



Commission for the Las Vegas Centennial Agenda

Items listed on the agenda may be taken out of the order presented; two or more agenda items for consideration may be combined; and any item on the agenda may be removed or related discussion may be delayed at any time. Backup material for this agenda may be obtained from LuAnn D. Holmes, City Clerk, at the Office of the City Clerk, 495 South Main Street, 2nd Floor or on the city's webpage at www.lasvegasnevada.gov.

1. **Call to Order**
2. **Announcement Regarding: Compliance with Open Meeting Law**
3. **Public Comment:** Comment during this portion of the agenda must be limited to matters on the agenda for action. If you wish to be heard, come forward and give your name for the record. The amount of discussion, as well as the amount of time any single speaker is allowed, may be limited.
4. For possible action to approve the Final Minutes by reference of the Regular Meeting of March 27, 2019
5. CLC-76405 – ABEYANCE ITEM – Report by Michael Mann, Facilities Project Manager, City of Las Vegas Operations and Maintenance, regarding an update on the Blue Angel Motel sign renovation and relocation project
6. CLC-76406 – Discussion for possible action regarding a grant request by Jonathan Ullman, President and CEO of The Mob Museum, in the amount of \$39,400 for a Mob Museum mobile app
7. CLC-76407 – Report and discussion for possible action by Joe Williams, Senior Financial Analyst, City of Las Vegas Finance Department, regarding the labor budget breakdown for work performed by the Historic Preservation Officer and the Executive Director of the Commission for the Las Vegas Centennial
8. CLC-76491 – Report by Joe Williams, Senior Financial Analyst, City of Las Vegas Finance Department, regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2018-2019
9. CLC-76408 – Report by Stacie Lang, Junior League of Las Vegas, regarding the educational mini-grants
10. CLC-76409 – Report by David Riggelman, City of Las Vegas Director of Communications, regarding the Boyd Production documentary and distribution plan
11. CLC-76410 – Report by Robert Summerfield, Executive Director of the Commission for the Las Vegas Centennial, regarding completed and current projects and announcements relative to the Commission for the Las Vegas Centennial
12. **Discussion regarding topics for future agenda items.** Comments made during this portion of the agenda by individual members shall refer solely to proposals for future agenda items and any discussion shall be limited to whether or not such proposed items are within the purview of the Commission and/or whether such proposed items shall be placed on a future agenda. No discussion regarding the substance of any such proposed topic shall occur and no action shall be taken.
13. **Citizens Participation:** Public comment during this portion of the agenda must be limited to matters within the jurisdiction of the Commission. No subject may be acted upon by the Commission unless that subject is on the agenda and is scheduled for action. If you wish to be heard, come forward and give your name for the record. The amount of discussion on any single subject, as well as the amount of time any single speaker is allowed, may be limited.
14. **Adjournment**

Facilities are provided throughout City Hall for the convenience of persons with disabilities. Reasonable efforts will be made to assist and accommodate persons with disabilities or impairments. If you need an accommodation to attend and participate in this meeting, please call the City Clerk's office at 702-229-6311 and advise of your need at least 48 hours in advance of the meeting. Dial 7-1-1 for Relay Nevada.

THIS MEETING HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

City Hall, 495 South Main Street, 1st Floor
Clark County Government Center, 500 South Grand Central Parkway
Grant Sawyer Building, 555 East Washington Avenue
City of Las Vegas Development Services Center, 333 North Rancho Drive

AGENDA MEMO

COMMISSION FOR THE LAS VEGAS CENTENNIAL MEETING OF: MAY 20, 2019

DEPARTMENT: PLANNING

EXECUTIVE DIRECTOR: ROBERT SUMMERFIELD

☒ **Action**
☐ **Report**

SUBJECT:

CLC-76406 – Discussion for possible action regarding a grant request by Jonathan Ullman, President and CEO of The Mob Museum, in the amount of \$39,400 for a Mob Museum mobile app

PURPOSE:

The applicant is requesting approval of a grant request in the amount of \$39,400 to supplement other funding for development of a mobile app for The Mob Museum.

FINDINGS:

The Mob Museum has submitted a grant request in the amount of \$39,400 for development of a Mob Museum mobile app to advance the public understanding of organized crime's history and impact on American society and to enhance the museum experience. The funds requested from the Commission will be used to bridge the gap between existing museum and in-kind funding of \$211,232 and the total project cost of \$250,632. The Mob Museum has successfully completed grant-funded projects in the past that have increased public awareness of Las Vegas' history.

Staff finds that this request qualifies under the Education category of grant requests as it will serve to teach and engage the public, increase overall public awareness, and contribute to greater advocacy and appreciation.

RECOMMENDATION:

Staff recommends that the project be considered for funding.

BACKUP DOCUMENTATION:

1. Application
2. Budget sheet

Form Name:	LVCC Grant
Submission Time:	April 30, 2019 9:57 am
Browser:	Chrome 74.0.3729.108 / Windows
IP Address:	174.71.220.50
Unique ID:	500905367
Location:	

GRANT GUIDELINES AND ELIGIBILITY

ELIGIBILITY & EVALUATION CRITERIA

GRANT CONDITIONS UPON AWARD

APPLICATION AND REVIEW PROCESS

GRANT APPLICATION FORM

PART I. Application Cover Page

Name of Organization	300 Stewart Avenue Corporation dba The Mob Museum
Organization's Mission Statement	To advance the public understanding of organized crime's history and impact on American society. Key tenets of this mission include: - Operating as a financially independent and self-sustaining organization that contributes to the growth and vibrancy of downtown Las Vegas. - Providing accurate storytelling that portrays the roots and evolution of organized crime in America, in an authentic and entertaining manner. - Creating a dynamic and interactive experiences that explore the criminal justice system's efforts and innovations in the fight against organized crime. - Engaging diverse audiences in discourse about social conditions, individual choices and consequences, contemporary issues, and other topics that relate to organized crime. - Preserving artifacts, objects, and digital records that serve as educational resources, connecting both the academic community and the general public to people and events of historical significance. - Honoring the accomplishments of law enforcement by celebrating acts of perseverance and heroism in combating organized crime.
Funding Amount Request	39400.00
Authorizing Official	Jonathan Ullman

Authorizing Official Title	President and CEO
Authorizing Official Address	300 Stewart Avenue Las Vegas, NV 89101
Authorizing Official Title Phone	(702) 229-5358
Authorizing Official Title Email	jullman@themobmuseum.org
Primary Contact (If different from above)	Cristin Haught
Primary Contact Title	Project Manager
Primary Contact Address	300 Stewart Avenue Las Vegas, NV 89101
Primary Contact Phone	(702) 724-8636
Primary Contact Email	chaught@themobmuseum.org
Project Funding Category and Working Title	Education and The Mob Museum App
Organizations current budget	9,573,364

PART II. Grant Description / Narrative Questions

2. Detail the significance of the project or resource based on its cultural, historic, architectural and/or archaeological quality and significance to the community.

The Mob Museum is a 501c3 nonprofit organization with a mission to advance the public understanding of organized crime's history and impact on American society. The Museum will develop a unique mobile app for iPhones and Android devices. The App will have three distinct components: enhanced Museum navigation with exhibit and artifact information; Doppelgangster, a facial recognition feature that matches the user's likeness to historic organized crime and law enforcement figures; and a loyalty and reward program to deepen guests' engagement and encourage repeat visitors.

- Historic Context and Wayfinding - Through this element, the Museum will be able to build navigation that features Museum highlights and tour itineraries that include historic context with a strong focus on Las Vegas history, including a tour of our nationally-significant building. The landing page, which will appear for every user each time the app is launched, will describe the historic nature of the Museum building and prominently feature the Centennial Commission logo. This element will also simplify guests' visits, offering an easy-to-navigate overview of the Museum.

- Doppelgangster Facial Recognition Feature - Cutting-edge and one-of-a-kind, this feature will provide an entertaining and educational interactive, imparting history in a fun and engaging way and featuring notable figures in Las Vegas's organized crime history and relevant popular culture. Users of this feature may never have visited the Museum, but this entry-level engagement will expose them to content related to Las Vegas and American history, prompting them to consider a future visit. Additionally, users can post to social media, significantly increasing the Museum's popularity and reach.

- Loyalty and Reward Program - Now with enhanced amenities and four floors of rich exhibition and experiential spaces, the Museum aspires to develop a robust following of repeat visitors who will increase enthusiasm about the Museum, bolster the Museum's attendance, and strengthen the Museum's financial standing. With a personal profile and the opportunity to accumulate rewards, Museum guests will be encouraged to visit more frequently and to experience all aspects of the Museum.

The creation of a widely accessible App will extend the Museum's popularity and presence, provide a platform to better highlight Las Vegas-centric artifacts and exhibits, increase first-time and repeat visits, and encourage individuals to deepen their relationship with the Museum.

1. Provide a concise description of your project's objectives and timelines. If a preservation project, please include any prior work completed, the specific location on the building that will be affected and what materials will be used in the rehabilitation work. For example, "Wood siding will be glued to repair or replace deteriorated original wood siding on the front façade." Reference the site plans and elevations. Also, include what specific project elements Centennial funds will support.

Creating a Mob Museum Mobile App will satisfy the following objectives:

- Impart Las Vegas and American history in an innovative and technology-forward fashion.
- Simplify the Museum visit, while providing opportunities for guests to focus on exhibitions that are most important to them.
- Generate awareness and increase likelihood of first-time and repeat visits.
- Encourage a deeper relationship between guests and the Museum.

The App will launch on November 15 in conjunction with Kefauver Day. A free day for locals, this day commemorates the historic event that gives our building a nationally significant designation on the National Register of Historic Places.

Centennial Funds will be used to cover the expenses of project management; a hosting platform and content management system; portion of the App development, design, and integration; and licensing fees for images.

3. Include a listing of project partners, if relevant. List other funding sources, committed and applied for as part of project budget.

The Mob Museum is partnering with PwC to develop the Museum's Mobile App. First introduced to PwC because of their capabilities integrating facial recognition within their Digital Services area, the Museum and PwC aspire to create a unique user experience that increases the Museum's reach, offers one-of-a-kind features, enhances Museum guests' onsite visit, and encourages a deeper relationship with the Museum. PwC's team will provide significant expertise in App design, development, and integration. Their total contribution is projected to be in excess of \$150,000, which will be provided in-kind. Additionally, the Museum expects to contribute over \$50,000 from general operating expenses to ensure the successful completion of this project.

4. Describe how the funds will be used. Centennial funds will play an integral part in developing a state-of-the-art Museum Mobile App that can be accessed by anyone with an iPhone or Android device. This App will include three key areas:

- Historic Context and Wayfinding
- Doppelgangster Facial Recognition Feature
- Loyalty and Reward Program

Funds will be used in the following areas: personnel, technology necessary for wayfinding, services instrumental in the development of the App, and licensing fees for images necessary for the Doppelgangster database.

- Personnel: Because this project is complex in nature, the Museum is designating a project manager to ensure the App is developed on-time and on-budget.

- Technology necessary for wayfinding: The wayfinding feature of the App will operate off of a beacon system that will transmit information about the users' location and integrate it into the maps feature.

- Services instrumental in the development of the App: The total cost of the design, development, and integration of this App is anticipated to exceed \$250,000. The Centennial funds will bridge the gap between the services PwC will provide in-kind and the amount the Museum will cover.

- Licensing fees for images necessary for the Doppelgangster database: In order to offer the Doppelgangster interactive, the Museum will create a database of at least 500 images. The Museum's content team will amass these images from various services-both paid and free-and will meticulously research and write short bios about these historical figures. Centennial funds will account for 250 images, while the Museum will pay for the other half.

5. Provide a brief statement of your organization's history and activities. Include your experience successfully managing grants and preservation projects. Include information on any grants previously applied for from the Centennial Commission (amount of funding received; project title; date).

Opened in 2012, the Museum is a popular destination and cultural attraction in downtown Las Vegas, having welcomed more than 2 million visitors from all 50 states and 35 countries. As an accredited institution with the American Alliance of Museums, the Museum has established itself as a unique educational resource and leading center of learning in the community. Its extraordinary collection of artifacts, high-tech presentations, and interactive exhibits immerse visitors in this eye-opening chapter of Las Vegas and American history. The Museum offers a dynamic array of onsite public programs-nearly 100 in 2019-led by subject experts and professionals on various Museum themes and topics. Public programs are also available for viewing via livestream, an offering the Museum added in 2014 to increase accessibility of its educational programs.

In addition to the ways in which the Museum brings history to life within the walls of its historic building, the Museum also offers a number of outreach programs focused on Las Vegas history. Its educational outreach program, launched in 2016 with support from the Centennial Commission, serves an average of 3,000 students each year - the vast majority residing in low-income areas and benefitting from free presentations. Modeled after this program, the Museum expanded its outreach to seniors and has served close to 400 seniors since starting in June 2018.

The Museum has past experience managing grants and preservation projects. Begun as a public works project, the Museum has successfully navigated two significant renovations while ensuring the historical integrity of the Museum was preserved. As a result of participating in complex funding opportunities such as historic tax credits and new markets tax credits, the Museum has the sophistication, financial expertise, and capacity to track and monitor expenses, submit necessary reports, and ensure the timely completion of promised deliverables. The Museum has received past funding from the Reynolds Foundation, Union Pacific Foundation, Stanley W. Ekstrom Foundation, and Nevada Humanities. As previously mentioned, the Museum has also received generous support from the Las Vegas Centennial Commission. Past LVCC-funded projects include:

8/10/15 Educational Outreach Program \$76,135

Since launching, the Museum has served nearly 12,500 students in Southern Nevada with curriculum-based presentations. 60% of the presentations have been provided for free to Title I Schools.

5/5/2014 Mob Museum Multilingual Services - Audio Tour \$61,740

Audio Tours, currently offered in 7 languages, were launched in November 2014. To date, over 64,000 guests have taken advantage of this amenity.

6. List key project personnel, including consultants, and briefly describe their responsibilities and qualifications.

- Cristin Haught, Project Manager
 - o Cristin Haught will be responsible for guiding the App project team (both Museum and PwC staff) and ensuring the project remains on time and on budget. Cristin will also help facilitate cross-departmental cooperation, as execution of this project will require collaboration with staff across several departments at The Mob Museum, including input from the Guest Services, Operations, Technology, and Marketing staffs. Cristin currently works closely with the Museum's leadership team, Board of Directors, and Advisory Council, leading the coordination and execution of key initiatives. She also played a key role in managing the various project teams related to the Museum's recent \$9.2 million renovation, helping to ensure on-time and on-budget completion.

- Geoff Schumacher, Senior Director of Content
 - o As Senior Director of Content, Geoff Schumacher is responsible for exhibit creation, artifact acquisition, and development of public and educational programs. He is also frequently utilized as a historical source for local, national, and international media outlets. Geoff will direct the creation of content for the app, including the development of the Historic Building descriptions that will be included within the Wayfinding feature, Las Vegas history-specific exhibit content, and biographies that will accompany each of the historic figures featured in the Doppelgangster program as well as securing image licenses.

- Claire White, Educational Programs Manager
 - o Claire White joined The Mob Museum in 2015 to help create educational and interpretive programs as part of the Museum's Centennial Commission-funded Educational Outreach Program. Claire will be responsible for creating the tour itineraries that will help to educate guests about the history and content of the Museum and also enable them to better navigate the building.

- Jeff Burbank, Content Development Specialist
 - o Jeff Burbank will be researching and drafting biographical content for the initial group of 500 historic figures that will be included in the Doppelgangster database for the Mobile App. After spending 15 years in the journalism field, Jeff has vast experience both researching and creating content. He is currently a primary contributor for The Mob Museum's blog, regularly publishing meticulously researched blog posts about the past, present, and future of Organized Crime.

- Jackie Apoyan, Digital Marketing Manager
 - o Jackie Apoyan manages the Museum's digital marketing presence, including social media, digital advertising, and website management and content development. On this project, Jackie will ensure the development and launch of the app aligns with the Museum's broader digital marketing strategy, reaching a wide audience while maintaining a focus on historical accuracy.

- Joe Henriod, Web Developer
 - o Joe Henriod will provide the Museum's in-house technical expertise with respect to app development. Joe has nearly a decade of experience in web development, and his current responsibilities involve front-end development of the Museum's website, including website design, coding, and modifications.

- Danica Taboada, Graphic Designer
 - o Danica Taboada will be responsible for developing the brand-consistent visual design of the app, devising navigation mechanics, and creating mockups for review and approval by the full team. As Graphic Designer, Danica has played a pivotal role in the development of creative concepts for advertising campaigns and website content for the Museum since 2015.

- Daniela Hutchins, Graphic Designer
 - o Daniela Hutchins joined the Museum's Graphic Design team in 2018 with over 8 years of experience creating advertising, editorial design, and digital assets. She will be working with Danica Taboada and the larger marketing team to design the visuals for the app.

7. Describe the key activities and associated timeline for your plan.

Key Activities and Timeframe include:

Concept development, defining scope requirements; Compose, review, and execute contract with PwC April 1 - June 1

Establish desired functions and features of app June 1 - June 15

Design phase June 15 - August 15

Content Finalization June 15 - August 15

App development and integration phase August 15 - October 15

Test, review, and feedback period October 15 - October 30

Submit for app store approval October 30 - November 15

App launch November 15

Maintenance and support stage November 15 - December 31

8. If the project is to be phased, please describe each phase.

This project will not be phased. Substantial discussion has already occurred with respect to concept development and defining the project scope and program requirements. Upon funding, the Museum will proceed with the design and development process. The project will commence on June 1, 2019 and will launch on November 15, 2019. The project will be completed by December 31, 2019, with ongoing maintenance and updates to ensure the App content and features reflect the world-class experience the Museum strives to provide.

9. If applicable, please provide any known project limitations that may affect the project timeline or success (i.e. asbestos; drainage; physical and structural concerns). Include plans for continued project funding and/or maintenance and provide a statement regarding the project's potential for long-term sustainability and success.

The Museum does not anticipate any project limitations that may affect the project timeline or success. As part of the planning process, the Museum has explored the feasibility of the Museum App with PwC, ensuring the proper expertise and resources are available prior to beginning this project.

10. If applicable, please provide sustainability plans for financing the operation and/or maintenance of the project at the conclusion of the grant. Describe the final product resulting from your project. Please provide examples of any collateral material produced by your project.

The likelihood of the long-term sustainability and success of this project has been carefully considered. The Museum has a proven track record of not only sustaining funded projects but also improving upon and expanding those projects. For instance, the initial audio tour project began as three languages, including English. The Museum now offers 7 languages in total and has increased the number of units available to guests. Likewise, the award-winning educational outreach program has also evolved. Originally launched with three standards-based modules, the Museum has expanded its repertoire to include 7 different presentations, suitable for students grades 2-12.

With regard to this project, once the App is built, the Museum has a talented staff with the necessary expertise to maintain and update the App going forward. Future improvements will be considered as part of the Museum's ongoing commitment to expand its digital presence and will include additional tours and exhibit features, opportunities to use the App for evaluation purposes, and the ability to study customer analytics and insights that will ultimately lead to overall guest experience improvements.

The final product will result in a dynamic, world-class Museum Mobile App for iPhones and Androids that will be widely accessible to download by the public. The App will boast one-of-a-kind features resulting in tremendous impact for the Museum and its mission.

As part of this project, the Centennial Commission will be prominently recognized within the App and on digital signage and collateral promoting and providing instructions on how to access the App within the Museum. The Museum is grateful to the Centennial Commission for its past support and its consideration of this new project.

PART III. . Budget Worksheet

Budget Worksheet File

https://clv-aws-webteam-formstack.s3.amazonaws.com/500905367/55273897_lvcc2019_mobmuseum_budget_v2.xlsx

PART IV. Additional Required Documents

Primary Contact Name & Title

Cristin Haight, Project Manager

Primary Contact Signature & Date

 4.30.19

Authorizing Official Name & Title

Jonathan Ullman, President & CEO

Authorizing Official Signature & Date

John Ullmer

4.30.19

Expenses	Centennial Funding	Museum Funding	PwC In-Kind Funding	Total
Personnel				
Cristin Haught, Project Manager, The Mob Museum (380 hours x \$30/hr)	\$11,400			\$11,400
Other key personnel*		\$23,132		\$23,132
Geoff Schumacher, Sr. Director of Content (80 hours during grant period)				
Claire White, Education Programs Manager (100 hours during grant period)				
Jeff Burbank, Content Development Specialist (100 hours during grant period)				
Joe Henriod, Web Developer (90 hours during grant period)				
Jackie Apoyan, Digital Marketing Manager (175 hours during grant period)				
Danica Taboada, Graphic Designer (100 hours during grant period)				
Daniela Hutchins, Graphic Designer (50 hours during grant period)				
*Specific rates provided upon request				
Total Personnel Expenses				\$34,532
Project Supplies & Materials				
Beacons				
Required for Museum navigation system		\$3,400		\$3,400
Total Supplies & Materials Expenses				\$3,400
Contracted Services				
Hosting platform and content management system	\$6,000		\$6,000	\$12,000
Requirements and project management			\$25,000	\$25,000
Historic Context and Wayfinding feature:				
Digitized map covering all levels of Museum			\$40,000	\$40,000
Directory - Historic content including exhibit descriptions, search capability, and Museum Tour Highlights / Educational Itineraries	\$17,500		\$15,000	\$32,500
Doppelgangster facial recognition feature:				
Facial recognition integration			\$12,500	\$12,500
Enable user to save Doppelgangster image and bio			\$12,500	\$12,500
Enable social media sharing		\$2,500	\$2,500	\$5,000
Enable Museum to update Doppelgangster database		\$2,000	\$2,000	\$4,000
Loyalty and Reward program feature:				
User profile creation and reward redemption process		\$10,000		\$10,000
Museum Membership info stored within App		\$1,000	\$1,000	\$2,000
Management dashboard and notifications:				
Museum ability to manage in-app notifications			\$15,000	\$15,000
User ability to disable notifications			\$2,000	\$2,000

Events - Ability to manage Events Page			\$10,000	\$10,000
Events - Wordpress integration		\$5,000		\$5,000
Database			\$15,000	\$15,000
Total Contracted Services Expenses				\$202,500
Other Expenses				
Image licensing	\$4,500	\$4,500		\$9,000
Promotional collateral				
Digital and web signage				
Instructional collateral		\$900		\$900
Trademark registration		\$300		\$300
Total Other Expenses				\$10,200
Total Funding Required	\$39,400	\$52,732	\$158,500	\$250,632

Submitted At Meeting

Date 5/20/19 Item 6

LAS VEGAS CENTENNIAL HISTORY GRANT PROGRAM PROPOSAL

The Mob Museum App Development

MAY 20, 2019

THE MOB MUSEUM

National Museum of Organized Crime & Law Enforcement®

PROJECT DESCRIPTION

The Museum is collaborating with a highly-regarded third party to develop a unique mobile App for both iPhones and Android devices that will include three distinct components:

- Historic Context and Wayfinding
- Loyalty and Reward Program
- Doppelgangster Facial Recognition Feature

PROJECT GOALS

Creating a Mob Museum Mobile App will satisfy the following objectives:

- ✓ **Impact Las Vegas and American history** in an innovative and technology-forward fashion.
- ✓ Simplify the Museum visit, while providing opportunities for guests to focus on exhibitions that are most important to them.
- ✓ Generate awareness and increase likelihood of first-time and repeat visits.
- ✓ Encourage a deeper relationship between guests and the Museum.

The App will launch on November 15 in conjunction with Kefauver Day. A free day for locals, this day commemorates the historic event that gives our building a nationally significant designation on the National Register of Historic Places.

Centennial Funds will be used to cover the expenses of project management; a hosting platform and content management system; portion of the App development, design, and integration; and licensing fees for images.

APP OVERVIEW

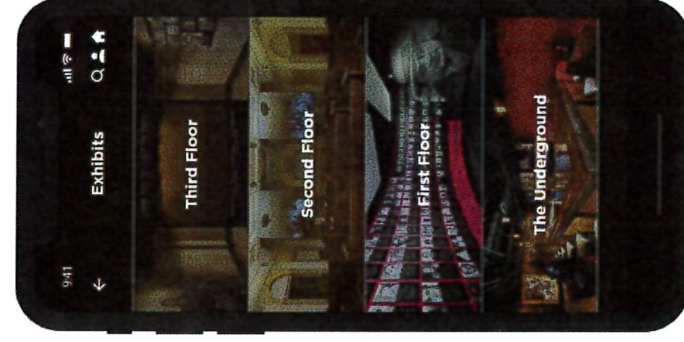
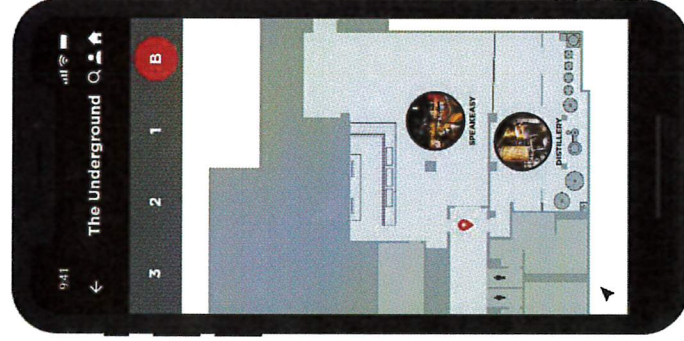
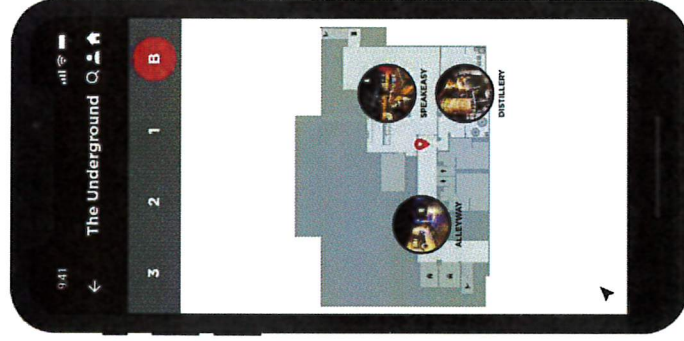
The creation of a widely accessible App will extend the Museum's popularity and presence, **provide a platform to better highlight Las Vegas-centric artifacts and exhibits**, increase first-time and repeat visits, and encourage individuals to deepen their relationship with the Museum. The landing page, which will appear for every user each time the app is launched, will **highlight the historic nature of the Museum building** and prominently feature the Centennial Commission logo.



**These are preliminary mockups.*

WAYFINDING

Through this element, the Museum expects to build navigation that features Museum highlights and tour itineraries that **include historic context with a strong focus on Las Vegas history, including a tour of our nationally-significant building**. This element will also simplify guests' visits, offering an easy-to-navigate overview of the Museum that will include exhibit and artifact information.



**These are preliminary mockups.*

HISTORIC CONTEXT

Interactive tours would test a user's knowledge with multiple-choice questions that will require guests to explore the Museum to find answers while experiencing the exhibit areas. Correct answers will feature additional **App-specific historic content** that will not be available in the Museum's exhibit areas.

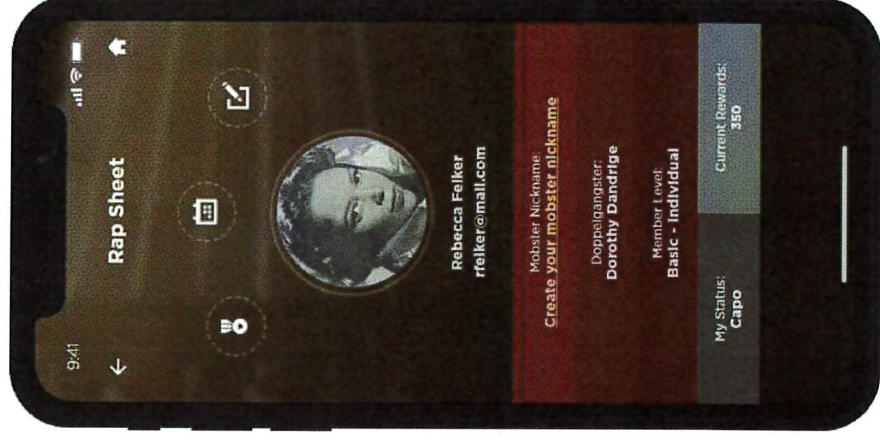
Sample tour question:



**These are preliminary mockups.*

LOYALTY AND REWARD PROGRAM

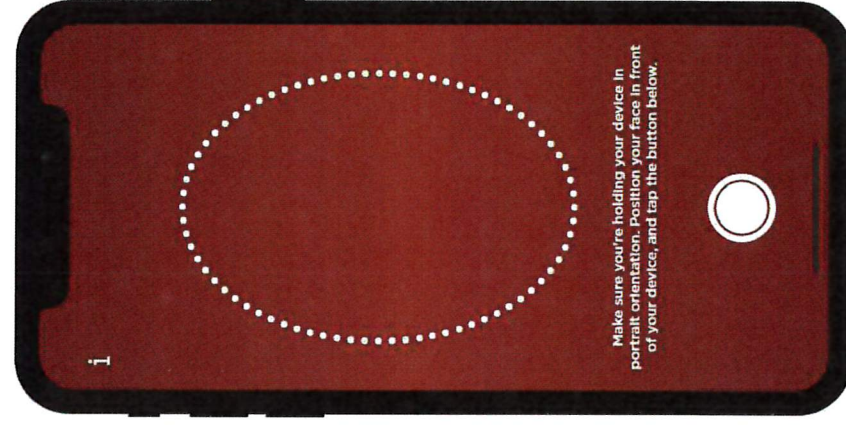
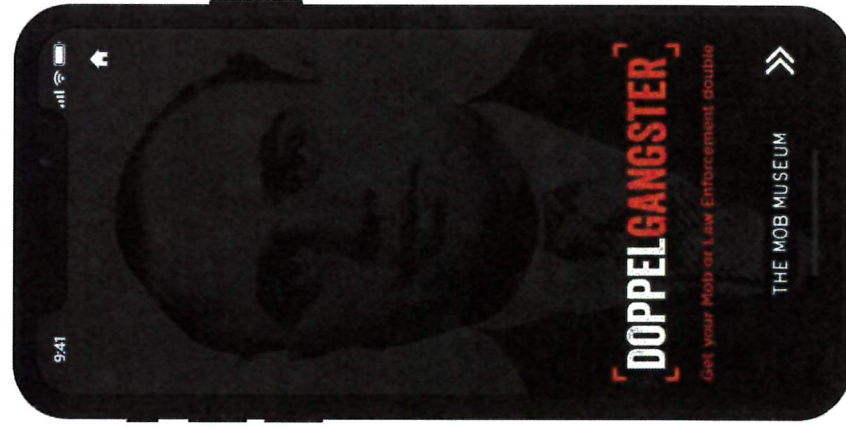
Now with enhanced amenities and four floors of rich exhibition and experiential spaces, **the Museum aspires to develop a robust following of repeat visitors who will increase enthusiasm about the Museum**, bolster the Museum's attendance, and strengthen the Museum's financial standing. With a personal profile and the opportunity to accumulate rewards, Museum guests will be encouraged to visit more frequently and to experience all aspects of the Museum.



**These are preliminary mockups.*

DOPPELGÄNGSTER FACIAL RECOGNITION FEATURE

Cutting-edge and one-of-a-kind, this feature will provide an entertaining and educational interactive, **imparting history in a fun and engaging way and featuring notable figures in Las Vegas's organized crime history** and relevant popular culture. Users of this feature may never have visited the Museum, but this entry-level engagement will expose them to content related to Las Vegas and American history, prompting them to consider a future visit. Additionally, users can post to social media, significantly increasing the Museum's popularity and reach.



*These are preliminary mockups.

KEY PERSONNEL



Jackie Apoyan
Digital Marketing Manager



Cristin Haught
Project Manager



Daniela Hutchins
Graphic Designer



Danica Taboada
Graphic Designer



Jeff Burbank
Content Development Specialist



Joe Henriod
Web Developer



Geoff Schumacher
Senior Director of Content



Claire White
Educational Programs Manager

TIMELINE AND INVESTMENT

KEY ACTIVITIES	SAMPLE TIMELINE
Concept development, defining scope requirements; Compose, review, and execute contract with corporate partner	April 1 – June 1
Establish desired functions and features of app	June 1 – June 15
Design phase	June 15 – August 15
Content Finalization	June 15 – August 15
App development and integration phase	August 15 – October 15
Test, review, and feedback period	October 15 – October 30
Submit for app store approval	October 30 – November 15
App launch	November 15
Maintenance and support stage	November 15 – December 31

PROPOSED BUDGET

EXPENSES	CENTENNIAL FUNDING	MUSEUM FUNDING	IN-KIND FUNDING <i>(approx. value)</i>	TOTAL
Personnel	\$11,400	\$23,132		\$34,532
Project Supplies & Materials		\$3,400		\$3,400
Contracted Services	\$23,500	\$20,500	\$158,500	\$202,500
Other Expenses	\$4,500	\$5,700		\$10,200
Total Funding Required	\$39,400	\$52,732	\$158,500	\$250,632

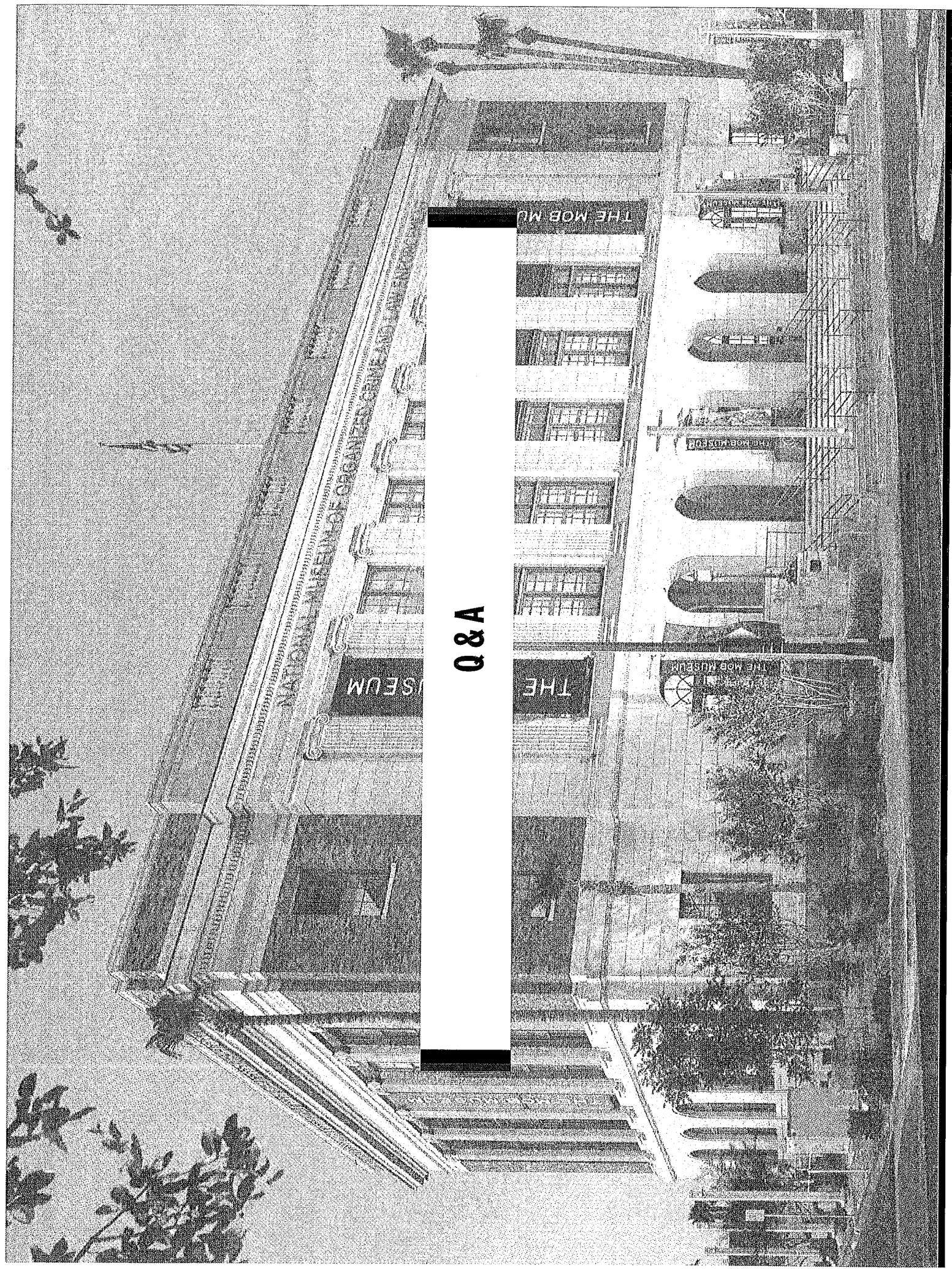
SUMMARY OF REQUEST

We respectfully request the support of the Centennial Commission to ensure that the following are included in our mobile App:

- Functionality and content that enables Museum visitors to **locate and learn about Las Vegas-centric exhibits**
- Self-guided tour itineraries and activities that encourage Museum visitors to **deepen their exploration of Las Vegas' historic places, events, and people**
- A robust database of images and **biographies of historically relevant individuals who resided in, or were connected with, Las Vegas**
- A landing page that **highlights the Museum's historic building**



We Did It Our Way!



Q & A

Commission for the Las Vegas Centennial
Internal Charges

Fiscal Year Ended	Actual Amount
6/30/2006	25,047.00
6/30/2007	6,000.00
6/30/2008	82,194.00
6/30/2009	121,323.00
6/30/2010	109,498.00
6/30/2011	133,681.00
6/30/2012	106,183.00
6/30/2013	119,387.00
6/30/2014	57,237.00
6/30/2015	61,936.00
6/30/2016	81,172.00
6/30/2017	119,873.00
6/30/2018	125,878.00
Actual 07/01/2018 through 04/30/2019	1,149,409.00
	85,081.00
	1,234,490.00

Summary Internal Charges Fiscal Year 2020:

	Hour	Salary	Benefits	Total
Esther Reincke	737	33,694.16	26,282.57	59,976.73 7/1/18 thru 4/30/19
Paul Bengtson	75.5	3,084.44	2,405.66	5,490.10 7/17/2018 thru 8/25/18
Mike Howe	174.5	9,599.31	7,487.71	17,087.02 8/25/18 thru 5/4/19
Sidney Noyce	46.5	1,419.97	1,107.63	2,527.60 8/11/18 thru 5/4/19
Actual	1033.5	47,797.88	37,283.57	85,081.45
Estimated	206			9,532.00 May and June 2020
Total for the fiscal year	1239.5			94,613.45

% of one persons time spent on
Centennial and HPC projects based
on a 2080 hour work year

Executive Director	60.00%	1 Full time Position %
HPC Officer	42.60%	42.60%
	17.40%	57.40%
		100%

Note:

The above charges paid for actual time work on Centennial related project for mainley
Esther Reincke and Courtney Moonie. The average is 91,794 per year for two persons.(based on eliminating low and high years)

Submitted At Meeting

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Commission for the Las Vegas Centennial
City of Las Vegas Budget Salaries

		CLV Budget Amount	
		Fiscal Year	Fiscal Year
		2019	2020
Office of Administrative Services			
Sr Management Analyst:			
Salary		95,093.00	65,162.00
Benefits		43,715.00	45,026.00
		<u>138,808.00</u>	<u>110,188.00</u>
Department of Planning CLV:			
Historic Preservation officer			
Salary			66,627.00
Benefits			39,843.00
			<u>106,470.00</u>
Fiscal year 2021	106,470.X 1.04% increase		110,728.80
Fiscal year 2022	110,728.80 X 1.04% increase		115,157.95
			<u>332,356.75</u>
Approved three year grant from the Centennial			
Commission to fund Historic Preservation Officer			322,333.00
Shortage over 3 years with an estimated 4% per year increase			<u>(10,023.75)</u>

Commission for the Las Vegas Centennial
Budget to Actual
Fiscal Year Ended June 30, 2019

	July 1, 2018 thru June 30, 2019			Actual For the 10 Months Ended April 30, 2019	Remaining Budget
	Actual For the Year Ended June 30, 2018	License Plate	Budget Unrestricted Funding Total		
Revenue:					
Beginning Fund Balance	(3,121,084.00)	(3,034,072.00)	(3,034,072.00)	(3,034,072.00)	(3,490,925.00)
Other Income			(2,000.00)	(20.00)	(1,980.00)
Plate revenue July 1 thru June 30,	(2,035,272.00)	(2,000,000.00)	(2,000,000.00)	(1,539,745.00)	(460,255.00)
	<u>(5,156,356.00)</u>	<u>(5,034,072.00)</u>	<u>(5,036,072.00)</u>	<u>(4,573,837.00)</u>	<u>(3,953,160.00)</u>
Expenditures:					
Grants:					
General Grants					
UNLV		988.00	988.00		988.00
UNLV - Newspaper		49,500.00	49,500.00	24,283.00	25,217.00
UNLV - Commission Minutes	4,930.00	570.00	570.00	570.00	-
UNLV - Latino Voices		50,000.00	50,000.00	17,088.00	32,912.00
Nevada Preservation Foundation - Home History	37,835.00	3,965.00	3,965.00	3,750.00	215.00
Nevada Preservation Foundation - Home History 2019	*	20,000.00	20,000.00	5,821.00	14,179.00
Nevada Preservation Foundation - Hugh Taylor Archives		96,600.00	96,600.00	44,500.00	52,100.00
Nevada Preservation Foundation - Revolving Fund	*	44,700.00	44,700.00	2,731.00	41,969.00
City of Las Vegas - HPC		100,000.00	100,000.00		100,000.00
Blue Angel Motel Sign Rehab	8,000.00	132,500.00	132,500.00		132,500.00
 Las Vegas Springs Preserve - Historic Derricks		8,900.00	8,900.00	8,900.00	-
Las Vegas High Academy Renovation		90,000.00	90,000.00		90,000.00
Whole Enchilada Project	*	762,000.00	762,000.00	662,000.00	100,000.00
Education Grants - Junior League	*	50,000.00	50,000.00	50,000.00	-
Boyd Production - Historic Film	*	200,000.00	200,000.00	159,926.00	40,074.00
CLV Employee for HPC	*	322,333.00	322,333.00		322,333.00
 West Side School Phase III	1,448,777.00				
Nevada Preservation Foundation - Hugh Taylor	8,532.00				
City of Las Vegas - Neon Sign Maintenance	75,000.00				
L V Genealogy Society - Monuments Woodlawn	13,664.00				
L V Genealogy Society - Documentary Woodlawn	8,000.00				
UNLV - Womans Reasearch Institute	3,339.00				
 Commemorative:					
Las Vegas Days - Rodeo	250,000.00 *	220,000.00	220,000.00	1,800.00	218,200.00
Heildorado - Parade	121,793.00	150,000.00	150,000.00	356.00	149,644.00
Old Timers	2,026.00	3,000.00	3,000.00	4,474.00	
 Administrative:					
Accounting and Auditing	3,500.00	7,500.00	2,000.00	9,500.00	9,500.00
Administration Expenses	4,245.00	5,000.00		5,000.00	1,485.00
Legal	195.00	5,000.00		5,000.00	3,453.00
Internal Charges	125,878.00 *	82,000.00	82,000.00	85,081.00	
Insurance	6,570.00	6,500.00	6,500.00	6,570.00	
	<u>2,122,284.00</u>	<u>2,411,056.00</u>	<u>2,000.00</u>	<u>2,413,056.00</u>	<u>1,082,912.00</u>
 Fund Balance Reserve :		500,000.00			500,000.00
 Total Expenditures and reserve	<u>2,122,284.00</u>	<u>2,911,056.00</u>	<u>2,000.00</u>	<u>2,913,056.00</u>	<u>1,834,769.00</u>
 Ending Fund Balance	<u>(3,034,072.00)</u>	<u>(2,123,016.00)</u>	<u>(2,123,016.00)</u>	<u>(3,490,925.00)</u>	<u>(2,118,391.00)</u>

*Addition during year

** Grant finished excess budget over actual expenditures stays
with Centennial for reallocation

Submitted At Meeting

Date 5/20/19 Item 8

Commission for the Centennial
Quarterly Lince Plate Revenue

Payment month	FYE 2011	FYE 2012	FYE 2013	FYE 2014	FYE 2015	FYE 2016	FYE 2017	FYE 2018	FYE 2019	Change Inc (Dec)
July	431,001.44	444,907.10	462,668.98	485,254.32	502,964.73	515,494.28	520,805.71	526,904.53	547,494.34	20,589.81
October	442,289.25	447,984.97	455,792.70	476,836.12	493,296.01	499,863.20	514,022.49	516,117.27	534,335.98	18,218.71
January	373,258.91	379,091.32	398,599.20	412,830.57	426,737.03	445,079.19	443,969.47	460,430.38	457,914.80	(2,515.58)
April	434,147.61	454,063.09	466,348.03	486,499.17	507,917.20	519,207.12	514,859.67	531,820.10	496,946.96	(34,873.14)
	<u>1,680,697.21</u>	<u>1,726,046.48</u>	<u>1,783,408.91</u>	<u>1,861,420.18</u>	<u>1,930,914.97</u>	<u>1,979,643.79</u>	<u>1,993,657.34</u>	<u>2,035,272.28</u>	<u>2,036,692.08</u>	<u>1,419.80</u>

4th quarter estimate decrease
due tp golden nights plate

HISTORIC PRESERVATION OFFICER

Job descriptions are intended to present a descriptive list of the range of duties performed by employees in the class. Descriptions are not intended to reflect all duties performed within the job.

DEFINITION

Performs a wide variety of complex and specialized duties in support of the City's historic preservation program, the Historic Preservation Commission, and the Commission for the Las Vegas Centennial. Responsible for developing and administering policies and procedures for the protection of cultural, historical and archeologically significant landmarks, districts, sites, buildings, structures and objects and ensuring that City activities and programs comply with state and federal regulations and guidelines to maintain the City's good standing as a Certified Local Government. Participates in the review of projects proceeding through the City's development review process that involve landmark buildings or buildings within historic districts or projects with historic preservation issues and develops strategies to preserve the structures. Serves as Secretary to the Historic Preservation Commission and works with state, regional and national historic preservation entities to further historic preservation in the City of Las Vegas.

DISTINGUISHING CHARACTERISTICS

This is a classification that requires a broad professional background and technical expertise in the specialized area of historic preservation. Positions at this level are distinguished from other classifications by the considerable use of independent and analytical judgement to evaluate the effects of proposed actions on historic properties and districts, and to resolve a variety of complex and technical problems. Employees at this level oversee and administer grants to recipients, manage the work of consultants involved in Historic Preservation projects, and coordinate and support consultation with Nevada's State Historic Preservation Office.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from management staff.

May exercise functional and technical supervision over professional, technical, and clerical staff.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS

Essential and other important responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

1. Facilitates preservation efforts of the Historic Preservation Commission by providing information on historic preservation policies, procedures, and programs to property owners, private development interests, and the public.
2. Provides technical, architectural, design, historical, and policy guidance to City staff, government officials, boards, committees, and regional, state, and national preservation agencies.

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CITY OF LAS VEGAS
(continued)

3. Serves as Secretary to the Historic Preservation Commission, facilitator of Historic Preservation Commission chair briefings, and an intermediary between the Historic Preservation Commission and the city departments.
4. Participates in the review of projects proceeding through the City's development review process that involve landmark buildings or buildings within historic districts or projects with historic preservation issues, ensures projects comply with applicable federal, state, and local laws and regulations, and provides approval recommendations to the Historic Preservation Commission.
5. Prepares and presents various comprehensive reports to boards, agencies, and the public, including written recommendations regarding Planning staff reports, and requests for approval of design modifications to site plans and building evaluations.
6. Supports the City's permit process by reviewing and providing administrative approval of applications for Certificate of Appropriateness, or providing recommendations for approval to the Historic Preservation Commission.
7. Accepts and reviews applications for the designation of a historic landmark, district, sites, building, structure and object; conducts historical and archival research, and provides recommendations for approval to the Historic Preservation Commission.
8. Conducts field investigations to evaluate the historical, architectural, and cultural significance of properties, buildings, and sites and documents such visits through photos and written communication.
9. Solicits bids on behalf of the Historic Preservation Commission for studies and surveys of properties, structures, and areas. Responsible for monitoring the performance of selected contractors, approving submittals, and authorizing payment.
10. Accepts and reviews grant submissions, completes site visits and historical and archival research, and provides analyses to the Historic Preservation Commission.
11. Provides Section 106 of the National Historic Preservation Act of 1966 (NHPA) zoning impact review services for the city and forwards recommendations to the Nevada State Historic Preservation Office.
12. Reviews state legislation pertaining to historic preservation and provide recommendations to the Director of Planning and City management.
13. Prepares the annual report of Historic Preservation Commission activities for submission to the Nevada State Historic Preservation Office.

Marginal Functions:

1. Provide training in various areas of historic preservation to department employees.
2. Apply for historic preservation grants on behalf of the City.
3. Performs related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

Advanced principles and practices of historic preservation programs.
Advanced principles and practices of urban planning and development.
Current land use planning policies, laws and statutes.
Advanced techniques of technical report writing.
Advanced principles and practices of policy and procedure development.
Advanced methods of research, program analysis and report preparation.
Principles and techniques of project management.
Policies and procedures of the assigned department.
Advanced public relations techniques.
English usage, spelling, grammar and punctuation.
Modern office procedures and methods including common office software and hardware.
Advanced records management principles and practices.
Pertinent federal, state and local laws, codes and regulations.

Ability to:

Plan, organize, and evaluate historical preservation projects.
Find creative solutions for the preservation of historical structures.
Interpret, apply, and explain federal and state regulations pertaining to city historical landmarks and preservation.
Interpret, apply, and explain planning and zoning programs to the general public; identify and respond to issues and concerns of the public, Historic Preservation commission, City Council, and other boards and commissions.
Translate goals and objectives into workable plans, programs, and activities; develop policy and initiate ideas and recommendations to City agencies and the Historic Preservation Commission.
Coordinate functions and activates between the department and independent agencies.
Communicate clearly and concisely, both orally and in writing.
Establish and maintain effective cooperative working relationships with those contacted in the course of work, including city officials, appointed board members and the general public.

Competencies:

Professionalism – Demonstrates core values by being honest, respectful and positive.

Decisiveness – Willingness to make difficult decisions in a timely manner.

Facilitating Partnerships – Builds community and partnerships both inside and outside the organization.

Forward Thinking – Anticipating the consequences of situations and decisions; taking appropriate action to be prepared for possible changes.

Professionalism – Demonstrates core values by being honest, respectful and positive.

CITY OF LAS VEGAS
(continued)

Effective Communication – Expresses verbal and written thought in a clear and understandable manner.

Adaptability – Able to effectively modify behavior to suit changing workforce demands.

Problem Solving – Solves problems by considering all causes, solutions and outcomes.

Productive Partnerships – Develops, maintains and strengthens partnerships with others.

Experience and Training Requirements

Experience:

Three (3) years of progressively responsible experience in historic preservation, architecture, planning, urban design or a similar field. A Master's degree may substitute for two (2) years of experience.

Education:

Bachelor's degree from an accredited college or university with major in historic preservation, urban planning, architecture, archeology, urban design or a field related to the essential functions. A Master's degree in historic preservation or a related field is preferred.

WORKING CONDITIONS

Environmental Conditions:

Location: Office and field environment.

Hazards: Exposure to computer screens.

Physical Conditions:

Essential and marginal functions may require maintaining physical condition necessary for:
Maintaining effective audio-visual discrimination and perception needed for:

- *Making observations;*
- *Communicating with others;*
- *Reading and writing; and*
- *Operating assigned equipment;*

Maintaining mental capacity which allows the capability of:

- *Making sound decisions;*
- *Effective interaction and communication with others; and*
- *Demonstrating intellectual capabilities;*

Maintaining physical condition appropriate to the performance of assigned duties and responsibilities which may include the following:

- *Sitting for extended periods of time; and*
- *Operating assigned equipment.*

AS

REV 2/28/19; FLSA & City: Exempt; Approved: