

# CLARK COUNTY BOARD OF COMMISSIONERS

## AGENDA ITEM

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**Petitioner:** Lynn Marie Goya, County Clerk

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**Recommendation:**

**Receive a report of the projected expenditures of the Marriage Tourism Fund from the Office of the County Clerk for Fiscal Year 2025. Approve and authorize the first \$513,212 in fees collected to the Office of the County Clerk. (For possible action)**

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**FISCAL IMPACT:**

Fund #:	2100.947	Fund Name:	Marriage Tourism Fund
Fund Center:	N/A	Funded PGM/Grant:	N/A
Amount:	\$1,759,300		
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 activations, the first \$513,212 in fees collected annually will go to the Office of the County Clerk. Wedding Tourism PR and advertising activations and related marketing in FY24 resulted in \$68 million in earned media. A total of 74,275 marriage licenses were issued in calendar year 2023 as compared to 73,143 in 2019. We applaud the LVCVA's creative expertise and ongoing collaborative partnership.

FY25 budget of \$1,759,300 includes \$1,113,212 in estimated revenue and interest plus a \$646,088 carryover balance. During FY25, the budget may be used as delineated below:

Office of the County Clerk: \$1,159,300 (\$513,212 FY25 allocation plus FY24 carryover funds of \$646,088). Professional services including public relations and media; national and international partnerships; travel agent education; and travel; historical and market research; editorial content; social media; special event resource management and coordination; promotional items and materials; graphic design; community outreach, other activities to create and support news-worthy events and activations.

LVCVA: Advertising, marketing, and branding	\$600,000
Total:	\$1,759,300

Cleared for Agenda

**05/21/2024**

File ID#

**24-663**