



Town Advisory Board (TAB)/ Citizens Advisory Council (CAC) Application

Name of the TAB/CAC Applying for: Enterprise

TABs and CACs were created to assist the Board of County Commissioners in an advisory capacity with the decision-making process in the governance of the unincorporated towns and areas of Clark County. There are 8 TABs and 6 CACs that are appointed by the County Commission and 5 TABs that are elected. Each TAB or CAC consists of area residents that serve without compensation for two-year terms and attend regularly scheduled public meetings throughout the year.

Full Name: Matthew Griebel Phone Number: [REDACTED]

Email Address: [REDACTED]

Home Address: 367 E Pure April Ave
Las Vegas NV 89183

Mailing Address: 367 E Pure April Ave
Las Vegas NV 89183

Employer: City of Henderson Occupation: Communications

Note: This document and accompanying materials become public record once received by Clark County.

• To be eligible to serve, you must be both a qualified elector (eligible to vote) and a resident of the unincorporated town or area encompassed by the TAB or CAC. Before you continue, please indicate if you meet the eligibility requirements: Yes No

• Meeting days, times, and frequency vary from one TAB/CAC to another. The schedules are listed here: https://www.clarkcountynv.gov/government/departments/administrative_services/town_liaison_services/tab_cac_information.php

If appointed, will you be able to attend meetings on a regular basis? Yes No

• Have you attended a Planning Commission or County Commission meeting? Yes No

• Have you attached the REQUIRED resume or letter of interest? Yes No



For the following questions, please feel free to attach additional pages as necessary.

Have you attended a TAB or CAC meeting in Clark County? Yes No

If so, which one and what was your experience?

n/a

Please list any boards or committees that you currently serve on:

n/a

Why are you interested in becoming a member of your TAB or CAC?

Born and raised in Southern Nevada, I have developed a strong appreciation for our county's values, its growth, and the needs of its residents. I am eager to contribute my skills, experience, and dedication to help shape the future of our community through the important work of the Advisory Board.

I have a background in Communications for a local government agency, which I believe will allow me to make meaningful contributions to the Board's discussions and initiatives. In addition, I am deeply committed to enhancing public services and the quality of life for our community, and I am confident that my perspective will bring valuable insight into the decision-making process. I look forward to collaborating with other board members.

I look forward to the possibility of contributing to the ongoing development of our community and serving the residents of Enterprise.

I verify by my signature below that all statements made on this application, as well as attached information, are true and complete to the best of my knowledge. I understand that an electronic signature has the same weight and effect as a handwritten signature. I understand that an incomplete application or any modifications to this application will not be accepted or considered.

Matthew Griebel
Matthew Griebel (Nov 6, 2024 12:18 PST)

Nov 6, 2024

Signature

Date

You can submit your application and resume/letter of interest by fax to 702-455-3558, by email to AdministrativeServices@ClarkCountyNV.gov or by mail to: Clark County Administrative Services
Attn: Agenda Coordinator
500 S. Grand Central Pkwy, 6th Floor
Las Vegas, NV 89155

MATTHEW L. GRIEBEL

367 Pure April Ave. Las Vegas, NV 89183

[Linkedin.com/in/matthew-griebel](#)

SKILLS

- Advanced understanding and application of marketing/communications strategy
- Project management
- Excellent presentation and negotiation skills
- Budget preparation/analysis
- Media buying/planning/
- Social media strategy (organic and paid)
- Survey creation and analysis
- Media relations and pitching
- Experience with writing in AP Style
- Proficient in Adobe Creative Suite
- Excellent written and verbal communication skills
- Thorough; attention to detail
- Deadline-oriented

EXPERIENCE

NOVEMBER 2022– PRESENT

SENIOR MARKETING INFORMATION OFFICER, THE CITY OF HENDERSON

- Supervises the marketing team within the Department of Communications
- Provides leadership and direction to staff on work relating to marketing and outreach of City events and programs on a project or ongoing basis.
- Directly supports multiple City departments, including Mayor and Council, in marketing communications including goal definition, research, target audience identification, strategies and tactics, communication vehicles, and measurements of success
- Develops key messages for use in marketing programs, articles, and media relations related to City events and programs; assists with coordination, planning and execution of major City events including annual State of the City
- Collaborates with in-house graphics, public relations, digital, multimedia and production verticals
- Manages the City's survey program and reviews event survey results to gauge interest and gather feedback

MARCH 2021– NOVEMBER 2022

MARKETING INFORMATION OFFICER, THE CITY OF HENDERSON

- Supported multiple City departments in marketing communications planning of events and initiatives, including goal definition, research, target audience identification, strategies and tactics, communication vehicles, and measurements of success
- Developed, implemented, and evaluated strategic marketing communications campaigns for City events and programs; continuously identifies new and innovative ways to promote programs and events; reviewed event survey results to gauge interest and gather feedback; tracked budgets and financial impact of programs; performs trend analysis and analyzes historical marketing information to assist in developing innovative and effective strategies;
- Advised departments on alignment of marketing goals and available budget to achieve maximum visibility for events and programs.
- Collaborated with in-house graphics, communications, social media, multimedia and production verticals
- Handled media buying/planning for all City departments' events and initiatives

MARCH 2018– DECEMBER 2020

MARKETING MANAGER, THE MOB MUSEUM

- Responsible for developing Museum marketing strategy; creation of revenue generating initiatives and promotions—resulting in YOY double-digit attendance growth
- Managed media planning strategy and execution to ensure cohesive campaign implementation
- Developed marketing communication plans, talking points and messaging for Museum marketing campaigns,

- promotions and initiatives
- Responsible for special event management; ensuring accurate execution of brand activation across various marketing mediums—print, outdoor, on-site, digital, social media, etc.
- Worked with Graphics team in the creation and trafficking of marketing materials
- Cultivated key relationships within the leisure sales community and responsible for revenue generation by broker/wholesaler/OTA ticket partners
- Oversaw market research strategy for the Museum, including survey creation, data collection, data input and analysis
- Managed 1MM marketing budget; led department on long-term budgeting needs

EXPERIENCE CONTINUED →

EXPERIENCE (CONTINUED)

MAY 2016 – MARCH 2018

MARKETING COORDINATOR; THE MOB MUSEUM

- Managed the Museum's social media presence; increased following by over 10 percent YOY
- Identified and created new strategies for the Museum's social media platforms
- Managed internal communications throughout the organization and acted as the liaison for the Marketing department
- Coordinated estimates/bids with external vendors and oversaw the production of collateral, promotional items and other materials
- Responsible for managing cross-departmental projects and meetings (i.e. agenda setting, note-taking, recapping, designating action items)
- Provided regular reporting on social media platforms, broker sales, advertising and other promotional activities
- Established and maintained relationships with the Southern Nevada concierge community

AWARDS/ACHIEVEMENTS

- 2023 PRSA Pinnacle Award (
- 2019 PRSA Pinnacle Award (Events Lasting Longer Than 7 Days) for The Mob Museum Seventh Anniversary (Public Relations Society of America – Las Vegas chapter)
- 2019 Bronze ADDY Award for "The Underground Speakeasy cocktail menu" (American Advertising Federation – Las Vegas chapter)
- 2018 American Alliance of Museums Publication Design Competition Winner for The Mob Museum Connected to the Community Brochure
- 2018 PRSA Pinnacle Award (Events Lasting Longer Than 7 Days) for The Mob Museum Grand Unveiling of Four New Exhibitions (Public Relations Society of America – Las Vegas chapter)
- 2016 Gold ADDY Award for "Prohibition: An Interactive History" Microsite (AAF)
- 2014 Hank Greenspun Scholarship Award recipient (UNLV Greenspun College of Urban Affairs)

EDUCATION

COMPLETED MAY 2016

B.A. IN JOURNALISM & MEDIA STUDIES, UNIVERSITY OF NEVADA, LAS VEGAS

- Minor in Business Marketing
- GPA: 3.4
- Dean's List Honors: Fall 2013 - Spring 2016