

Business Voice

VEGAS CHAMBER | VegasChamber.com | Nov/Dec 2021

2021
YEAR-IN-REVIEW



STATE OF THE CHAMBER/ BOARD OF TRUSTEES INSTALLATION LUNCHEON

Wednesday, Dec. 8 11:30 a.m. Encore Las Vegas

Installing 2022 Chairman of the Board Michael Feder, Dickinson Wright PLLC



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MARY BETH SEWALD
PRESIDENT & CEO

Reflecting on the past year, there are so many proud moments and accomplishments of the Vegas Chamber: successfully defeating nearly all anti-business proposals during the 2021 Legislature; leading our largest-ever Washington, D.C. Fly-In; launching the Southern Nevada Workforce Solutions website to better connect workers with employers and training opportunities; creating a new health insurance plan to help our smallest businesses provide affordable coverage; and celebrating the best of our business community at the new Business of the Year Awards in October. All amid the challenges of navigating a global pandemic that has devastated our economy. It has been quite a year.

And as we head into 2022, the Vegas Chamber is as energized and tenacious as ever.

We are kicking off the year in a big way - hosting the biggest Preview Las Vegas ever at our new venue, Allegiant Stadium. Preview at Allegiant Stadium is a bold move. It showcases our confidence that Vegas businesses are coming back. Stronger. Fiercer. More resilient than ever. Battle Reborn.

And when our community needs bold leadership, the Vegas Chamber continues to take strong stands

on issues involving transparency, accountability, and stability, most recently involving the Board of Regents and the Nevada System of Higher Education, as well as Clark County School District.

The Vegas Chamber also fearlessly stands up for our business community at all levels of government. In October when a proposal to increase the Unemployment Insurance tax rate on employers of all size, including small businesses, was presented, the Vegas Chamber immediately came to their defense. Not only did the Chamber testify to the Labor Commissioner about rejecting this expensive proposal, but we led the charge in activating our trade association partners across Nevada and issued a call-to-action to our members.

To hear what's in store for the coming year, join us for our annual State of the Vegas Chamber and Board of Trustees Installation Luncheon on Wednesday, December 8. 2022 Chairman Michael Feder will share what's in store for the Vegas Chamber in the coming months - initiatives to grow our economy; resources to help our small businesses survive; and policy priorities to help cultivate prosperity.

I look forward to seeing you at the Installation Luncheon and Preview Las Vegas and working with you in 2022.

Mary Beth Sewald

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Business Voice

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A Positive Outlook Ready to Travel Again

For months, we've been feeling the momentum grow. Bolstered by falling COVID-19 cases and rising vaccination rates as the summer arrived, the American public showed that it was more than ready to visit Las Vegas once again to enjoy the unique experiences only our city can offer. On the Strip, visitors crowded sidewalks, packed casino floors and filled seats at marquee events, highlighted by the full opening of our newest community asset, Allegiant Stadium, which has played host to major events nearly every week since it opened on Fourth of July weekend.

The wave of momentum culminated in a July where most key tourism metrics jumped to their highest levels since the pandemic began and, in a few cases, surpassed their pre-pandemic levels. Despite the absence of measurable convention activity and continued headwinds for international travel, headline visitation topped 3.3 million in July, nearly equaling the total from February 2020. The rise in visitation translated into strong across-the-board measures in room occupancy rates, with the overall, weekend and midweek rates hitting pandemic-era highs of 79.4 percent, 88.1 percent and 74.6 percent, respectively. For perspective, these occupancy rates are in line with a typical December, when leisure travel and convention activity dip during the holiday season. Although the July numbers remained about 10 percent below their July 2019 levels, they demonstrate both how far we've come and the ground we have left to make up.

Visitors were not only more willing to come to Las Vegas in July. They were also willing to pay more for it. The average daily room rate in Southern Nevada topped \$152, beating the February 2020 number by more than 15 percent. Not only that, the July rate was the third-highest ever recorded, behind two recent Januarys that included higher rates for New Year's Eve and the CES technology trade show. The average daily rate on the Las Vegas Strip followed the same trend, reaching nearly \$161 in July to beat the pre-pandemic rate reported in February 2020 by 14 percent. That Strip rate was also the fifth-highest recorded, with the other four being in a January. New Year's Eve didn't move to July, obviously, but in many ways the month represented a chance to celebrate, to put the past behind us and to look forward to fresh beginnings and new possibilities.

The surge in daily room rates lifted revenue-per-available-room metrics, as well. The overall market measure jumped 24 percent over the month to \$121, beating not only the February 2020 number by over 5 percent but also exceeding the July 2019 level

by 4.5 percent. For Las Vegas Strip properties, revenue per room climbed 26 percent over June to reach \$131, which exceeded both February 2020 and July 2019 levels by 4.8 percent and 2.6 percent, respectively. The lift in room rates and profitability metrics is certainly an encouraging sign of demand from a nation that is ready to travel and has the financial means to do so after several waves of federal aid during the pandemic.

The momentum of Southern Nevada's tourism revival in July comes accompanied by a dose of reality, given our current public health environment. While the city was hosting major events and millions of visitors, the number of COVID-19 infections surged with the Delta variant. That surge has peaked and fallen in the weeks since, but the rising infection numbers in July likely tempered some of the momentum for domestic tourism and travel in August.



Jeremy Aguero, Principal Analyst

As we've witnessed over the past year and a half, the desire to travel and congregate among large groups is linked to the overall public health environment. Travelers have shown they are ready and willing to come to Las Vegas again, provided they feel safe while doing so. The July tourism numbers proved that out, and while the road before us may rise and fall with the inevitable tides of COVID-19, the summer of 2021 has given us plenty of reason for optimism about recatching the wave of momentum that will carry our tourism industry and overall economy to a full recovery and beyond in the months ahead.

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Doubling Down in 2021

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Unprecedented. Pivot. Uncertainty. These are some of the top words used in 2020 and, when 2021 came, they also became the top words that were officially retired in our vocabulary. This was a positive sign this year as COVID vaccines became more available, we began to gather in-person and, for some of us, had to peruse our closets to check on the fit of the 'fit.

2021 has been a year like no other, and, thankfully, our community is in an upward trend of reestablishing itself. We doubled down in our 110th year of existence and came up with big gains, thanks to the support of our members and tenacity that is the Vegas Chamber.

We have much to be grateful for in a time that has proven to be more challenging than ever, and, yet we made great strides. Here are a few throwbacks to remind us of all the work we did...together.

Vegas Chamber Values Community

Preview Las Vegas 2021 kicked off the year in a never-before-fashion of being all virtual. Emcee Patranya Bhoolsuwan of Patranya Media LLC was the vibrant thread who kept the show going with our speakers including Las Vegas Convention and Visitors Authority (LVCVA) Chief Executive Officer (CEO) Steve Hill, moderated by CNBC Correspondent/Anchor Contessa Brewer. Their inspiring fireside chat provided the spark of hope in the tourism industry and proved positive as Memorial Day weekend marked the comeback.

There was no better example of someone who doubled down on Las Vegas than Derek Stevens, CEO of D Las Vegas, Golden Gate Hotel & Casino, Downtown Las Vegas Events Center and Circa Resort & Casino. Stevens built and opened Circa, new resort and casino from the ground up in Downtown Las Vegas, a feat that had not been done since 1980. His project brought 1,500 new jobs during a time that most needed jobs. The five-plus year project, although affected by the pandemic, successfully opened approximately two months earlier than planned.

Mark W. Yusko, CEO and chief investment officer of Morgan Creek Capital Management provided a passionate overview of how Nevada's economy would bounce back, as we also heard from experts at JPMorgan Chase.

Vegas Chamber Values Advocacy

On top of a global pandemic that had been in motion for a year, 2021 was also a legislative session year. It was no doubt, one of the most, if not the most, difficult legislative session for Nevada businesses and the Vegas Chamber Government Affairs team was on-the-ground in Carson City to be the voice of business.

At the start of the 2021 Legislative Session, the Vegas Chamber set forth a legislative mission to protect employers and employees from harmful legislation. The reality was that when the legislature began in February, it was already threatening to be one of the most challenging and daunting sessions ever for employers. There were numerous proposals that, if passed, would have significantly harmed employers, small businesses, and Nevada's economic climate. The Chamber opposed legislation that could have significantly harmed our economic recovery and damaged Nevada's long-standing reputation as a business-friendly state.

Additionally, there was a new force to be reckoned with at the legislature: the significant influence and unprecedented involvement of special interest groups from outside Nevada. These Washington, D.C.-based groups pushed for a nationally focused, progressive agenda that would have seriously eroded our state's economic climate.

As the "Voice of Business" in Nevada, the Vegas Chamber rallied against damaging policies that would have harmed economic recovery and growth. At the same time, the Chamber championed legislation that will help our state recover, rebuild and thrive. The Chamber's primary job was to defeat as many of these bad bills as possible and mitigate provisions that would have adversely impacted employers and employees in those bills that moved forward.

The Chamber made a commitment to our members that we would stand up against legislation that would harm employers and hinder our economic recovery. We made a pledge to be bold, to be fearless and to always lead with integrity. And we did that every day in Carson City. We fought for what was right and to stand with our members. Nearly all these bad bills were either defeated or mitigated, protecting employers, small business owners, and our economy.

This was no easy task. Almost 1,000 bills were introduced this session. Of those, the Chamber tracked 637 bills and testified on 127 of them. More than 80 legislative bills were identified as hindering economic prosperity for Nevada's employers and their employees. By the end of session, the Chamber's Government Affairs team spent more than 3,700 hours at the Legislature protecting you.

Despite the unprecedented restrictions on access to the legislative building and in the early months the legislators themselves, the Chamber engaged daily with lawmakers, staff, and administration officials to share the perspective of employers on a wide range of issues including labor regulation, workforce development, healthcare, taxes, and education. The Chamber stood up against special interest groups that were pushing for proposals and policies that would harm economic recovery, stunt job creation, and increase the costs of doing business. Often, proposals were "solutions" in search of problems that do not exist, with the sole purpose of advancing a national agenda that disregards what makes Nevada unique.

Our success in defeating so many detrimental proposals was the entire business community working together and speaking with one unified voice. The Chamber regularly convened business and trade associations from across Nevada to share information, explore solutions, and reach out to lawmakers about the impacts of proposals on a variety of industries.

Vegas Chamber Values Empowerment

The Vegas Chamber was back in Washington, D.C. for the first time, in-person since 2019. Along with its partner, the Las Vegas Global Economic Alliance (LVGEA), the organizations hosted their annual Fly-In in September and was proud to bring the largest and most diverse group of individuals to the nation's capital. Represented in the delegation are business and community leaders, elected and appointed officials, representatives from public agencies and special guests – a group that encompasses the diversity, depth, expertise, and dedication of Nevada's business community.





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The goal of the Fly-in is to connect members to key policy makers, high-profile think tank organizations, and national trade associations including the Brookings Institution, the U.S. Chamber of Commerce, United for Infrastructure, and the American Gaming Association. During the Fly-in, the Vegas Chamber and the LVGEA focused on a variety of issues important to the economic recovery of Nevada's business community, investment and alignment of workforce development initiatives, and the impact of labor policies on Nevada's business climate. For a full recap of the 2021 trip, see page 12.

Vegas Chamber Values Vegas-ness



2021 had many more highlights and accomplishments at the Vegas Chamber, and it was under the chairmanship of Gina Bongiovi, Bongiovi Law Firm. As a small business owner herself and from the beginning of her service as chairwoman, Chairwoman Bongiovi remained the strong and steady advocate for small businesses. She has said: "My priorities actually haven't changed much as I've always been an advocate for small businesses - we are the employers, the fuel in our economic engine, the drivers of innovation and change. We are also mothers and fathers and brothers and sisters and friends and members of the community. We succeed when our employees and customers succeed, and that message has somehow gotten lost. Not only do I want to educate business owners on the legislative process and how they can get involved, I want to educate legislators about the challenges facing these members of their communities and how even well-intended legislation can have far-reaching unintended consequences."

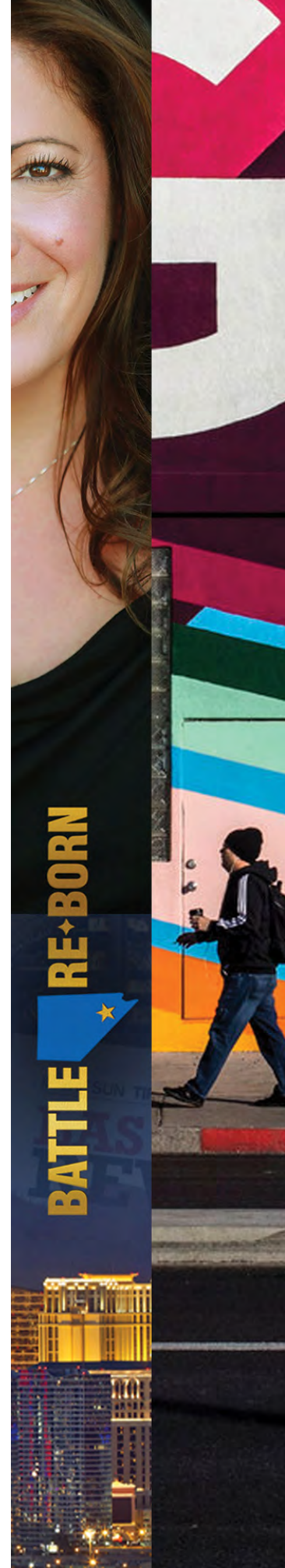
Chairwoman Bongiovi accomplished that during her time as chair, working closely with the Government Affairs (GA) team to establish and develop the Chamber Advocates program. The advocates are a collective voice on issues such as the Nevada

Department of Training and Rehabilitation, Employment Security Division proposing an unemployment insurance tax increase on employers, and the Chamber is always advocating with the members to make Southern Nevada the best place to do business. Chairwoman Bongiovi rallied members to become Chamber Advocates and help the Vegas Chamber tell members' story to decision-makers. Especially during the legislative session and beyond, she and the GA team ensured that officials knew exactly who will be affected by their decisions, input that is essential to the process.

The Chamber Advocates program is just one of the many achievements that Chairwoman Bongiovi supported this year. The Vegas Chamber is incredibly grateful for her leadership, encouragement and dedication to the purpose of our organization: To cultivate growth and prosperity. Thank you, Chairwoman Bongiovi, for your time, energy and support this year.

As we look ahead to 2022 and all the opportunities and challenges a new year brings, the Vegas Chamber welcomes incoming 2022 Chair Michael Feder with Dickinson Wright.

Join us for the swearing in of Chair-Elect Feder and the 2022 Board of Trustees at the State of the Chamber/Installation Luncheon on Wednesday, Dec. 8 at 11:30 a.m. at Encore Las Vegas. Don't miss the chance to be in the same room with the top business leaders in Nevada - buy your tickets and tables now at VegasChamber.com.





LV IN DC 2021 RECAP

In September, the Vegas Chamber and the Las Vegas Global Economic Alliance returned to our nation's capital with the largest and broadest-based delegation of the Board of Trustees, Government Affairs Committee, Chamber President's Club and Advocacy members, staff members, legislators, as well as Southern Nevada elected leaders.

The return of Nevada's business community to the nation's capital signaled that the state is open for business and ready to move forward with its recovery from the COVID-19 Pandemic. Nevada's business leaders were eager to return to Washington, D.C. and meet with their congressional representatives. Mary Beth Sewald, president and CEO of the Vegas Chamber, stated: "The purpose of the annual Washington, D.C. Fly-in is to strengthen relationships with Nevada's Congressional delegation. It also allows members to develop working relationships with key members of Congress outside Nevada on important policy and economic issues that impact our state. The Fly-in also demonstrates that Nevada's business is united as one voice as we come together to advocate on several important federal policy issues."

It was a great week of conversations and making connections with Nevada's Congressional delegation and representatives from other states such as Missouri, Washington, and Illinois that serve on important committees such as Appropriations, Transportation and Infrastructure, and Energy and Commerce. The level of engagement was unprecedented and demonstrates how much these leaders want to advocate for the needs of Nevada at the federal level.

Hugh Anderson, chairman of Vegas Chamber's Government Affairs Committee, shared his thoughts about the Fly-in: "The Fly-in is the best way for members to learn about how the federal government can impact their business operations, how it affects their employees, and their customers. It reminds federal policy makers that our members are engaged and want to see Nevada become a better place for employers and employees."

The Vegas Chamber and LVGEA offered powerful programming and events that had a major impact on the two organization's federal legislative efforts. Members heard from several thought-provoking keynote speakers including Frank Luntz, the well-regarded national pollster and political correspondent, and the Ambassador of Mexico to the United States. These keynotes highlighted the important role that Nevada's plays in domestic and foreign affairs.

There were robust conversations with national trade associations and think tanks such as American Gaming Association, Brookings Institution, Economic Innovation Group, National Association of Workforce Boards, National League of Cities, and the U.S. Chamber of Commerce, to share insights on important policy issues that impact industry and community.

These presentations provided the opportunity for a deeper understanding of public policy issues and how to help craft good policy solutions for Southern Nevada.

Federal priorities discussed on the trip were the expansion of I-15, funding for Interstate 11 to connect Las Vegas to Phoenix, continued opposition to the transportation and storage of nuclear waste at Yucca Mountain, expanding workforce training programs and economic development initiatives, increasing Nevada's share of federal grants, advocating for policies to increase the release of public lands for development in Southern Nevada and garnering support for the investment of water infrastructure for Southern Nevada.

The Vegas Chamber and the LVGEA also hosted several evening events including the Nevada Lights Up the Capitol at the 101 Constitution Rooftop Terrace, which was attended by hundreds of guests including Members of Congress, Congressional staffers, think tanks, policy groups and trade associations.

This was addition to the Chairwomen's Potomac River Reception, and the Nevada State Dinner Gala at the Willard InterContinental Hotel, to create opportunities to build relationships within our group and with decision-makers in Washington, D.C.

At the Nevada State Dinner Gala, U.S. Senator Catherine Cortez Masto was honored with the Nevada Business Champion Award by the Vegas Chamber advocating above and beyond, for the needs of Nevada's communities.

U.S. Senator Cortez Masto has been a strong advocate in the U.S. Senate for federal recovery funds for Nevada's businesses both large and small along with introducing a new public lands bill that will foster economic development and conversation in Southern Nevada.

Vegas Chamber President and CEO Mary Beth Sewald, Chair of the Board Gina Bongiovi and The Honorable Jon C. Porter presented U.S. Senator Cortez Masto with the award at the Nevada State Dinner Gala.

Please join the Vegas Chamber in congratulating U.S. Senator Cortez Masto for an honor well-deserved.

Gina Bongiovi, chair for the Chamber's Board of Trustees stated: "The Washington, D.C. Fly-in provides Chamber members an unparalleled opportunity to connect and build relationships with both federal policy makers and leaders of Nevada's business community. I encourage every member to build the Fly-in into your 2022 budget. It is well worth the investment."

We hope you will join us again next year in Washington, D.C. in September 2022, as we do LV in DC! Dates will be released in December, so please stay tuned. If you are interested in sponsorship, contact the Chamber today at 702.641.5822.

Thank you, Washington, D.C. Fly-in Sponsors

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LINDA A. SHAFFER
President & Founder



HOMEOWNERSHIP ADVANTAGE PROGRAM

We are proud to announce a new, significant benefit for all employees of Vegas Chamber members: The Vegas Chamber Homeownership Advantage Program. Employers can help their employees achieve work-life balance by educating them about the program, which provides employees with resources to navigate the often complex process of home buying, home selling and financing.

Benefits for Chamber Members:

- ✓ A Package of Exclusive Mortgage & Real Estate Benefits for Your Employees at No Cost to Your Company
- ✓ A Dedicated Mortgage Advisor & Real Estate Sales Professional
- ✓ Customized Company-Branded Materials
- ✓ Dedicated Co-Branded Web Page
- ✓ 5-Star Customer Experience from Las Vegas' Top-Rated Mortgage and Real Estate Professionals

Benefits for Employees:

- ✓ Exclusive Mortgage Credit of Up to \$1,395 for Purchase or Refinance**
- ✓ Exclusive Real Estate Credit for Buying or Selling, Giving Back 20% of Commission Received at Closing. Example: Sales Price is \$325,000, Cash Back Rebate is \$1,950*
- ✓ Personalized Annual Mortgage & Real Estate Review
- ✓ Lower Than Market Rates
- ✓ Borrower Education Series Available
 - First-Time Homebuyer
 - Credit Education
 - Low Down Payment Options
 - Debt Management / Wealth Creation

Vegas Chamber members' employees have access to a dedicated team of experts, ready and eager to create an outstanding home buying, home selling or financing experience with up-front underwriting options, fast approvals and on-time closings. In addition, this Vegas Chamber benefit includes ongoing, periodic reviews and an education series to improve the lives of employees and their families.



Janelle Kennedy
Business Development Officer
M 702.376.9364
janelle.kennedy@alderus.net | alderus.net



**COLDWELL BANKER
PREMIER REALTY**

Allison Wax
Director of Bus. Dev. & Client Relations
D 702.939.5186 | M 702.525.6304
allison.wax@cbvegas.com | allisonw.cbvegas.com

2

TUESDAY, NOV. 2

CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

11:30 a.m. - 12:45 p.m.

Vegas Chamber - (Temperature Reading, Mask & Social Distancing Required)

CHAMBER CONNECTIONS PM

An open mixer for the entire business community. No cover or minimum with food and drink specials.

5:30 - 7 p.m.

Rockstar Bar at The Las Vegas Golf Center
6730 Las Vegas Blvd S
Las Vegas, NV 89119

3

WEDNESDAY, NOV. 3

PRESIDENT'S CLUB RECEPTION - PBR

Exclusive and By Invitation Only. Come mix and mingle with other Industry leaders on the first night of the Professional Bull Riders World Finals.

4:45 - 7 p.m.

T-Mobile Arena
3780 Las Vegas Blvd S
Las Vegas, NV 89158

16

TUESDAY, NOV. 16

CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

11:30 a.m. - 12:45 p.m.

Vegas Chamber - (Mask & Temp Reading Required)

CHAMBER CONNECTIONS PM

A dedicated leads group comprised of professionals from a variety of industries who grow their network and their businesses by sharing referrals, contacts and ideas.

5:30 - 7 p.m.

Vegas Chamber - (Mask & Temp Reading Required)

17

WEDNESDAY, NOV. 17

CHAMBER CONNECTIONS AM

This event is great for business professionals interested in expanding their network and optimizing their chamber membership. Each event will feature two speakers.

7:30 - 9 a.m.

Summerlin Hash House a Go-Go
10810 W Charleston Blvd
Las Vegas, NV 89135

BUSINESS BLEND

The crowd is a BLEND of Vegas Young Professionals & Vegas Chamber members. Mingle with a business minded, welcoming crowd.

5 - 7 p.m.

Venue: To Be Determined

18

THURSDAY, NOV. 18

BIZ TALKS - GETTING A GRIP ON YOUR BUSINESS

The 2nd of a 6-part series to learn the 6 key components of The (EOS) Entrepreneurial Operating System. It is encouraged to take all classes.

10 - 11 a.m.

Vegas Chamber - (Mask & Temp Reading Required)

10

WEDNESDAY, NOV. 10

CHAMBER CONNECTIONS AM

This event is great for business professionals interested in expanding their network and optimizing their chamber membership. Each event will feature two speakers.

7:30 - 9 a.m.

Virtual Event

Visit VegasChamber.com and click on the Events Calendar to register.

Or call 702.641.5822.

Information subject to change.

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- LGBTQIA+ Advocacy
- Life Coaching
- Medical Care
- Mental Health Support
- Mentorship & Advocacy
- Nutritionist & Dietitian Care
- Parent & Child Resources
- Safe House Counseling
- Substance Abuse Counseling
- Tax Assistance
- Therapy
- Trauma Support
- Tutoring
- + More



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2

THURSDAY, DEC. 2

MEMBER ORIENTATION

A great time for you to connect with fellow Vegas Chamber members, staff & our volunteer Prospectors & Ambassadors. Advanced registration is required. Limit of 35.

11:30 a.m. - 1 p.m.

Vegas Chamber - (Mask & Temp Reading Required)

7

TUESDAY, DEC. 7

CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

11:30 a.m. - 12:45 p.m.

Vegas Chamber -
(Mask & Temp Reading Required)

CHAMBER CONNECTIONS PM

An open mixer for the entire business community. No cover or minimum with food and drink specials.

5:30 - 7 p.m.

RockStar Bar at The Las Vegas Golf Center
6730 Las Vegas Blvd S
Las Vegas, NV 89119

8

WEDNESDAY, DEC. 8

CHAMBER CONNECTIONS AM

This event is great for business professionals interested in expanding their network and optimizing their chamber membership. Each event will feature two speakers.

7:30 - 9 a.m.

Virtual Event

2022 STATE OF THE CHAMBER/BOARD OF TRUSTEES INSTALLATION LUNCHEON

Join us for this exciting event to install Vegas Chamber's next BOT Chairman.

11:15 a.m. - 1:30 p.m.

Encore Las Vegas

9

THURSDAY, DEC. 9

BIZ TALKS - GETTING A GRIP ON YOUR BUSINESS

The 3rd of a 6-part series to learn the 6 key components of The (EOS) Entrepreneurial Operating System. It is encouraged to take all classes.

10 - 11 a.m.

Vegas Chamber - (Mask & Temp Reading Required)

14

TUESDAY, DEC. 14

BUSINESS AFTER HOURS

One of the most popular networking events held each month. The crowd is welcoming & business minded. Chamber staff and ambassadors ensure all members make strategic connections. Exclusive to Vegas Chamber members.

5 - 7 p.m.

Venue: To Be Determined

15

WEDNESDAY, DEC. 15

CHAMBER CONNECTIONS AM

This event is great for business professionals interested in expanding their network and optimizing their chamber membership. Each event will feature two speakers.

7:30 - 9 a.m.

Summerlin Hash House a Go-Go
10810 W Charleston Blvd
Las Vegas, NV 89135

21

TUESDAY, DEC. 21

CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

11:30 a.m. - 12:45 p.m.

Vegas Chamber - (Mask & Temp Reading Required)

Visit VegasChamber.com and click on the Events Calendar to register.

Or call 702.641.5822.

Information subject to change.



ONE YEAR LATER: The Employ NV Business Hubs

A Look At Who And How The Hubs Have Helped

On September 18, 2020, during the height of the pandemic, the first Employ NV Business Hub in Nevada opened inside the Vegas Chamber. It is the first employer-focused One-Stop center in the nation to open inside a chamber of commerce. A second business hub opened inside the Las Vegas-Clark County Library District's Sahara West Library about a month later.

Together, these innovative business-focused centers have helped more than 270 Southern Nevada businesses recover and grow by serving as a convenient place to tap into all of the help available through the public workforce development system. This help is offered to employers at no-cost.

For small businesses owner Imelda Borja, the Employ NV Business Hub provides an easy-to-access and professional area for her to hire and help recruit candidates. Borja and her husband's home-based

business, "Cleaning You'll Love," is hiring two full-time and one part-time position.

"One of our pains right now is hiring and having the right place to hire. I don't just want to go to a coffee shop and buy a bunch of coffee," said Borja. "I'm always expecting to pay for something, and I don't mind. But when I get a little help or a helping hand, it is so great. It really helps us out because then we can put that revenue to other things that we would need, like the new employees that are coming in."

Open for Businesses

The idea to create employer-focused and business-friendly One-Stop centers came from Workforce Connections, Southern Nevada's Local Workforce Development Board. Its mission is "Connecting Employers to a Ready Workforce."

“Our goal is to solve a supply-demand equation when it comes to connecting employers to a ready workforce,” said Jaime Cruz, Workforce Connections executive director. “We have more than a dozen One-Stop centers around Southern Nevada that serve the needs of job seekers. Employers now have places to get their needs met. These are beautiful and functional spaces that are designed and staffed specifically for them.”

By bringing together state and federal resources, employers can find thousands of dollars of assistance at the business hubs via the public workforce development system. Some examples include no-cost talent recruitment, hiring assistance, employee training, and financial incentives for hiring and training Nevadans. The Nevada Department of Employment, Training and Rehabilitation (DETR) and the Nevada Department of Business and Industry (B&I) are partners in the business hubs.

Sumnu Marketing founder Shaundell Newsome was already familiar with on-the-job training programs and believes these are opportunities other small businesses should explore.

“We know that a lot of people need opportunities to cross-train or to train into our industry. Being a lifelong marketer, I felt like it was important to give people that opportunity,” said Newsome. “The great thing about it is we do get people in to help us and work with us, but it’s also the best of both worlds. They get the skills and training that they need, and we get a person that can come out and help us with outreach, and help engage our clients, and back-office work or whatever it is that we need.”

No-Cost Help for Businesses Big and Small

Companies like Keolis Transit, a service contractor for the Southern Nevada Regional Transportation Commission (RTC), are actively hiring to fill open positions as Southern Nevada emerges from the pandemic.

A national bus driver shortage has made attracting qualified candidates challenging, which is why the company partners with the Employ NV Business Hub to help recruit and train local candidates to become RTC bus operators.

“We absolutely tap into these resources as a business here in Las Vegas, Nevada,” said Cecil Fielder, interim general manager for Keolis Transit America Las Vegas Operations and a member of the Workforce Connections Board. “We’ve been able to leverage a partnership at the Sahara West Library location and

use this platform for onboarding and training our new hire candidates.”

In addition to helping recruit new hires, staff at the Employ NV Business Hub work with Keolis Transit on multiple on-the-job trainings. Hub staff has also been able to help job candidates obtain a commercial driver’s license or CDL.

“They help them with their permits, and we help them get employed,” said Jana Ezell, a recruiter with Keolis Transit. “We do have a lot of candidates, especially at this time, that simply don’t have the means to obtain a permit or whatever is needed.”

The Employ NV Business Hubs can help new and growing businesses, as well.

Kelly and Ryan May work on their small business, RMP Powder Coating, on nights and weekends as they both also hold full-time jobs.

The couple started powder coating items in their garage as a hobby and quickly realized the business potential. However, they had never owned a small business before. The Mays started their company in December of 2020 and describe the Employ NV Business Hub as “almost a silent partner.”

“It just completely changed what we were doing with our small business, and they gave us so many resources, and they gave us everything that we needed. When we had questions, they had an answer for us,” said Kelly May. “I’m just really thankful that there are places out there like this, so we don’t have to do it alone.”

What’s Next

Two more Employ NV Business Hubs opened this fall inside Henderson City Hall and North Las Vegas City Hall, marking the first time in the nation these type of employer-focused One-Stop centers are embedded within city halls.

“Access is everything,” said Cruz. “Now we have business hubs staffed with employment professionals that are located within steps of city resources like business licensing, permitting and economic development divisions. The hope is to make it easier for businesses to conduct business and connect local companies with the staff and resources they need to succeed.”

To learn more about the Employ NV Business Hubs and its partners, please visit EmployNVBusinessHub.org.



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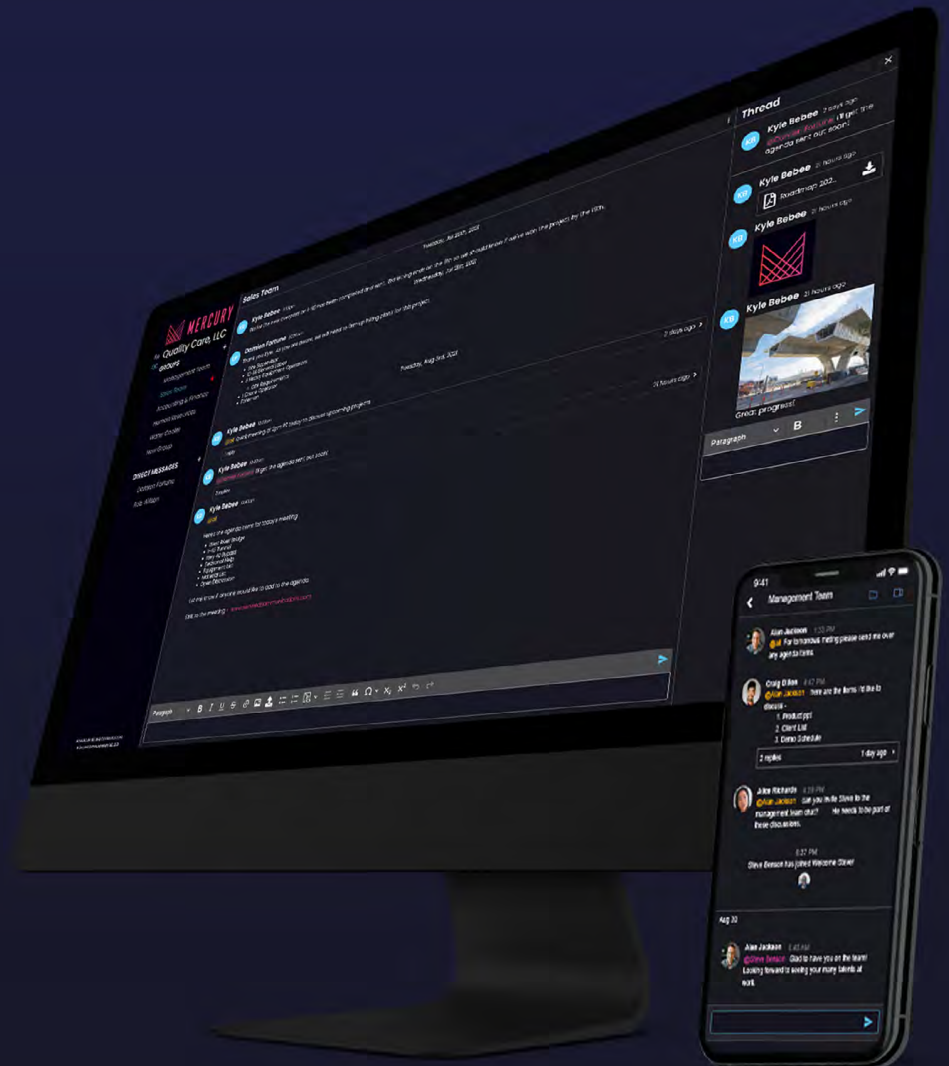
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Jewish Nevada Announces Partnership with Secure Community Network to Bolster Community Safety and Security

To better protect members of the Jewish community across Nevada who attend area synagogues, day schools, and other facilities, Jewish Nevada, the representative organization for the 70,000 Jews in Nevada, announced a new partnership with Secure Community Network (SCN) to launch a statewide security program.

To lead the effort, public safety expert and law enforcement veteran, Beth LaManna has been hired to serve as the first Regional Security Advisor for the greater Jewish Nevada statewide community. LaManna will serve as a representative of SCN and will work full-time to develop and administer a comprehensive program that provides threat mitigation, security consultation, and trainings to Jewish institutions throughout the region. and Darnell stated.



American Gaming Association Inducts Dickinson Wright's Jeffrey Silver into Gaming Hall of Fame

Business law firm **Dickinson Wright PLLC** is pleased to announce that Jeffrey A. Silver, Gaming and Administrative Law of Counsel in the firm's Las Vegas office, has been inducted into the American Gaming Association's (AGA) Gaming Hall of Fame.

Silver is being recognized for his 50-year legal career that has reached every aspect of the gaming industry from regulatory to casino operations to legal and liquor licensing. He served as a Chief Deputy Criminal Prosecutor and the person in charge of the Consumer Fraud and White Collar Crimes Division of Clark County District Attorney's office. He was also the resident Member of the Las Vegas office of the Nevada Gaming Control Board, as well as holding top leadership positions at casino resorts including the Landmark Hotel & Casino, the Riviera Hotel & Casino, and Caesars Palace.



The Neon Museum again nominated as Best Las Vegas Attraction in 2021 USA Today's 10Best Readers' Choice Travel Awards

The Neon Museum has again been nominated in USA Today's 10Best Readers' Choice Awards in the category of Best Las Vegas Attraction.

"We are very excited to again be nominated for this prestigious honor," said Aaron Berger, executive director of The Neon Museum. "There is certainly no shortage of things to do in Las Vegas, but The Neon Museum offers an experience unlike any other. It is where art and history converge to tell the story of Las Vegas in the most stunning visual way. We are grateful for the support of tourists and residents alike who go online and show their support for us."



Nevada Hospital Association Announces Patrick Kelly as New President and CEO

After a national search, the Nevada Hospital Association (NHA) board of directors selected Patrick 'Pat' Kelly as the new President and Chief Executive Officer of the Association. Kelly succeeds Bill M. Welch who will continue as a consultant through December 31, 2021,

when he retires. Kelly comes to the NHA from the West Virginia Hospital Association (WVHA) where he served as the Chief Financial Officer and Vice President of Shared Services.

"The NHA board of directors is pleased to introduce a leader of Pat's caliber into our community to guide the Association," Mason Van Houweling, NHA Board Chair and CEO of University Medical Center, said. "Pat possesses the qualifications and expertise to grow the Nevada Hospital Association into an even greater, more successful, organization and to create a lasting impact on addressing health care issues in our state."



Clark County Credit Union Named Top 200 Healthiest Credit Unions

Clark County Credit Union

Clark County Credit Union (CCCU) in Southern Nevada was recently recognized as one of the Top 200 Healthiest Credit Unions for Deposit Accounts, receiving an A+ health rating, by online loan marketplace Lending Tree. Each year, Lending Tree evaluates financial institutions across the nation.

With approximately 5,000 credit unions in the United States, CCCU's 2021 ranking puts them in the top 3 percent of all credit unions for financial health.



Peak Performance Partners Encourages Engagement in Business Advisory Board

Peak Performance Partners, a company with over 200 years of combined business experience, helping small and large companies such as Verizon, AT&T, T-Mobile, and other prominent organizations build their brand and revenues, encourages business owners to engage in their Business Advisory Board. Their Business Advisory Board gives business owners advice, support, and guidance from other fellow business owners. They coach to produce an individual that will take their business or organization to the next level.

For more information, visit <https://3-peak.com/>



City National Bank Donates \$22,000 to Nonprofits in Southern Nevada

City National Bank, Nevada's Premier Private and Business Bank®, recently announced that it has provided 11 nonprofit and community-based organizations in southern Nevada with monetary support totaling \$22,000. The money will help these organizations continue providing much needed support for the communities we serve during these unprecedented times.

City National has provided monetary support of over \$208,650 throughout the year to a number of nonprofit groups and charities throughout Nevada. City National contributes financial, in-kind and volunteer assistance to nonprofit institutions and organizations that enhance the quality of life and promote public interest where the company conducts its business. The main areas of the bank's community outreach include education, health and human services, community development, and arts and culture.

To learn more, visit <https://www.cnb.com/>



AUGUST '21



AUGUST '21



SEPTEMBER '21



SEPTEMBER '21



SEPTEMBER '21



Shriners Hospitals
for Children Open

OCTOBER '21



NOVEMBER '21



DECEMBER '21



DECEMBER '21



DECEMBER '21



FEBRUARY '22



APRIL '22



Las Vegas is quickly evolving from “Entertainment Capital of the World” to “Sports and Entertainment Capital of the World” with the explosive growth of professional sports leagues and live sporting events.

With a rich history of hosting premier sporting events such as championship boxing and MMA, golf, NASCAR, rodeo, and NCAA Basketball and more recent additions of the National Football League (NFL), National Hockey League (NHL), American Hockey League (AHL), Women’s National Basketball Association (WNBA), United Soccer League (USL), the National Lacrosse League (NLL) and the Indoor Football League (IFL), the destination is reaching new heights.

The Las Vegas Convention and Visitors Authority (LVCVA), in partnership with its resort partners, Allegiant Stadium and Las Vegas Events, has increased its financial commitment to attract exciting new events to Southern Nevada. During the summer, the LVCVA Board of Directors approved approximately \$27 million in investments to bring top events to Las Vegas through June 2022.

Las Vegas truly flexed its sports muscle September 24th, when more than 125,000 fans attended six major sporting events in a single weekend including home

games by the Las Vegas Raiders at Allegiant Stadium, the Las Vegas Aviators at Las Vegas Ballpark, soccer fans cheered on the Lights FC at Cashman Field, crowds filled the grandstands at Las Vegas Motor Speedway for the NASCAR South Point 400, and for the Vegas Golden Knights at T-Mobile Arena, the night after the Ultimate Fighting Championship hosted International Fight Week and UFC 266 as it took center stage in the same venue. With more sports dominated weekends planned in the near future, the LVCVA is focused on leveraging the roster of live events offered in the destination to attract sports enthusiasts.

A new ad campaign called The Greatest Arena on Earth recently positioned Las Vegas as the ultimate sports town, where adults come to play. The ad calls out the variety of sporting events the destination hosts each year, demonstrating that regardless of the sport, the biggest games are played in Las Vegas. A second phase of the campaign will launch in early December and will highlight the ways sports enthusiasts can elevate their experience in Las Vegas, from attending a game in person, attending a viewing party, watching at a sportsbook, or taking in the city’s culinary, entertainment, and nightlife options for pre- and post-game activities.

SPORTS AND ENTERTAINMENT CAPITAL OF THE WORLD

President's Club Spotlights

(B) Dick Tomasso

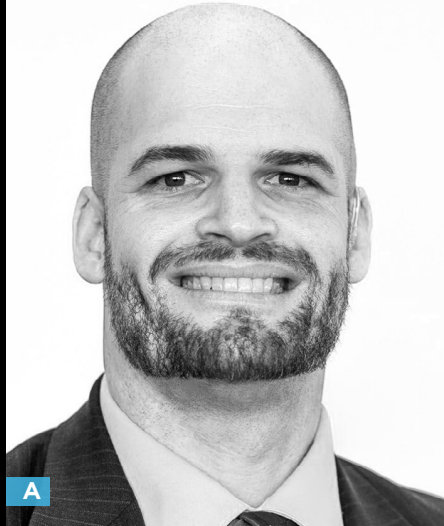
VP, Security & GA – Mesquite Gaming, LLC

Dick Tomasso serves as VP of Security & Government Affairs for Mesquite Gaming, LLC which owns and operates the Casablanca Resort & Casino and the Virgin River Casino in Mesquite, Nevada. Following his retirement as a special agent of the FBI, he became Director of Security for Michael Gaughan's Coast Casinos and subsequently for Boyd Gaming. Currently, he maintains a strong liaison with federal, state and local law enforcement agencies and with the Nevada Gaming Enforcement Division. He also serves as a member of the Nevada Corporate Security Vice Presidents Group

(A) Shawn Barrack

Director of Operations –
The Art Houz

As Director of Operations, Shawn Barrack brings agile athleticism to the world of entertainment. His career in F&B started at 23 years old, when after retiring from professional baseball he became a food runner for Chef Emeril at Lagasse's Stadium. In 2015, Shawn joined Darden Restaurants. Following a second stint at Lagasse's Stadium, he collaborated with Professional Sports Catering, powered by Levy to open T-Mobile Arena, The Las Vegas Ballpark, and Allegiant Stadium. In 2020, Shawn partnered with Art Houz Theaters to play an integral role in its early development.



C) Mike Howard

President – Howard Consulting Services, LLC

Mike Howard, President of Howard Consulting Services, LLC and Sayuri Publishing, and The author of the book The Art of Ronin Leadership. A former Chief Security Officer for Microsoft Corporation for 16 years. Howard led the development of Microsoft's interconnected Global Security Operations Centers (GSOCs), which oversee Global Security monitoring and response, and became well known in the security field as a leading model for conducting operations globally. He regularly speaks as a subject matter expert on security and leadership while using his extensive security background to help drive industry innovation.



D) Andrea Davis

CEO – Viticus Group

Andrea Davis has worked in Vegas healthcare for nearly 25 years, most recently holding COO/CEO roles at local hospitals. Currently she is the CEO of Viticus Group (VG). VG is a 93-year-old 501(c)(3) that hosts one of the largest annual conferences in the Veterinary Industry and is the largest hands-on animal and human education and training facility in the world. Davis has been in Vegas since 1980. She attended Bishop Gorman High School, received her BS from OSU, and MPA from UNLV. She and her husband Danny have two amazing teenagers.

President's Club Spotlights

E) Rogelio and Andrica Love

Co-Owners - Team Love Agency, Inc.

Rogelio and Andrica Love have more than 15 years as business owners and more than 5 years' experience as Financial Professionals. They have a passion for helping families, individuals, and businesses become financially secure. They teach and empower people from all backgrounds in financial literacy and strategy building to better prepare them for the future. Their business products include a variety of insurance and financial products. For more than 30 years, their family's non-profit has been assisting a school, church, and manor, now working to assist battered women and children with their housing needs..



(F) Stacey Lockhart

Executive Director -
HopeLink of Southern Nevada

Stacey Lockhart serves as the executive director with HopeLink of So. Nevada, a nonprofit with a mission of preventing homelessness, preserving families, and providing hope. Since joining HopeLink in 2019, the organization has experienced 525% growth in operating revenue, staff and four additional locations in Southern Nevada. In 2020-21 HopeLink served over 10,000 individuals, provided over 75,000 services, and more than \$6M in COVID relief to assist with homeless prevention of those households impacted by the shutdown. Prior to HopeLink, Lockhart served as the executive director of The Shade Tree.

G) Daniel Holmes

Partner and Gaming Services
National Practice Leader -
RubinBrown LLP

Daniel Holmes is a Partner and Gaming Services National Practice Leader for RubinBrown, a full-service accounting firm dedicated to serving its clients, team members and surrounding community both inside and outside the workplace. For RubinBrown, Holmes is responsible for overseeing client service teams, the continued expansion of the gaming practice and assisting clients in implementing more efficient regulatory compliance programs, through an in-depth understand of internal controls and financial reporting standards. He graduated with a BS in Business Administration and an MBA from Rockhurst University's Helzberg School of Management.



(H) Amy-Marie Merrell

Executive Director - The Cupcake Girls

Amy-Marie Merrell (she/her/hers) is the Executive Director of The Cupcake Girls. Merrell brings with her over 14 years' experience with domestic violence survivors, as well as in the prevention and aftercare of domestic sex trafficking. She truly believes linking arms with others as they work to achieve their goals in their timing is the most beautiful form of advocacy she's ever found and considers her role with The Cupcake Girls her life's work. When not in the office, you can find her exploring the outdoors with her family.

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TO ROTH OR NOT TO ROTH

ROTH 401(k)

Pay Tax Now or Pay Tax Later?

Roth investing could be an essential strategy and an excellent tool to prepare for retirement. But what is a Roth? What are the benefits and disadvantages?

The ROTH was introduced as part of the Taxpayer Relief Act of 1997 and is named for Senator William Roth. The goal is to allow Americans to contribute to a retirement account with after-tax dollars and take the money out without taxes, including investment earnings. The strategy is to pay taxes now on a smaller number and avoid tax on a potentially significant amount in the future.

Contributions to a Traditional IRA or 401(k) may be tax-deductible in the contribution year, with current income tax due at withdrawal. Withdrawals before age 59 ½ may result in a 10% IRS tax penalty in addition to current income tax.

The Roth is the opposite, and qualified withdrawals of earnings from Roth accounts are tax-free. A Roth IRA or Roth 401(k) offers tax deferral on earnings. Withdrawals of earnings before age 59 ½ or within 5 years of the account opening, whichever is later, may result in a 10% IRS penalty tax.

There are also withdrawal limitations from Roth IRA and 401(k)s and income limitations for future contributions to Roth IRA's and/or 401(k)s.

For example, consider a 37-year-old who saved \$50,000 and made no additional contributions. Also, assume an 8% growth rate, federal income tax at 22%. The projected Roth balance at age 67 is \$503,133, and the after-tax value of the Traditional 401(k) is \$392,444, which is an increase of \$110,689¹, minus the \$11,000 tax paid on the Roth. The Roth wins!

There could be an advantage of converting² a Traditional 401(k) to a ROTH 401(k), but there is income tax consequence in the year of the conversion. This strategy is favored when the account value drops and is expected to recover or convert in the year when a tax liability is low. Paying taxes now may avoid the uncertain tax liability in the future but consider budgeting for this tax payment.

Recently, the "Back Door Roth" is gaining lots of attention, where those who don't qualify to contribute to a Roth due to income limits in 2021 (\$208k for married and \$140k for single) are contributing to an IRA account and then converting to a Roth IRA. This loophole will close beginning January 1, 2022.

There is no income limit on the Roth 401(k) if the plan is designed correctly. Employer-qualified retirement plans, like a 401(k), may offer the Roth option.³ The maximum contribution to a Roth per year is \$19,500 for those under age 50 or \$26,000 for those 50 and above.

The Mega Back Door Roth is converting 401(k) into a 401(k) Roth. These options may go away regardless of income levels, effective January 1, 2023.

Several ROTH rules allow tax-free distributions. For instance, earning withdrawals may be taken out after the 5th year; otherwise, there is a 10% tax. In addition, distributions may be taken out after reaching the age of 59 ½, for the purchase of a first home (up to \$10k), disability, or a beneficiary upon death.

It may be best to work with a financial advisor or CPA to evaluate taxes, penalties, timing, and any additional legislative changes before consideration.

The Vegas Chamber can help provide a Roth through the Association Retirement Plan for members who have an existing plan or are considering offering a plan to their employees. Learn more about this affordable and robust retirement program at VegasChamber.com or contact Joe Caldera at retire@calderawealth.com or (702) 846.4015.

¹https://www.calderawealth.com/learning_center/calculators/roth_ira_conversion

² Those who are required to take a minimum distribution (RMD) must do so in the year of the Roth conversion.

³ Check with your employer or plan administrator to see if converting is an option according to your plan document.



Joe Caldera is an LPL Financial Advisor, Chartered Retirement Plan Specialist®, and principal at Caldera Wealth Management Group. CRPS conferred by The College for Financial Planning. Securities and advisory services offered through LPL Financial, a Registered Investment Advisor, FINRA/SIPC.

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All illustrations are hypothetical and are not representative of any specific situation. Your results will vary. The hypothetical rates of return used do not reflect the deduction of fees and charges inherent to investing. Investing involves risk, including loss of principal. No strategy ensures success or protects against loss.



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EYES ON YOU

Ericka Aviles
Ericka Aviles Consulting LLC | Founder & Owner

Q: What services does your company provide?

I own a multicultural boutique consulting firm focused on digital communications, marketing and community relations. Bridging gaps of language and culture between my clients and the audiences they serve is my passion. My team has supported statewide and regional education and health campaigns, sports marketing, civic engagement and infrastructure projects authentically tailored to reach unique communities. I also founded and manage Latinas in Power Nevada, a network of Latinas across the state who celebrate the importance, beauty and culture of being Latinas.

Q: As a marketing and outreach professional in the Latino market, can you share some trends on what's happening in this area?

I thoroughly enjoy following national and international trends, conversations etc. and bringing that knowledge and insight to my clients and partners at a statewide and local level. Three trends that I would love to share with the women of EWC are:

- *Integrated marketing campaigns* - Brands/companies/organizations are dedicating year-long marketing efforts and the budget behind it to ensure a comprehensive experience in either English, Spanish or Spanglish! for the consumer and community. Key messaging, delivery of the message and via the right platforms is critical.

- *Niching Down*- We want to see ourselves reflected in the things that we care about and/or the products that we purchase. As a bilingual, bicultural Latina businesswoman and mother I am loyal to the brands and organizations that are reflective of my culture, family and values. It's key to know the audience and their acculturation level to help develop your strategic plan and marketing efforts.

- *Community Engagement* - Engagement is an active process of building two-way relationships to further a collective vision for community benefit. While community outreach (one-way communication is important) it's the long-term two-way engagement and cultivation of relationships and partnerships that are going to help organizations cross the finish line.

Q: What is your favorite piece of advice you can share with other female executives

Latino owned businesses are the fastest-growing segment of the U.S. small business ecosystem, yet we still struggle with funding, access and opportunities. It has been thanks to amazing female executives (many in EWC) who have sponsored, mentored and helped open doors for me throughout my career. My advice is to continue surrounding yourself with women who want to see you succeed, keep in touch and to lend that hand up!



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