

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 2024. Approve and authorize the first \$500,000 in fees collected to the Office of the County Clerk. Approve and authorize the creation of one (1) full-time limited-perm Program Administrator (C31) position to be funded by the Marriage Tourism Fund. (For possible action)

FISCAL IMPACT:

Fund #:	2100.947	Fund Name:	Marriage Tourism Fund
Fund Center:	N/A	Funded PGM/Grant:	N/A
Amount:	\$1,808,139		
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 initiatives, the first \$500,000 in fees collected annually will go to the Office of the County Clerk. County PR initiatives in 2022 resulted in: Total Media Value of \$7,717,475.45; Local Viewership of 13,764,335 and 1,908,977,578 unique Monthly Visitors. Market share increased from 3.36% to 3.88% -- the highest market share in a decade. Total marriage licenses issued was 79,279 compared to 73,143 in 2019. Earned media, in conjunction with award-winning advertising and rebranding conducted by the LVCVA, as well as a growing number of community partners, appears to be successfully transforming our brand to one highly desirable by destination wedding couples as seen through informal surveys conducted by the Clerk's Office. We applaud the LVCVA's creative expertise and ongoing collaborative partnership.

The efforts necessary to continue to expand this community-wide effort calls for a dedicated project manager. Money from this fund will be used to create and fund one (1) full-time limited-perm Program Administrator (C31) position in the Clerk's Office to develop, plan, coordinate and oversee wedding tourism related programs, functions, and events while supporting additional outreach to other governmental agencies, chambers, businesses and community stakeholders.

FY24 budget of \$1,808,139 includes \$1,210,360 FY24 estimated revenue and interest plus a \$597,779 FY23 carryover balance. During FY24, the budget may be used as delineated below:

Cleared for Agenda

05/02/2023

File ID#

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Office of the County Clerk

- Professional services to include public relations and media; international marketing development and strategy; trade shows and travel; historical and market research; editorial content; social media; special events; event resource management and coordination; promotional items and materials; graphic design; community outreach, other activities to create and support press-worthy events and activations. (\$500,000 fund allocation plus FY23 carryover funds of \$597,779) \$1,097,779
- New Program Administrator (C31) (100% funding per approved FY24 supplemental request) \$150,000

LVCVA

- Advertising, marketing, and branding (estimated remainder of unallocated FY24 revenue) \$560,360

Total \$1,808,139