

CLARK COUNTY BOARD OF COMMISSIONERS

AGENDA ITEM

Petitioner: Lynn Marie Goya, Clark County Clerk

Recommendation:

Receive a report of the projected expenditures of the Wedding Tourism Funds from the Office of the County Clerk for Fiscal Year 2022. (For possible action)

FISCAL IMPACT:

Fund #:	2100.947	Fund Name:	Marriage Tourism Fee
Fund Center:	1070606000	Funded PGM/Grant:	N/A
Amount:	\$250,000		
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. 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 or for other wedding tourism purposes. On August 3, 2021, the Board of County Commissioners approved the allocation of \$250,000 of the Wedding Tourism funds to the County Clerk for FY2022 and annually thereafter, with the remaining tourism fees to be paid to the LVCVA pursuant to the interlocal agreement.

Pursuant to § NRS 246.075(6), the County Clerk is required to report to the Board of County Commissioners the projected expenditures of the money in the tourism fund for the following fiscal year. During FY22, the County Clerk proposes to expend the allocated funds as follows:

- Partnerships, community outreach and wedding industry events including but not limited to booths, presentation and appearances at local chambers, EDC, professional sports teams, municipalities, museums, nonprofits, and top international wedding partners such as U.K, France, Canada, Germany and China: \$50,000
 - Professional services for public relations and community building to create and support press-worthy events and activations including creating special keepsakes, February as wedding month, 5-millionth wedding license activation and press. Services may include promotional item; graphic design and branding; printing; creative storytelling; social media; endemic, non-endemic and native content creation; romance and travel market presentations and booths and related travel and materials; and romance influencers. Results will be measured by events created and/or attended; activations created that can be promoted by the LVCVA; conferences attended and leads generated; press received; and local businesses engaged: \$200,000
- Total \$250,000

Cleared for Agenda

09/21/2021

File ID#

21-1264