

CLARK COUNTY BOARD OF COMMISSIONERS

AGENDA ITEM

Petitioner: Lynn Marie Goya, County Clerk

Recommendation:

Receive a report of the projected expenditures of the Marriage Tourism Fund from the Office of the County Clerk for Fiscal Year 2026. Approve and authorize the first \$510,251 in fees collected to the Office of the County Clerk. (For possible action)

FISCAL IMPACT:

Fund #:	2100.947	Fund Name:	Marriage Tourism Fund
Fund Center:	N/A	Funded PGM/Grant:	N/A
Amount:	\$1,958,765		
Description:	N/A		
Additional Comments:	No Impact to the General Fund		

BACKGROUND:

Pursuant to NRS § 246.075 and C.C.C. § 2.32.026, Clark County imposes a fee of \$14.00 for the issuance of a marriage license; revenue from the fee is deposited into the Marriage Tourism Fund and must be used by the county clerk only to promote wedding tourism in the county. In accordance with a 2016 Interlocal Agreement between Clark County and the Las Vegas Convention and Visitors Authority ("LVCVA"), Clark County pays the LVCVA the revenue generated by the fee, including interest, but exclusive of any amount designated by the Board of County Commissioners for use by the County Clerk for wedding tourism purposes.

To support a multitude of community-based wedding tourism activations, the first \$510,251 in fees collected annually will go to the Office of the County Clerk. Wedding Tourism PR and advertising activations and related marketing in calendar year 2024 resulted in 2,025,235,059 impressions and \$56.5 million in earned media. A total of 76,779 marriage licenses were issued in calendar-year 2024 as compared to 73,143 in 2019, indicating that we have recovered from our COVID downturn. We applaud the LVCVA's creative expertise and ongoing collaborative partnership.

FY26 budget of \$1,958,765 includes \$1,110,251 in estimated revenue and interest plus a \$848,514 carryover balance. During FY26, the budget may be used as delineated below:

Office of the County Clerk: \$1,358,765 (\$510,251 FY25 allocation plus FY25 carryover funds of \$848,514). Professional services including public relations and media; national and international partnerships; travel agent education; and travel; historical and market research; editorial content; social media; special event resource management and coordination; promotional items and materials; graphic design; reserve for 75th Anniversary Celebration; wedding museum/exhibition; community outreach, other activities to create and support news-worthy events and activations.

LVCVA: Advertising, marketing, and branding: estimated \$600,000
Total: \$1,958,765

Cleared for Agenda

06/17/2025

File ID#

25-2527