, the Committee recommends that innovative technologies in both data generation and analytics as well as diversity of transportation modes continue to be pursued by the appropriate entities.</p>
Creation of a Youth Sports Development Working Group	<p>The Youth Sports Development Working Group (YSDWG) is designed to increase coordination among all the local jurisdictions relative to youth sports assets (e.g., playing fields), event scheduling and event funding and promotion. The working group should have the ability to review and analyze the economic and fiscal impact of events to ensure preservation of assets and appropriate positioning of events and event-related activities. They should also provide guidelines for the organic and systematic development of youth and amateur sporting events that: (i) consider and <u>seekseeks</u> to optimize the master events calendar; (ii) improve the utility of and return on existing community assets; (iii) seek an economic balance that favors participants and does not unduly burden the public sector; and (iv) provide for increased access to events and activities for local athletes, teams and enthusiasts.</p> <p>The YSDWG <u>shouldwill</u> be coordinated by and facilitated through LVE, who <u>shouldwill</u> be responsible for working with the group in developing and</p>

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	<p>supporting youth/amateur events in Southern Nevada. This effort <u>shouldwill</u> include, but <u>shouldwill</u> not be limited to, the establishment of criteria for funding and hosting youth and amateur sporting events. To this end the YSDWG, in coordination with LVE, <u>shouldshall</u> develop strategies relative to how youth/amateur sports may be sponsored; potential coordination with local hotel partners; and market positioning through marketing, advertising and outreach efforts. Budget requests, if any, <u>shouldshall</u> come through LVE and all advertising and marketing efforts <u>shouldshall</u> be subject to approval by the LVCVA.</p>
<u>What should the composition of a Youth Sports Development Working Group be?</u>	<p><u>The YSDWG should be comprised of two (2) representatives appointed by the city manager in each incorporated city in Clark County, the county manager for Clark County, the town manager for any unincorporated township with a population of more than 6,000 people and for which youth sports or related events may operate separately from the unincorporated county. Each of the aforementioned entities should appoint one public sector representative knowledgeable in the provision of youth sports (e.g., the management of recreation facilities and field programming) and one private sector representative with experience in developing, producing or servicing youth sporting events. The working group should also include any other representative deemed appropriate by the chief executive officer of LVCVA or president of LVE.</u></p>
Confidentiality	<p>Event negotiations require a certain degree of confidentiality both in terms of what is being proposed under a specific bid as well as confidential or proprietary information that may be included as part of bid packages, requests for proposal or bid submissions. Revisions to Nevada Revised Statutes <u>shouldwill</u> be required to provide the LVCVA the <u>necessaryrequired</u> confidentiality (<u>see provided statutory language in the following section of this report</u>).- This process should be consistent with the policies and procedures in place for other government entities (e.g., the Governor's Office of Economic Development).</p>
Recognizing and maximizing the opportunities created by the business of sports as well as sports-related events	<p>The <u>CommitteeSNSEC</u> recognizes that attracting and hosting major sporting events could potentially generate economic opportunities well beyond those realized during "game day." The business of sports and sports-related entertainment intersects with the health care, education, business and professional services, tourism and information sectors (among others). State and local policymakers should strongly consider targeting and, where appropriate,- supporting the development of <u>sportssport</u> as an economic sector through coordinated and cooperative efforts of <u>the LVLOCsLVLOG</u>, LVCVA, LVE, Governor's Office of Economic Development, <u>Las Vegas Global Economic Alliance</u> and other state and</p>

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	local agencies. Doing so would be expected to increase return on investment by leveraging the event-related expenditures contemplated herein as well as the region's robust tourism infrastructure, resulting in long-term, recurring economic benefits.

**Legend:**

**LVCVA:** Las Vegas Convention and Visitors Authority

**LVCVA Board:** Las Vegas Convention and Visitors Authority Board of Directors

**LVE:** Las Vegas Events, including the Las Vegas Events Board of Directors

**LVEF:** Las Vegas Events Fund

**LVLOC:** Las Vegas Local Organizing Committee

**MEAC:** Major Events Activation Committee

**MEFP:** Major Events Funding Plan

**YSDWG:** Youth Sports Development Working Group