



# 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: Edward Clegg Phone Number:

Email Address:

Home Address: 7563 PEPPERBOX AVE  
Las Vegas, NV 89179

Mailing Address: Same as home address

Employer: Self-employed Occupation: Marketing consultant

*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](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?

I have not yet attended a TAB meeting.

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

I was recently appointed to the Citizens Review Board of the LVMPD and will start my term in 2023.

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

I recently moved back to Southern Nevada after years of living in Boston and Los Angeles. Las Vegas is not the place it is now when I originally left. I've had terrific university and career years away from Southern Nevada and am thrilled to be back, living in the Mountains Edge area. Personally, it was a very hard decision to move back to Las Vegas after so many years of living in Southern California. However, given I was born and raised here until my late teens, I've always kept an eye on my hometown. I am very proud of what southern Nevada has become. I want to be part of what makes this community work and thrive. I want to be part of something that feels really special. Working with the Town Advisory Board would be the ultimate give-back to my hometown and Clark County.

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.

Edward Clegg  
Edward Clegg (Nov 15, 2022 14:26 PST)

Nov 15, 2022

Signature

Date

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

# ED CLEGG



## SENIOR MARKETING CONSULTANT

Established marketing consultant in the overall strategic planning of marketing campaigns, brand development and consumer engagement, developing highly effective and successful teams, leveraging industry knowledge and expertise in the planning, budgeting and execution of major integrated marketing campaigns and industry events.

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<b>Integrated Marketing</b>	<b>Presentation Skills</b>	<b>Relationship Building</b>
<b>Public Relations</b>	<b>Campaign Management</b>	<b>Executive Leadership</b>
<b>Strategic Partnerships</b>	<b>Digital Marketing</b>	<b>In-Theatre Marketing</b>
<b>Budgeting / Revenue Optimization</b>	<b>Project Management</b>	<b>Team Development</b>
<b>Event Planning</b>	<b>Consumer Engagement</b>	<b>Exhibitor Marketing</b>

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## PROFESSIONAL EXPERIENCE

**CLEGG COMMUNICATIONS – Las Vegas, NV**

**2016 - Present**

**Principal Consultant – Marketing/Distribution**

Provide planning and execution of marketing and distribution strategies for the following companies:

**Studio Relations: Film Expo Group – Miami, FL**

- Managed and executed key Entertainment Industry events at annual ShowEast trade convention in Miami, leveraging strategic industry relationships to successfully deliver annual funding of \$22-\$25k. Increased audience engagement for top International Film execs by leading technical review, program planning, messaging, and presenter preparation for Latin American Programming events.

**Marketing: Film Bureau – Los Angeles, CA**

- Provided direction and focus on marketing and distribution strategy, leveraging industry relationships with major national movie exhibitors for innovative SaaS based film distribution platform.

**Senior Vice President: Fun Academy Motion Pictures – Columbus, GA**

- Recruited to create, budget, and manage all in-theatre exhibitor promotions and marketing campaigns, consumer engagement and major industry events such as ShowEast for *Sgt Stubby: An American Hero*, a national independent animated theatrical release.
- Managed \$1.8M marketing budget, negotiating and leveraging costs where possible.
- Increased consumer awareness by creating multiple exhibitor campaigns with call-to-action activations.
- Managed and budgeted strategic partner relationships with all vendors including MPA, Vision Media as well as digital asset and media partners for theatrical exhibition.
- Created and led AMPAS Campaign for Best Animated Feature and Best Feature Score, competing against major animation production companies, engaged paid sponsorship, and conducted multiple Guild member screenings in Los Angeles.
- Brokered relationship between Fun Academy Motion Pictures and Paramount Pictures Home Entertainment executive team for VOD, consumer post-market sales and post-theatrical platform engagements.

ED CLEGG

**FILMDISTRICT / FOCUS FEATURES – Santa Monica, CA**

**2012 - 2016**

**Vice President, In-Theatre Marketing**

Drove market share growth and consumer engagement, leading exhibitor marketing division during transition from independent studio through acquisition by NBCUniversal (Focus Features).

- Planned and executed all studio industry events and convention engagement, including budgeting, negotiating with third party vendors and creation of branded content and product programming.
- Optimized \$9M annual film budget to support national in-theatre marketing campaigns by negotiating costs with vendors, suppliers, and promotional partners.
- Drove targeted social media engagement, collaborated with exhibitor partners to execute feature specific campaigns across multiple platforms.
- Grew subscription base for major exhibitor loyalty program by developing and implementing creative promotions with online call-to-action, offering concession discounts that also drove ticket purchases via programs such as *"Behind the Red Door,"* an innovative program integrating themes from *Insidious: Chapter 2* and *Chapter 3*.

**PARAMOUNT PICTURES – Los Angeles, CA**

**2008 - 2011**

**Vice President, In-Theatre Marketing**

Created and maintained strong relationships with North American exhibitor film and marketing executives in the development and execution of in-theatre marketing campaigns. Managed team of three regional executives and department assistant.

- Directed studio branded event planning and market reach for the company and exhibitors by designing exclusive product programming (print/on-screen) for major industry trade conventions such as CinemaCon and ShowEast as well as regional exhibitor conventions.
- Achieved \$1.2M in incremental exposure beyond traditional theatrical environment, creating and implementing broad-scale, integrated marketing programs for Cineplex Canada, including exclusive content programming for Air Canada on-board entertainment.
- Managed the creation of Québécois in-theatre advertising materials providing wide-range exposure for Paramount films in theatres across Quebec.
- Negotiated all theatre promotions for exhibitor and sponsor partners representing 25,000+ screens.

**SONY PICTURES ENTERTAINMENT – Culver City, CA**

**2000 - 2008**

**Vice President, Exhibitor Marketing**

Co-managed the eight-member exhibitor marketing team, working with studio marketing, distribution, and publicity to successfully launch theatrical marketing campaigns in North American theatres.

- Managed department business relationship with Deluxe production labs for trailer prints, digital cinema assets and product fulfillment.
- **Drastically improved team productivity almost 50%** by creating and managing the development and launch of [sonypicturesreleasing.com](http://sonypicturesreleasing.com), a comprehensive B2B website that allows theatre managers and exhibitor executives to view and order materials and engage exhibitor promotions directly from website instead of contacting department reps.
- **Reduced vendor costs 40%** by developing and implementing an internal studio website for regional department marketing reps, using mobile devices to capture and report real-time theatre asset data while in the field.
- In collaboration with Tribute Entertainment Canada, developed a B2C Sony Pictures branded website that provided comprehensive film information for all Canadian consumers.

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**EDUCATION**

Bachelor of Science – Communication Arts – Emerson College – Boston, MA












# TAB-CAC Application

Final Audit Report

2022-11-15

Created:	2022-11-15
By:	ClarkCounty SignAdmin (ccadobesignadmin@clarkcountynv.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAApMLo8dkhRE3KenvZpqqffHKmSCSbNvG4Y

## "TAB-CAC Application" History

-  Web Form created by ClarkCounty SignAdmin (ccadobesignadmin@clarkcountynv.gov)  
2022-09-19 - 8:15:51 PM GMT
-  Edward Clegg (edclegg20@gmail.com) uploaded the following supporting documents:
  -  Resume  
2022-11-15 - 10:26:18 PM GMT
-  Web Form filled in by Edward Clegg (edclegg20@gmail.com)  
2022-11-15 - 10:26:18 PM GMT
-  User email address verification waived  
2022-11-15 - 10:26:20 PM GMT
-  Document emailed to AdministrativeServices@ClarkCountyNV.gov for acceptance  
2022-11-15 - 10:26:21 PM GMT
-  Email sent to ClarkCounty SignAdmin (ccadobesignadmin@clarkcountynv.gov) bounced and could not be delivered  
2022-11-15 - 10:26:24 PM GMT
-  Email viewed by AdministrativeServices@ClarkCountyNV.gov  
2022-11-15 - 10:48:33 PM GMT
-  Signer AdministrativeServices@ClarkCountyNV.gov entered name at signing as La Tansa L Stevenson  
2022-11-15 - 10:48:50 PM GMT
-  Document accepted by La Tansa L Stevenson (AdministrativeServices@ClarkCountyNV.gov)  
Acceptance Date: 2022-11-15 - 10:48:52 PM GMT - Time Source: server
-  Agreement completed.  
2022-11-15 - 10:48:52 PM GMT



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📌 Property Information

Parcel: 17634113033  Print  
Owner Name(s): KASSTLE-  
LYTTHOUSE BRIAN and CLEGG EDWARD  
Site Address: 7563 PEPPERBOX AVE  
Jurisdiction: CC Enterprise - 89179  
Sale Date: 09/2019  
Sale Price: \$365,000  
Estimated Lot Size: 0.11  
Construction Year: 2010  
Recorded Doc Number: 20190926  
00004157  
Aerial Flight Date: 2022-09-23

📏 Zoning and Planned Land Use

📄 Legal Description

👤 Ownership

🌊 Flood Zone

🗳️ Elected Officials

Commissioner: F - Justin Jones (D)  
U.S. Senate: Jacky Rosen, Catherine  
Cortez-Masto  
U.S. Congress: 3 - Susie Lee (D)  
State Senate: 11 - Dallas Harris (D)  
State Assembly: 35 - Michelle Gorelow (D)  
School District: F - Danielle Ford  
University Regent: 6 - Patrick Carter  
Board of Education: 3 - Felicia Ortiz  
Minor Civil Division: Las Vegas  
Township: CC Enterprise