

**Carson City Visitors Bureau
Agenda Report**

Date Submitted: 07/05/17

Agenda Date Requested: 07/10/17

Time Requested: 15 Minutes

To: Carson City Visitors Bureau - Board of Directors

From: Joel Dunn, Executive Director

Subject Title: Approval to rename the Carson City Visitors Bureau to the Carson City Culture and Tourism Authority to reflect the inclusion of the Arts & Culture component and branding of Regional and State DMO's.

Staff Summary: With the addition of the Arts & Culture component to the CCVB and the branding of Regional and State DMO's, it is recommended we rebrand to the Carson City Culture & Tourism Authority (CCCTA). Additionally the renaming of the bureau was suggested during the stakeholder's strategic planning session.

Applicable Nevada Revised Statutes: 244A.607 Name of board: Designation; use. Each county fair and recreation board may, by resolution, designate the name by which the fair and recreation board of that county shall be known, and the name designated may contain the name of the largest incorporated city within the county. It shall be lawful for the fair and recreation board of such county to use such designated name for all purposes, including the right to contract, to sue and be sued, and to perform all of its functions and exercise all of its powers.

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

Recommended Board Action:

I move to rename the Carson City Visitors Bureau to the Carson City Culture & Tourism Authority to better represent services provided and create consistency with other regional destination marketing organizations.

Applicable Statute, Code, Policy, Rule or Regulation: Nevada Revised Statutes: 244A.607

Fiscal Impact: n/a

Explanation of Impact: n/a

Funding Source: n/a

Supporting Material: n/a

Prepared By: Joel Dunn, Executive Director