



September 10, 2001

Mr. Rossi Ralenkotter
Vice President Marketing
Las Vegas Convention and Visitors Authority
3150 Paradise Road
Las Vegas, Nevada 89109-9096

Las Vegas

Dear Rossi,

Phoenix

Pursuant to section 3.05 of our contract with the LVCVA, we are to establish a list of charges for additional services to be provided by R&R Partners for the coming fiscal year. This letter will confirm the amounts proposed during the budget process. The following fees for those services are proposed for fiscal year 2001/2002:

END

Las Vegas Destination Public Relations

The umbrella retainer for LVCVA is proposed at the same rate as last year. Public relations initiatives for FY 2001-2002 are based upon an intensely proactive media relations program. Public relations initiatives will primarily focus on a targeted multi-media relations program designed to bring depth and substance to the Las Vegas brand on several levels. All strategies are geared toward landing national and spot market attention to catapult Las Vegas into travelers' consideration sets. Both trade and consumer public relations programs are included as part of the monthly retainer.

Proposed retainer: \$10,000 per month (no increase)

Laughlin Destination Public Relations

Public relations will continue promotion of Laughlin as a destination through consumer and travel press. For FY 2001-2002, Laughlin's public relations programs will complement brand building efforts and create top-of-mind awareness in an increasing number of key feeder markets for the destination.

Proposed retainer: \$3,500 per month (no increase)

R&R Partners



Mesquite Destination Public Relations

Public relations will focus on increasing consumer awareness of Mesquite as a destination by promoting Mesquite's golf, spa and hotel amenities. In FY 2001-2002, efforts will reach into new target markets to broaden awareness of Mesquite in key northern states and western Canada.

Proposed retainer: \$2,000 per month (no increase)

Research Retainer

An increase is proposed for the research retainer as a result of the increased amount of primary research being conducted (excluding special event research studies). With the expansion of competitive gaming and the need to analyze and segment the consumer audience, the overall research program has been intensified to accommodate these developments.

Proposed retainer: \$4,000 per month (previously \$3,800)

Special Event Public Relations: Las Vegas

The proposed fee, covering services provided on Las Vegas special events slated for FY 2001-2002, is requested to cover R&R staff time to develop programs for regional, national, and international media relations and announcements, development and execution of major press announcements, coordination and management of celebrity and VIP appearances, media center coordination and management, on-site event management, public relations plan development and implementation, ancillary event planning and implementation, pre-event and event interviews, pre-event and event promotions. Note: Hard costs (i.e. press kits, video production charges) will continue to be billed out of each event's respective budget.

Proposed fee: \$4,200 per month (no increase)



Special Event Public Relations: Laughlin

The proposed fee, covering services provided for Laughlin special events slated for FY 2001-2002, is requested to cover R&R staff time to develop media communications, media day planning and implementation, pre-event and event interviews (coordination and implementation), on-site media relations, and media center coordination and management. Note: Hard costs (i.e. press kits, video production charges) will continue to be billed from each event's respective budget.

Proposed fee: \$2,500 per month (no increase)

After you have had a chance to review these proposed services, please let me know if you have any questions. Thank you.

Sincerely,

K. James King
Chief Financial Officer and Principal