### LAS VEGAS SPORTING EVENT DEVELOPMENT, HOSTING AND ACTIVATION STRUCTURE

#### PRELIMINARY WORKING DRAFT



# **Events Where LVE** is the Lead Organization

Developed/ Sponsored Events

**Amateur Events** 

**Youth Events** 

**Other Special Events** 



The LVCVA provides general oversight for all event-related activity. It will establish the general criteria for which events may be funded and at what levels, manages the master events and activities calendar, administers the Las Vegas Events Fund, provides standards for messaging and marketing and conducts event-related research and analysis. The LVCVA be the lead organization relative to major, city-wide bid events; and, in this capacity, will oversee and lead the Las Vegas Local Organizing Committee. The LVCVA will also be the lead organization on all media events.

### Las Vegas Events (LVE)

Event Production

Budgeting & Reporting

New Event
Development

Youth Sports Coordination

**4**....:

**ROI & Market** 

Optimization

LVE is 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. LVE is responsible for event production, new event development (excluding city-wide bid events and media events) and will assist in coordinating youth and amateur sports development in southern Nevada. LVE will provide quarterly and annual reports to the LVCVA detailing its financial and operating performance; it will similarly provide a summary of its relative ROI and how LVE optimized market performance through the development and sponsorship of events.

# Las Vegas Local Organizing Committee (LVLOC) [1]

LVLOC is a standing committee that is staffed and funded by the LVCVA. It develops and coordinates bid packages and serves as the primary point of contact for fall major city-wide events. All bids are to be approved by the LVCVA Board; however, preliminary bids and any proprietary business information shall be permitted to remain confidential. Once an event is secured, the LVLOC shall act as the host committee for that event.

### Major Events Activation Committee (MEAC) [2]

The MEAC is a group of business representatives and technical experts with the ability to raise funds, coordinate community engagement and ensure ability of the community to successfully host a major event.

# Youth Sports Development Working Group (YSDWG) [3]

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. 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.

<sup>&</sup>lt;sup>1</sup> The Las Vegas Local Organizing committee shall be comprised of 11 members appointed by LVCVA; one of which that shall be appointed by LVCVA; one of which that shall be appointed by LVCVA; one of which that shall be 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 sports franchises, or their respective designees, as measured by total 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); two (2) at-large members appointed by the other members of the committee not represented by the other appointees

<sup>&</sup>lt;sup>2</sup> The members of the Major Events Activation Committee shall be determined by the Las Vegas Local Organizing Committee in cooperation with the Las Vegas Convention and Visitors Authority and may change based on the requirements of a particular major, citywide bid events.

<sup>&</sup>lt;sup>3</sup> The Youth Sports Development Working Group shall be comprised of one representative appointed by the city manager in each incorporated city in 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.