



CITY OF HENDERSON COMMISSION ON CULTURAL ARTS & TOURISM AGENDA

October 17, 2013
4:30 p.m.
Meeting Inquiries: 702.267.1406

Henderson Convention Center
200 S. Water Street
Henderson, NV 89015

Notice to persons with special needs: For those requiring special assistance or accommodation to attend or participate in this meeting, arrangements for a sign language interpreter or services necessary for effective communication for qualified persons with disabilities should be made as soon as possible, but no later than 72 hours before the scheduled event. Listening devices are available for persons with hearing impairments.

Please contact Lisa Keim-Carr at (702) 267-1406 or TTY: 7-1-1, **at least 72 hours in advance** to request a sign language interpreter. You may also submit your request by using [Contact Henderson](#).

The Chairman reserves the right to hear agenda items out of order, combine two or more agenda items for consideration, remove an item from the agenda, or delay discussion relating to an item on the agenda at any time. All items are action items unless otherwise noted.

Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

Backup materials for agenda items can be found at:
http://cityofhenderson.com/cultural_arts_tourism/HSSC_agenda_page.php

To request backup materials, please contact Lisa Keim-Carr at (702) 267.1406.

I. CALL TO ORDER

II. CONFIRMATION OF POSTING AND ROLL CALL

III. ACCEPTANCE OF AGENDA (For Possible Action)

IV. PUBLIC COMMENT

Note: Items discussed under Public Comment cannot be acted upon at this meeting, but may be referred to a future agenda for consideration (NRS 241.020). Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

V. NEW BUSINESS

1. Introduction of New Commissioners (For Information Only)
 - a. JoLyn Laney
 - b. Scott Voeller

2. Approval of Minutes from June 13, 2013, Regular Meeting (For Possible Action)
3. Summary of Findings from Events Center Feasibility Study (For Information Only)
4. Cultural Arts & Tourism Staff Updates (For Information Only)
 - a. Hotel Feasibility Study
 - b. Henderson Pavilion
 - c. Special Events Update
5. Henderson Tourism Council (For Discussion Only)

VI. PUBLIC COMMENT

Note: Items discussed under Public Comment cannot be acted upon at this meeting, but may be referred to a future agenda for consideration (NRS 241.020). Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

VII. CHAIRMAN/MEMBER COMMENTS

The Chairman and Members may speak on any subject under this section of the agenda. Chairman and Members may comment on matters including, without limitation, future agenda items, upcoming meeting dates, and meeting procedures. Comments made cannot be acted upon or discussed at this meeting, but may be placed on a future agenda for consideration by the Body.

VIII. SET NEXT MEETING - Thursday, January 16, 2014

IX. ADJOURNMENT

Posted prior to 9:00 a.m. on Wednesday, October 9, 2013, at the following locations:
City Hall, 240 Water Street, 1st Floor Lobbies (2)
Multigenerational Center, 250 South Green Valley Parkway
Whitney Ranch Recreational Center, 1575 Galleria Drive
Fire Station No. 86, 96 Via Antincendio
Henderson Convention Center, 200 S. Water Street

ITEM #2

***APPROVAL OF MINUTES
FROM JUNE 13, 2013,
REGULAR MEETING***

**CITY OF HENDERSON
COMMISSION ON CULTURAL ARTS AND TOURISM
MEETING
June 13, 2013
DRAFT MINUTES**

I. CALL TO ORDER

Chairman Brooks called the meeting to order at 4:33 p.m., at the City of Henderson, Department of Cultural Arts & Tourism, 203 S. Water Street, 3rd Floor, Pinnacle Conference Room, Henderson, Nevada 89015.

II. CONFIRMATION OF POSTING AND ROLL CALL

Tedie Jackson, Minutes Clerk, confirmed the meeting had been posted in accordance with the Open Meeting Law by posting the agenda three working days prior to the meeting at City Hall – 1st Floor Lobbies, Multigenerational Center, Whitney Ranch Recreation Center, and Fire Station No. 86.

PRESENT: Chairman Tim Brooks
Vice-Chairman Creson Oakley (arrived at 4:40 p.m.)
Mark BIRTHA
Greg Gooding (arrived at 4:43 p.m.)
M.J. Maynard (arrived at 4:40 p.m.)
Scott Muelrath

EXCUSED: Dianna Fyke
Scott Muelrath

CITY COUNCIL
REP. Councilwoman Gerri Schroder

CITY STAFF: Tracy Bower, Sr. Director of Public Affairs, Economic and Cultural
Development
Andrea Primo, Director of Cultural Arts and Tourism
Bud Pico, Manager of CA&T Programs and Operations
Michelle Romero, Manager of Redevelopment
Tedie Jackson, Minutes Clerk

GUESTS: N/A

III. ACCEPTANCE OF AGENDA (For Possible Action)

The Commissioners reviewed the Agenda as presented.

(MOTION) Vice-Chairman Oakley introduced a motion to accept the agenda as presented. The vote favoring approval was unanimous. Chairman Brooks declared the motion carried.

IV. PUBLIC COMMENT

There was no public comment.

V. UNFINISHED BUSINESS

1. **Approval of Minutes: April 18, 2013, Regular Meeting (For Possible Action)**
Chairman Brooks asked if there were any corrections or comments to the April 18, 2013, Regular Meeting minutes. No changes or comments were made by the Commission.

(MOTION) Vice-Chairman Oakley introduced a motion to approve the minutes of the April 18, 2013, Regular Meeting. The vote favoring approval was unanimous. Chairman Brooks declared the motion carried.

2. **Cultural Arts & Tourism Staff Updates**

- a. **Events Center/CSL Feasibility Study**

Ms. Primo reported that the first phase of the Feasibility Study, which was the market validation, was completed in May. Staff received a draft report of the findings and it was noted that the promotion of the special events and programs was validated and is a good use of department and City funds. CSL indicated that the Convention Center serves an important role in the community and it needs to continue as it hosts a wide variety of local meeting and event business. CSL surveyed existing and past clientele and they consistently reported high satisfaction with our service levels; yet they acknowledged the buildings deficiencies and aesthetic issues. The market demand did not show a need for a larger facility and CSL is recommending a redeveloped convention center to serve the existing demand levels and to modestly grow new customers. A redeveloped convention center would still be successful to attract non-local events to Henderson that couldn't be accommodated by a local facility. CSL also focused on the potential development and how CA&T ties in with the revitalization efforts with the larger strategic plan and the integration of HSSC.

After the market demand study was completed, there were four different building model concepts that CSL reviewed. The concepts include a redevelopment of the existing scope (major renovation); a development of a state of the industry convention center with a hotel; a new multi-purpose event center larger in scope; and a combined-use facility with the Henderson Space & Science Center (HSSC). CSL is in the process of completing the cost analysis for each of the four building concepts. They also want to make sure that City leadership focuses their decision not only on the return on investment, but how it can support the revitalization of the Water Street District.

CSL will present the findings to the Steering Committee, which includes Tracy Bower, Andrea Primo, Richard Derrick, Michelle Romero, Barbra Coffee, Julian Dugas (LVCVA), Nancy Deaner (City of Las Vegas), and Larry Carroll (HSSC). A Special Meeting is being held with Mayor & Council on July 17 at 4:30 p.m. for the final findings to be presented by CSL.

b. Fourth of July

Mr. Pico provided an update on the Fourth of July and noted that this is the second year the event will be at Mission Hills Park. Lantis Lasers & Fireworks will be presenting the fireworks show and they have expanded the fall out zone so they are able to shoot out larger shells. Entertainment will include the Henderson Symphony Orchestra, Battle of the Bands, and the Randy Anderson Band. They have also added volleyball and basketball tournaments. CA&T is working to get a health permit from the So. Nevada Health District so they can hold a watermelon eating contest.

The festivities begin at 6:00 p.m. and the fireworks will start at 9:00 p.m. Mr. Pico noted that there will be a shuttle service from Foothill High School to the park.

Ms. Primo asked if any of the Commissioners are interested in judging the Battle of the Bands. Ms. Oakley agreed to be a judge.

c. Group Sales Update

Ms. Primo noted that she will be scheduling a meeting with Mr. Gooding, Mr. Birtha, and Mr. Kirby to share the CA&T sales staff travel schedule to ensure it is in alignment with our strategies. A report will be provided at the next CA&T Commission meeting.

VI. NEW BUSINESS

1. Cultural Programs Proposal (For Possible Action)

a. Art Re-Granting Program

Mr. Pico distributed an informational sheet on a new Art Re-Granting Program (see attached). CA&T has allocated \$10,000.00 to re-grant to arts organizations and individual artists to present their program in Henderson with the purpose of developing and promoting cultural and artistic growth. For 2013, grants up to \$2,000.00 will be available. CA&T receives several requests for assistance and this program will formalize the request and provide a structured process for selection. The informational sheet also listed project guidelines, contact information and recommendations for the selection committee.

Councilwoman Schroder and Mr. Gooding agreed to be on the selection committee.

(MOTION) Ms. Maynard introduced a motion to approve the program and directed staff to finalize the program. The vote favoring approval was unanimous. Chairman Brooks declared the motion carried.

b. Public Art Initiative

Mr. Pico distributed a draft proposal for a Call for Artist to produce an art sculpture to be placed on the platform in front of the Justice Facility Parking Garage (see attached). The proposal included the scope of work with a maximum budget of \$15,000, which includes rendering, supplies, installation, equipment, and insurance. Applications and art renderings need to be submitted by September 9, 2013, with artist selection on September 23, 2013. The intent is to unveil the sculpture during Art Festival next year.

The money for this grant comes from Redevelopment in the amount of \$30,000 and is specifically for public art. The remaining funds will be carried over to the following year to go towards a mural on the same parking garage.

Councilwoman Schroder and Mr. Gooding agreed to be on the selection committee.

(MOTION) Ms. Oakley introduced a motion to approve the Public Art Initiative. The vote favoring approval was unanimous. Chairman Brooks declared the motion carried.

2. Visiting Friends & Relatives Program

Ms. Primo distributed copies of the Friends and Families Summertime specials, which are listed on visithenderson.com. Ms. Primo noted that CA&T worked with our hospitality partners to formulate rates for the program. The specials are sent out electronically to a local and non-local database of more than 18,000 twice a year (May/December). CA&T monitors the program and works with the hotels to see if bookings are coming through in response to the specials. Ms. Primo noted that CA&T had some other ideas to promote our local hotels including meet and greets at the hotels and inviting residents. Ms. Primo also wants to ensure that our hospitality partners receive our promotional material for the fall season to provide to their hotel guests.

3. Redevelopment Update

Ms. Romero gave a presentation on the Downtown Investment Strategy Vision, which was adopted last year for the Water Street District (see attached). The vision includes the desire to become an authentic downtown core, a community gathering place, a desirable place to call home and a place for new investment and reinvestment. Ms. Romero also noted specific goals of the vision, which is to add 3,500 residents to the area; add 500 jobs to the area; increase visitation from 500,000 to 1,000,000 per year; add more urban space; and maintain a balanced transportation system. To support the effort, the City of Henderson Executive Team was split into four groups and each group was tasked to work on specific areas that were identified as key components of having a great downtown. The key components include social offerings, openness, aesthetics, housing and green space.

Ms. Romero noted that the Executive Team did a survey of the area and identified several things that could be improved upon. One area was the Events Plaza, which is a great space for events, but they need to find ways to utilize the space in non-event time. The downtown area has great building spaces that are new and have outdoor seating, but homeless people are using the seating, which discourages patrons. There is some art, culture and nightlife, but more needs to be done.

The downtown area has some diversity of housing, but a majority is more than 50 years old and many are in disrepair. Ms. Romero stated that they are actively looking for developers to bring a new product type to downtown.

The downtown area also has a great park, pool and recreation center; however, access is limited and Parks & Recreation is working to improve the access.

Ms. Romero also noted some improvements that have been made along Water Street including wider sidewalks and the RTC bus transit system, but improvements on the side streets aren't there. They also have commercial and residential property owners that aren't very willing to make improvements and Redevelopment is limited in what they can do.

Next week, City Council, acting as the Redevelopment Agency Board, will be voting on a new residential improvement program to address problems with fencing, painting and landscaping. For the first time, Redevelopment will be able to help non-owner occupied dwellings. Because of the decline in revenues from property taxes, Redevelopment revenues have gone down 52% over the last two years so the money they have available to help has also gone down.

Ms. Romero noted some strategies that are underway, which include taking the Water Street District out of Title 19 (which is our Development Code) and creating a Master Plan. This will allow building in the area to be easier and fewer regulations. There will be criteria that have to be met and if the development meets the criteria then Redevelopment will propose that the use be allowed. There are some uses that are strictly prohibited and they are specifically called out. One use that was recently created is an urban lounge, which is similar to a tavern license. Some of the requirements for this use include windows you can see into and entertainment for a certain number of hours per week. Ms. Romero noted that there are five licenses available for the Water Street District area (on Water St. and Pacific only).

Ms. Romero also noted that a consultant recommended that Redevelopment adopt a theme for downtown, but it was very limiting and not all developers wanted to follow that specific of a theme so they are proposing to relax that requirement.

Ms. Romero noted that there are several agency owned development sites and they are marketing to them heavily and have seen a lot of interest.

Ms. Romero invited the Commissioners to attend the Downtown Redevelopment Charette on June 19, from 1:30p.m.-5:00p.m. at the Henderson Convention Center. Windom Kimsey from Tate Snyder Kimsey Architects will be leading the charette on the Water Street District.

Councilwoman Schroder asked why there isn't signage at the beginning of Water Street. Ms. Romero noted that they have worked with Public Works to do a monument site and they are waiting for the state to accept their plans because it also includes other street improvements. The monument will be placed on the City owned easement on the corner of Water St. and Lake Mead on the City tower site and will be done with Public Works grant money.

Councilwoman Schroder also asked when the bench and trash will be installed at the bus stop. They are waiting for another department to respond; however, Mr. Pico offered to have his staff assist.

VII. PUBLIC COMMENT

There was no public comment.

VIII. SET NEXT MEETING

The next meeting date was scheduled for October 17, 2013, at 4:30 p.m., at the Dept. of Cultural Arts & Tourism, 203 S. Water Street, 3rd Floor, Pinnacle Conference Room, Henderson, Nevada 89015.

IX. ADJOURNMENT

There being no further business to come before the Commission, Chairman Brooks adjourned the meeting at 5:30 p.m.

Respectfully submitted,

D'Ann Sas
Executive Administrative Assistant

ITEM #3

***SUMMARY OF FINDINGS
FROM EVENTS CENTER
FEASIBILITY STUDY***



Combined-Use Cultural & Events Center Feasibility Study

Presentation to
Commission on Cultural Arts and Tourism
October 17, 2013

Background on Study





Combined-Use Feasibility Study

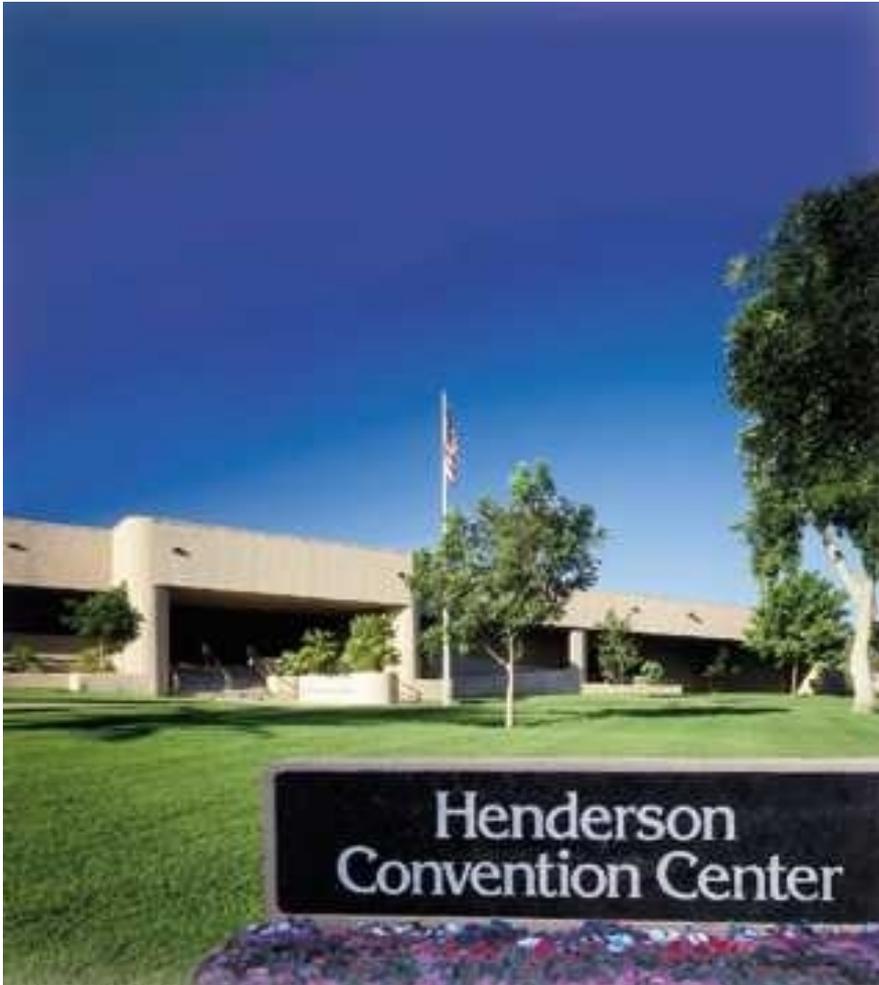
Study Components

Phase 1

- Local interviews
- Local market conditions
- Industry trends
- Comparable facilities
- Market surveys
- Building program issues
- Market conclusions

Phase 2

- Selected scenario analysis
- Site/location analysis
- Event & use analysis
- Economic impacts
- Financial operations
- Construction cost analysis
- Funding alternatives
- Final recommendations



History

Existing Business Levels

Client Profile

Facility Financials

Background

Henderson Convention Center



Henderson Special Events



5.56 acres total

including
Events Plaza
(2.7 acres)

Parking garage =
407 total spaces
(51 secured,
356 public)

Existing HCC Site Parcel



Key Market Conclusions



SCENARIO 1:
Redeveloped HCC



SCENARIO 2:
New Convention Center + Hotel



SCENARIO 3:
New Multipurpose Event Center



SCENARIO 4:
New Combined-Use Facility

Facility Model Scenarios



Scenario 1 Redeveloped HCC

**Building square footage
45,000**

**Leasable square footage
20,000**

Existing site

**Estimated cost
\$13 million**

**Annual quantitative
benefits to Henderson
\$25.6 million**



Scenario 2

New Convention Center Plus Hotel

Building square footage
60,000

Leasable square footage
30,000

Existing site

**Estimated cost of
Convention Center**
\$19.5 million

Estimated cost of Hotel
\$20 million
(\$12 million private/\$8 million public)

**Annual quantitative
benefits to Henderson**
\$39.8 million



Scenario 3 Multipurpose Events Center

**Building square footage
90,000**

**Leasable square footage
60,000**

Water Street District Site

**Estimated cost
of Events Center
\$23.4 million**

**Annual quantitative
benefits to Henderson
\$30 million**



Scenario 4 Combined-Use Facility

Space & Science Center
gross square footage
70,000

Convention Center
gross square footage
40,000

Water Street District Site

Estimated cost
\$70 million

Annual quantitative
benefits to Henderson
\$38.2 million



**National Space & Science
Centers Studied**

Attendance

Benchmarking

Key Market Conclusions

Scenario 4 Combined-Use Facility

Development Cost Comparison

	<u>Existing HCC/Plaza</u>	<u>SCENARIO 1: Redeveloped HCC</u>	<u>SCENARIO 2: New CC & HQ Hotel</u>	<u>SCENARIO 3: Multipurpose Event Center</u>	<u>SCENARIO 4: Combined Use Facility</u>
One-time Costs:					
Hard Construction Costs	\$0	\$10,000,000	\$15,000,000	\$18,000,000	\$54,000,000
Soft Construction Costs	0	3,000,000	4,500,000	5,400,000	16,000,000
Private to Facility	0	0	0	0	(30,000,000)
Site / Infrastructure	0	1,000,000	1,500,000	1,500,000	3,000,000
Hotel Project	0	0	20,000,000	0	0
Private to Hotel	<u>0</u>	<u>0</u>	<u>(12,000,000)</u>	<u>0</u>	<u>0</u>
Total	\$0	\$14,000,000	\$29,000,000	\$24,900,000	\$43,000,000

Development costs include site infrastructure costs.



SCENARIO 1:
Redeveloped HCC



SCENARIO 2:
New Convention Center + Hotel



SCENARIO 3:
New Multipurpose Event Center



SCENARIO 4:
New Combined-Use Facility

Conclusions

ITEM #4 b. & c.

***CULTURAL ARTS & TOURISM
STAFF UPDATES***

b. Henderson Pavilion

c. Special Events Update

first saturday of each month
(except for October and November)



HENDERSON WATERFRIDAY STREET MARKET

FREE ADMISSION
Brewers and Looby-Locs Welcome

BOB FAY 1979
Band Jam Stage
hosted by Joe Sacco

AM KDOWN
Spit and Argue Club
hosted by Alan Stock

Food Court
Beer Gardens
Street Performers
Farmers Market
Antiques
Collectibles
AND MORE...

15 x 20 SELLER SPACE
ONLY \$20 /PER DAY

SUMMER HOURS (Jun.-Sept.): 9AM-10PM
WINTER HOURS (Jan.-May and Dec.): 9AM-6PM
200 WATER STREET | HENDERSON, NV 89015



www.waterdaystreetmarket.com

APPLY ONLINE

SPACES AVAILABLE. CONTACT DENTAN@HCC



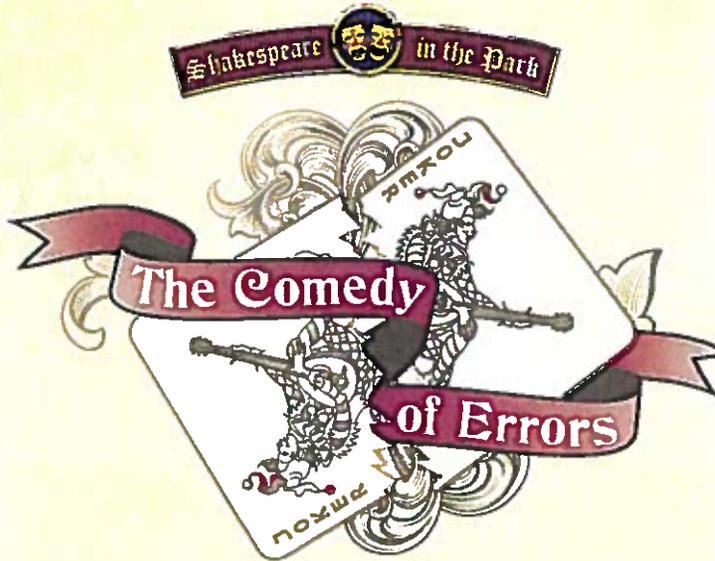
562.495.5959



HENDERSON WATERDAY STREET MARKET



The City of Henderson Presents:



October 5

River Mountain Park*
1941 Appaloosa Dr.

October 12
Discovery Park*
2011 Paseo Verde Pkwy

October 19
Lake Las Vegas
15 Costa Di Lago
(Lakeside - Grass Area)

Green Show-6pm

Performances-7pm

Complimentary Admission

*Complimentary Bike Valet Available

repertory

LAS VEGAS
shakespeare
COMPANY



CITY OF HENDERSON

@HENDERSONLIVE

HENDERSON
LIVE

HENDERSON
LIVE

HENDERSON
LIVE



FALL 2013

THE CITY OF HENDERSON
A Place To Call Home
Celebrating 60 Years

Kenny "Babyface" Edmonds
with musical guest **Jeanette Jurado**
October 11 • 8pm • Tickets start at \$39

Legendary hitmaker and 10-time Grammy winner shares his extensive playlist of No. 1 songs and Top 10 hits like "Whip Appeal," "It's No Crime," "Everytime I Close My Eyes," and "Never Keeping Secrets."

Crazy Spokes

October 12

7am, 60-Mile Ride, \$25 Per Entry*

7:30am, 30-Mile Ride, \$15 Per Entry*

10am-2pm, Family Festival, Complimentary Admission

11:30am, Bike Parade, \$1 Per Entry

Mission Hills Park, 551 Mission Dr.

Take the ride of your life on what The New York Times calls "A more rugged kind of fun!" Crazy Spokes is an outdoor cycling adventure, fit for the novice rider to the adventurous thrill seeker. Levels include a 30- and 60-mile ride with portions of the course winding through the Three Sisters of the world-famous River Mountains Loop Trail. Afterwards, grab a costume and get crazy with your spokes for a lights and sirens parade with Mayor Halen! Also enjoy live entertainment, children's activities and a special celebrity appearance at the family festival.

*Includes lunch and t-shirt.

ArtBeat Presented by Featuring Ruth Moody Band

October 18 • 8pm • Complimentary Admission

A member of folk darlings The Wailin' Jennys, singer/songwriter Ruth Moody tours in support of her second solo album, "These Wilder Things." Her clear soprano adds a timeless, dream-like quality to her roots-inspired folk songs.

LaserSpectacular presents The Music of Pink Floyd "Live"

Featuring **Brody Dolyniuk**

October 26 • 7pm • Tickets start at \$15

Experience the music of Pink Floyd performed live by Brody Dolyniuk of Symphonic Rock Show and Yellow Brick Road fame, accompanied by a sonic and visual odyssey of special effects, state-of-the-art laser technology, multimedia, glowing displays and 100,000 watts of precision sound.

ArtBeat Presented by Featuring Sam Riddle

November 1 • 8pm • Complimentary Admission

Rising country music star Sam Riddle brings his original songs to life with a powerful voice, lightning fast piano playing and energetic showmanship. The Montana native brings stories of falling in love, lazy rivers and growing up in the country to life through music.

Henderson Stroll 'n Roll

A Car-Free way to Bike, Walk, Skate and Play

November 9 • 10am - 2pm • Complimentary Admission

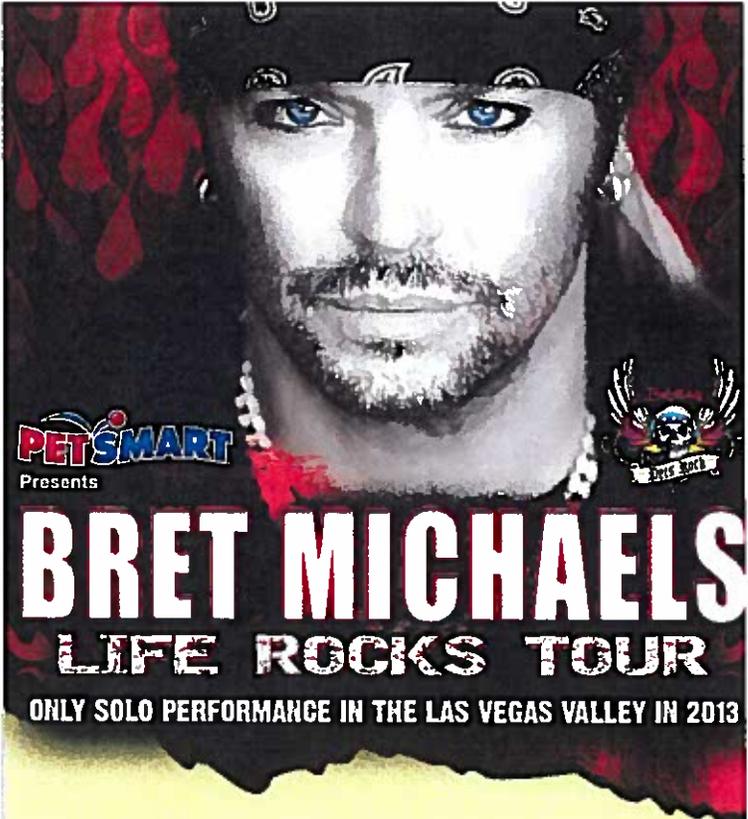
Street fair on Paseo Verde Parkway to Valle Verde Drive. Bike, walk, run or roll on car-free streets and enjoy music, demonstrations, family activities and a variety of food trucks.



200 S. Green Valley Pkwy.
(702) 267-4111



EVENTS PLAZA
HENDERSON
200 S. Water St.
(702) 267-2171



PETSMART
Presents

BRET MICHAELS

LIFE ROCKS TOUR

ONLY SOLO PERFORMANCE IN THE LAS VEGAS VALLEY IN 2013

October 2 | 8pm

Henderson Pavilion | 200 S. Green Valley Pkwy.

Tickets start at \$25

Free Bike Valet Available



STAY CONNECTED - STAY IN THE LOOP!



HendersonLive.com | 267-4TIX

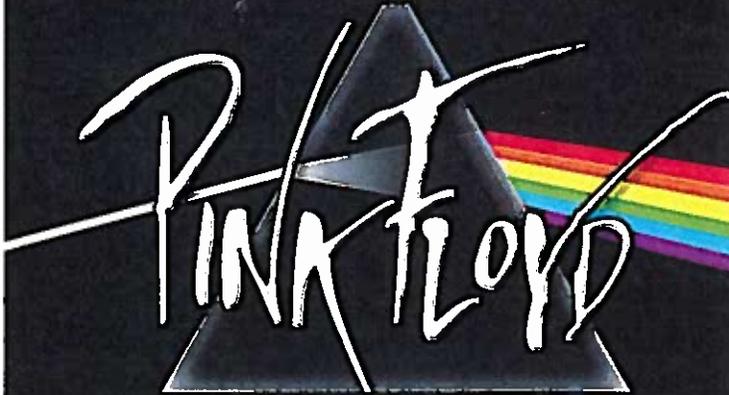
Schedule is subject to change or cancellation without prior notice. Management reserves all rights.



PARAVOLUNT'S

LasersSpectacular

PRESENTS THE MUSIC OF



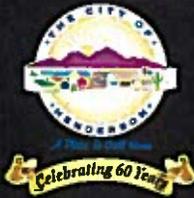
"Live" Featuring Brody Dolyniuk



Experience the music of Pink Floyd performed live by Brody Dolyniuk of Symphonic Rock Show and Yellow Brick Road fame, accompanied by a sonic and visual odyssey of special effects, state-of-the-art laser technology, multimedia, glowing displays and 50,000 watts of precision sound.

October 26 | 7pm
Tickets start at \$15

Complimentary Bike Valet Available



STAY CONNECTED - STAY IN THE LOOP!



CITY OF HENDERSON
HENDERSON
PAVILION

@HENDPVLON

HENDERSON
LIVE

HENDERSON
LIVE

HENDERSON
LIVE

