Department of Tourism and Cultural Affairs Overview December 10, 2014
Department of Tourism and Cultural Affairs

DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS

NEVADA
A WORLD WITHIN.
A STATE APART.

AGENCIES
• Division of Tourism
• Nevada Arts Council
• Division of Museums and History
• Nevada Indian Commission

BOARDS AND COMMISSIONS
• Nevada Commission on Tourism
• Nevada Arts Council Board
• Division of Museums and History Board
• Nevada Indian Commission
• Commission for Cultural Affairs (to DCNR)
• Cultural Affairs Foundation
**Mission:** Create sustainable financial, intellectual and creative vitality for the State of Nevada, and the businesses and individuals engaged in the tourism and cultural industries.

**Vision:** A world-class tourism and cultural affairs organization that embraces strategic thinking, innovation and creative problem solving.
GOALS

**Generate revenue** to the State of Nevada through activities within the tourism and cultural affairs arena.

**Preserve** Nevada’s unique history through acquisition and conversation of appropriate archival materials and objects, facilities, programs and services that provide stewardship over, and enhance appreciation for, the state’s heritage.

**Raise awareness around the value** of the arts and cultural contributions to enrich the lives of residents, enhance the livability of communities and contribute to the state’s economic revitalization.

**Provide resources**, intellectual, educational and financial, to persons engaged in the creative and cultural industries, and Native American communities that contribute to individual and collective success of Nevada and its residents.
FUNDING

• Division of Tourism – 100% Lodging Tax. Performance-based budget.
• Division of Museums and History – Operations, 50/50 split lodging tax/general funds, private dedicated funds, admissions, museum store sales
• Arts Council - Operations, 50/50 split lodging tax/general funds, federal funding
• Nevada Indian Commission – Operations, 75/25 split lodging tax/general funds
Division of Tourism
a.k.a. TravelNevada
# NEVADA TRAVEL INDUSTRY SNAPSHOT – FY14

<table>
<thead>
<tr>
<th></th>
<th>FY14</th>
<th>FY13</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Volume</td>
<td>52,839,227</td>
<td>52,058,741</td>
<td>1.5%</td>
</tr>
<tr>
<td>Room Tax Collections</td>
<td>$620,706,555</td>
<td>$568,336,247</td>
<td>9.2%</td>
</tr>
<tr>
<td>Room Tax Collections (3/8 of 1%)</td>
<td>$19,279,041</td>
<td>$17,645,471</td>
<td>9.3%</td>
</tr>
<tr>
<td>Occupancy Level</td>
<td>80.5%</td>
<td>79.4%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Room Nights Occupied</td>
<td>57,044,802</td>
<td>56,400,222</td>
<td>1.1%</td>
</tr>
<tr>
<td>Gaming Revenue</td>
<td>$11,225,772,046</td>
<td>$10,903,662,724</td>
<td>3.0%</td>
</tr>
<tr>
<td>Category</td>
<td>2013</td>
<td>2012</td>
<td>Change</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>---------------</td>
<td>---------------</td>
<td>---------</td>
</tr>
<tr>
<td>Overall Travel Spending</td>
<td>$59.4 Billion</td>
<td>$58.1 Billion</td>
<td>2.2%</td>
</tr>
<tr>
<td>Travel Industry Jobs</td>
<td>462,000</td>
<td>452,000</td>
<td>2.2%</td>
</tr>
<tr>
<td>State and Local Taxes</td>
<td>$2.840 Billion</td>
<td>$2.769 Billion</td>
<td>2.6%</td>
</tr>
<tr>
<td>Percent of State and Local Taxes Generated</td>
<td>27%</td>
<td>26%</td>
<td>1.0 (net)</td>
</tr>
<tr>
<td>Taxes Generated by Travel Industry</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percentage of Overall GDP Attributed to Travel Industry</td>
<td>12.9%</td>
<td>12.4%</td>
<td>0.5 (net)</td>
</tr>
</tbody>
</table>
MARKETING

• Develop and execute a result-driven strategic marketing program that compels consumer purchase decisions through effective use of key marketing and sales channels.

  **FY14 – 15 BIENNium... ROI 19:1 → 33:1**

EDUCATION

• Create professional development opportunities for members of the Nevada tourism industry that raise the level of expertise across all industry sectors.

• Educate potential visitors through a robust Public Relations/Social media outreach about the experiences available throughout the state.
MARKETING AND ADVERTISING

Position the state of Nevada as a premier travel destination

- Brand awareness
- Advertising creative
- Research-driven integrated, cross platform marketing
- Promotions
- Sponsorships
- Content development and delivery
- NEW cooperative marketing program

Tourism Campaign: Don’t Fence Me In
PUBLIC RELATIONS

Generate earned media coverage and provide salient information to stakeholder groups → enhance social media presence across all programs

- PR driven marketing
- Media outreach, including in-market press trips
- Social media
- Stakeholder outreach
  - Industry
  - Elected officials
  - Industry influencers
- International media relations
SALES AND INDUSTRY PARTNERS

Promote Nevada in domestic and international markets and assisting rural Nevada to develop and promote its unique events and attractions

- Domestic/international trade shows
- In-market familiarization tours
- International representative office management
- Rural grant programs
- Rural Roundup
- Air Service Development
INTERNATIONAL SALES AND MARKETING

**KEY GROWTH AREA

Representation in Nine Global Markets

• Legacy
  o U.K.
  o Germany
  o Mexico
  o Canada

• Emerging
  o China
  o Brazil
  o France
  o South Korea
  o Australia

• Potential New Market
  o India
DRIVE REVENUE
Nevada Magazine publishes a bi-monthly magazine that educates both residents and tourists about the state of Nevada. Our mission is to encourage tourists and residents alike to visit Nevada’s cities and rural areas and enjoy the heritage, culture, and natural wonders that Nevada offers.

• We currently have over 10,000 subscribers and distribute 10,000 copies at newsstands in Nevada and surrounding states.
Starting with our September/October issue of 2013, we featured the complete history of the state in eight installments.
The Great Nevada Picture Hunt is one of the year’s highpoints. We had over 2,200 submissions this year and the photo below was our Grand Prize winner.
We also publish 125,000 copies of Events & Shows that are distributed in kiosks at McCarran International Airport as well as rental cars. Also at visitors’ centers and gift shops throughout the Las Vegas area as well as at the Reno-Tahoe Airport and at welcome centers and visitor’s bureaus throughout the state.

Events & Shows features show reviews and event happenings with maps and other helpful information to encourage visitors to enjoy their visit more thoroughly and stay longer.
• nevadamagazine.com contains additional blogs and information about the state.
• Our Facebook Page has more than 7,500 friends and our Twitter has over 7,000 followers.
• We are posting new content daily to keep our readers informed on happenings throughout the state.
• We recently featured this photo on our website and received over 39,000 views so far with over 600 shares.
2015 HISTORICAL CALENDAR & HISTORICAL PHOTO BOOK

• For the past forty years, the magazine has produced an award-winning historical calendar that we sell to our readers and corporations.

• We are currently selling our Historical Photo Book that has been extremely popular with our subscribers.
Division of Museums and History
Created with the mission

“to engage people in the cultural and natural history of Nevada so they may celebrate the past, learn from it, and develop perspective for present and future generations.”
Our core --

- **Curatorial Services**
- **Education & Research Services**
- **Tourism & Community Development**
Operates seven museums

- Nevada Historical Society, Reno – 1904
- Nevada State Museum, Carson City – 1941
- Lost City Museum, Overton – 1953
- Nevada State Railroad Museum, CC – 1980
- Nevada State Museum, Las Vegas – 1982
- Nevada State Railroad Museum, BC – 2002
Our legacy will be built on—

✓ Recognizing that museums contribute to the solution for advancing & diversifying Nevada’s economy but are held back from maximizing impact as part-time contributors in a 24/7 tourism-based economy

✓ Acknowledging that “stuff” isn’t enough for today’s audiences -- that good stories make good exhibits – the “wow” factor
And our legacy will include—

✓ Vibrant and skilled museum professionals creating innovative collaborations and participatory experiences for all ages
• 2015 Issues and Opportunities
  – Regained service, need to provide expected level of visitor services
  – Increased attendance YOY is 20 – 30% (based on location, service)
  – Glenbrook restoration
**Mission:** To enrich the cultural life of the state through leadership that preserves, supports, strengthens and makes excellence in the arts accessible to all Nevadans.

**Vision:** A Nevada in which the arts enrich the lives of all residents, enhance the livability of communities and contribute to the state’s economic revitalization.
GOALS

• Increase public access, participation and investment in Nevada arts and culture.
• Incorporate the arts as an essential element in the education experience of all Nevadans
• Strengthen the environment in which the work and contributions of or artists are valued and supported.
• Encourage and support a diversity of organizations that produce, present and promote excellence in the arts.
• Artist Services:
  - LXS - Legislative eXhibition Series – LXS gallery space across from the café
  - OXS - Office eXhibition Series – Arts Council Office

• Arts Learning:
  - Poetry Out Loud – Statewide contest open to all Nevada high schools. Winner participates in national contest. 2015 is 10th Anniversary.
  - Artists in Schools + Communities Roster – Online resource for schools, organizations and communities to broaden and diversify participation in the arts through educational and community cultural residencies and programs.
NEVADA ARTS COUNCIL

PROGRAMS

• Folklife
  o “Ninth Island Project.” Collaboration with Nevada State Museum Las Vegas highlights Hawaiian heritage and identity

• Community Arts Development
  o Professional Development Activities – “Brave New Boards” workshops for teams of arts and culture-based nonprofit organizations.
  o Community Vitality Projects – work with communities in cultural planning.

• Grants
  o Several types of grants including: Professional Development, Artists Residency Express, Jackpot, Folklife Opportunity, Folklife Apprenticeship, Arts Learning Project
Nevada Indian Commission
Established in 1965
Liaison for the Governor to the 27 Tribes, Bands and Colonies
Statewide Responsibility
2 Full-time Employees
  - Executive Director – Appointed by the Governor
  - Administrative Assistant
5-Member Board
  - 3 American Indian
  - 2 General Public
Cabinet Appointment
• Mission

– The mission of the Nevada Indian Commission is to ensure the well being of American Indian citizens statewide through development and enhancement of the government-to-government relationship between the State of Nevada and Indian Tribes and through education for a greater cultural understanding of the State's first citizens.
• Agency Operations:
  – Promote the Government-to-Government relationship between the State of Nevada and Indian Tribes
  – Advocate for the social and economic well-being of all American Indians and Alaska Natives residing in Nevada
  – Educate government (federal, state and local) agencies and the general public for a greater cultural understanding of the state’s first citizens
NEVADA INDIAN COMMISSION

• Identify Tribal needs and priorities (working with the Tribes)
  – Recommend and support state legislation on matters that will improve, protect, and address the interests of American Indians and Alaska Natives living in Nevada
  – NIC strategic planning
• Coordinate efforts of all State department Tribal Liaisons
• Advocate for Tribal Tourism on a national level through the American Indian Alaska Native Tourism Association (AIANTA)
• Identify funding for the Stewart Indian Cultural Center
Reimagining the Statewide Traveler Experience
CURRENT SITUATION

• 36 facilities
  o Three welcome stations
  o Twenty-six rest areas
  o Seven rest stops
• Five – new (less than 10 years old)
• Seventeen more than 30 years old

• Multi-agency project
  • NDOT
  • DTCA
  • DCNR
  • DOW
  • DOA
DESIGN GUIDELINES

- Create consistency, incorporate regional materials, economic drivers
- Create visual unity
- Select finishes, color palettes and surface patterns compatible with surrounding landscape
- Incorporate art motifs and media that represent the design themes
- Incorporate interpretive displays areas
- Provide parking and exterior usage space consistent with facility type
FY16-17 Focus Areas
Department of Tourism and Cultural Affairs

- Transportation Infrastructure
  - Air Service Development
  - Rest Area Development
- International Sales and Marketing
  - Air Service
  - In-state programs and services
- Brand Enhancement – Creative Update
- Stewart Cultural Center
- Public Service Enhancements
- Grants Funding