



The Nevada Policy Research Institute

For Immediate Release
April 9, 2009

Contact Andy Matthews
(702) 222-0642

Impact of LVCVA advertising efforts unclear

No serious effort has ever been publicly released measuring the effectiveness of the costly advertising campaigns of the publicly funded Las Vegas Convention and Visitors Authority, say several southern Nevada economists.

That's one finding of the newest update by the Nevada Policy Research Institute of its LVCVA transparency project, posted today to the Institute's website and available at <http://www.npri.org/publications/npris-transparency-project-on-the-lvcva-apr-9-2009-update>.

The LVCVA is scheduled to meet next Tuesday, April 14, to hear a pitch from the marketing and lobbying firm R&R Partners on why the authority should extend R&R's \$92 million-a-year advertising contract, set to expire June 30.

NPRI's update states that, "While there is no debate that advertising plays an important role in driving visitation to Las Vegas, no independent, rigorous financial analysis of the *magnitude* of the impact of the LVCVA's advertising campaign on the local economy has ever become public. In short, no one knows how much bang for the buck the regional economy is receiving from the massive, collective advertising program."

NPRI released its original, in-depth report on LVCVA financing on Dec. 3, 2008, exposing a pattern of extravagant spending, lax accounting, shoddy oversight and an overly cozy relationship with major contractors, including R&R. One particularly troubling episode involved the LVCVA's decision to provide R&R with the authority's actual rubber stamp for approval of expenses above \$500. The original report is available online at <http://www.npri.org/publications/npris-transparency-project-on-the-lvcva>.

###