Summerlin Rotary Club

PRESENTED BY

Lori Nelson-Kraft
Senior Vice President of Communications



October 4, 2022

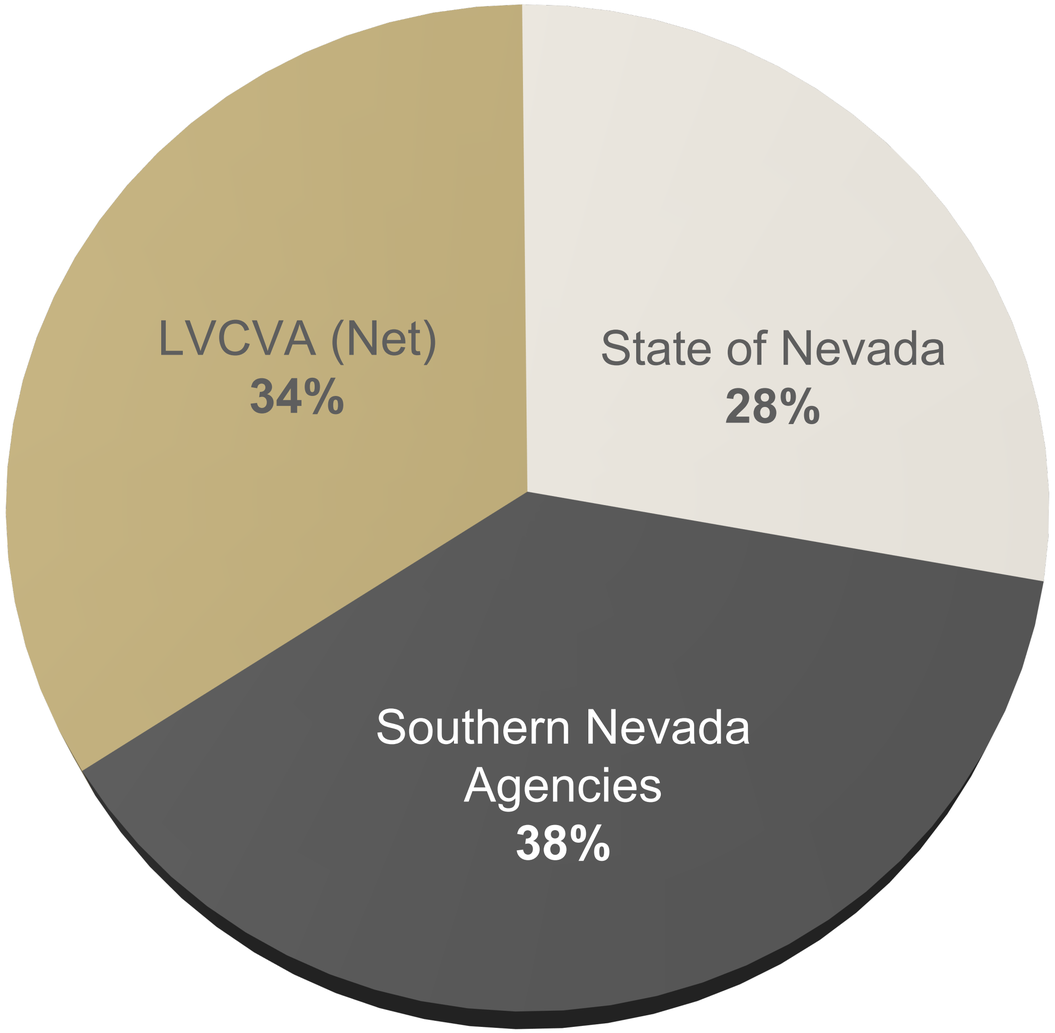
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The LVCVA

- Formed by Nevada Legislature in 1955
- Destination Marketing Organization
- Las Vegas Convention Center
- 14-member Board of Directors representing Cities, County, Nevada Resort Association, Vegas Chamber
- Funded by 41% of room tax dollars
- County-wide jurisdiction



Clark County Room Tax Distribution





Southern NV – Community Reinvestment

- Clark County School District
- Clark County Transportation
- Local Jurisdiction's General Fund
- Stadium Authority

LVCVA – Tourism Reinvestment

- Marketing, Advertising & Branding
- Special Events
- Las Vegas Convention Center
- LVCCD Expansion and Renovation

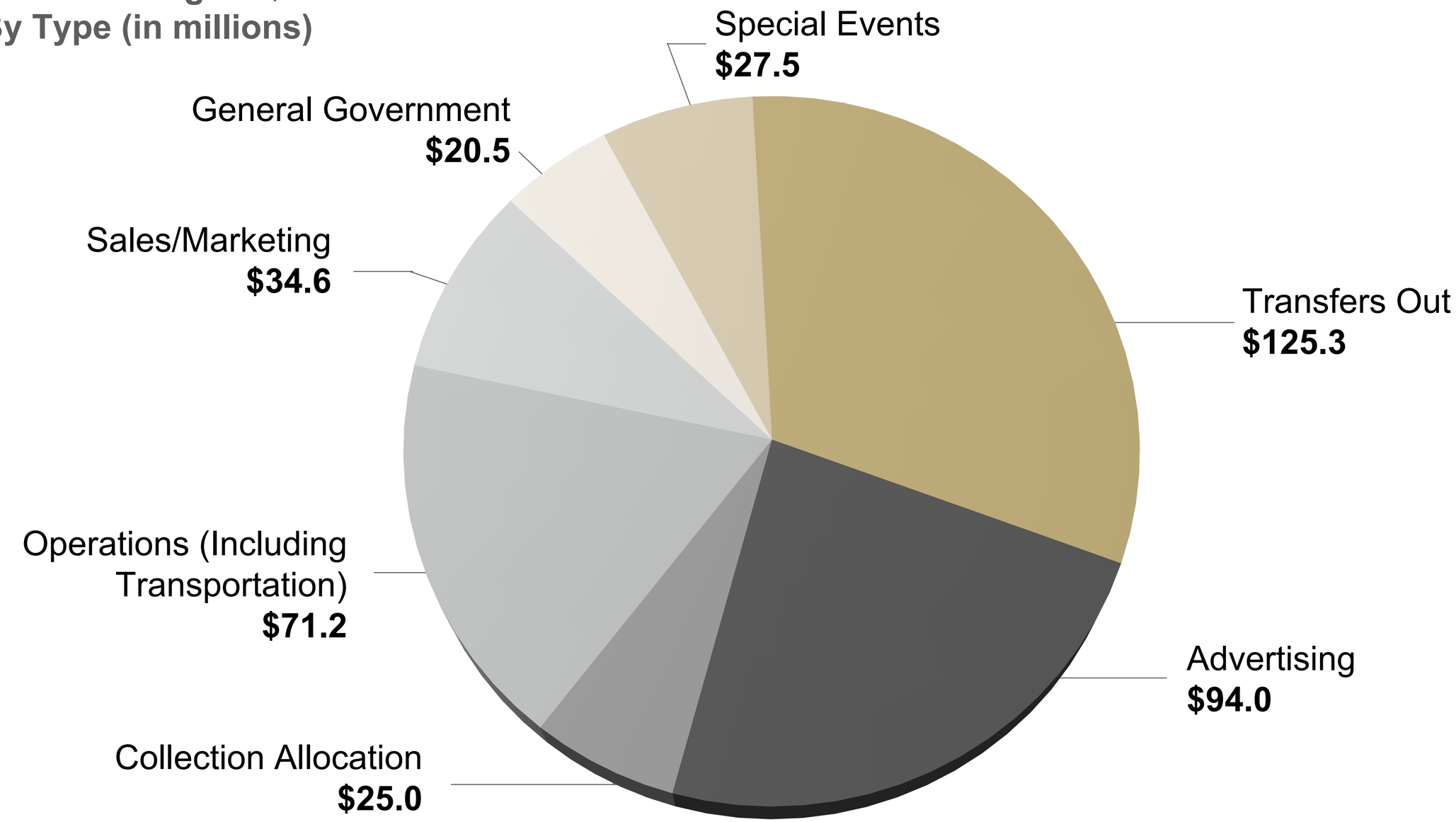
State of Nevada

- NV School Supplemental Fund
- NV Commission on Tourism
- NV Department of Transportation

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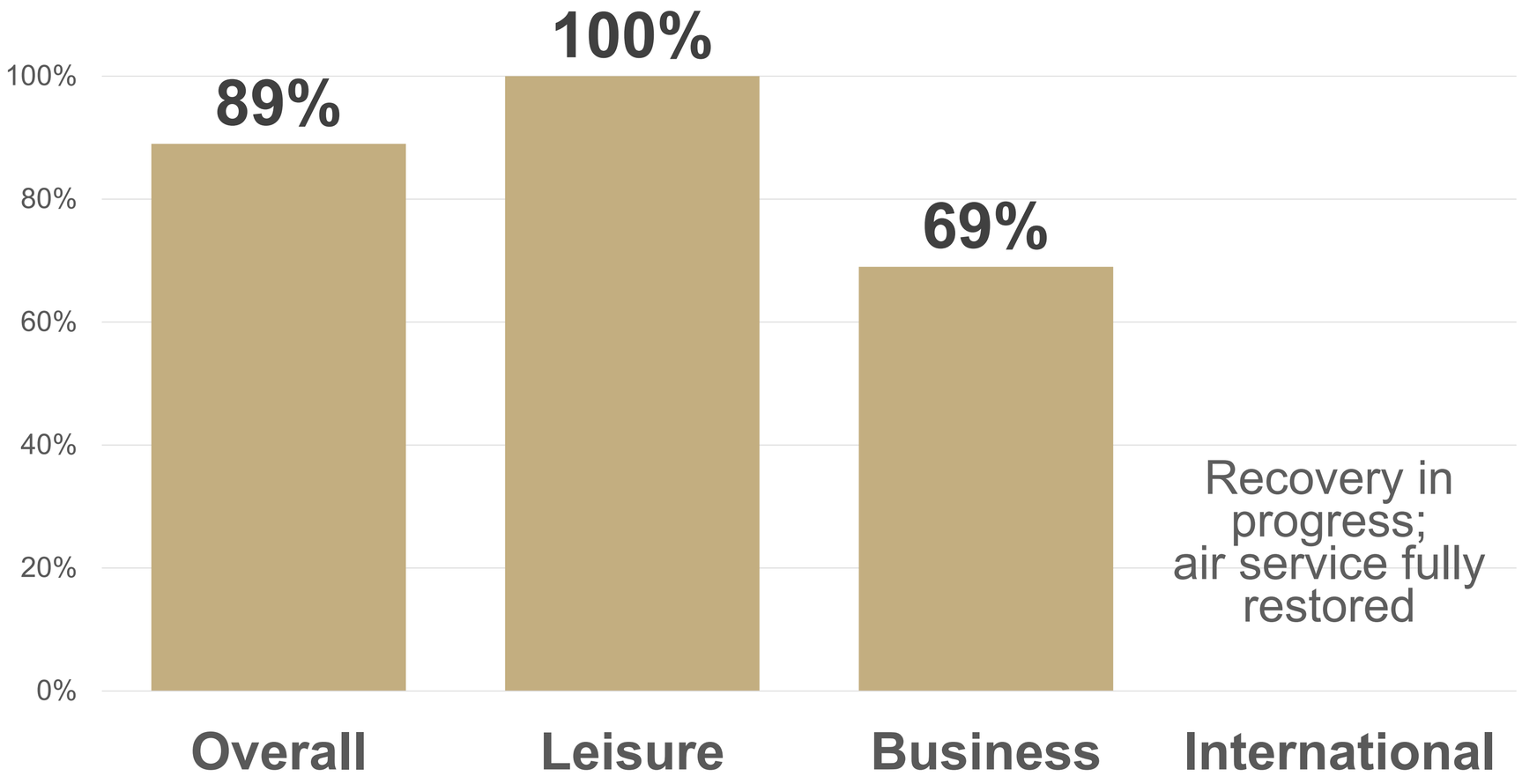
Spending Categories

FY 2023 Budget - $305.4 Million Total
By Type (in millions)

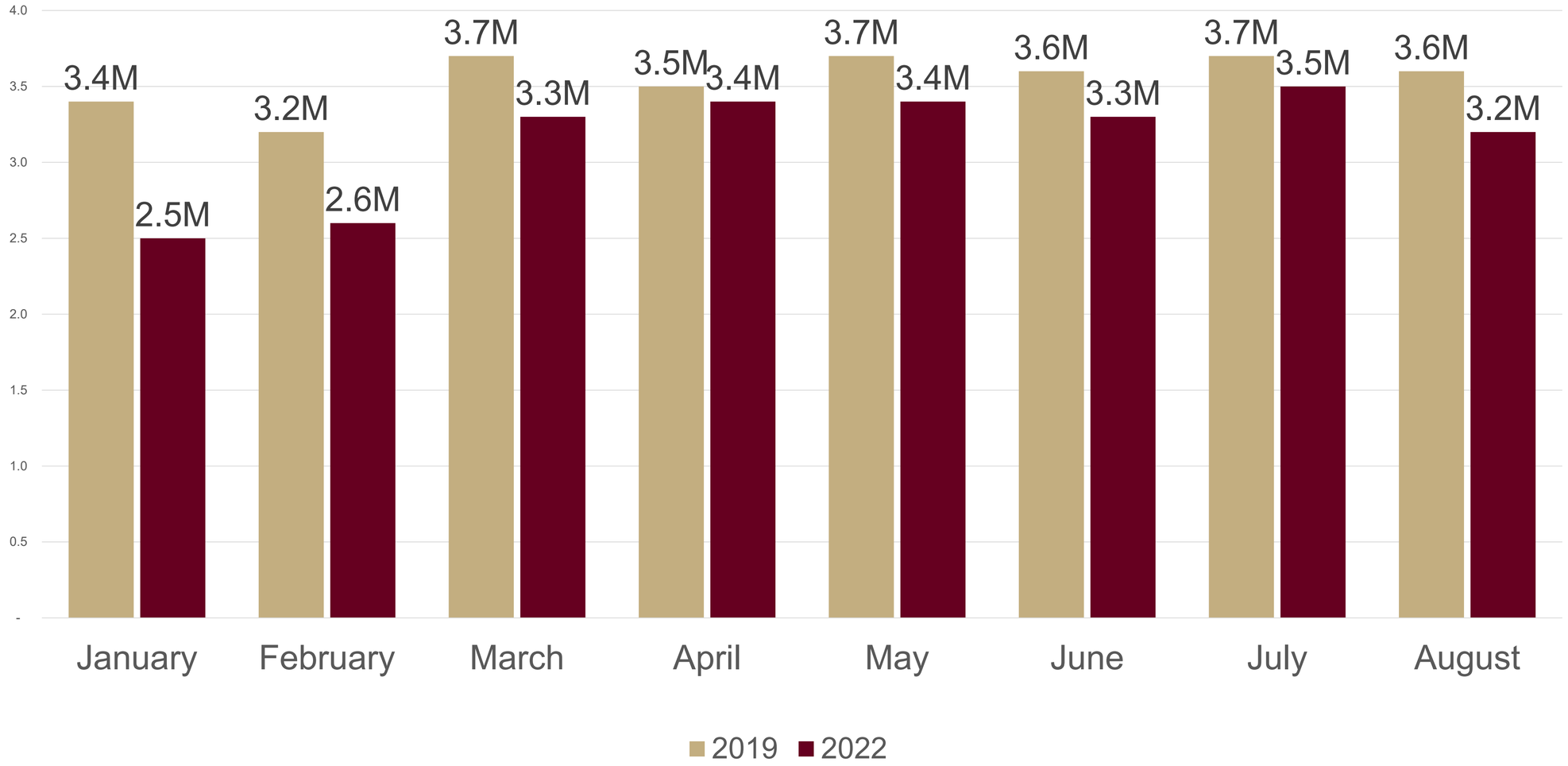


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Tourism/Visitation Recovery Snapshot



2019 vs. 2022 Visitation

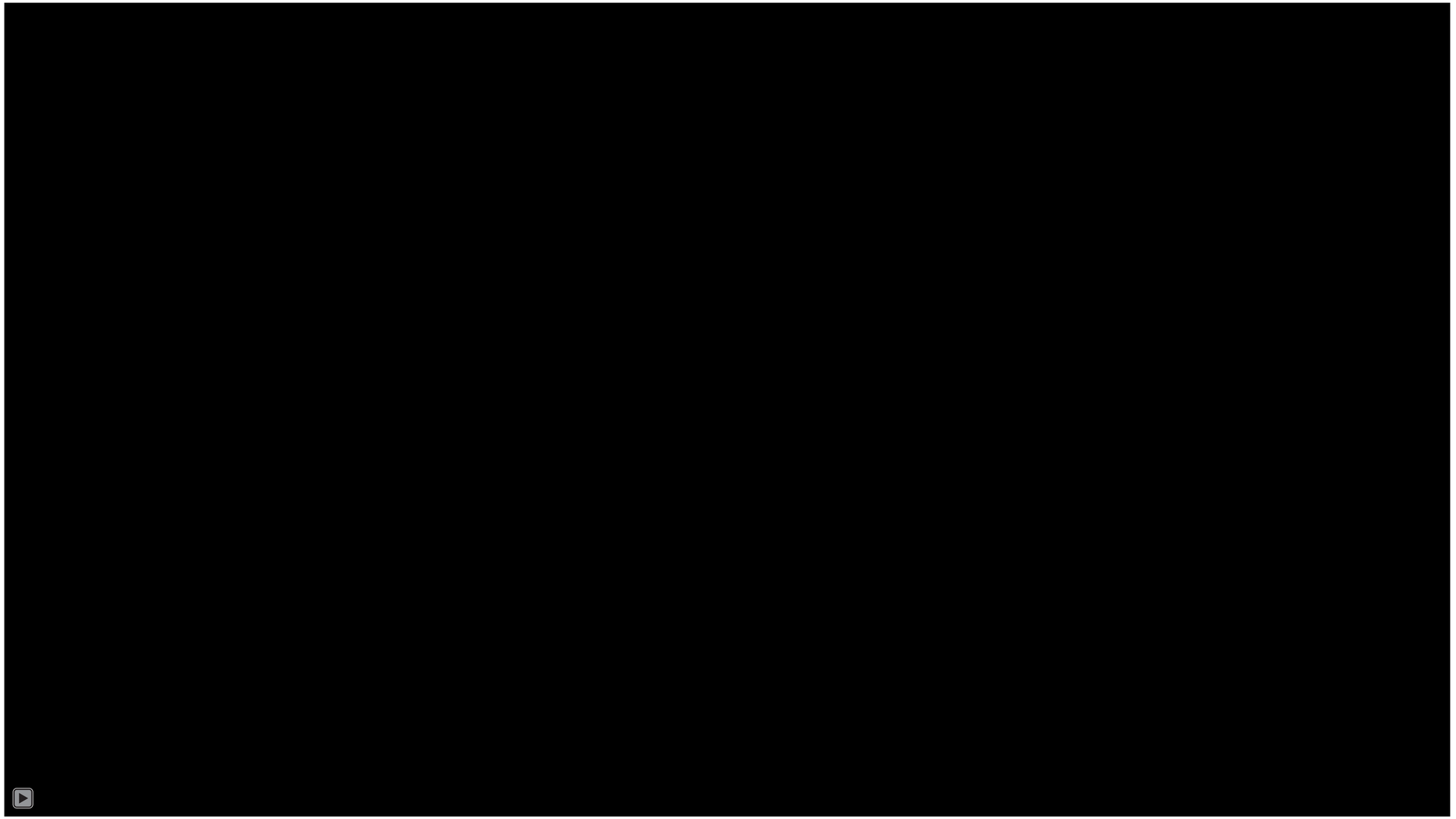


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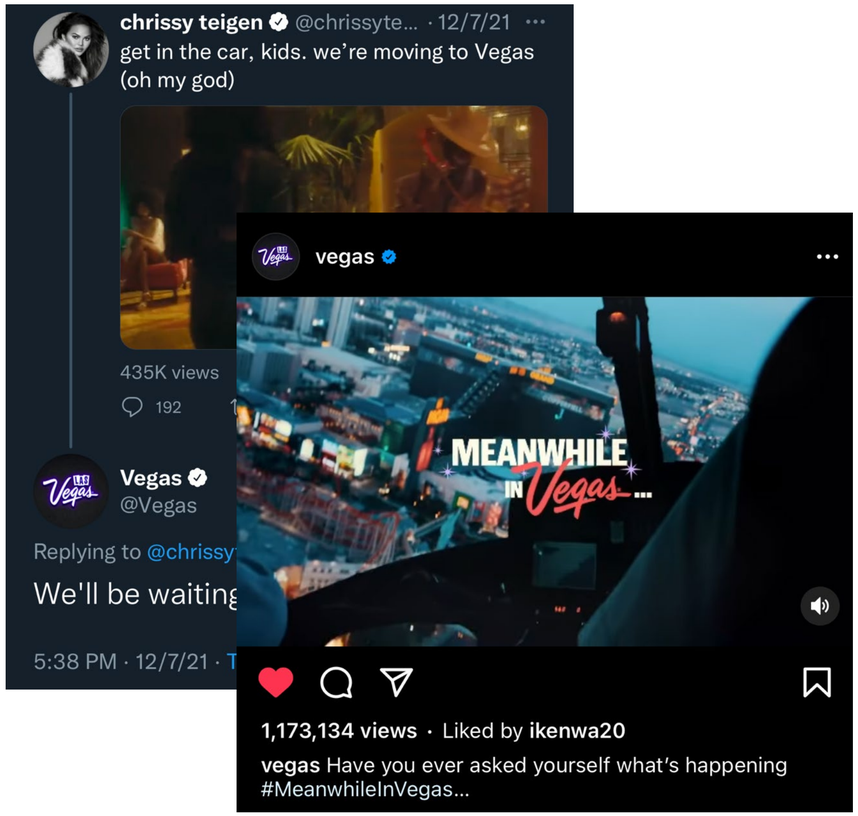
Marketing Las Vegas



Coming out of the Pandemic Shutdown (June 2020)

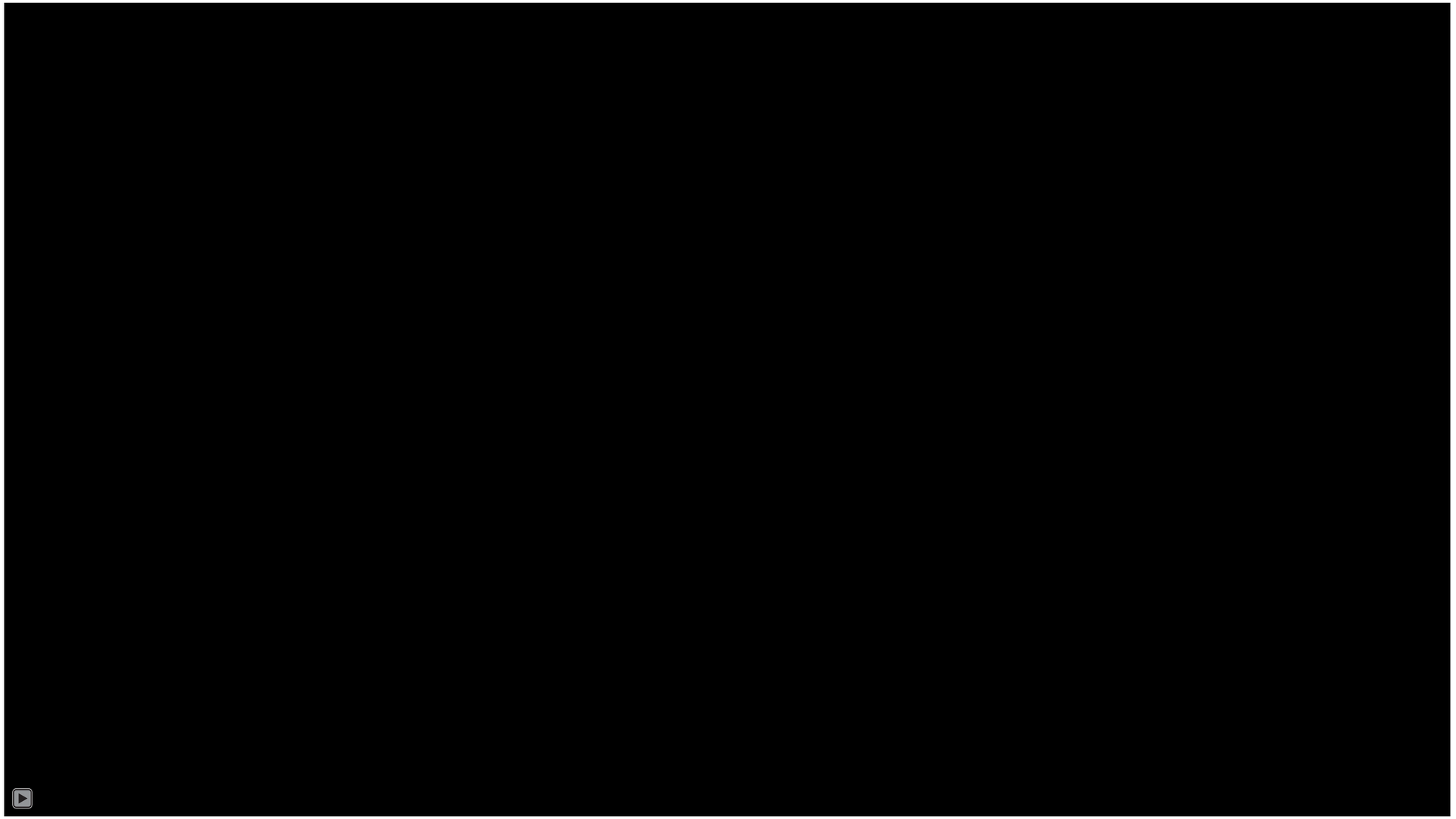


Meanwhile in Vegas





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The arrival of the $1.9 billion Allegiant Stadium in 2020 solidified our position as a premiere sports destination.

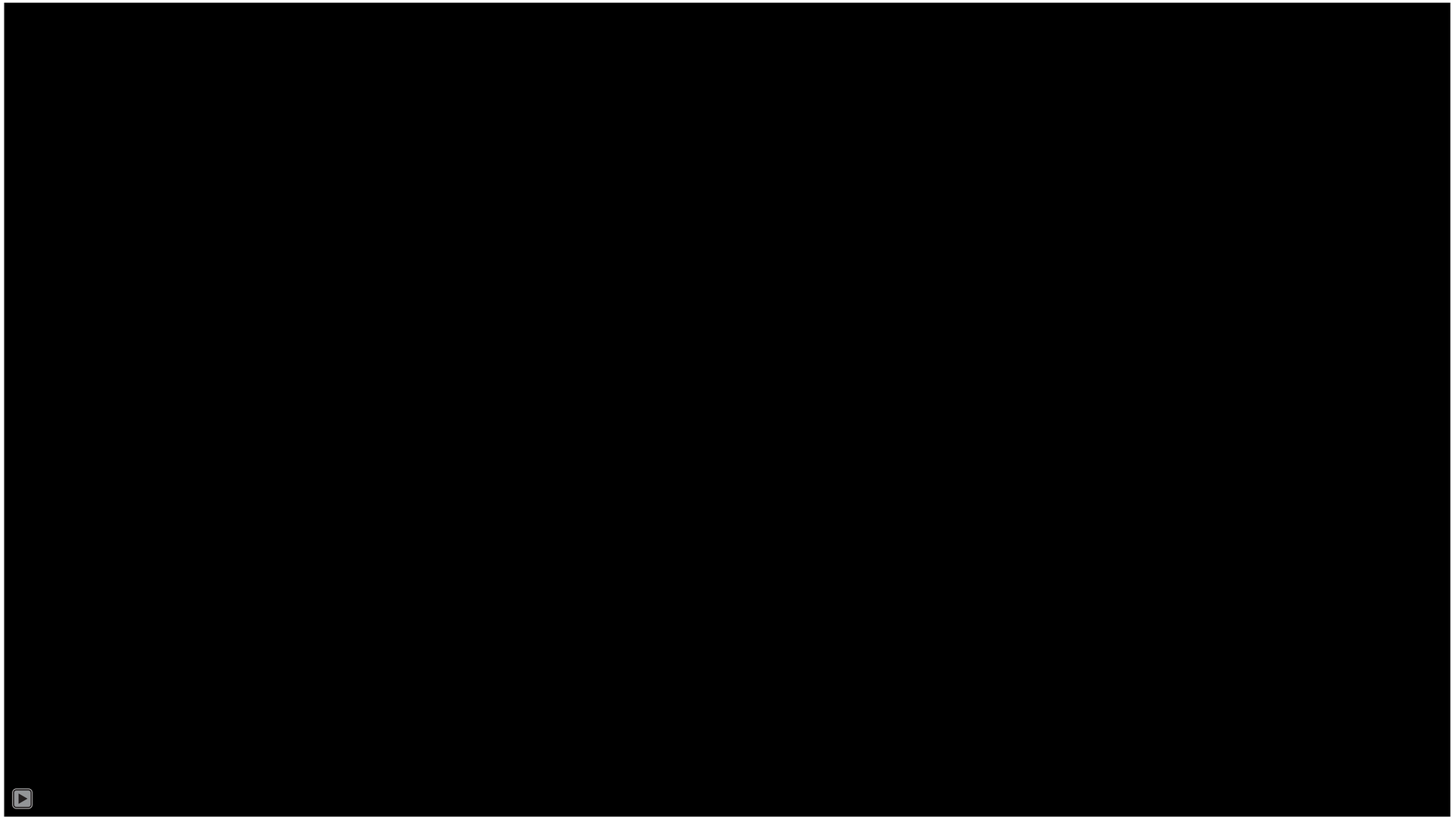
- The stadium allowed us to **host large-scale events**, **attract more visitors** and **grow tourism**.



The Greatest Arena On Earth



Greatest Arena on Earth

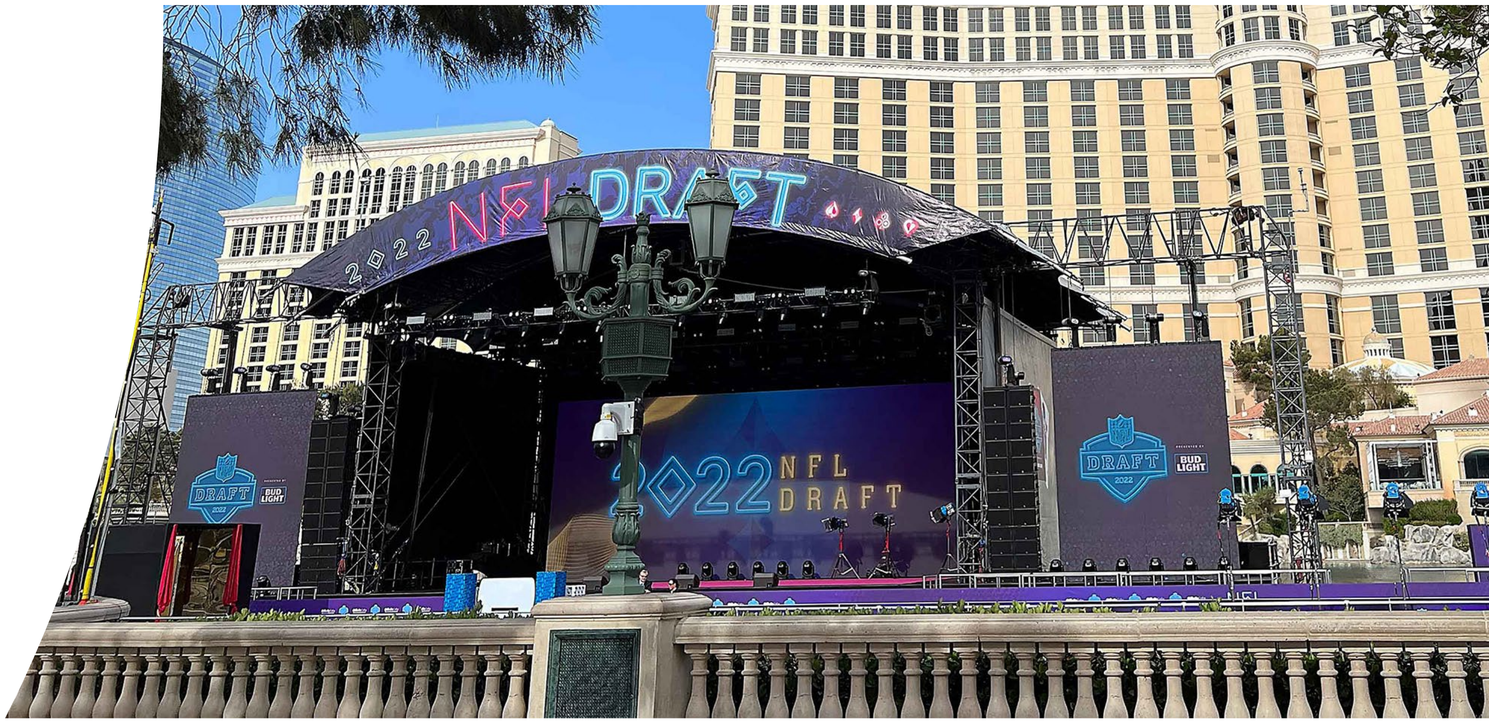


Vegas + Sporting Events = Success

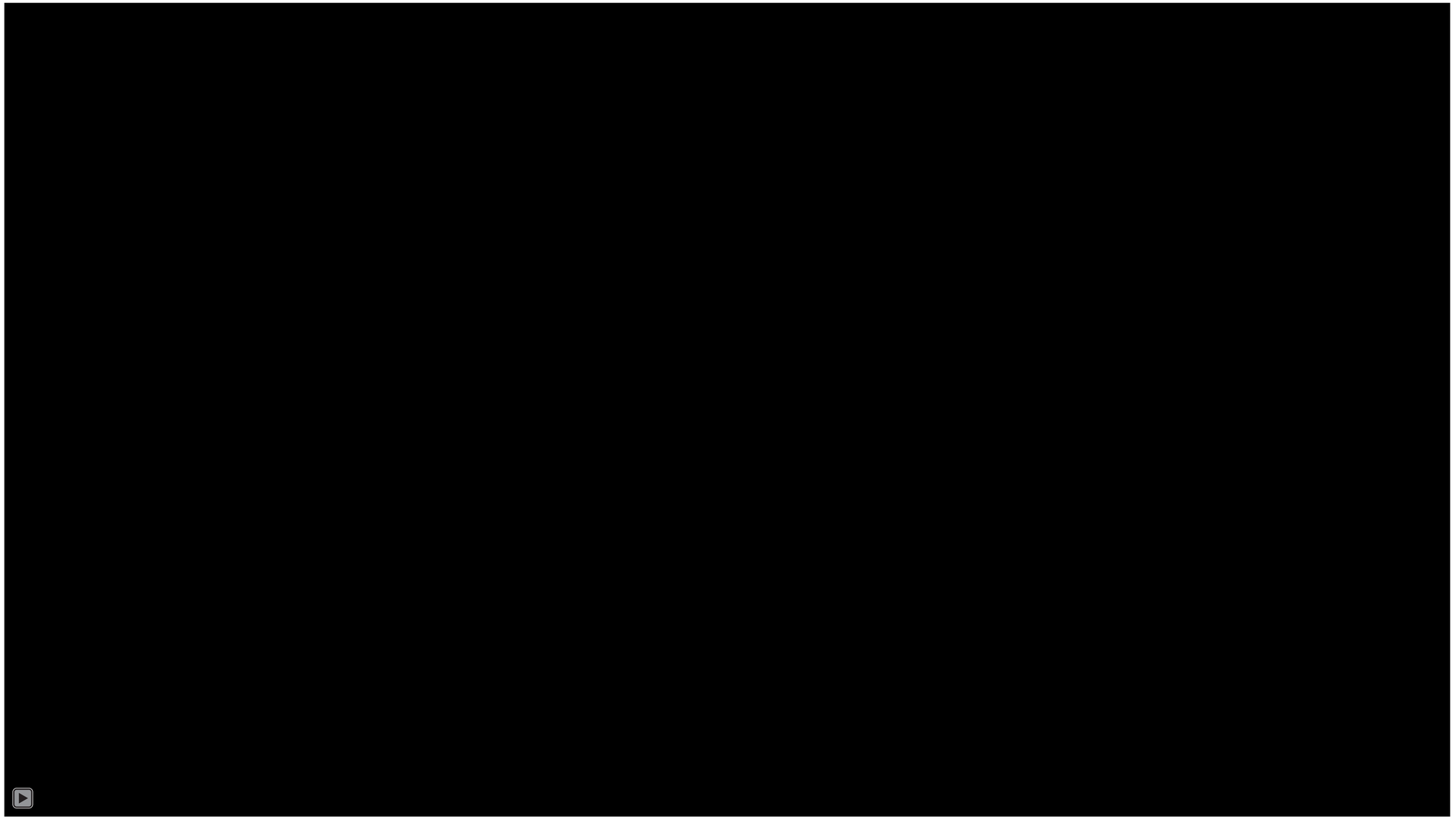


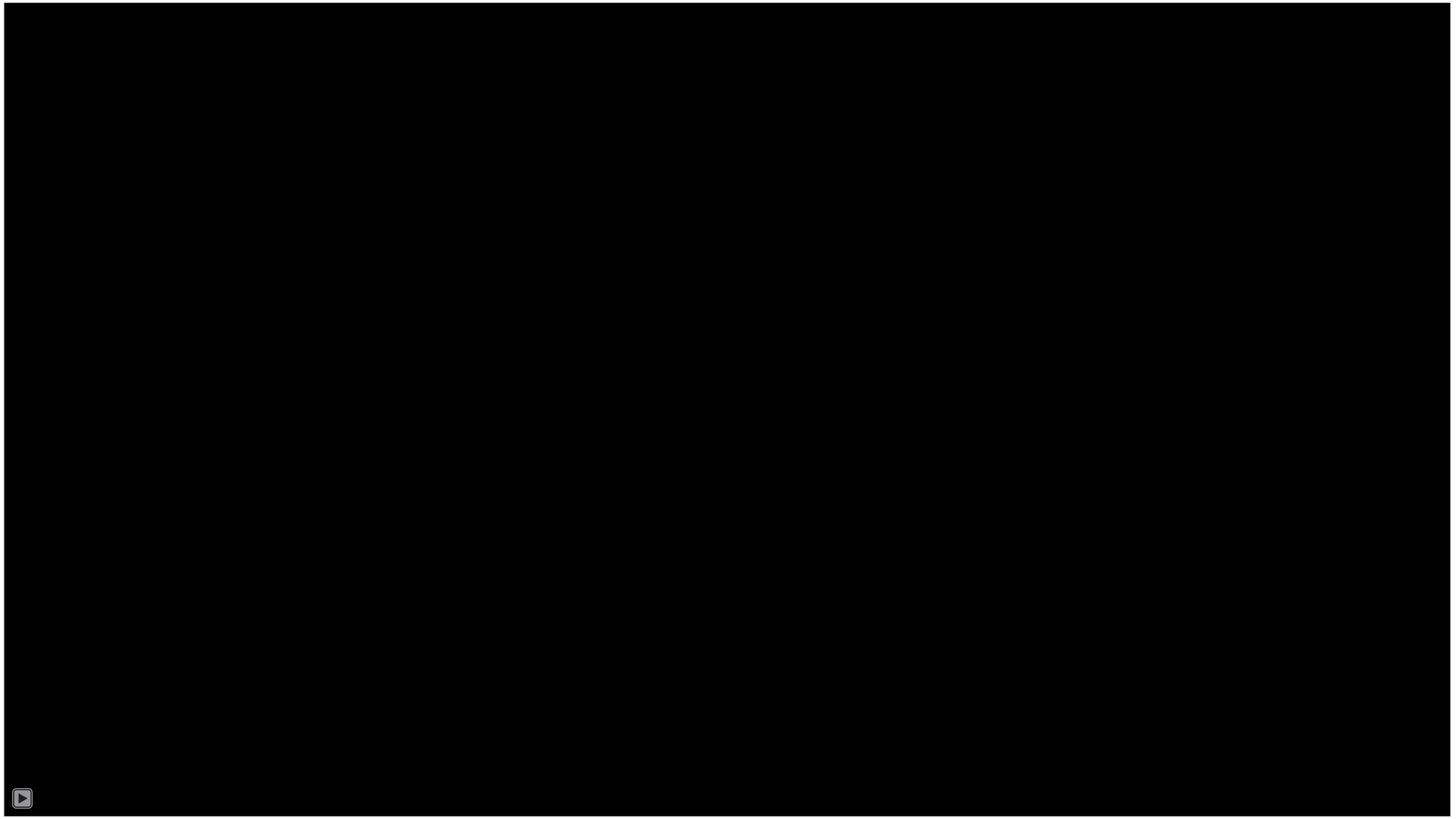


- **More than 50% of our visitors will add a trip or stay longer** to attend a sporting event.
- **Spending $1,100 more per trip**



Superbowl Announcement



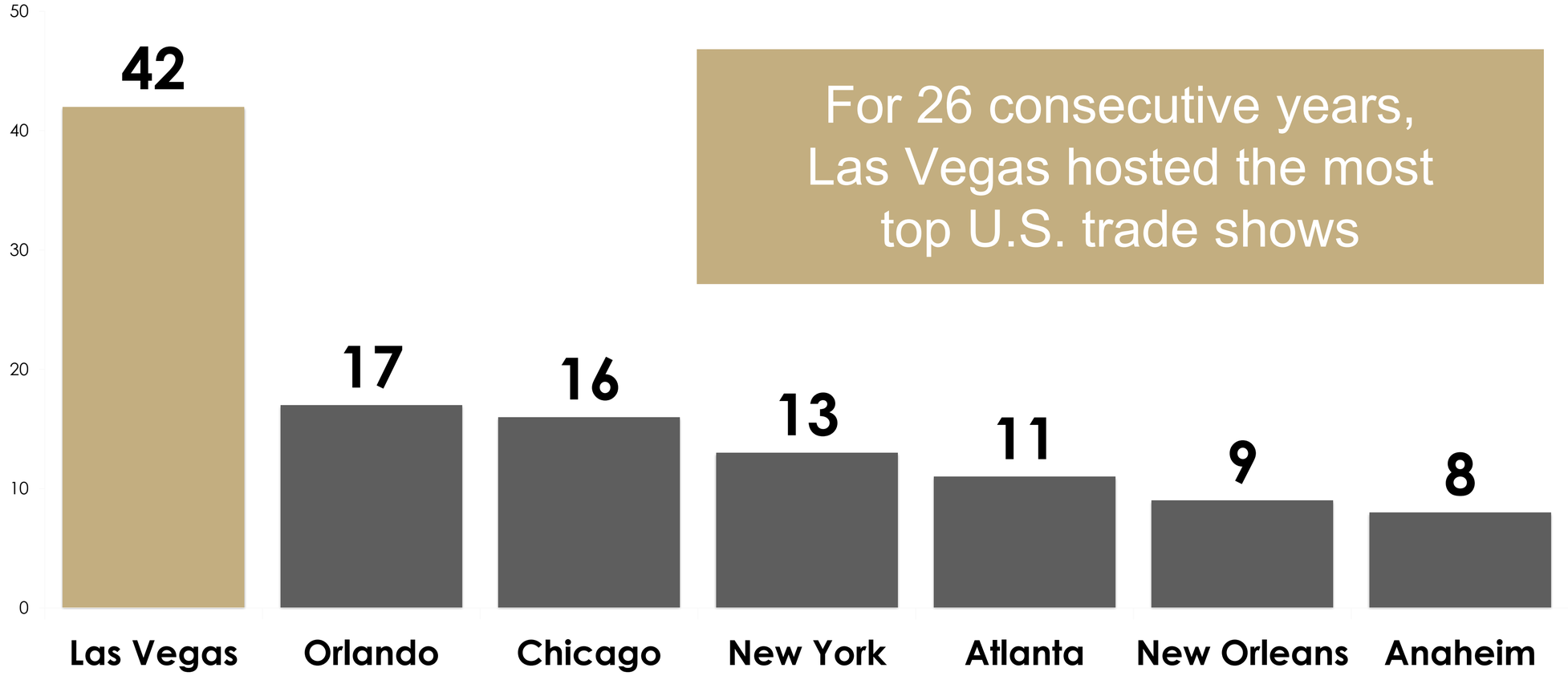


Vegas Means Business



Las Vegas Trade Shows

Trade Show News Network Rankings



For 26 consecutive years, Las Vegas hosted the most top U.S. trade shows

Source: Trade Show News Network 2018 Rankings

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Las Vegas Convention Center

2022

- **87 trade shows and events** booked
- Estimated attendance of **nearly 1.2M**

2023

- Currently **72 trade shows and events** on the books
- Estimated attendance of **1.7M**

Growing Meeting & Convention Market Share

From 11M square feet to 14M square feet



Wynn Conference Center


Caesars Forum



World Market Center



Resorts World

Convention Center

West Hall Expansion

From 3.2M square feet
to 4.6M square feet





Las Vegas Convention Center Renovation





$600M Investment and Development 2023-2025

Transportation Infrastructure



Monorail



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Los Angeles Times

California and Nevada governors plan a fix for Interstate 15 congestion



IN THE SUN: COLLEGE ATHLETES GET ASSIST FROM LOCAL FIRM

LAS VEGAS SUN

LAS VEGAS REVIEW-JOURNAL

reviewjournal.com

VEGAS NATION

WEEK 13

LOOKING BAD Miscues cost the Raiders in a 17-15 home loss to Washington 4C ▶

LOOKING AHEAD Was Dabo Swinney in town for the Raiders' coaching search? 5C ▶

MONDAY
December 6, 2021



Fixing I-15 South long haul

porary third lane to speed traffic for 5 miles starting at Primm

Las Vegas to Southern California.

In a joint Sunday morning announcement with Nevada Gov. Steve Sisolak, California Gov. Gavin Newsom said his state is putting roughly $12 million into a project to temporarily expand the southbound highway from the California-Nevada stateline to the California Department of Food and Agriculture Station in hopes of reducing the bottleneck that occurs as the highway goes from three lanes to two starting at Primm.

The project calls for the

See INTERSTATE 15 9A



L.E. Baskow Las Vegas Review-Journal @Left_Eye_Images

A temporary third lane soon will be added to Interstate 15 South in California, shown at right, for 5 miles begining at Primm.



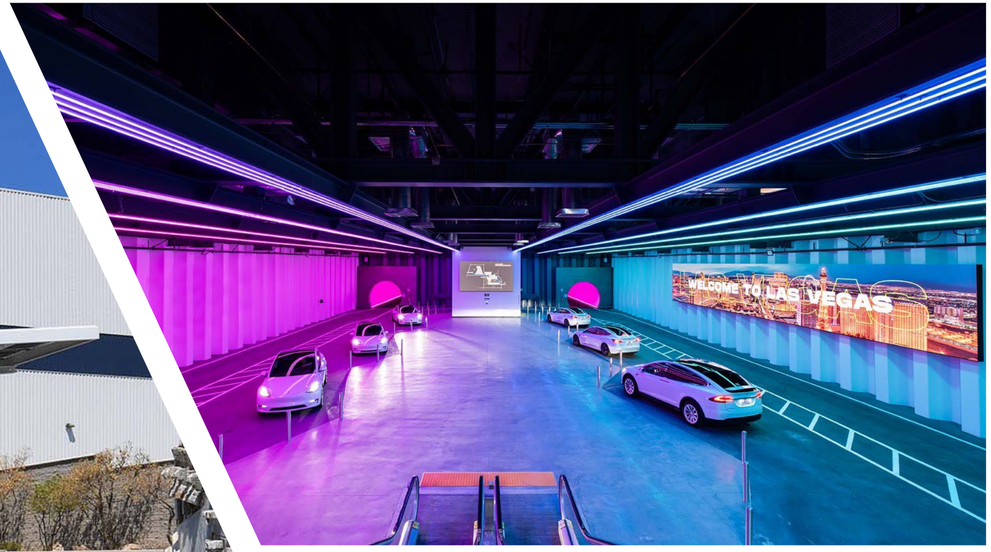
The Future of Transportation: Convention Center Loop



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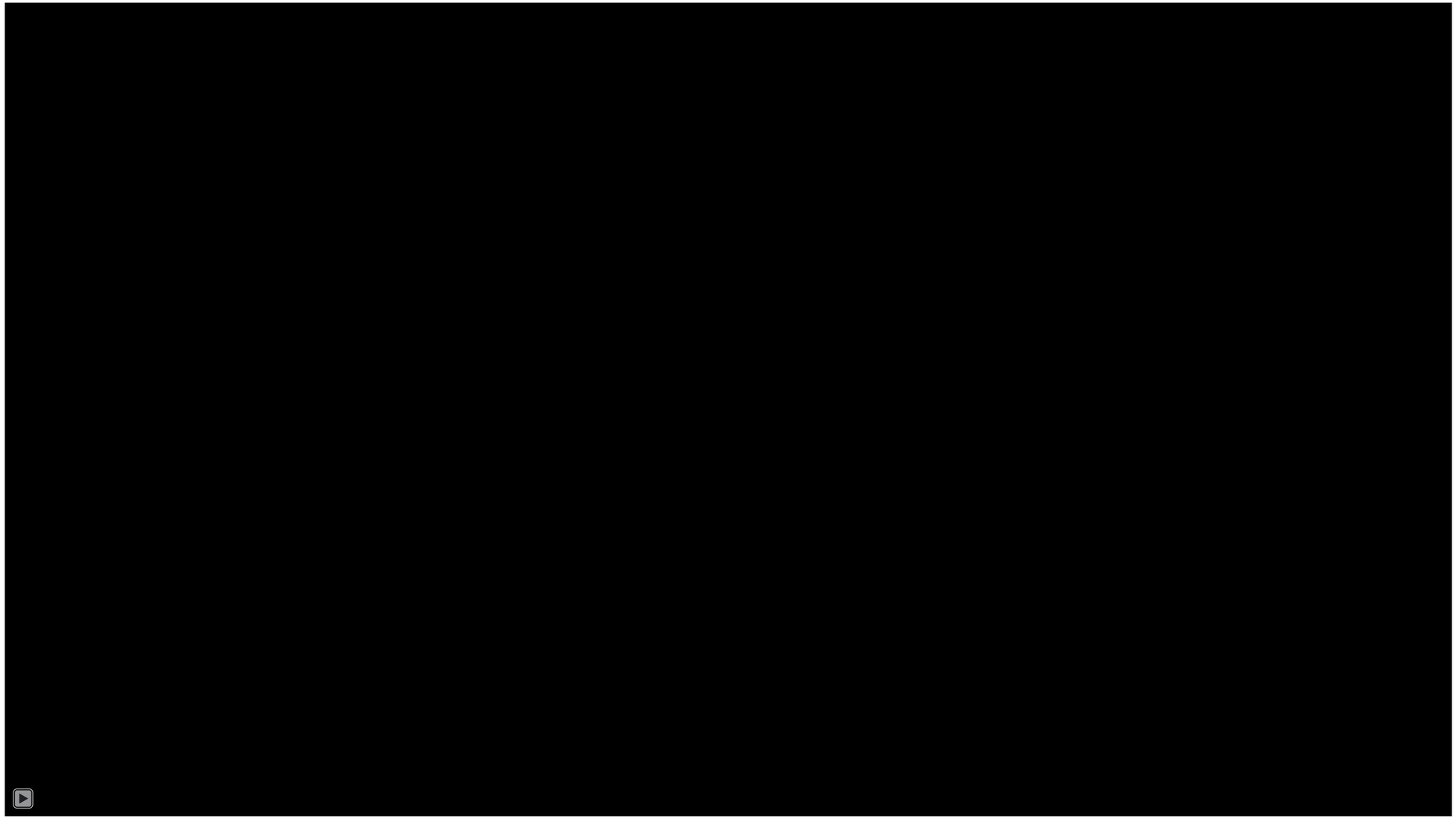
Convention Center Loop





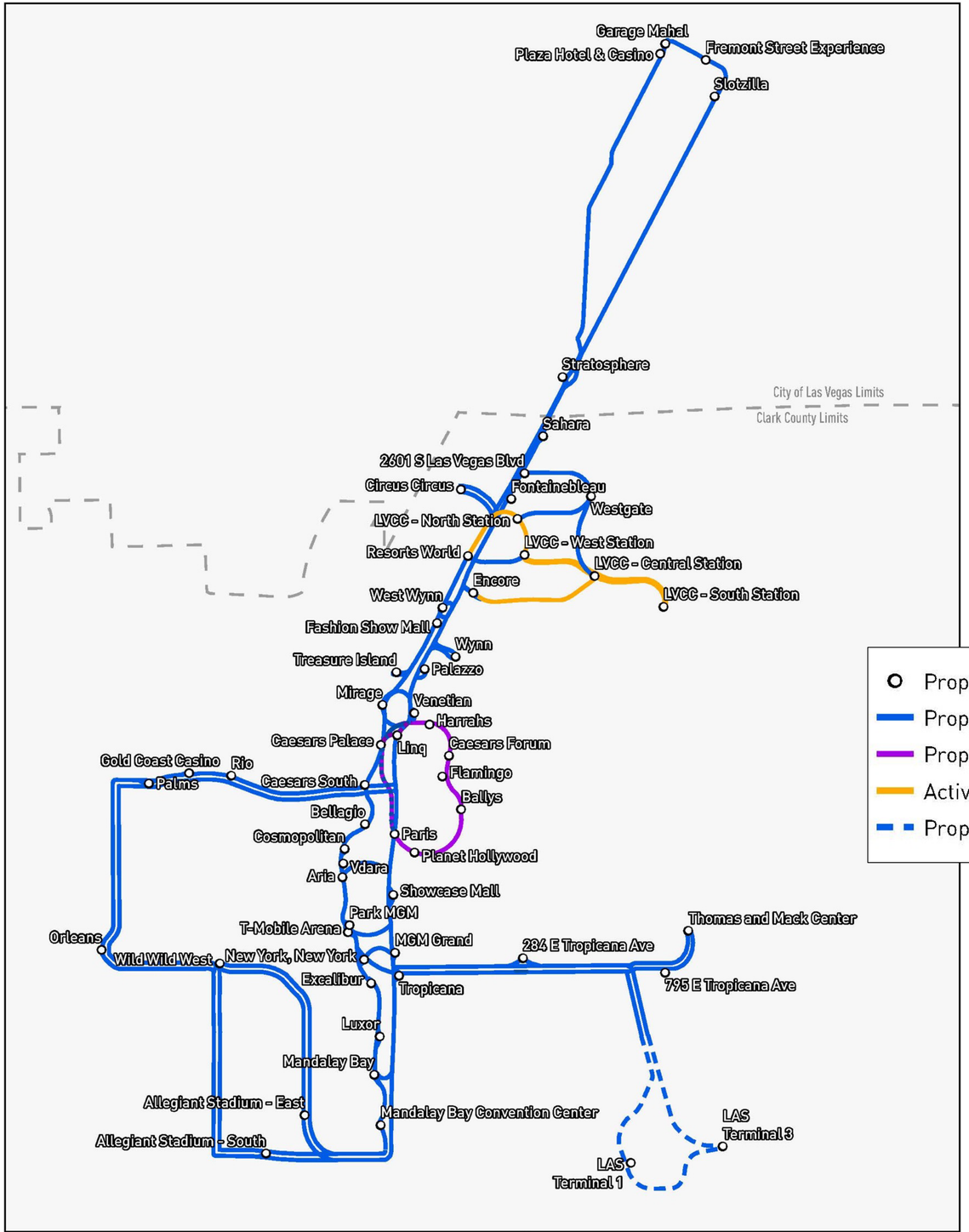


Experience the Loop



VEGAS LOOP

PROPOSED ALIGNMENT AND STATIONS



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Thank you.