

SOUTHERN NEVADA
SPORTING EVENT COMMITTEE

Final Report and Recommendations

December 12, 2018



PRELIMINARY DRAFT



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EXECUTIVE SUMMARY

While Southern Nevada continues to diversify its employment base and attract new and expanding businesses from around the world, the region's economy remains dependent on the performance of the tourism industry.¹ The Las Vegas area is home to an estimated 147,600 hotel and motel rooms and welcomes in excess of 42 million out-of-town visitors annually.² In fact, roughly 16 percent of people who put a head in a bed on any given night are not full-time residents. Visitor spending totaled approximately \$35 billion last year, supporting nearly \$11 billion in direct wages and salaries for Las Vegas area residents.³ Not only does the tourism sector generate significant economic impacts, the industry is also responsible for a significant share of public revenues for state and local governments.⁴ Ensuring the vitality of the core tourism industry remains critical to Southern Nevada's economic future.

Sports teams, sporting events and related infrastructure investments have added significantly to the region's economic profile, attracting new visitors, building brand value, creating jobs and enhancing the quality of life for the area's 2.2 million residents. The Las Vegas area is home to a National Hockey League franchise, a Triple-A baseball team, a United Soccer League team, a Women's National Basketball Association team and a future National Football League franchise. It is also home to the Ultimate Fighting Championship, the National Finals Rodeo, two NASCAR Cup Series races and dozens of nationally and regionally recognized sporting events. Billions of dollars have or are currently being invested in sports-related infrastructure, including existing and future stadiums, arenas, speedways and event centers, and leveraging existing tourism assets creates a unique opportunity to attract major sporting events and associated activities to the area.

Recognizing this opportunity, Governor Brian Sandoval signed Executive Order 2018-7 in April 2018 (the "Order"), establishing the Southern Nevada Sporting Event Committee (the "Committee").⁵ In addition to establishing the composition of the Committee and its non-voting technical advisors, the Order provided specific direction for the Committee, including, but not limited to, the following mandates:

1. *The Committee shall identify potential sporting events and associated activities to host in Southern Nevada, and evaluate the potential costs and benefits associated with each event.*
2. *The Committee shall also make recommendations in a report to the governor that identifies the advisability of, need for, benefits of, and appropriate composition, powers and duties of a permanent Sports Commission in Nevada. If it is determined that the creation of a Sports Commission is advisable, the report may include suggested legislation.*
3. *The report shall be submitted to the Governor and the Legislative Commission of the Nevada Legislature on or before December 31, 2018.*

As noted above, the key objectives for Committee were to evaluate the sports tourism industry and the need to establish a dedicated organization to facilitate attracting and hosting major sporting events. It is worth noting that, today, the Las

¹ As of October 2018 (latest available data at the time of the drafting of this report), the leisure and hospitality sector accounted for 29.0 percent of the direct employment in the Las Vegas-Paradise Metropolitan Statistical Area. When the indirect and induced impacts of the industry area considered, the sector accounts for more than 40 percent of the regional workforce.

² Data sourced to Las Vegas Convention and Visitors Authority.

³ See *The Economic Impact of Southern Nevada's Tourism Industry and Convention Sector* (2017 edition) produced by Applied Analysis on behalf of the Las Vegas Convention and Visitors Authority.

⁴ For example, according to the Nevada Resort Association *Fact Book* (2017 edition), tourism accounted for 42 percent of Nevada's general fund tax revenues.

⁵ The full text of the Order is included at the end of this *Executive Summary*.

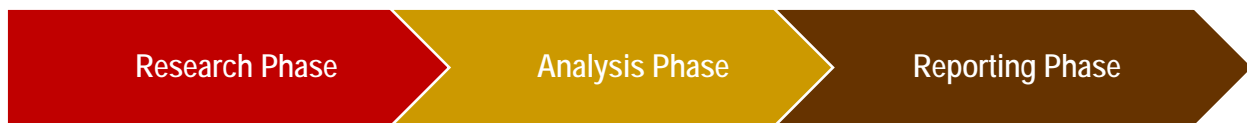


Vegas area does not have the facilities required to host some of the biggest sporting events (e.g., a Super Bowl or NCAA College Football Playoff Game). However, the Raiders Organization is currently constructing a state-of-the-art, 62,000-plus-seat, domed stadium, allowing Southern Nevada to host some of nation's largest, and most coveted, sporting events. When combined with existing entertainment assets, the region's unmatched tourism infrastructure and significant evidence that major sporting events are additive on multiple levels, the need for Southern Nevada to ensure it is well positioned to compete for, and successfully host, major sporting events is clear.

The Southern Nevada Sporting Event Committee was comprised of 20 committee members, many of whom have extensive experience in producing and hosting sporting and entertainment events.⁶ It was chaired by Mr. Paul Anderson, director of the Governor's Office of Economic Development, and supported by a committee of technical advisors. The Committee held its first meeting on June 15, 2018, and conducted a total of six (6) public meetings prior to approving its final report on December 12, 2018. The Committee's meetings have been thoroughly documented and all materials have been made available for public review at www.SportingEventCommittee.com. The salient findings of its review are summarized in this final report.

In developing its agenda, the Committee segmented its efforts into three component parts: (1) research; (2) analysis and (3) reporting.

Southern Nevada Sporting Event Committee Analytical and Reporting Process



Before formulating recommendations relative to the need for a sports commission, the Committee embarked on a research effort to better understand the industry, the competitive landscape, the costs associated with hosting sporting events, the benefits for the host jurisdiction and the size and scope of events. Research focused on a number of topics and event types ranging from the major, citywide bid events (e.g., Super Bowl) to amateur sporting events (e.g., The City of Las Vegas Mayor's Cup International Showcase). The research effort included presentations by subject matter experts, including the head of the National Association of Sports Commissions; representatives from sports authorities that have successfully hosted Super Bowls, NCAA Final Fours and FBS College Championships; industry analysts; event sponsors and promoters and other industry professionals.

The second phase of the Committee's work focused on the analysis of the information provided. This included analyses and related presentations by staff and Committee workshops reviewing the structure and budgets of comparable sports commissions, analyzing major event bid criteria and developing revenue and expenditure estimates.

The final phase, reporting, focused on refining the Committee's recommendation and summarizing the Committee's process and findings for submittal to the Governor and the Legislative Commission of the Nevada Legislature, as required, on or before December 31, 2018. This report also includes proposed revisions to Nevada Revised Statutes in support of the Committee's recommendations.

Based on the research and analysis conducted, the Committee respectfully submits that targeting future sporting events and related activities is both necessary and appropriate. The Committee's evaluation framework included three primary elements: (1) governance (responsibilities and legal structure); (2) scope (types of events) and (3) funding.

⁶ The full list of committee members is included in this report and is available at <http://sportingeventcommittee.com/members/>.



Following the research effort and workshops, the Committee developed a recommended structure intended to meet the needs of the community while building on the solid foundation established by the Las Vegas Convention and Visitors Authority (“LVCVA”) and Las Vegas Events (“LVE”). The following summarizes key elements of the recommendations (additional details, including implementation considerations, are provided in the body of this report).

Governance

The Committee recommends the LVCVA provide general oversight for all event-related activity. The LVCVA should establish the general criteria for which events may be funded and at what levels, manage the master events and activities calendar, administer a Las Vegas Events Fund (discussed within *Funding* below), provide standards for messaging and marketing and conduct event-related research and analysis. The Committee further recommends that the LVCVA be the lead organization relative to major, citywide bid events; and, in this capacity, create, oversee and lead one or more Las Vegas Local Organizing Committees (discussed below). Finally, the Committee recommends that the LVCVA serve as the lead organization on all media events.

The Committee further recommends the creation one or more Las Vegas Local Organizing Committees (“LVLOCs”).⁷ LVLOCs should be ad hoc, advisory committees created for the specific purpose of attracting major, citywide bid events to Southern Nevada. All major event bids should ultimately be approved by the LVCVA Board; however, the Committee recommends that preliminary bids and any proprietary business information should be permitted to remain confidential.⁸ Once an event is secured, the LVLOC should act as the host committee for that event. In its host capacity, the LVLOC should provide direction and support for the event including marshalling the public and private resources needed to meet bid requirements (e.g., private sponsorships) and ensure the community is well positioned to successfully host the event (e.g., enhanced transportation and public safety requirements). The Committee further recommends that LVLOC members serve in a volunteer capacity with professional and administrative support, as needed, provided by the LVCVA and funded through the Las Vegas Events Fund. It is recommended that LVLOCs be allowed to have similar or shared membership as concurrent events (e.g., a Super Bowl and an NCAA Final Four) may require different representation, and thus, multiple committees.

It is recommended that each committee meet on an as-needed basis at the call of the chair or at the request of the chief executive officer of the LVCVA and that each committee be comprised of up to 11 members appointed as follows: two (2) members appointed by LVCVA; one of which that shall be appointed to serve as the chair; two (2) members appointed by LVE; one (1) member appointed by the Governor of the State of Nevada; one (1) member appointed by the Nevada Resort Association; 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; and, to the extent deemed necessary by the chair, two (2) at-large members appointed by the other members of the Committee, which should reflect the specific needs of the Committee not represented by the other appointees (e.g., a venue representative or a representative of the local university).

The Committee also recommends that LVE be the lead organization for all developed/sponsored events, amateur events, youth events and other special events. In this capacity, LVE should be responsible for facilitating, developing and producing special events that are additive to the Las Vegas brand, increase hotel occupancy and are consistent with the mission and goals set forth by the LVCVA. The Committee recommends that LVE be responsible for event production, new event development (excluding citywide bid events and media events) and should assist in coordinating youth and amateur sports development in Southern Nevada.

⁷ See proposed language included in the *Proposed Legislation for Consideration* in the *Committee Findings* section of this report.

⁸ *Id.*



The Committee recommends the creation of a Youth Sports Development Working Group (“YSDWG”) to increase coordination among local jurisdictions relative to youth sports assets (e.g., playing fields), event scheduling and event funding and promotion. It is recommended that 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. The Committee recommends that the YSDWG be comprised of two representatives, one from the public sector and one from the private sector, 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 and any other representative deemed appropriate by the chief executive officer of LVCVA or president of LVE. More detailed governance and oversight criteria are established and documented in the *Committee Findings* section of this report.

Scope

The Committee determined that a wide range of types of sporting events add potential value to the local economy. As such, the Committee recommends the pursuit of events that fall into the following general categories: (1) major, citywide bid events (e.g., Super Bowl and NCAA Final Four); (2) media events (events that assist in the promotion of Las Vegas as a destination); (3) developed/sponsored events (events that can grow over time and potentially be self-sustaining); (4) amateur events (those that cater to non-professional athletes); (5) youth events (those that focus on a younger demographic profile) and (6) other special events (may include sports award shows or other unique events). The Committee also recommends that LVCVA be the lead organization relative to citywide bid events and media events, and LVE be the lead organization with the balance of the event types described above. Importantly, the Committee recommends established event criteria, minimum return-on-investment metrics and market optimization criteria. These standards are discussed in more detail in the *Committee Findings* section of this report.

Funding

The Committee recommends the creation of a Las Vegas Events Fund (“LVEF”) that will be responsible for funding sporting event and related activities. Funding will be sourced to: (1) an allocation of transient lodging (room) tax revenue equivalent to 0.25 percent from the LVCVA; (2) sponsorship revenues; (3) event revenues and (4) potential new revenues sources that may be created. It is important to note, the room tax allocation is not the creation of a new tax, rather it is a reallocation of funds already being collected by the LVCVA. A formal budgeting process is recommended to ensure annual and long-term funding objectives can be met and managed appropriately. Full details of the recommended funding mechanisms and oversight requirements are contained in the *Committee Findings* section of this report.

Legislation for Consideration

In furtherance of the recommendations noted above and the Committee’s findings, the Committee has provided potential statutory language amending NRS 244A to: (i) allow certain information to be held confidential during competitive bid processes such that Southern Nevada is not put at a competitive disadvantage relative to other communities when bidding on major events and (ii) permit the LVCVA to create one or more LVLOCs.



Executive Order 2018-7

ORDER ESTABLISHING THE SOUTHERN NEVADA SPORTING EVENT COMMITTEE

WHEREAS, tourism is vitally important to the economy of Nevada and the general welfare of its citizens;

WHEREAS, the economy of Nevada, and particularly Southern Nevada, is dependent on the resort, gaming and convention industries;

WHEREAS, these industries in turn are enhanced when major sporting events or associated activities are held in the State, often attracting tourists to the events or activities for several days before or after they occur;

WHEREAS, Las Vegas will soon be home to a National Football League franchise, and is already home to a National Hockey League franchise, a United Soccer League team, a Women's National Basketball Association team, a Triple-A baseball team, and other nationally recognized teams and events;

WHEREAS, the existence of these franchises and other future franchises, along with the stadiums and arenas in which they play, creates the opportunity to attract major sporting events and associated activities to Nevada;

WHEREAS, some major sporting events and associated activities are scheduled years in advance, requiring an initial application, bid, or expression of interest by a locale, the establishment and participation of a local organizing committee, and years of planning before the events;

WHEREAS, Nevada is in competition with other destinations for locating franchises in the state and for attracting major sporting events and associated activities;

WHEREAS, the establishment of a Sporting Event Committee will help to facilitate attracting major sporting events and associated activities to Nevada and to plan for the events and activities; and

WHEREAS, Article 5, Section 1 of the Nevada Constitution provides: "The supreme executive power of this State, shall be vested in a Chief Magistrate who shall be Governor of the State of Nevada."

NOW, THEREFORE, by the authority vested in me as Governor by the Constitution and laws of the State of Nevada, I hereby direct and order:

1. The Southern Nevada Sporting Event Committee ("Committee") is hereby established.
2. The Committee shall identify potential sporting events and associated activities to host in Southern Nevada, and evaluate the potential costs and benefits associated with each event. To the extent deemed appropriate, the Committee may apply to host sporting events of the type described in this Order. To the extent authorized by law, the Committee may constitute a local organizing committee for the purposes of such applications.
3. The Committee shall also make recommendations in a report to the Governor that identifies the advisability of, need for, benefits of, and appropriate composition, powers and duties of a permanent Sports Commission in Nevada. If it is determined that the creation of a Sports Commission is advisable, the report may include suggested legislation.



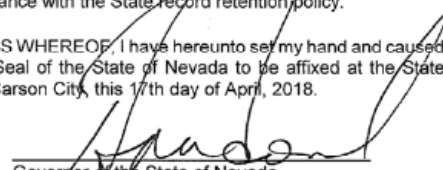
4. In making its recommendations, the Committee may:
 - a. Review the composition, powers and duties of Sports Commissions in other jurisdictions;
 - b. Review the various sporting events and associated activities that may be suitable for hosting in Nevada, the requirements to hold such events and activities, and how to attract them to Nevada;
 - c. Review the requirements of major amateur and professional sports and sporting leagues and associations, for holding events or activities sponsored by the leagues or associations;
 - d. Examine the requirements for establishing local organizing committees to attract and plan for these events and activities, and determine whether the Committee can temporarily meet those requirements with or without the participation of state or local government officers or agencies;
 - e. Assess public and private stadiums and arenas and large-scale convention and entertainment facilities, and determine their suitability for hosting major sporting events or associated activities;
 - f. Evaluate current tourism-related transportation modes and infrastructure, including but not limited to, airport facilities, public and private mass transit, and transportation infrastructure, identify areas of need, and make recommendations for improvements to facilitate hosting of identified major sporting events and associated activities; and
 - g. Identify the optimal composition, powers and duties of a Sports Commission to attract and plan for hosting major sporting events and associated activities.
5. The report shall be submitted to the Governor and the Legislative Commission of the Nevada Legislature on or before December 31, 2018. The Committee may deliver additional reports as it deems necessary.
6. Members of the Committee shall be appointed by the Governor and serve at the pleasure of the Governor. The Committee shall be composed of the following:
 - a. The Executive Director of the Governor's Office of Economic Development;
 - b. The Chairman of the Stadium Authority Board;
 - c. The Mayor of the City of Las Vegas;
 - d. The Chair of the Clark County Commission;
 - e. The President and Chief Executive Officer of the Las Vegas Chamber of Commerce;
 - f. The Chancellor of the Nevada System of Higher Education;
 - g. One or more representatives of professional sports teams based in Nevada or committed to locating in Nevada;
 - h. The Chief Executive Officer of the Las Vegas Convention and Visitors Authority;
 - i. The Chair of the Board of Trustees of Las Vegas Events;
 - j. Six representatives of the Nevada Resort Association; and
 - k. Any other person deemed necessary by the Governor.
7. The Committee shall be assisted by the non-voting Technical Advisory Committee composed of the following:
 - a. The City Manager of the City of Las Vegas;
 - b. The Manager of Clark County;
 - c. The General Manager of the Regional Transportation Commission of Southern Nevada;
 - d. The Director of Aviation of McCarran International Airport;
 - e. One or more local professional athletes or former professional athletes, appointed by the Chair of the Committee;
 - f. An expert in economic and financial analysis appointed by the Chairman of the Committee; and
 - g. Any other person deemed necessary by the Governor.
8. The Committee shall be headed by a Chair and Vice-Chair to be appointed by the Governor.
9. The Members of the Committee shall receive no compensation for their service.
10. The Committee may call on any other professionals with expertise in these issues.




11. The Committee shall hold its first meeting no later than July 1, 2018, and thereafter, as often as necessary to complete its report.
12. Any meetings conducted by the Committee shall be subject to the Open Meeting Law, as codified in Nevada Revised Statute Chapter 241.
13. The Governor's Office of Economic Development shall provide administrative support. The Office may hire or retain contractors, sub-contractors, advisors, consultants, and/or agents, and may make and enter into contracts as necessary, in accordance with relevant statutes, rules, and procedures of state regulations.
14. All records documenting the Committee's activities shall be retained and transferred to the State Archives for permanent retention in accordance with the State record retention policy.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Nevada to be affixed at the State Capitol in Carson City, this 17th day of April, 2018.




Governor of the State of Nevada

By the Governor:


Secretary of State


Deputy Secretary of State



COMMITTEE MEMBERS

Paul Anderson, Chairman
Executive Director
Governor's Office of Economic Development

John McManus
Executive Vice President and General Counsel
MGM Resorts International

Dallas Haun, Vice Chairman
Chairman
Nevada State Bank

Bill Noonan
Senior VP of Industry and Governmental Affairs
Boyd Gaming

Andrew Abboud
VP Government Relations & Community Development
Las Vegas Sands

Rossi Ralenkotter
President and CEO (Formerly)
Las Vegas Convention and Visitors Authority

Marc Badain
President
Oakland Raiders

Thomas Reilly
Chancellor
Nevada System of Higher Education

Michael Britt
Vice President of Government Relations
Station Casinos

Peter Sadowski
Executive Vice President & Chief Legal Officer
Vegas Golden Knights

Peter Dropick
Senior Vice President, Event Development & Operations
Ultimate Fighting Championship (UFC)

Mary Beth Sewald
President and CEO
Las Vegas Metro Chamber of Commerce

Mayor Carolyn Goodman
Mayor
City of Las Vegas

Scott Sibella
President and COO
MGM Grand

Steve Hill
CEO
Las Vegas Convention and Visitors Authority

Kim Sinatra
Executive Vice President (Formerly)
Wynn Resorts, Ltd.

John Hill, III
Nevada Resident

Governor-Elect Steve Sisolak
Chairman
Clark County Commission

John Maddox
Vice President of Government Relations
Caesars Entertainment

Steven Stallworth
General Manager
South Point Arena



NON-VOTING TECHNICAL ADVISORY COMMITTEE

Scott Adams
City Manager
City of Las Vegas

Yolanda King
Manager
Clark County

Murray Craven
Senior Vice President of Operations
Vegas Golden Knights

Tina Quigley
General Manager
Regional Transportation Comm. of Southern Nevada

Guy Hobbs
President and Managing Partner
Hobbs, Ong & Associates

Rosemary Vassiliadis
Director of Aviation
Clark County Department of Aviation



MEETING STRUCTURE, PROCESS AND ORGANIZATION

On April 18, 2018, Governor Brian Sandoval issued Executive Order 2018-7, establishing the Southern Nevada Sporting Event Committee. The Order specifically required that the Committee make recommendations in a report to the Governor and Nevada Legislature identifying the advisability of, need for, benefits of and appropriate composition, powers and duties of a permanent Sports Commission in Nevada. In doing so, the executive order contemplates the Committee will: (i) review the roles and responsibilities of other sports commissions in comparable markets; (ii) review the types of events best suited for Southern Nevada and how to attract them; (iii) review requirements for hosting amateur and professional sporting events; (iv) examine the requirements imposed on host committees; (v) determine the suitability of venues within the region relative to hosting sporting events; (vi) review tourism-related infrastructure, connectivity and mobility considerations and (vii) identify the optimal structure and plan for attracting and hosting major sporting events and related activities.

In support of these requirements, the Southern Nevada Sporting Event Committee identified three primary decision points to address in formulating its findings and recommendations. They were as follows:

1. **Governance** | *What entity or entities shall be responsible for identifying, evaluating, attracting, developing and retaining potential sporting and sporting-related events with the potential to take place in Southern Nevada?*
2. **Scope** | *What events or types of events should be within the purview of the entity or entities responsible for identifying, evaluating, attracting, developing and retaining events in Southern Nevada?*
3. **Funding** | *What is the amount of funding that is necessary and appropriate for the entity or entities responsible for identifying, evaluating, attracting, developing and retaining events to successfully fulfill its/their mandate and what are the most appropriate sources of such funds? And, how do we ensure that these funds are restricted to their intended purpose and include appropriate accountability and return-on-investment metrics?*

These three decisions points guided the Committee's work. To evaluate governance, scope and funding alternatives, a number of subject-matter experts testified on these specific topics, including the president and chief executive officer of the National Association of Sports Commissions and four panels comprising over a dozen professionals from around the country with direct, relevant knowledge and expertise. Following the research, or information collection, phase, the Committee's efforts transitioned to the analysis phase. Analysis of the information included presentations by staff and Committee workshops to review the structure and budgets of comparable sports commission, analyze major event bid criteria and develop revenue and expenditure estimates. The Committee's work concluded with the reporting phase, focusing on the development and documentation of the Committee's recommendations.

The meeting schedule and details included below, highlight how the Committee worked through its analytical framework, including those individuals providing testimony to the Committee. The primary objective of the panel discussions was to provide the Committee with the information and context needed to formulate its recommendation to the Governor and Legislature as to the "advisability of, need for, benefits of, and appropriate composition, powers and duties of a permanent Sports Commission in Nevada" and, more specifically, "the various sporting events and associated activities that may be suitable for hosting in Nevada, the requirements to hold such events and activities, and how to attract them to Nevada" as set forth in the Order. The following summarizes the meeting schedule and topics discussed; hyperlinks to supporting documentation are also provided.



Committee Meeting Schedule, Topics and Access to Supporting Research

Meeting Date	Primary Meeting Topics
June 15, 2018	Introductions and discussion of upcoming meeting process and topics See: http://sportingeventcommittee.com/meetings/index.php?mtgDate=2018-06-15
July 12, 2018	Testimony by the LVCVA and LVE relative to hosting events in Southern Nevada as well as the needs for the area going forward. Overview of sports commissions in the nation See: http://sportingeventcommittee.com/meetings/index.php?mtgDate=2018-07-12
September 12, 2018	Testimony regarding governance, structure and funding of sports commissions around the country, citywide bid events, and sponsored/developing events See: http://sportingeventcommittee.com/meetings/index.php?mtgDate=2018-09-12
September 24, 2018	Testimony regarding amateur and other events See: http://sportingeventcommittee.com/meetings/index.php?mtgDate=2018-09-24
October 10, 2018	Committee workshop on the scope, governance and funding of a sports commission in Southern Nevada See: http://sportingeventcommittee.com/meetings/index.php?mtgDate=2018-10-10
November 14, 2018	Committee discussion regarding a potential Las Vegas sporting event development, hosting and activation structure; discussion on issues and potential recommendations See: http://sportingeventcommittee.com/meetings/index.php?mtgDate=2018-11-14
December 12, 2018	Review and discussion regarding reporting and recommendations for the Las Vegas sporting event development, hosting and activation structure See: http://sportingeventcommittee.com/meetings/index.php?mtgDate=2018-12-12

Element 1 | Governance

Background

The primary question presented in Element 1 was: *what entity or entities shall be responsible for identifying, evaluating, attracting, developing and retaining potential sporting and sporting-related events with the potential to take place in Southern Nevada?* Currently, these responsibilities are generally divided between the Las Vegas Convention and Visitors Authority and Las Vegas Events, although others are active in this space including hotel-casino operators, sports franchises, local governments and the University of Nevada, Las Vegas.

The LVCVA and LVE provided presentations to the Committee on July 12, 2018 that demonstrated a strong track record of success and a general focus on leveraging regional tourism assets and measuring success through visitor spending and occupied room rights. However, questions were raised relative to the efficiency of having two entities active in this space and the ability for them to work cooperatively, particularly when even reasonable minds can differ



relative to what events are worth supporting, directly or indirectly. Additionally, the governance models of the two agencies vary. LVE is a private 501(c)(3); the LVCVA is a public body.

Obtaining Information for the Committee's Consideration

On September 12, 2018, Mr. Al Kidd, President and CEO of the National Association of Sports Commissions, provided a general overview of how sporting commissions tend to work, how they are typically funded and provided some "lessons learned" that might be helpful for Southern Nevada generally and the Committee specifically. Mr. Kidd is also the former president of the San Diego Sports Commission, taking the helm of NASC in April 2017. A key theme of Mr. Kidd's testimony was to provide the Committee with the information and context relative to the "advisability of, need for, benefits of, and appropriate composition, powers and duties of a permanent Sports Commission in Nevada" as set forth in the Order.

In addition to testimony from Mr. Kidd, Committee staff presented research on the governance (and other attributes) of various sports commissions around the country. Additional information was summarized in an interactive chart presented here: <http://sportingeventcommittee.com/budgetchart/budgetchart.php>.

Finally, while the panels hosted on September 12, 2018 and September 24, 2018 addressed specifics about the types of events (see, *Element 2 | Scope* below), their impacts and the sporting event industry as a whole, the presenters had particular knowledge and insight with regard to the governance of sports commissions.

Element 2 | Scope

Background

The fundamental question presented in Element 2 was: *what events or types of events should be within the purview of the entity or entities responsible for identifying, evaluating, attracting, developing and retaining events in Southern Nevada?* Based on preliminary research, it was suggested that there are four general categories of events: (i) major, citywide bid events; (ii) sponsored and developing events; (iii) amateur events and (iv) other events. Please note that this list is not to suggest that all of these categories – nor all of the events contained in each category – are the appropriate responsibility of any particular entity charged with identifying, evaluating, attracting, developing and retaining events. Rather, the intent here was for the Committee to consider and evaluate what types of events should be the responsibility of the entity or entities recommended.

Obtaining Information for the Committee's Consideration

A series of panel discussions for each of the major events categories was presented to the Committee over the course of two meetings held on September 12, 2018 and September 24, 2018. The objective of these panel discussions was to provide Committee members with a general understanding relative to what hosting these events entails, both in terms of submitting a competitive proposal as well as hosting the actual event. The testimony also considered the costs and benefits of hosting various types of events.

Major, Citywide Bid Events

On September 12, 2018, the Committee heard from a panel on major, citywide bid events. These events are generally defined as large-scale events where the location of the event is not determined by the participants in the contest or activity. Host communities generally bid or submit proposals for the opportunity to host the specific event in a particular



year or years. In some cases, a league or event promoter will identify a preferred location and negotiate with that locality in an attempt to obtain a suitable arrangement. Examples of major, citywide bid events include the Super Bowl, Olympic Games, College Football Playoffs, the NCAA Final Four and the CONCACF Gold Cup.

Southern Nevada's capacity to attract major, citywide bid events is at the core of Executive Order 2018-07. The region's tourism-based economy is well positioned to host such events, with nearly 150,000 hotel rooms, the nation's second-busiest origination and destination airport and 300,000 leisure and hospitality workers. That said, the cost of these events can range significantly and commonly require the provision of facilities and events as well as extensive security, infrastructure and marketing commitments. The economic impacts of major, citywide bid events can be considerable. Super Bowl LI in Houston, for example, reportedly generated \$428 million in incremental spending, with 65 percent allocated to wages and salaries for Texas workers and 13 percent sourced to state and local taxes.⁹ Similar positive estimates have been cited for the FIFA World Cup,¹⁰ NCAA Final Four,¹¹ NFL Draft¹² and NCAA College Football Playoffs.¹³ Notably, all major events are not economically equal, and some reports have pointed to net losses where costs to the host jurisdiction were higher than anticipated, revenue allocations agreements were inequitable or visitor projections were overly aggressive.¹⁴ Additionally, local impacts will also need to consider the potential implications of displacing visitors traveling to the region during major event weekends (even though they are held in other markets).¹⁵

From the Committee's perspective, there were three primary questions presented for major, citywide bid events. The first was: *how are the bids themselves structured?* The Committee heard from Adam Kerns, project manager with Conventions, Sports & Leisure ("CSL"). CSL is an advisory and planning firm specializing in conventions and sports tourism. Mr. Kerns provided the Committee with a general overview of bid elements and conditions associated with some of the largest bid events. The second question was: *how do communities effectively compete for the major*

⁹ See, Houston Super Bowl Host Committee, <http://www.housuperbowl.com/wp-content/uploads/2017/05/SB-LI-Economic-Impact.pdf> (Report by Rockport Analytics.)

¹⁰ See, U.S. Soccer, <https://www.ussoccer.com/stories/2018/02/08/18/37/20180208-news-united-bid-2026-world-cup-could-create-5-billion-in-economic-activity-north-america> (Noting that hosting the 2026 FIFA World Cup could generate more than \$5 billion in short-term economic activity, including supporting approximately 40,000 jobs and more than \$1 billion in incremental worker earnings across North America, according to a study done by The Boston Consulting Group.)

¹¹ See, 2018 NCAA Division I Men's Final Four, <http://3snpdc2ba9m5uwuk62n8cs84-wpengine.netdna-ssl.com/wp-content/uploads/2018/03/NCAA-DI-2018-Mens-Final-Four-Basketball-Tournament-Economic-Impact-Report-final-1-31-18.pdf> (Estimating that visitors to San Antonio would spend over \$185 million, according to a study by Steven R. Nivin, Associate Professor of Economics, St. Mary's University.)

¹² See, National Football League, <http://www.nfl.com/news/story/0ap3000000833942/article/2017-draft-exceeds-economic-impact-projections-for-philadelphia> (Reporting that the 2017 NFL Draft resulted in almost \$95 million in economic impact for the city of Philadelphia, supporting more than 30,000 jobs and generating \$38.5 million in personal income, according to a study from the Sport Industry Research Center at Temple University.)

¹³ See, College Football Playoff 2016, <http://www.az-sta.com/downloads/files/reports/the-economic-impact-of-college-football-playoff-2016.pdf> (Estimating that total economic impact from the College Football Playoff in 2016 in Phoenix was over \$273 million, with total direct spending exceeding \$120 million, according to the Seidman Research Institute of the W. P. Carey School of Business at Arizona State University.)

¹⁴ See, The Wall Street Journal, Economic Benefits of Hosting Olympics Are Few, October 2009.

<https://blogs.wsj.com/economics/2009/10/02/economic-benefits-of-hosting-olympics-are-few/> (Citing a report undertaken by professors at Smith College and University of Alberta that found, in part, that Athens expected the Olympic Games to cost \$1.6 billion and totaled \$16 billion; Beijing anticipated a total cost of \$1.6 billion and now puts current estimates at between \$30 to \$40 billion; and London originally expected to cost less than \$5 billion, and are now reporting estimated costs of \$19 billion); see also, The Economist, Just Say No, Hosting the Olympics and the World Cup is bad for a city's health (Citing a book by Andrew Zimbalist (Brookings Institution Press) as reporting "[i]n principle, there is no reason why hosting such events needs to be an economic own-goal. Between television rights, ticket sales, licensing and sponsorships, the most recent summer Olympics, in London, generated \$5.2 billion in revenue. In a city with sufficient existing athletic, hotel and transport infrastructure, it would be easy to stage the competition for less than that figure and come away with a healthy profit—as Los Angeles did in the highly successful 1984 summer games. But over the past few decades, the IOC, in particular, has appropriated an ever-greater share of the proceeds for itself: the most recent public data reveal that it now pockets more than 70% of Olympic television revenue, compared with less than 4% between 1960 and 1980. And there is little evidence to support the projections that hosting will bring a surge in tourism: Beijing and London both attracted fewer visitors during their summer Olympics in 2008 and 2012 respectively than they had in the same period a year earlier.")

¹⁵ Las Vegas Convention and Visitors Authority estimated that Super Bowl weekend would attract approximately 311,000 visitors to the Las Vegas market in 2018.



events? Also on the panel was Sam Joffray, vice president of communications for the Greater New Orleans Sports Foundation. Mr. Joffray has extensive experience preparing Super Bowl bids as well as other large events. He helped the Committee better understand the bid process as well as the thought process behind preparing competitive bid responses. Finally, the third question was: *what does it take for a community to effectively host a major, citywide event?* The third panelist was Mr. Frank Supovitz, president and chief experience officer of Fast Traffic Events and Entertainment. Mr. Supovitz has been associated with producing some of the most popular sports and entertainment events in the country including those for the NFL and the NHL. He provided the Committee with a general overview of how these events develop and how organizations collaborate to host them successfully.

Sponsored and Developing Events

On September 12, 2018, the Committee heard from a sponsored and developing events panel. Sponsored and developing events are decidedly smaller than major, citywide bid events and are sponsored or subsidized by the host with the hopes of it growing in size and profile, as well as becoming self-sustaining in its own right. These events can be one-off or recurring; and, in Southern Nevada, are often championship series for various events. Examples of such events include NASCAR races in Las Vegas, the Las Vegas Bowl for NCAA football, conference tournaments for NCAA basketball and USA Sevens Rugby matches, all of which currently take place annually in Southern Nevada.

Sponsored and developed events are often pursued by sports commissions across the country and should be considered when evaluating the scope for a designated sports marketing organization. Successfully hosting a number of sponsored and developing events means a frequent, predictable stream of spending, and these events can grow to have a greater profile as they become more established. As an example, consider the Monster Energy Cup Series Pennzoil 400. This annual event is partially sponsored by the Las Vegas Convention and Visitors Authority, a public body in Nevada.¹⁶ In 2018, this LVCVA-supported race generated a total economic impact of \$146 million, an amount likely to increase in future periods with growing attendee spending and visitation.¹⁷ This event has a notable impact on the Southern Nevada economy, with approximately 70,300 people visiting Las Vegas for this race (not including 2,575 media members) -- 95 percent of these visitors identifying the race as the primary reason for their visitation.

Similar to major bid events, some of the expected benefits of these events cannot be readily measured. Municipalities tend to make a number of concessions when seeking to host major bid events. For example, as a condition of hosting the Super Bowl, states have been asked to exempt tickets and related charges from sales tax.¹⁸ Given the local control and the smaller scale of these sponsored and developing events, such accommodations are unlikely to be requested by the hosting organization. These events can also generate substantial community morale and foster a sense of togetherness, with smaller events allowing sporting commissions to connect more with the community by attracting and developing different types of events that will be well-received by those who live and work in the area.

From the Committee's perspective, there were three foundational questions presented relative to sponsored and developed events: (1) *how do organizations identify and develop successful events?* (2) *what types of events are commonly sponsored or developed at various levels of competition?* and (3) *how do community partners work together to host these events successfully?* The panelists represented a knowledgeable, experienced group that provided insight into how organizations identify potentially impactful events, collaborate to operate events successfully and market events to foster support from the community.

¹⁶ See, NASCAR Monster Energy Cup Series Pennzoil 400, http://sportingeventcommittee.com/meetings/2018/07/12/113230.01_LVCVA_SNV_Sports_Committee_V9.pdf (According to a case study by the Las Vegas Convention and Visitors Authority.)

¹⁷ *Ibid.*

¹⁸ See, Tax Policy Center, <https://www.taxpolicycenter.org/taxvox/why-are-states-letting-nfl-rule-their-sales-tax-out-bounds> (Explaining NFL rules regarding concessions for Super Bowl host city)



The Committee heard from Mr. Akosa Akpom, director of consumer and brand insights for the Ultimate Fighting Championship. Mr. Akpom has almost 20 years of experience in the rapidly-growing mixed martial arts industry and informed the Committee on serving fans and developing events for the sport. Also on the panel was Mr. Michael Ferrazza, vice president of event marketing and sales for Feld Entertainment. Mr. Ferrazza has over 20 years of experience marketing live events and discussed marketing and promoting events specifically.

Additionally, the Committee heard from Mr. Albert Hall, president of HallPass Media and representative for the NBA Las Vegas Summer League. Mr. Hall helped to develop the NBA Summer League in Las Vegas from an event including only a handful of teams to a nationally recognized event that currently includes all 30 NBA teams with a growing economic impact annually. His experiential knowledge of marketing and developing sporting events, coupled with his experience collaborating with partner companies allowed him to provide a good overview of this process.

The Committee heard from Mr. Don Logan, president and COO for the Las Vegas 51s. Mr. Logan has knowledge of the sports industry in Southern Nevada and has experience developing successful sporting events in Las Vegas. He provided the Committee with insight on the growth and marketing of sporting events in Southern Nevada.

Finally, the Committee heard from Mr. John Saccenti, executive director of the Las Vegas Bowl. Mr. Saccenti has helped to grow the Las Vegas Bowl tremendously and described how to market and grow events with community partners.

Amateur Events

On September 24, 2018, the Committee also took testimony from an amateur events panel. Amateur events are of various size and provide competitive venues for amateur 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. Examples of such events include The City of Las Vegas Mayor’s Cup International Showcase soccer tournament, AAU Basketball Finals, Disney Soccer Showcase and AAU Junior Olympic Games.

From the Committee’s perspective, the primary question presented for amateur events was: *how impactful are amateur sporting events on their host jurisdiction and what role do sporting event commissions play in supporting amateur events?* The Committee heard from Mr. Hal Pastner, president of Bigfoot Hoops. Mr. Pastner has been involved in youth basketball for over 30 years and has been instrumental in growing Bigfoot Hoops’ 2018 Las Vegas Classic into the largest NCAA-certified youth basketball tournament ever produced in the nation. Mr. Pastner detailed the growth of amateur basketball, the limited capacity of Southern Nevada to host these events and provided insight on how to better host these events in the future.

The Committee also heard from Mr. Mike Millay, managing partner of Clancy’s Sports Properties. Mr. Millay is known as an early contributor to the now well-established sports tourism industry and has extensive experience in growing amateur sports. Mr. Millay helped to establish the Greater New Orleans Sports Foundation in 1990 as well as the National Association of Sports Commissions 1992 and is still active with several local and national sports organization boards of directors, such as the Central Florida Sports Commission and the National Council of Youth Sports. Mr. Millay also led the Walt Disney Company into the youth sports and tourism sector as one of the original architects of ESPN Wide World of Sports. Mr. Millay provided the Committee with a historical perspective on why sports commissions exist and the current trends in amateur sports.



Mr. Guy Hobbs, president of Nevada Youth Soccer Association, also addressed the Committee to provide insight into the growth of youth sports nationally as well as locally in Southern Nevada. Mr. Hobbs detailed the size and growth of the youth sports tourism market in the United States as well as noted the fiscal impacts of youth soccer tournaments in the Las Vegas area.

Other Events

On September 24, 2018, the Committee also heard from an “other events” panel. Other events are comprised of various other events that may or may not relate to sports but share similar attributes in that they are events that may be sponsored by the host community, may have a significant out-of-market visitor component and may have significant media value. Examples of such events include stadium concerts, special one of a kind concerts and events, national political conventions, award programs and ceremonies (e.g., the ESPYs and the New Year’s Eve Celebration).

Mr. Pat Christenson with LVE introduced the two panelists for the other events panel while also providing his own insight into the importance of other events in Southern Nevada. Mr. Kurt Melien, president of Live Nation Nevada at Live Nation Entertainment, addressed the Committee. Mr. Melien currently oversees the concerts division in Las Vegas and Laughlin as president for Live Nation. Mr. Melien provided insight into venue programming strategies, talent buying, pricing analysis, marketing statistics, retail concert event marketing, social media marketing, database marketing, competitive strategy and operations management.

Also addressing the Committee was Mr. John Nelson, vice president of AEG Live, a division of AEG Presents. AEG Presents is one of the largest live music companies in the world. Mr. Nelson provided detail on producing and promoting global and regional concert tours, music events and world-renowned festivals.

Element 3 | Funding

Background

The primary questions presented in Element 3 were: *what is the amount of funding that is necessary and appropriate for the entity or entities responsible for identifying, evaluating, attracting, developing and retaining events to successfully fulfill its/their mandate and what are the most appropriate sources of such funds? And, how do we ensure that these funds are restricted to their intended purpose and include appropriate accountability and return-on-investment metrics?* Currently the majority of sponsorship funds are sourced to the LVCVA and deployed either directly by the LVCVA, or by LVE through grants sourced from the LVCVA. A review of funding sources for similar organizations nationally reflects a broad spectrum of funding sources, ranging from general fund allocations to earmarked revenues, to sponsorships and event-based revenue sharing. A summary of notable entities is included for reference here: <http://sportingeventcommittee.com/budgetchart/budgetchart.php>.

Obtaining Information for the Committee’s Consideration

Based on the testimony provided to Committee, approximate funding needs were discussed during a workshop held on October 10, 2018. Estimates of funding on existing events were quantified for LVCVA and LVE and reported to the Committee for its consideration. At the November 14, 2018 meeting, the Committee also received information about a potential funding source reflecting the equivalent of approximately 0.25 percent of the room tax, sponsorship revenues, event revenues and other potential new sources of revenues.



COMMITTEE FINDINGS

Based on information generated by and testimony provided to the Committee, Southern Nevada appears well positioned to attract, retain and host major sporting events. The region's tourism infrastructure, including nearly 150,000 hotel rooms, the nation's second busiest origination-destination airport and 300,000 leisure and hospitality employees, provide opportunities to host sporting and related events of all types and sizes. Moreover, adding the 62,000-plus seat Las Vegas Stadium (2020) and the 10,000-seat Las Vegas Ball Park (2019) to the venue inventory that already includes the T-Mobile Arena, MGM Grand Garden Events Center, Mandalay Bay Events Center, Las Vegas Motor Speedway, Thomas & Mack Center and Cox Pavilion, Orleans Arena, South Point Arena and Equestrian Center, Cashman Field and other facilities will allow the region to effectively compete to host nearly any national or international sporting event.

While the Committee's recommendations are summarized in the *Executive Summary* section of this report, it is important to note the Committee contemplated the day-to-day impact, administrative requirements, operational realities and a number of other recommendation details. The output of these considerations has been summarized in the following two subsections: (1) a recommended framework/structure and (2) recommendation details.

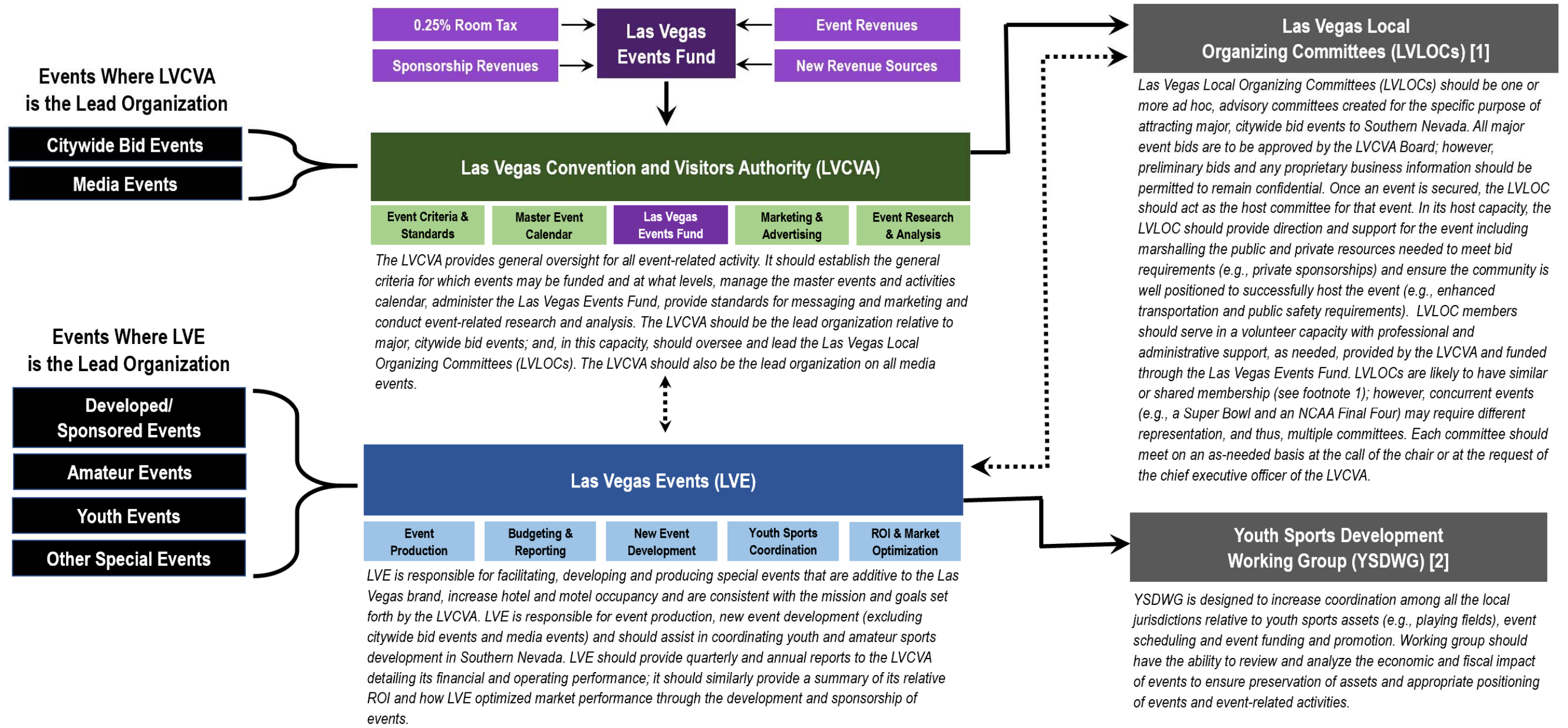
In addition to these two components, the Committee has drafted potential statutory language amending NRS 244A to: (1) allow certain information to be held confidential during competitive bid processes such that Southern Nevada is not put at a competitive disadvantage relative to other communities when bidding on major events and (2) permit the LVCVA to create one or more LVLOCs. This language has been included for consideration by the Governor and Nevada Legislature consistent with the requirements of the Order.

Recommended Framework/Structure

The following page provides the proposed sporting event, development and activation structure in a graphical format.



Las Vegas Sporting Event Development, Hosting and Activation Structure



¹ The Las Vegas Local Organizing committee should be comprised of 11 members appointed as follows: two (2) members appointed by LVCVA; one of which that should be appointed to serve as the chair; two (2) members appointed by LVE; one (1) member appointed by the Governor of the State of Nevada; one (1) member appointed by the Nevada Resort Association; 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); and, to the extent deemed necessary by the chair, two (2) at-large members appointed by the other members of the committee, which should reflect the specific needs of the committee not represented by the other appointees (e.g., a venue representative).

² The Youth Sports Development Working Group should be comprised of two representatives, one from the public sector and one from the private sector, 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 and any other representative deemed appropriate by the chief executive officer of LVCVA or president of LVE.

Note: This page intended to be printed on tabloid-sized (11x17) paper.



Recommendation Details

Issue	Recommendation
<p>General statement of policy as it relates to events</p>	<p>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).</p>
<p>General governance structure (one organization or two)</p>	<p>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.</p>
<p>Which entity should be the lead on which events?</p>	<p>The LVCVA should be the lead entity on all major, citywide bid events and all media events.</p> <p>LVE should 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>
<p>Creation of one or more local organizing committees</p>	<p>Las Vegas Local Organizing Committees (LVLOCs) should be one or more ad hoc, advisory committees created for the specific purpose of attracting major, citywide bid events to Southern Nevada and ensuring the community is prepared to host such events.</p> <p>LVLOCs should be charged with identifying, developing, structuring and securing bid packages for major, citywide events. To this end, LVLOCs should provide recommendations to the LVCVA relative to appropriations from the Las Vegas Events Funds (discussed below); provided, however, that any major, citywide bid event for which Las Vegas Event Funds are to</p>



Issue	Recommendation
	<p>be allocated should be approved by the LVCVA Board in a public meeting. To ensure Southern Nevada's ability to be competitive, preliminary bids and any proprietary business information, should be permitted to remain confidential (see Confidentiality section).</p> <p>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).</p> <p>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.</p> <p>LVLOCs should meet at the call of the chair or at the request of the chief executive officer of the LVCVA.</p> <p><u>Note 1:</u> Although LVLOCs should be encouraged to utilize existing LVCVA and LVE staffing and support resources where appropriate to do so, it is anticipated that LVLOCs may need to retain one or more outside experts to assist with a particular bid or provide technical assistance relative to hosting a specific event. Should the LVCVA concur that such outside assistance is warranted, the LVCVA should 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>What should the composition of a Las Vegas Local Organizing Committee be?</p>	<p>Each LVLOC should be comprised of 9 to 11 members appointed as follows:</p> <ul style="list-style-type: none"> ▪ Two (2) members appointed by the LVCVA; one of which that should be appointed to serve as the chair ▪ Two (2) members appointed by LVE ▪ One (1) member appointed by the Governor of the State of Nevada ▪ One (1) member appointed by the Nevada Resort Association ▪ 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)



Issue	Recommendation
	<ul style="list-style-type: none"> ▪ To the extent deemed necessary by the chair, two (2) at-large members appointed by the other members of the Committee, which should reflect the specific needs of the Committee not represented by the other appointees (e.g., a venue representative or a representative from the local university). <p><u>Note:</u> Appointees should 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>
<p>How should major, citywide bid events be defined?</p>	<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>Examples of major, citywide bid events should include the Super Bowl, College Football Playoffs and NCAA Final Four. This definition notwithstanding, the LVCVA should have the final determination as to what does or does not constitute a major, citywide bid event.</p>
<p>How should media events be defined?</p>	<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 should include events such as the Billboard Music Awards, the ESPYs and the NHL Awards. This definition and list notwithstanding, The LVCVA should have the final determination as to what does or does not constitute a media event.</p>
<p>How should sponsored and developing events be defined?</p>	<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 ultimately become self-sustaining. The amount of the sponsorship can vary considerably and often includes some form of cobranding or marketing/advertising support. Examples of sponsored and developing events should include Wrangler National Finals Rodeo, USBC Open Championships, Rock 'n' Roll Marathon and NBA Summer League.</p>



Issue	Recommendation
	<p><u>Note:</u> As part of LVE’s role as the lead agency relative to sponsored and developing events, it should be encouraged to develop new events that meet the goals and objectives set forth herein and that it reasonably anticipates said events will become self-sustaining.</p>
<p>How should amateur and youth events be defined?</p>	<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 should include events such as USSSA Senior Softball World Masters, USA Softball Slow Pitch 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>
<p>How should “other” events be defined?</p>	<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 should 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 do not 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 should work together to evaluate the significance of these events and determine how best to potentially attract, retain and host them.</p> <p><u>Note 2:</u> The Committee’s 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 contests 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 should have discretion to use Las Vegas Event Funds (defined in the following section) to support such events directly, or indirectly through LVE or an 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>
<p>How should events be funded?</p>	<p>The LVCVA should create and administer a Las Vegas Events Fund (LVEF). The LVEF should be funded, in part, with a dedicated allocation from the</p>



Issue	Recommendation
	<p>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 should be used solely for the purpose of promoting, sponsoring and hosting events in Southern Nevada, including those facilitated by LVE and an LVLOC. Any LVEF funds unspent during the year should stay in the LVEF and should be carried over, in full, to the following year.</p> <p><u>Note:</u> The funds ultimately allocated to the LVEF should be determined based on the needs of the community and the pipeline of anticipated events. The LVCVA should develop fiscal and accounting guidelines for the LVEF and approve the LVEF budget as part of its normal budgeting process. Additionally, the LVCVA should develop and approve a 10-year Major Events Funding Plan (MEFP) not less than once every three years. The MEFP should identify both sources and uses for LVEF funds and should 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 should be amended into the MEFP upon approval to ensure funds for all years are budgeted at the time the sponsorship is approved.</p>
<p>How should LVE be funded through the LVEF?</p>	<p>LVE should submit to the LVCVA a budget request on or before February 1 of each calendar year. This budget request should 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 should review the budget provided by LVE in good faith during its normal, annual budgeting process and should 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>
<p>What happens if an unforeseen event requires funding from the LVE that was not budgeted for the fiscal year?</p>	<p>In the event that LVE requires additional financial support for an event or events that were not included in its budgeting process, LVE should have the opportunity to seek one or more supplemental appropriations from the LVEF. Approval of all supplemental appropriations should be at the discretion of the LVCVA.</p> <p><u>Note:</u> LVE should ensure that any event not specifically detailed and authorized as part of its annual budget is approved by the LVCVA Board or</p>



Issue	Recommendation
	<p>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>
<p>What happens in the event that LVE does not spend all of LVEF money allocated to it during the fiscal year?</p>	<p>In the event that LVE has funds remaining at the end of the fiscal year, those funds should revert to the LVEF. All reversions should be provided to the LVCVA at the conclusion of the fiscal year, but in no case more than 90 days after the 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 should be subject to approval by the LVCVA.</p>
<p>Will LVE be required to contribute to the LVEF?</p>	<p>LVE should 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 should be sourced to LVE reversions.</p>
<p>How should events be evaluated to determine which ones Southern Nevada should develop or support?</p>	<p>For any major, citywide event, the LVCVA should undertake a benefit-cost analysis and should 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 should meet or exceed a set of predetermined evaluation criteria and/or standards. Such criteria and/or standards that should 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; rural or urban location; marketing and advertising value, public relations value and social media impacts; and additive value to the Las Vegas brand; and, where appropriate, the Laughlin and Mesquite brands.</p> <p><u>Note:</u> The event criteria and/or standards are intended to be guidelines. Exceptions should be considered, with LVCVA approval.</p>



Issue	Recommendation
<p>Advertising, marketing and messaging</p>	<p>The Las Vegas brand is among Southern Nevada’s most valuable economic asset. 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 should have destination advertising and marketing be provided by the 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 should establish a target for this contribution. The target may change from time to time; however, a target modification should not be applied retroactively to any event for which sponsorship, funding or other support has already been committed. Additionally, the LVCVA should 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 a 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 should 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>
<p>Major events calendar</p>	<p>The LVCVA should 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 should be shared with LVE. LVE should 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>
<p>Reporting and accountability</p>	<p>Both the LVCVA and LVE should 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 should include aggregate performance metrics, year-over-year comparisons and comparisons to projections.</p>



Issue	Recommendation
	<p>The LVCVA and LVE should 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 should compile and provide event-related information and submit the same to the LVCVA. This should 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 should be responsible for compiling event-specific and sector-specific reports that reflect event performance and 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, should be responsible for determining media and advertising values, which should be consistently calculated for all events during a fiscal year. LVE should coordinate with the LVCVA's market research staff to facilitate these requirements. All analyses relative to LVE events should be provided in draft to LVCVA 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 should 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> 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. 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>
<p>Creation of a Youth Sports Development Working Group</p>	<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</p>



Issue	Recommendation
	<p>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 seek 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 should be coordinated by and facilitated through LVE, who should be responsible for working with the group in developing and supporting youth/amateur events in Southern Nevada. This effort should include, but should 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, should 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, should come through LVE and all advertising and marketing efforts should be subject to approval by the LVCVA.</p>
<p>What should the composition of a Youth Sports Development Working Group be?</p>	<p>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.</p>
<p>Confidentiality</p>	<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 should be required to provide the LVCVA the necessary confidentiality (see provided statutory language in the following section of this report). 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>
<p>Recognizing and maximizing the opportunities created by the</p>	<p>The Committee recognizes that attracting and hosting major sporting events could potentially generate economic opportunities well beyond those</p>



Issue	Recommendation
business of sports as well as sports-related events	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 sports as an economic sector through coordinated and cooperative efforts of the LVLOCs, LVCVA, LVE, Governor’s Office of Economic Development, Las Vegas Global Economic Alliance and other state and 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.

Proposed Legislation for Consideration

Based on the recommendations that certain information remain confidential up to the point at which an event bid is accepted or funds are committed, the following changes to Nevada Revised Statutes (“NRS”) are for consideration only. In addition, the following provides possible language for the creation of a local organizing/host committee.

Note, NRS244A.597 to NRS244A.633 governs County Fair and Recreation Boards, which the LVCVA is classified as. Accordingly, the existing statutes are included in the following paragraphs, along with proposed changes for consideration noted in blue, bold, underlined font.

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SUMMARY—Revises provisions relating to county fair and recreation boards. (BDR xx-xxxx)

FISCAL NOTE: Effect on Local Government: To Be Determined

Effect on the State: To Be Determined

AN ACT relating to county fair and recreation boards; authorizing the county fair and recreation board of certain larger counties to form advisory boards or nonprofit corporations to provide certain assistance regarding major entertainment and sporting events in the county; authorizing the county fair and recreation board of certain larger counties and the advisory board and nonprofit corporations created by the county fair and recreation board to keep confidential certain information; and providing other matters properly relating thereto.



Legislative Counsel's Digest:

THE PEOPLE OF THE STATE OF NEVADA, REPRESENTED IN
SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

Section 1. Chapter 244A of NRS is hereby amended by adding thereto the provisions set forth as sections 2 and 3 of this act.

Sec. 2. 1. *In a county whose population is 700,000 or more, the county fair and recreation board, in addition to the other powers conferred upon a county fair and recreation board by NRS 244A.597 to 244A.655, inclusive, and this section and section 3 of this act, may create or cause to be created:*

(a) An advisory board to assist the county fair and recreation board in promoting, aiding, attracting, retaining, sponsoring, supporting, hosting or otherwise facilitating major entertainment or sporting events in the county; or

(b) A nonprofit corporation, the purpose of which is to assist the county fair and recreation board in promoting, aiding, attracting, retaining, sponsoring, supporting, hosting or otherwise facilitating major entertainment or sporting events in the county.

2. *If the county fair and recreation board creates an advisory board or nonprofit corporation pursuant to subsection 1, the county fair and recreation board must provide staff, if needed, and administrative support for the advisory board or nonprofit corporation and be the fiscal agent of the advisory committee or nonprofit corporation. If an advisory board or nonprofit corporation needs the assistance of technical experts, the county fair and recreation board may, within the limits of the money available to the board, contract with such technical experts.*



3. *Upon the creation of an advisory board or nonprofit corporation pursuant to subsection 1, the chief executive officer of the county fair and recreation board shall provide notice of the creation of the advisory board or nonprofit corporation to:*

(a) The Governor;

(b) The nonprofit organization located in the county which has the primary purpose of attracting, hosting and producing special events in the county and which has the largest impact in the county, should one exist, as determined by the chief executive officer of the county fair and recreation board within his or her reasonable judgment;

(c) The association of gaming establishments whose membership collectively paid the most gross revenue fees to the State pursuant to NRS 463.370 in the county in the preceding year; and

(d) The owners of the three professional sports teams or organizations that are based in the county and that had the largest attendance or economic impact in preceding year, as determined by the chief executive officer of the county fair and recreation board within his or her reasonable judgment.

4. *Not later than 30 calendar days after notice is sent pursuant to subsection 3:*

(a) The Governor may appoint one member to the advisory board or the board of directors of the nonprofit corporation;

(b) The nonprofit organization to which the notice was sent may appoint two members to the advisory board or the board of directors of the nonprofit corporation;

(c) The association of gaming establishments whose membership collectively paid the most gross revenue fees to the State pursuant to NRS 463.370 in the county in the preceding year may appoint one member to the advisory board or the board of directors of the nonprofit corporation; and



(d) The owner of a professional sports teams or organizations to whom the notice was sent may appoint one member to the advisory board or the board of directors of the nonprofit corporation.

↳ If, within 30 calendar days after the notice required by this subsection is sent to an appointing authority, the appointing authority has not made an appointment pursuant to this subsection, the appointing authority shall be deemed to have forfeited the right to appoint a member of the advisory board or the board of directors of the nonprofit corporation.

5. Each advisory board created pursuant to subsection 1 and the board of directors of each nonprofit corporation created pursuant to subsection 1 must consist of:

(a) Two members appointed by the county fair and recreation board;

(b) Each member appointed pursuant to subsection 3; and

(c) To the extent deemed necessary by the chair of the advisory board or the board of directors of the nonprofit corporation to address the specific needs of the advisory board or nonprofit corporation, any other members appointed by the members of the advisory board or the board of directors of the nonprofit corporation. An appointment of members pursuant to this paragraph must not cause the advisory board or the board of directors of the nonprofit corporation to have more than 11 members.

6. Members of an advisory board or a board of directors of a nonprofit corporation created pursuant to subsection 1 must have the education, experience, background and ability to perform as many of the following functions as practicable:

(a) The evaluation and development of a successful bid package for a major entertainment or sporting event;

(b) The effective representative of the community served by the county fair and recreation board;



(c) The performance of the requirements imposed on the host committee of a major entertainment or sporting event;

(d) The management and oversight of a major entertainment or sporting event; and

(e) The raising of money necessary to host a major entertainment or sporting event.

7. An advisory board created pursuant to subsection 1 or the board of directors of a nonprofit corporation created pursuant to subsection 1 shall elect a chair from among the members appointed by the county fair and recreation board pursuant to paragraph (a) of subsection 5.

8. Each member of an advisory board or the board of directors of a nonprofit corporation created pursuant to subsection 1 serves a term of 4 years, until the member is removed by the person or entity appointing the member, or until the advisory board or nonprofit corporation is dissolved and the winding up of its affairs is complete, whichever occurs soonest.

9. Each member of an advisory board or the board of directors of a nonprofit corporation formed pursuant to subsection 1 continues in office until a successor is appointed. Members of an advisory board or the board of directors of a nonprofit corporation created pursuant to subsection 1 may be reappointed to consecutive terms and may serve on more than one advisory board or board of directors of a nonprofit corporation created pursuant to subsection 1. Vacancies in an advisory board or the board of directors of a nonprofit corporation created pursuant to subsection 1 must be filled for the unexpired term by the person or entity that appointed the member whose position has become vacant.

10. The members of an advisory board or the board of directors of a nonprofit corporation created pursuant to subsection serve without compensation but are entitled to be



reimbursed by the county fair and recreation board for actual and necessary expenses incurred in the performance of their duties, including, without limitation, travel expenses.

11. An advisory board or nonprofit corporation created pursuant to subsection 1 may be dissolved and its affairs wound up if the purpose for which the advisory board or nonprofit corporation was created has been completed and no further action is required to be taken by the advisory board or nonprofit corporation.

12. An advisory board or nonprofit corporation created pursuant to subsection 1 shall keep confidential any record or other document of a person or entity which is in its possession to the same extent that the record or other document would be required to be kept confidential pursuant to section 3 of this act. The provisions of chapter 241 of NRS do not apply to an advisory board or nonprofit corporation created pursuant to subsection 1.

Sec. 3. 1. *Except as otherwise provided in subsection 3 and NRS 239.0115, a county fair and recreation board in a county whose population is 700,000 or more may keep confidential any record or other document of any person or entity which has:*

(a) Solicited the county fair and recreation board or an advisory board or nonprofit corporation created pursuant to section 2 of this act regarding a major entertainment or sporting event;

(b) Been solicited by the county fair and recreation board or an advisory board or nonprofit corporation created pursuant to section 2 of this act regarding a major entertainment or sporting event;

(c) Entered into discussions with the county fair and recreation board or an advisory board or nonprofit corporation created pursuant to section 2 of this act regarding a major entertainment or sporting event;



(d) Negotiated a contract or other agreement with the county fair and recreation board or an advisory board or nonprofit corporation created pursuant to section 2 of this act;

(e) Received a bid, request for proposals or request for qualification regarding a major entertainment or sporting event from the county fair and recreation board or an advisory board or nonprofit corporation created pursuant to section 2 of this act; or

(f) Submitted a bid, request for proposals or request for qualification regarding a major entertainment or sporting event to the county fair and recreation board or an advisory board or nonprofit corporation created pursuant to section 2 of this act,

↪ If such person or entity submits to the chief executive officer a request in writing that the record or other document be kept confidential and demonstrates to the satisfaction of the chief executive officer that the record or other document contains proprietary or confidential information.

2. If the chief executive officer determines that a record or other document described in subsection 1 contains proprietary or confidential information, the chief executive officer shall attach to the file containing the record or document:

(a) A certificate signed by him or her stating that a request for confidentiality was made and the date of the request;

(b) A copy of the written request submitted pursuant to subsection 1;

(c) The documentation to support the request; and

(d) A copy of the decision of the chief executive officer determining that the record or other document contains proprietary or confidential information. The decision must include, without limitation, the following information:



(1) The period of time for which the records or other documents are confidential. Upon the expiration of that period of time, the county fair and recreation board may:

(I) Continue to keep confidential the records and other documents if the chief executive officer determines that the records and other documents continue to contain proprietary or confidential information; or

(II) No longer keep confidential the records and other documents if the chief executive officer determines that the records and other documents no longer contain proprietary or confidential information.

(2) Any conditions or limitations on the confidentiality of the records and other documents.

3. The county fair and recreation board may share the records and other documents that are confidential pursuant to this section with an advisory board or nonprofit corporation created pursuant to section 2 of this act, as deemed necessary by the chief executive officer to accomplish the purposes for which the advisory board or the nonprofit corporation was created.

4. Records and documents that are confidential pursuant to this section:

(a) Are proprietary or confidential information of the person or entity submitting the request pursuant to subsection 1;

(b) Are not a public record; and

(c) Except as otherwise provided in subsection 3, must not be disclosed to any person who is not an officer or employee of the county fair or recreation board unless the person or entity submitted the request pursuant to subsection 1 consents to the disclosure or the



disclosure is authorized in accordance with the decision of the chief executive officer described in paragraph (d) of subsection 2.

5. As used in this section:

(a) “Chief executive officer” means the chief executive officer of the county fair and recreation board.

(b) “Proprietary or confidential information” has the meaning ascribed to it in NRS 360.247.

Sec. 4. 1. To the extent the county fair and recreation board enters into a contract or other agreement, before the contract or other agreement is made public, the person or entity with whom the county fair and recreation board may enter into a contract or other agreement, may submit a request to the chief executive officer of the county fair and recreation board to protect from disclosure any information or documentation related to the negotiations for the contract or agreement which, under generally accepted business practices, would be considered a trade secret or other proprietary or confidential information. After consulting with the person or entity, the chief executive officer of the county fair and recreation board shall determine whether to protect the information from disclosure. The decision of chief executive officer is final and is not subject to judicial review. If the chief executive officer determines to protect the information from disclosure, the protected information:

(a) Is confidential proprietary information;

(b) Is not a public record;

(c) Must be redacted to the extent deemed necessary by the chief executive officer of the county fair and recreation board before any copy of the information or documentation is disclosed to the public; and



(d) Must not be disclosed to any person who is not an officer or employee of county fair and recreation board or an advisory committee or nonprofit corporation formed by the county fair and recreation board pursuant to NRS 244A.6212, unless the person or entity consents to the disclosure.

2 As used in this section, “proprietary or confidential information” has the meaning ascribed to it in NRS 360.247.

Sec. 5. NRS 244A.621 is hereby amended to read as follows:

244A.621 The county fair and recreation board, in addition to the other powers conferred upon a county fair and recreation board by NRS 244A.597 to 244A.655, inclusive, *and sections 2 and 3 of this act* may:

1. Set aside a fund in an amount that it considers necessary and which may be expended in the discretion of the board to promote or attract conventions, meetings and like gatherings that will utilize the recreational facilities authorized by NRS 244A.597. The expenditure is hereby declared to be an expenditure made for a public purpose.

2. Solicit and promote tourism and gaming generally, both individually and through annual grants in cash or in kind including lease of its facilities to the chambers of commerce of the incorporated cities within the county which respectively represent all of the residents of those cities, or other nonprofit groups or associations, and further promote generally the use of its facilities, pursuant to lease agreements, by organized groups or by the general public for the holding of conventions, expositions, trade shows, entertainment, sporting events, cultural activities or similar uses reasonably calculated to produce revenue for the board and to enhance the general economy. The promotion of tourism, gaming or the use of facilities may include advertising the facilities under control of the board and the resources of the community or area,



including tourist accommodations, transportation, entertainment, gaming and climate. The advertising may be done jointly with a private enterprise.

3. Enter into contracts for advertising pursuant to this section and pay the cost of the advertising, including a reasonable commission.

END OF REPORT