

Las Vegas Convention and Visitors Authority  
Total Annual Expenses Paid to R&R Partners and Subsidiaries  
FY 2004 – 2008

<u>Fiscal Year</u>		
2004	\$	65,636,171.45
2005	\$	77,195,973.00
2006	\$	85,635,507.72
2007	\$	82,698,923.36
2008	\$	87,290,943.24

R&R Partners, Inc. (“R&R”) is the advertising agency hired by the Las Vegas Convention and Visitors Authority (“LVCVA”) to promote the Southern Nevada destination. These figures represent the gross amount paid to R&R on an annual basis for not only the advertising and marketing services provided by R&R, but also all the goods and services purchased by R&R on behalf of the LVCVA. This includes, but is not limited to, all purchases of media time and space to broadcast or publish LVCVA advertising, production of advertising and marketing materials, costs paid to vendors that support the marketing efforts of the LVCVA, and many other goods and services necessary to fulfill the mission of marketing Las Vegas.

The R&R Partners budget is approved by the LVCVA Board of Directors every May in a two part process comprised of a budget workshop and a budget public hearing. That budget is expended pursuant to the LVCVA Board approved Marketing Plan.