



Las Vegas

Agenda Item No.: 54.

AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF: MAY 15, 2013

DEPARTMENT: CITY MANAGER
DIRECTOR: ELIZABETH N. FRETWELL

☐ Consent ☒ Discussion

SUBJECT:
ADMINISTRATIVE:

Report from Las Vegas Convention and Visitors Authority President and CEO, Rossi Ralenkotter, regarding the Las Vegas Global Business District - All Wards

Fiscal Impact

☐
☐

No Impact

☐ Augmentation Required

Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

The Las Vegas Global Business District is a transformational project designed to launch Las Vegas 25 years ahead of the competition. The plan firmly secures Las Vegas' ranking as the No. 1 trade show destination in North America and positions Las Vegas to achieve the goal of increasing market share in meetings and convention business from 12 to 16 percent. Envisioned to be completed in phases, the Las Vegas Global Business District creates an international business destination synonymous with the world famous Las Vegas brand by incorporating major renovations of the Las Vegas Convention Center, expanding the World Trade Center program and developing transportation connectivity throughout the resort corridor. Las Vegas Convention and Visitors Authority President and CEO, Rossi Ralenkotter will give the presentation.

RECOMMENDATION:

Report Only; no action required

BACKUP DOCUMENTATION:

Presentation on Las Vegas Global Business District

Minutes:

JORGE CERVANTES, Director of Public Works, introduced ROSSI RALENKOTTER, President and CEO of the Las Vegas Convention and Visitors Authority (LVCVA).

MR. RALENKOTTER reviewed a PowerPoint presentation in detail as it played on overhead monitors.

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COUNCILMAN COFFIN stated that he was happy to hear that the LVCVA was trying to work with multiple public transport options. The Councilman received additional information from MR. RALENKOTTER pertaining to the LVCVA'S consideration of airport transportation.

COUNCILMAN ANTHONY received confirmation from MR. RALENKOTTER that the LVCVA attracts approximately 20,000 meetings per year, of which only 250 are trade shows. Orlando and Chicago are Las Vegas' primary trade show competitors and both are actively seeking to take business away from Las Vegas.

COUNCILMAN BEERS thanked MR. RALENKOTTER for his presentation and had MR. RALENKOTTER discuss his thoughts on the global trade show and convention markets.

COUNCILMAN ROSS stated that, as a member of the LVCVA Board, he was amazed to learn how aggressive the LVCVA is with its international marketing campaigns. As a member of the United States Travel and Tourism Advisory Board, MR. RALENKOTTER has his finger on the pulse of tourism and understands the importance of forward thinking.

