

CLARK COUNTY BOARD OF COMMISSIONERS

AGENDA ITEM

Petitioner: Shani Coleman, Director Community & Economic Development

Recommendation:

Approve and authorize an allocation of \$440,000 to the Las Vegas Global Economic Alliance - Major Events Fund (Major Events Fund) for the Super Bowl Corporate Combine and direct the County Manager or his designee to negotiate an agreement to support regional economic development activities and events in coordination with the NFL Super Bowl LVIII; or take other action as deemed appropriate. (For possible action)

FISCAL IMPACT:

Fund #:	2980.700	Fund Name:	N/A
Fund Center:	9990102000	Funded PGM/Grant:	630000
Amount:	\$440,000		
Description:	Superbowl Corporate Combine		
Additional Comments:	N/A		

BACKGROUND:

Super Bowl LVIII will be held in Clark County February 2024. The Super Bowl will provide Clark County with a new opportunity to showcase our region to a group of companies that Southern Nevada is the place for business. Clark County, as the Sports and Entertainment Capital of the World, will have the opportunity to engage with decision makers from around the globe to highlight the many reasons why Southern Nevada should be their choice to establish or expand their business.

The Super Bowl Corporate Combine focuses on growing and diversifying Clark County's economy. This will be a three-day event where select companies will be invited to learn about the advantages of being a Southern Nevada business. The three-day event will include receptions, community tours and other non-gaming related features of the community.

Staff requests the Board authorize \$440,000 in funding to the Major Events Fund to support the Super Bowl Corporate Combine and direct staff to negotiate an Agreement. The Agreement will be brought before the Board for approval at a future Board meeting.

Cleared for Agenda

08/15/2023

File ID#

23-1123