

**Carson City Visitors Bureau
Agenda Report**

Date Submitted: 11/09/16

Agenda Date Requested: 11/14/16

Time Requested: 15 Minutes

To: Carson City Visitors Bureau - Board of Directors

From: Joel Dunn, Executive Director

- 1. Subject Title: Approval for the CCVB to enter in to a interlocal agreement with the Nevada Day Store to provide the onsite operations of a visitor store at the Carson City Visitors Bureau.**

Staff Summary: The interlocal agreement will allow the CCVB's hourly staff currently operating the visitor store to focus on expanding the marketing efforts to include a comprehensive Community Calendar, expanded mobile app content and enhancing the Visitor Ambassador program. The 2017 CCVB Visitors Store budget is projected to bring in \$34,200 in revenue with expenses of \$44,300 (services and supplies). The additional \$60,134.11 budgeted for staffing will be redirected to the marketing budget.

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

Recommended Board Action: I move to approve the Carson City Visitors Bureau enter in to a interlocal agreement with the Nevada Day Store to provide the onsite operations of a visitor store at the Carson City Visitors Bureau.

Applicable Statute, Code, Policy, Rule or Regulation: n/a

Fiscal Impact: n/a

Explanation of Impact: n/a

Funding Source: n/a

Supporting Material: n/a

Prepared By: Joel Dunn, Executive Director