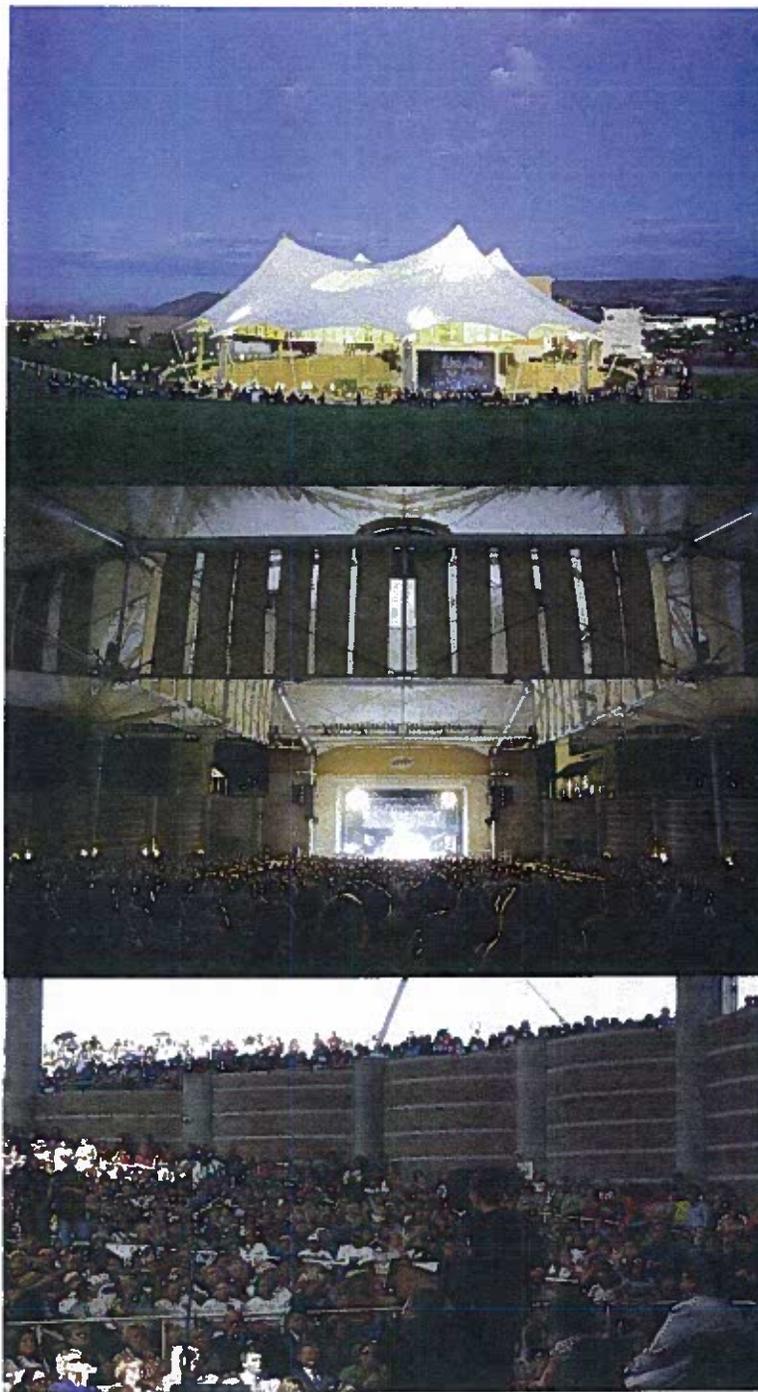


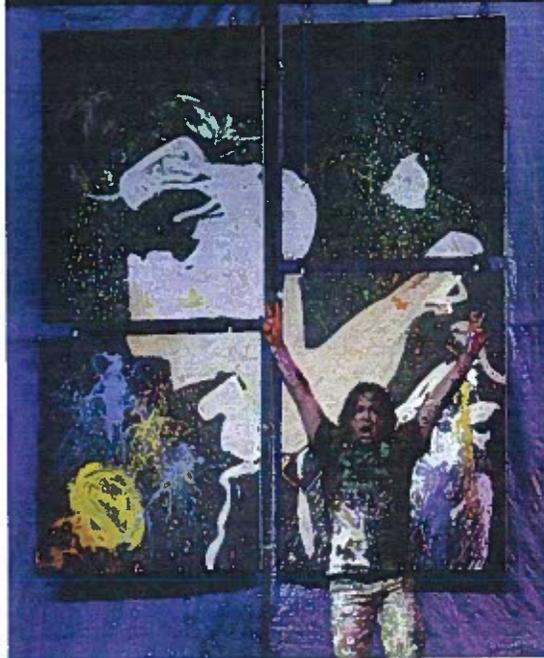
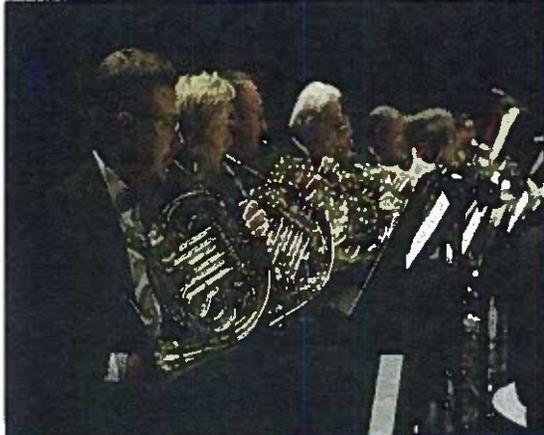
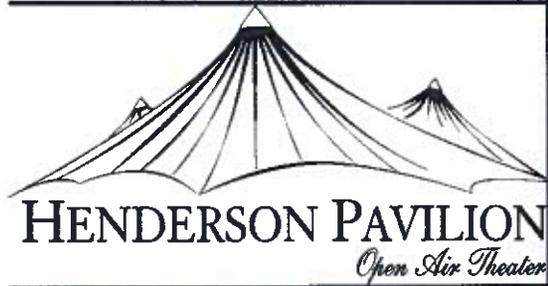
ITEM #3 & #5

**PAVILION UPDATE
DESTINATION SALES UPDATE**



Commission on Cultural Arts & Tourism

July 17, 2014



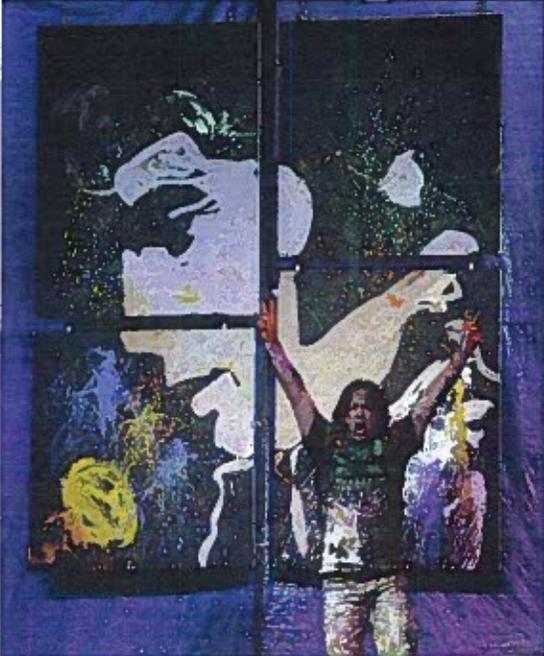
Historical Overview

- Pavilion Opened in September, 2002
- Funded via a Parks Bond
- Operated by Parks and Recreation (2002-2006)
- Transitioned to Cultural Arts & Tourism (2007)



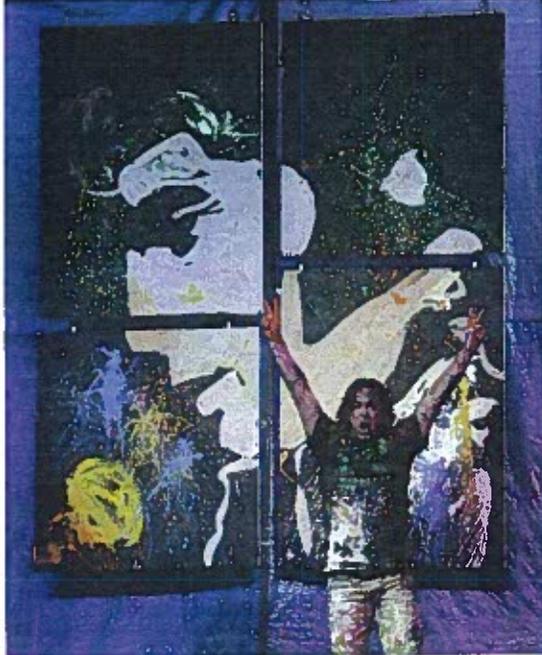
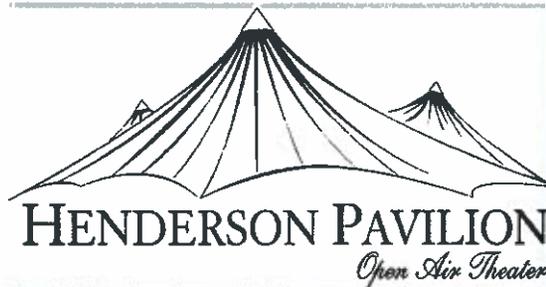
HENDERSON PAVILION

Open Air Theater



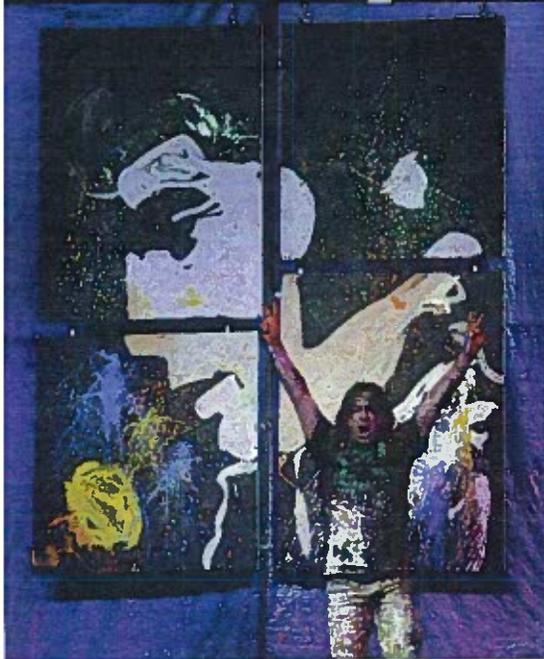
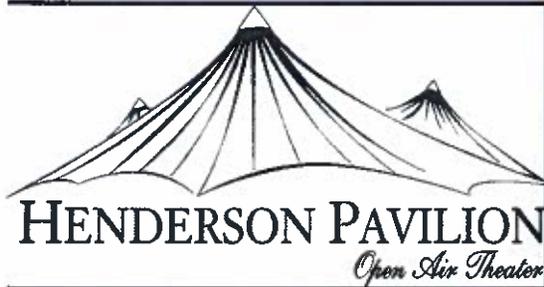
Pavilion Ticket Sales





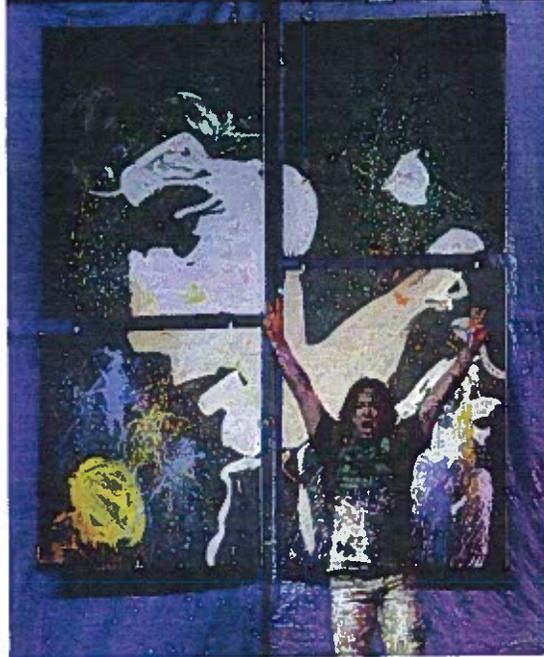
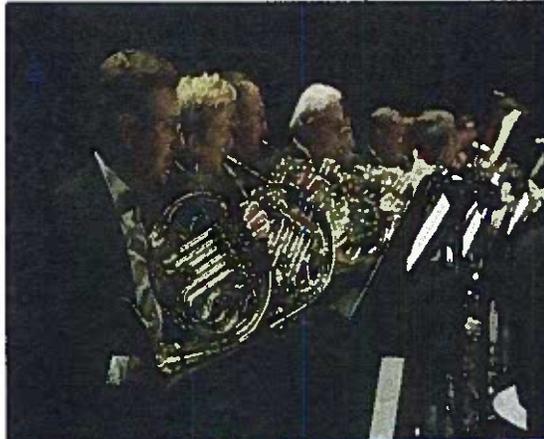
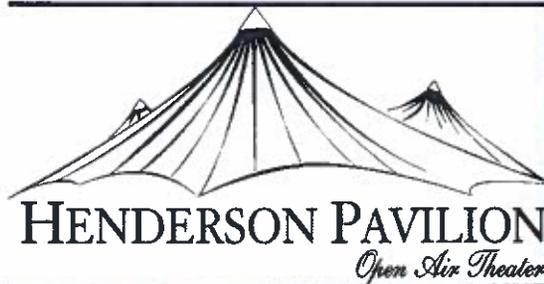
Previous Performances

- Celtic Woman
- Smashmouth
- Expose'
- Sugar Ray
- Symphonic Rock Show
- Rodney Atkins
- Billy Squier
- Benise
- Vince Neil
- Drake Bell
- Belinda Carlisle
- Chris Tomlin
- Blues Traveler
- Diamond Rio
- Bret Michaels
- Babyface
- Jesse Cook
- Morris Day & The Time
- Loverboy
- Aaron Neville
- Weird Al
- Sheena Easton
- Kenny Rogers
- Montgomery Gentry
- Big Time Rush
- Disney's High School Musical
- Glen Campbell
- Lonestar
- Sarah Palin/Mitt Romney/John McCain
- Henderson Symphony Orchestra
- Gin Blossoms
- Las Vegas Youth Orchestra
- Casting Crowns
- Paramour
- Mannheim Steamroller
- Deepak Chopra



Previous Booking Strategies

- Spring Season/Fall Season
- Balance of Children/Cultural Acts/Pop – Named Acts
- Price-Point Affordable
- Midweek Bookings
- Leverage Routing
- Did Not Limit Rentals
- Self-Produced Performances
- Programming Challenges

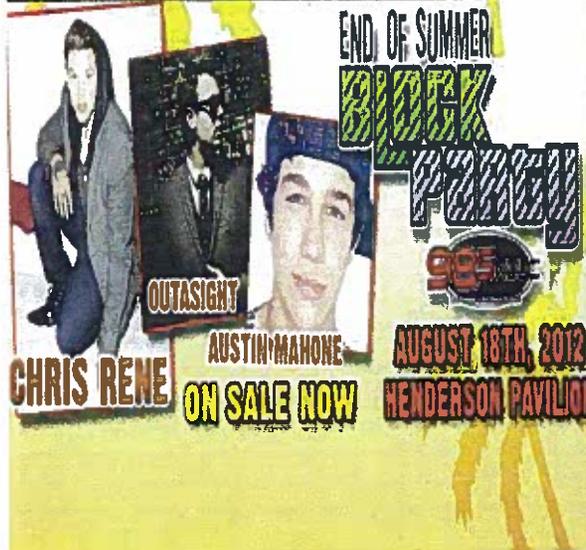


Today's Booking Strategies

- Increase Price Point
- Revenue Generation – Cost Recovery
- Limit Midweek Performances
- Longer Booking Windows
- Limit Rentals to Licensed/Bonded Promoters
- Self-Produced Performances – Festivals
- Weekly Jazz Series
- Children's Acts, Cultural and Christian
- Programming Challenges
- Outsource Programming Blocks

FY 2015 Strategies and Goals

- Business plan development (3-5 year plan)
- Increase facility utilization, revenue and profitability
- Increase facility rentals
- Enhance neighborhood/citizen engagement
(Residentially/Commercially)
- Develop dining and entertainment packages/bouncebacks.
- Increase patron satisfaction levels
- Improve audio experience
- Consider outsourcing programming blocks
- Pursue opportunities for marquee placement
- Research options for concession issues
- Collaborate with PI&M to develop entertainment marketing plan
- Leverage social media platforms and visually build into patron experience

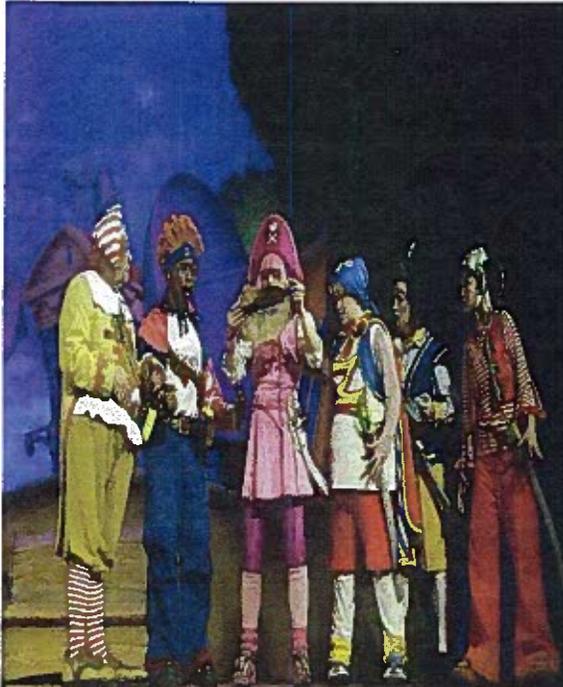


Fall 2014 Schedule

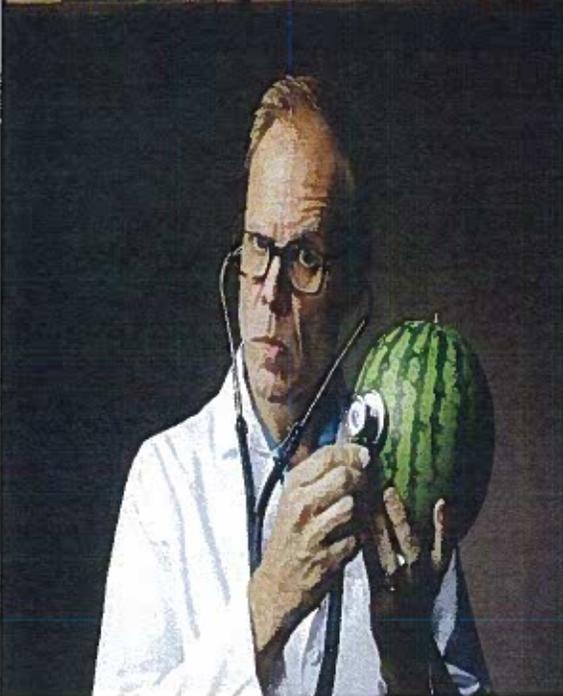
- R5
- Casting Crowns (Rental)
- I Love Soul Food Festival (Rental)
- KLUC Summer Block Party (Co-Pro)
- Bob's Birthday Bash & Festival (Co-Pro)

Featuring Named Act

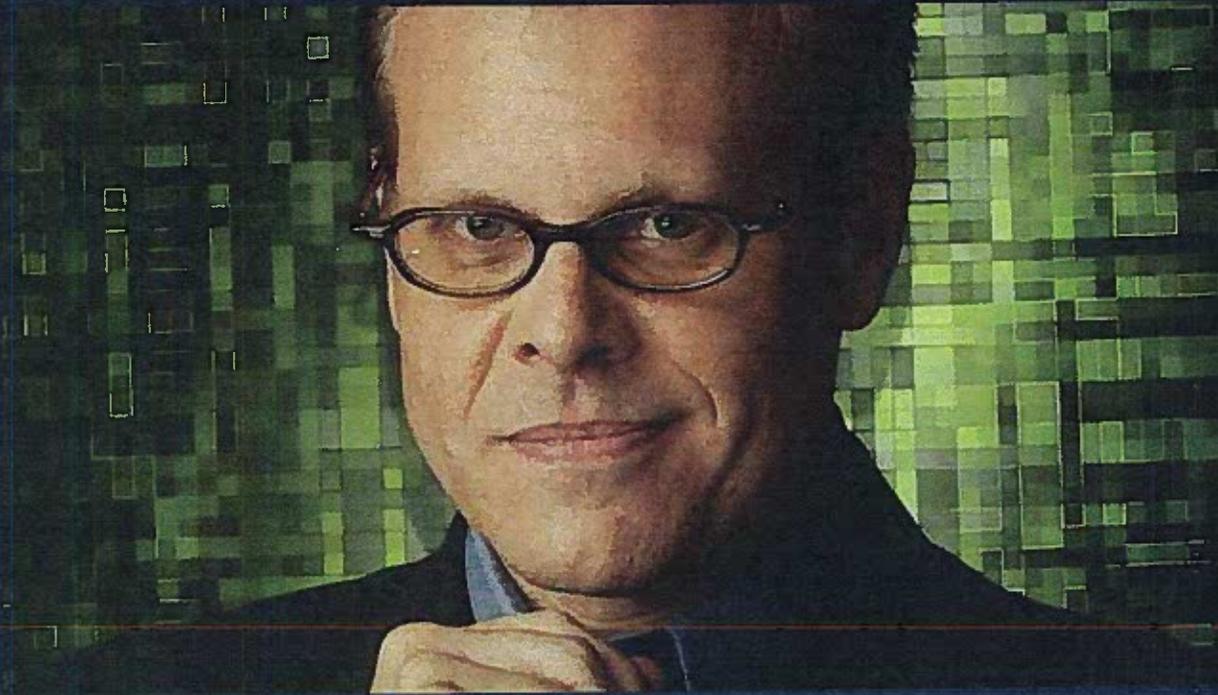
Recommendations for Spring 2015



- Lazy Town Live on Stage (Children's Act)
- Act similar to R5 (Teen Act)
- Alton Brown (Literary/Comedy)
- Culinary Festival with Local Culinary Chefs (Festival Program)
- Video Games Live (Children/Teen Act)
- Newsboys (Christian Act)
- Teresa Caputo (Rental)

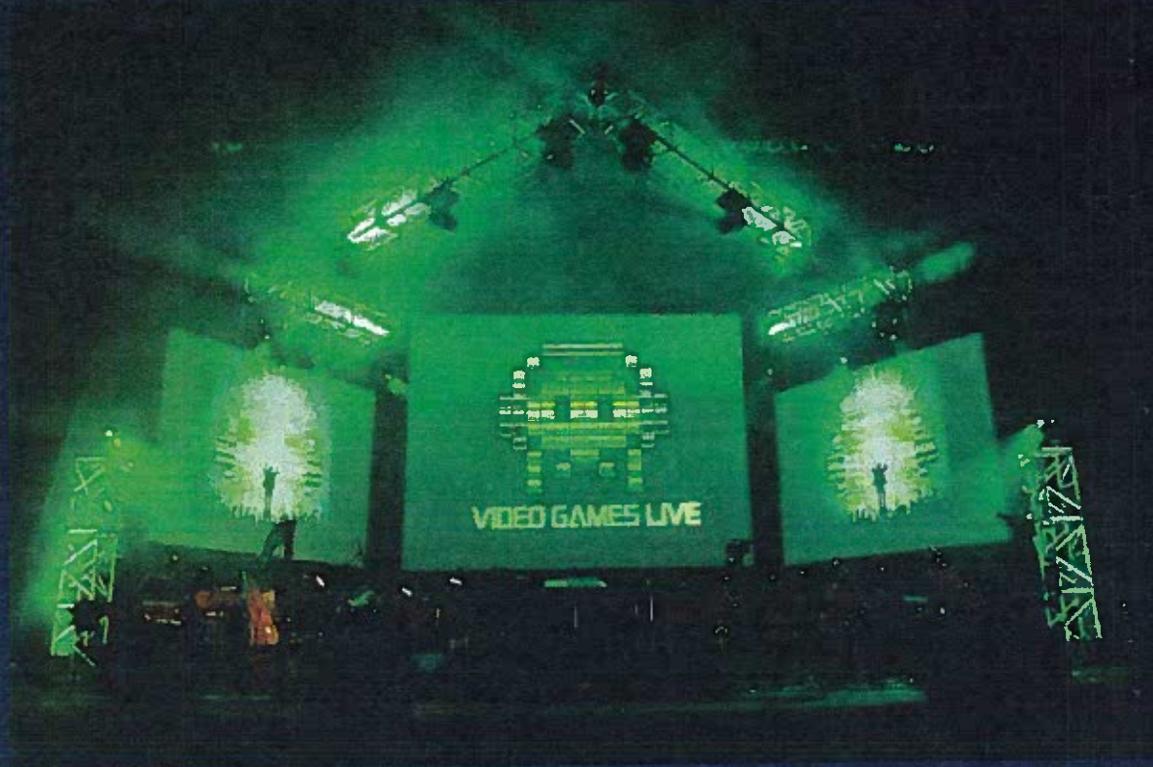


Alton Brown



<http://www.altonbrowntour.com/#>

Video Games Live



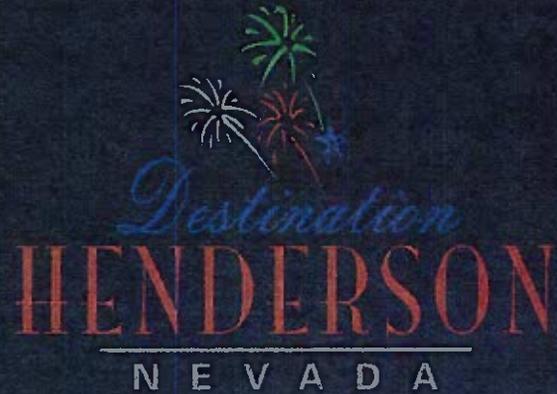
<http://www.youtube.com/watch?v=uzHLeDBKprA>

Lazy Town Live On Stage

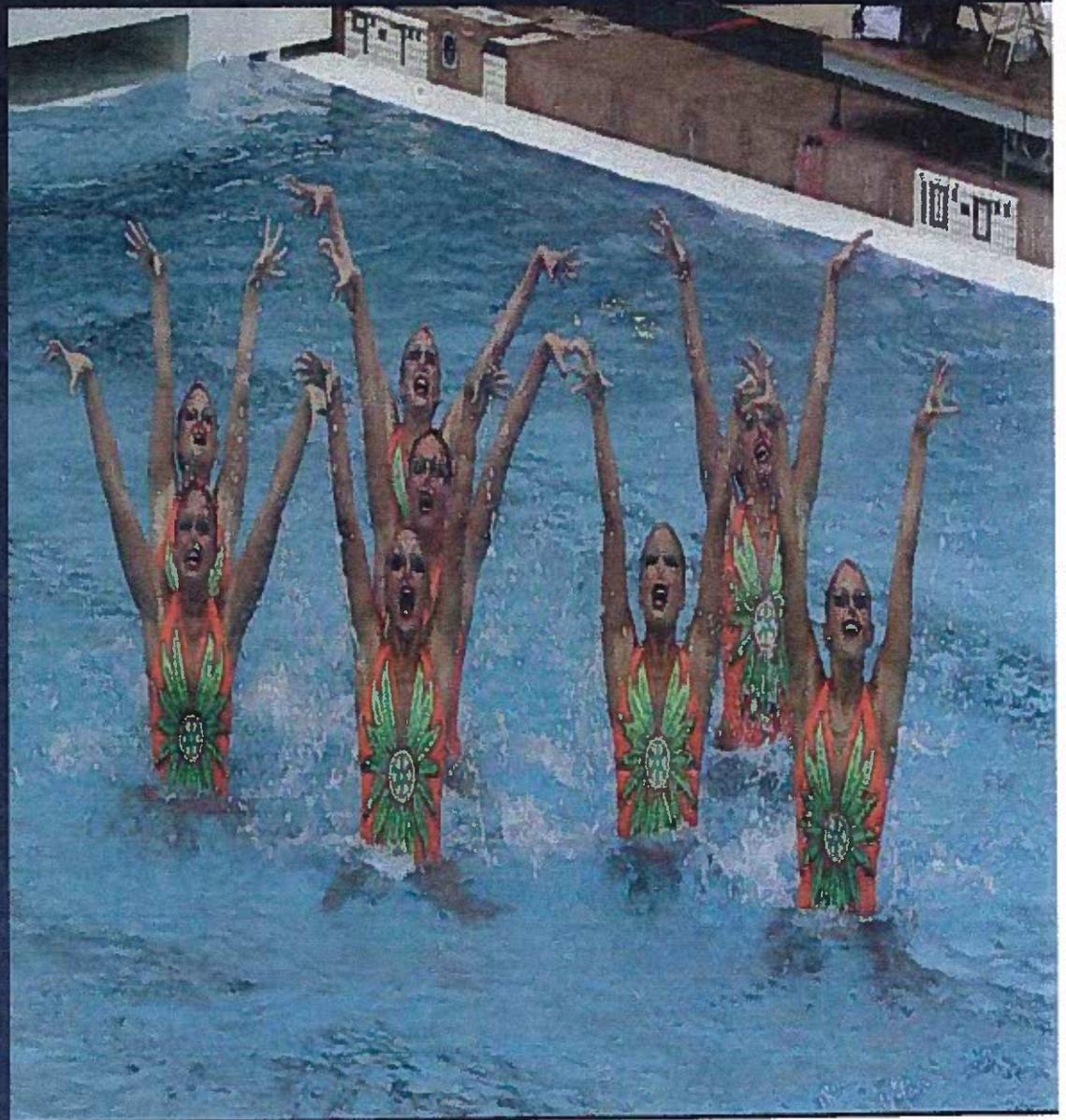


<http://bbonyc.com/lazytown-live/>

Tourism Based Events



- 2014 U.S. Open Synchro
July 15-19, 2014
- World's Toughest Mudder
November 15-16, 2014

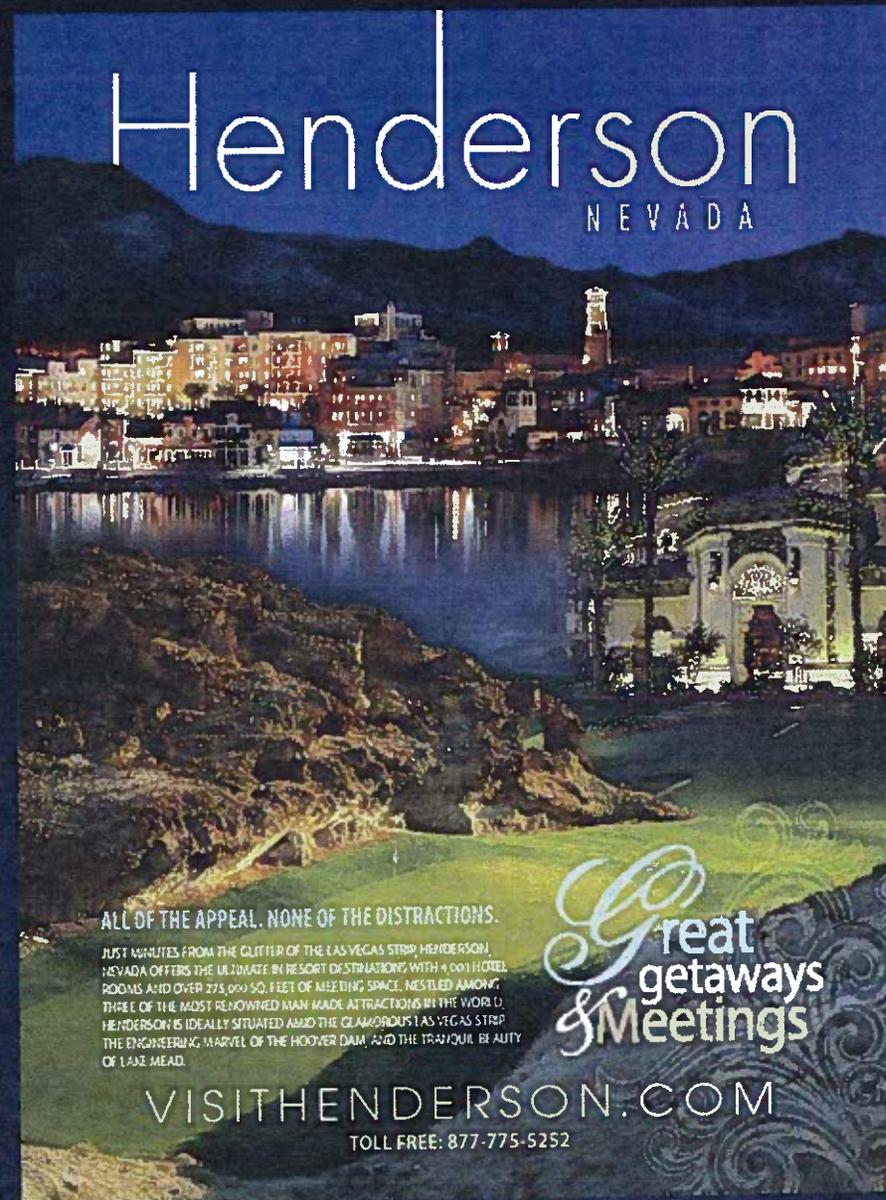




Destination
HENDERSON
NEVADA

Upcoming Conferences

- World Education Congress
- American Society of Association Executives
- S.P.O.R.T.S. 2014
- Meeting Professionals International-Weekend Educational Summit



Henderson

NEVADA

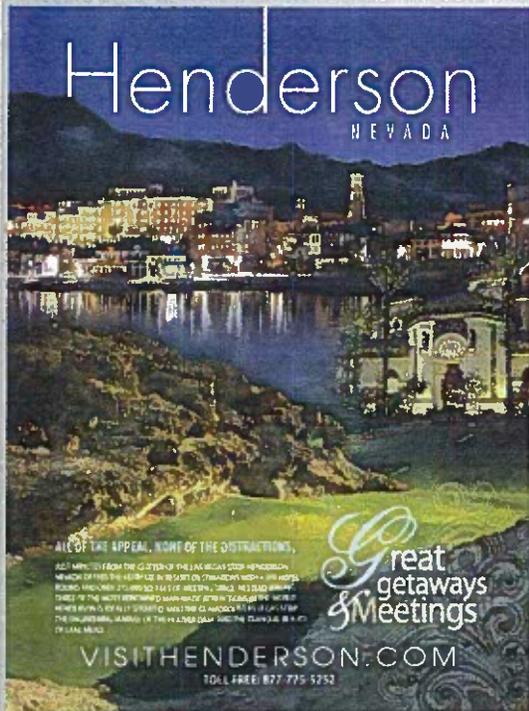
ALL OF THE APPEAL. NONE OF THE DISTRACTIONS.

JUST MINUTES FROM THE GLITTER OF THE LAS VEGAS STRIP, HENDERSON, NEVADA OFFERS THE ULTIMATE IN RESORT DESTINATIONS, WITH 4,001 HOTEL ROOMS AND OVER 275,000 SQ. FEET OF MEETING SPACE. NESTLED AMONG THREE OF THE MOST RENOWNED MAN-MADE ATTRACTIONS IN THE WORLD, HENDERSON IS IDEALLY SITUATED AMID THE CLAMOROUS LAS VEGAS STRIP, THE ENGINEERING MARVEL OF THE HOOVER DAM, AND THE TRAVELER BEAUTY OF LAKE MEAD.

Great
getaways
& Meetings

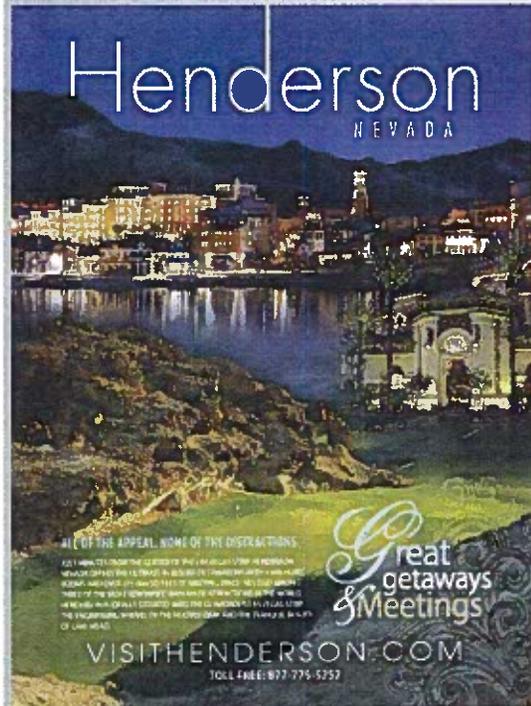
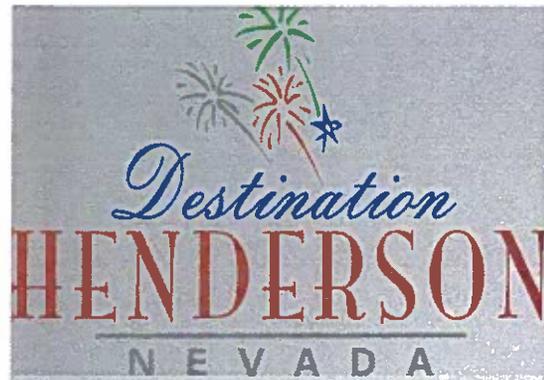
VISITHENDERSON.COM

TOLL FREE: 877-775-5252



Group Sales Bookings For Conventions to Henderson:

- MPI WES Conference - September, 2013
Westin, Lake Las Vegas (160 room nights)
- Remodelers Advantage – September, 2013
Green Valley Ranch (325 room nights)
- Corporate Travel Department Association - November, 2013
Hilton Lake Las Vegas (300 room nights)
- 2014 Vegas Cup – January, 2014
Citywide (825 room nights)
- Samoan Congregational Christian Church – January, 2014
Fiesta (90 room nights)
- U.S. Synchronized Swimming Championship – July, 2014
Hilton Garden Inn & Sunset Station (875 room nights)
- Evantage Financial – July, 2014
Hilton Lake Las Vegas (318 room nights)



Group Sales Bookings For Conventions to Henderson:

- Triple Crown Las Vegas Fall Nationals – September, 2014
Citywide (1,600 room nights)
- Desert Green Foundation – November, 2014
Fiesta (90 room nights)
- Construction Owners Association of America - Fall, 2015
Green Valley Ranch (456 room nights)
- Substance Abuse Program Administrators Association - 2016
Green Valley Ranch (630 room nights)