

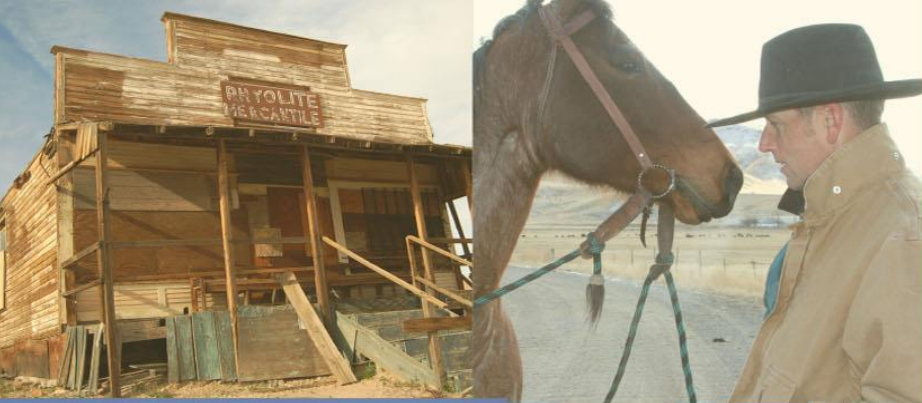
DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS



Department of Tourism and Cultural Affairs Overview December 10, 2014



NEVADA
A WORLD WITHIN.
A STATE APART.



DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS



Department of Tourism and Cultural Affairs



NEVADA
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Established by the Nevada legislature through NRS 231.160. Oct. 1, 2011.

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.

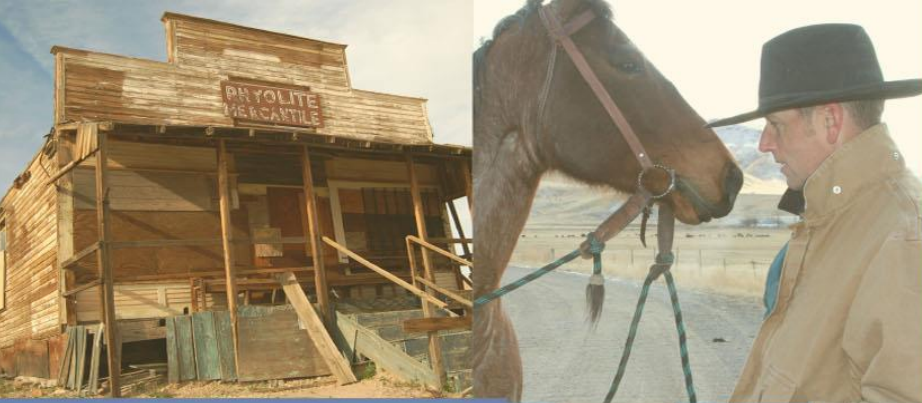
Preserve Nevada's unique history through acquisition and conservation of appropriate archival materials and objects, facilities, programs and services that provide stewardship over, and enhance appreciation for, the state's heritage.

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



DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS

Division of Tourism a.k.a. TravelNevada



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NEVADA TRAVEL INDUSTRY SNAPSHOT – FY14

	<u>FY14</u>	<u>FY13</u>	<u>% Change</u>
Visitor Volume	52,839,227	52,058,741	1.5%
Room Tax Collections	\$620,706,555	\$568,336,247	9.2%
Room Tax Collections (3/8 of 1%)	\$19,279,041	\$17,645,471	9.3%
Occupancy Level	80.5%	79.4%	1.1%
Room Nights Occupied	57,044,802	56,400,222	1.1%
Gaming Revenue	\$11,225,772,046	\$10,903,662,724	3.0%

2013 STATEWIDE ECONOMIC IMPACT

	<u>2013</u>	<u>2012</u>	<u>Change</u>
Overall Travel Spending	\$59.4 Billion	\$58.1 Billion	2.2%
Travel Industry Jobs	462,000	452,000	2.2%
State and Local Taxes	\$2.840 Billion	\$2.769 Billion	2.6%
Percent of State and Local Taxes Generated by Travel Industry	27%	26%	1.0 (net)
Percentage of Overall GDP Attributed to Travel Industry	12.9%	12.4%	0.5 (net)

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

Statewide Brand: Nevada: A World Within. A State Apart.

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

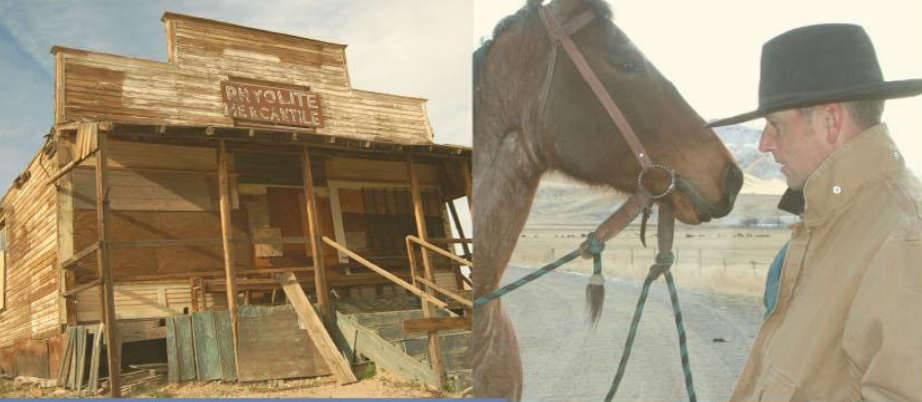
INTERNATIONAL SALES AND MARKETING

****KEY GROWTH AREA**

Representation in Nine Global Markets

- Legacy
 - U.K.
 - Germany
 - Mexico
 - Canada
- Emerging
 - China
 - Brazil
 - France
 - South Korea
 - Australia
- Potential New Market
 - India

DRIVE REVENUE



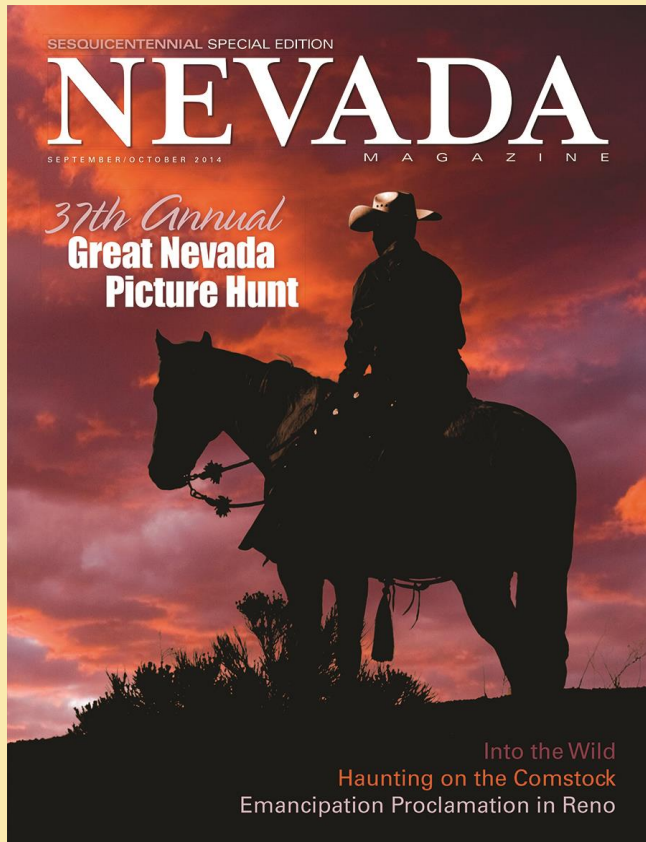
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Nevada Magazine



NEVADA
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NEVADA MAGAZINE SEPTEMBER/OCTOBER 2014



- *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.

FEATURE Sept./Oct. 2013: Part I | Nov./Dec. 2013: Part II | Jan./Feb. 2014: Part III | Mar./Apr. 2014: Part IV
NEVADA'S NEW BOOM

Part IV: Into the New Century

Nevada booms out of a depression, and women's suffrage highlights a progressive movement in the state.

BY RON SOODALTER

From its earliest days as a part of Utah Territory, Nevada was known as a veritable mineral mecca. First gold, and then silver, were washed, gouged, and blasted out of Nevada's rock, generating hundreds of millions of dollars. Its treasure made moguls of the intelligent and the lucky. It helped propel the Union's victory during the Civil War and was at least partly responsible for Nevada's fast track to statehood.

A seemingly reliable pattern emerged early on: when one claim busted, another would boom, causing a mass migration of fortune hunters to the new strike, but no appreciable lessening of ore output. Nowhere was this trend more evident than the Comstock. For years, the fabulous Virginia City-area strike yielded its riches, followed by a periodic bust, and then a rise from the proverbial ashes. It seemed that Nevada's glittering bounty was limitless. Its citizens viewed any depletion in the state's output as only a temporary inconvenience—a conviction validated by the next discovery...and the next.

THE DEPRESSION OF 1880-1900

Then came the Depression of 1880, and with it, the bitter realization that Nevadans had relied entirely on mining for their economic wellbeing. The decline of the mining industry presaged a two-decade dry spell. Over the next 20 years, there would be a number of attempts to regain financial stability, all of them doomed to

failure. The most immediate and time-proven step, and one that had always worked in the past, was to search for a new, untapped source of mineral wealth.

The results were universally disappointing, and the focus shifted to a re-examination of promising sites that had been explored in the previous two decades, such as Austin, Tuscarora, Pioche, and Candelaria. Again, this proved a false hope. Perhaps most disappointing of all was Eureka, touted by many as the new Comstock. The promising boomtown had yielded an impressive \$30 million in ore during the 1870s, but in the '90s produced less than \$2.5 million.

What initially promised to be a significant gold strike was made in Delamar, Lincoln County, in 1891. Although it provided a temporary boost, generating around \$9 million in the last five years of the century, it was not sufficient to stabilize the state's economy. It was becoming painfully apparent that this time mining would not provide an immediate solution to Nevada's fiscal woes.

The disappointing results in the mines caused many Nevadans' thinking to turn to other possible resources. The most obvious was agriculture—including the breeding of horses, sheep, and cattle—as a potential means of revitalizing the economy. There was certainly enough grazing land, provided sufficient water could be made available to accommodate an increase in livestock. The timing, however, could not have been worse. By the early 1880s, the fluctuation in the price per head of stock dropped well below the levels needed to rescue the state. Hoping to compensate for the shortfall by a dramatic growth in herd size, and realizing this would be impossible without more water, stock growers looked to irrigation as their only salvation.

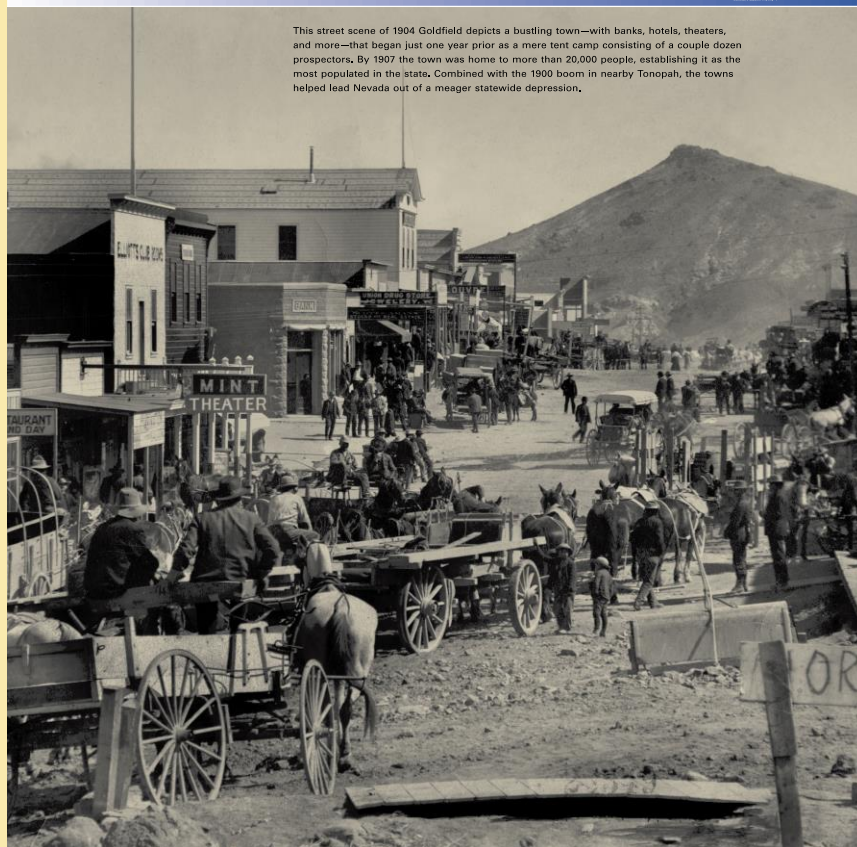
Water reclamation was certainly not a new topic. Lack of water had plagued



May/June 2014: Part V | July/Aug. 2014: Part VI | Sept./Oct. 2014: Part VII | Nov./Dec. 2014: Part VIII



This street scene of 1904 Goldfield depicts a bustling town—with banks, hotels, theaters, and more—that began just one year prior as a mere tent camp consisting of a couple dozen prospectors. By 1907 the town was home to more than 20,000 people, establishing it as the most populated in the state. Combined with the 1900 boom in nearby Tonopah, the towns helped lead Nevada out of a meager statewide depression.

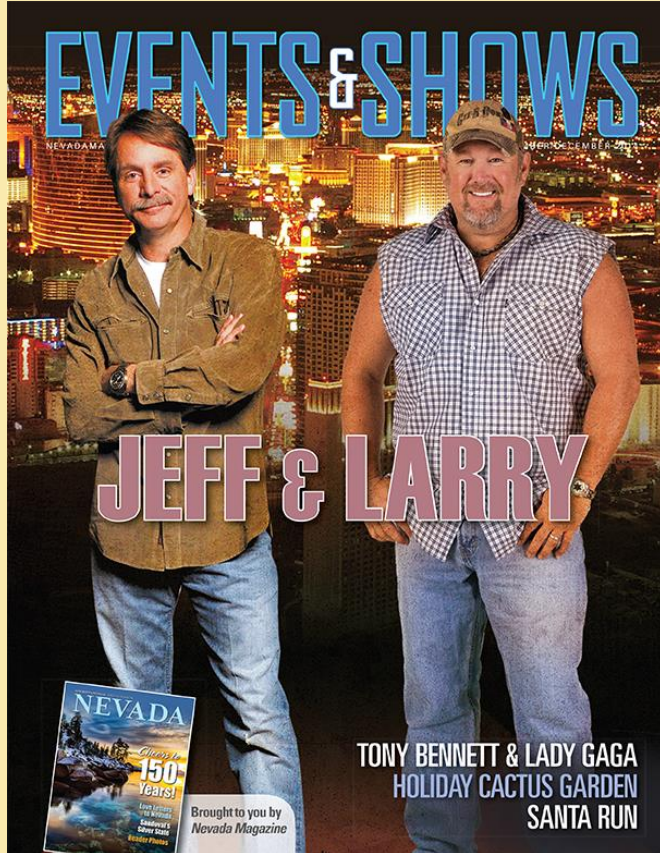


NEVADA HISTORICAL SOCIETY

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.



EVENTS & SHOWS - November/December 2014



- 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.

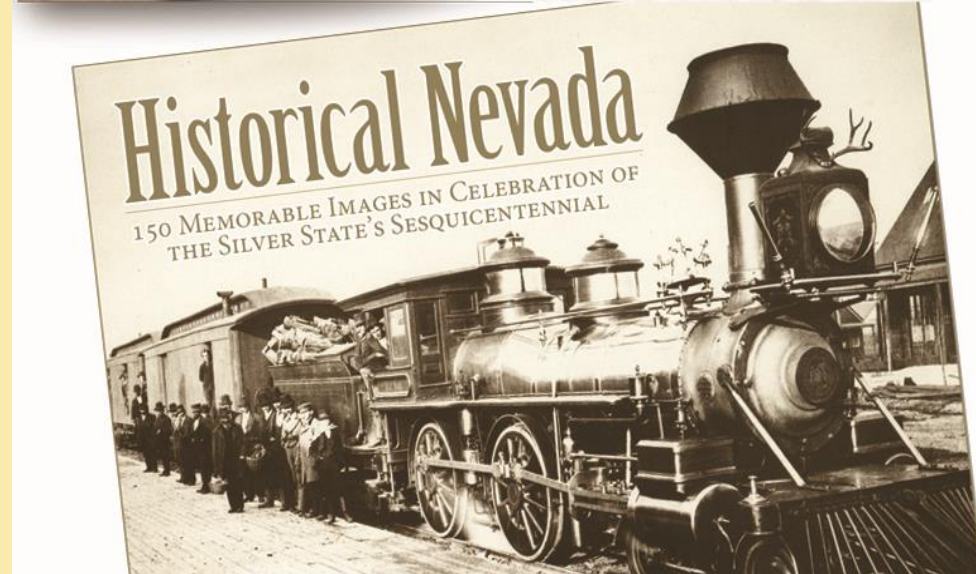
NEVADA MAGAZINE FACEBOOK 2014

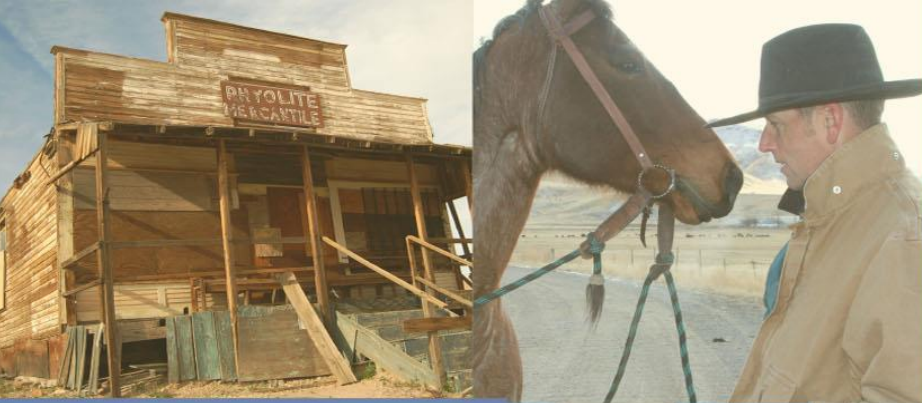


- *nevadamagazine.com* contains additional blogs and information about the state.
- Our Facebook Page has more than 7,500 friends and our Twitter has over 7,000 followers.
- We are posting new content daily to keep our readers informed on happenings throughout the state.
- We recently featured this photo 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.





DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS



Division of Museums and History



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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 – East Ely – 1991*
- *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*

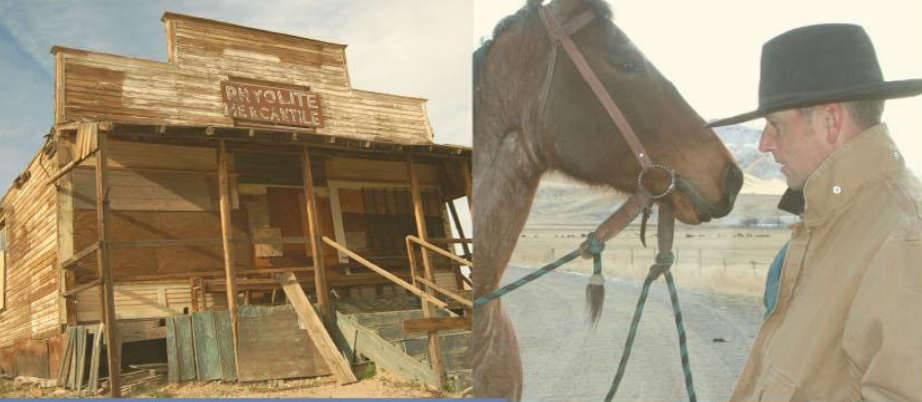
And our legacy will include—

- ✓ *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





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Nevada Arts Council



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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

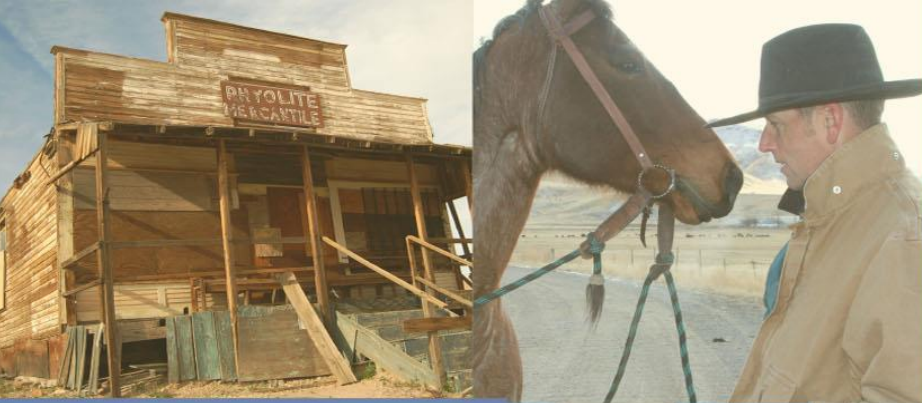
- Increase public access, participation and investment in Nevada arts and culture.
- Incorporate the arts as an essential element in the education experience of all Nevadans
- Strengthen the environment in which the work and contributions of or artists are valued and supported.
- Encourage and support a diversity of organizations that produce, present and promote excellence in the arts.

PROGRAMS

- 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.

PROGRAMS

- Folklife
 - “Ninth Island Project.” Collaboration with Nevada State Museum Las Vegas highlights Hawaiian heritage and identity
- Community Arts Development
 - Professional Development Activities – “Brave New Boards” workshops for teams of arts and culture-based nonprofit organizations.
 - Community Vitality Projects – work with communities in cultural planning.
- Grants
 - Several types of grants including: Professional Development, Artists Residency Express, Jackpot, Folklife Opportunity, Folklife Apprenticeship, Arts Learning Project



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Nevada Indian Commission



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- 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





DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS

Reimagining the Statewide Traveler Experience



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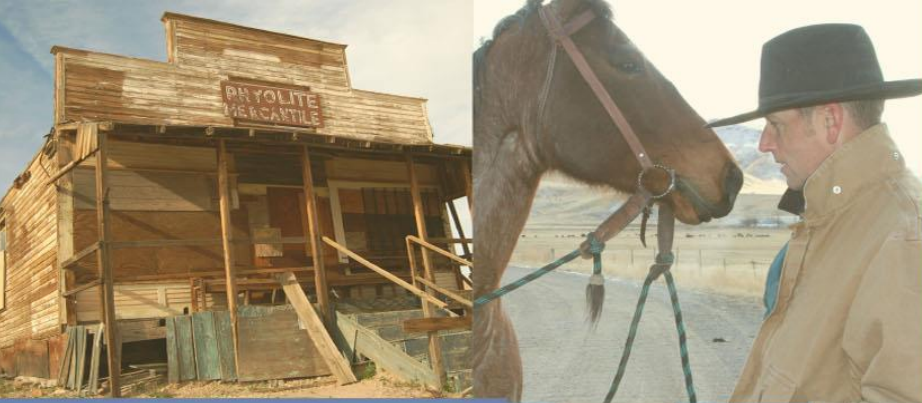
CURRENT SITUATION

- **36 facilities**
 - **Three welcome stations**
 - **Twenty-six rest areas**
 - **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

- **Incorporate brand, Nevada: A World Within. A State Apart.**
- **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**





DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS

FY16-17 Focus Areas



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- 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