



# **Nevada Sesquicentennial Planning Committee**

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**Work Session Document**

December 21, 2012

This document was prepared by the Co-Chairs, members, and contractors of the Governor's Planning Committee for the Celebration Marking 150<sup>th</sup> Anniversary of Nevada's Statehood ("Planning Committee"), which was established on January 10, 2012, by Governor Brian Sandoval's Executive Order #2012-02.

Pursuant to Governor Sandoval's Executive Order, the Planning Committee is directed to:

- + Prepare a recommended timeline of events and activities for the Anniversary Celebration;**
- + Recommend an overall fundraising plan for the Anniversary Celebration; and**
- + Recommend the membership of a statewide Commission to mark the 150<sup>th</sup> Anniversary to be appointed by the Governor.**

This document is designed to assist the Planning Committee in determining its final recommendations to Governor Sandoval within these three broad categories.

The inclusion of proposed actions in this work session document reflects committee discussions at public meetings during 2012, especially the meeting on November 16, 2012. A proposed action may have been modified during the preparation of this document for a variety of reasons, such as combining similar proposals or adding additional details necessary to execute the action. The recommendations are numbered for ease of reference but not to indicate any particular priority.

At the meeting on December 21, 2012, the members of the Planning Committee will review the items included in this document and determine whether each recommendation should be adopted, changed, or rejected. Each item in this document may be the subject of further discussion, refinement, amendment, action, or any combination thereof. Final actions from the Planning Committee, as the creation of a gubernatorial Executive Order, will consist primarily of recommendations to Governor Sandoval for his disposition.

Recommendations approved by the Planning Committee will be immediately transmitted to Governor Sandoval and later included in the Planning Committee's Final Report, a draft of which will be reviewed by the members at a meeting in January 2013. The Final Report will summarize the work conducted by the Planning Committee throughout 2012 and provide additional information, as necessary, about each recommendation.

The Sesquicentennial Planning Committee will cease to exist on February 1, 2013. The members of the Statewide Commission named by Governor Sandoval on or before January 31, 2013, will be responsible for oversight of the Sesquicentennial Commemoration.

## *Prepare a recommended timeline of events and activities for the Anniversary Celebration*

The Planning Committee recommends that Governor Sandoval:

1. Establish the official beginning of the Anniversary Celebration (Sesquicentennial) Year as Nevada Day, October 31, 2013 and the official end of the Sesquicentennial Year as Nevada Day, October 31, 2014. Certain events or projects related to the Sesquicentennial may occur before or after these dates, as directed or endorsed by the Statewide Sesquicentennial Commission (“Statewide Commission”).

The Planning Committee recommends that the Sesquicentennial timeline be populated with two major categories of events and projects:

- Events and projects created and executed by the Statewide Commission.
- Events and projects created by other entities and endorsed (or sanctioned) by the Statewide Commission.

### **Executed Events and Projects**

The Planning Committee recommends that Governor Sandoval:

2. Direct the Statewide Commission to focus on the management of a limited number of specific signature events and legacy projects throughout the Sesquicentennial Commemorative Year. The Planning Committee recommends the following signature events and legacy projects:

- a. Nevada Day Sesquicentennial Kick-off Celebration in 2013.

Suggested activities for this signature event may include:

- i. Governor’s Nevada Day Banquet in Reno (October 24, 2013)
- ii. Nevada Day parade in Carson City (October 26, 2013)
- iii. Nevada Day parade in Las Vegas
- iv. Smith Center Governor’s Gala

b. Nevada Day Sesquicentennial Conclusion in 2014.

Suggested activities for this signature event may include:

- i. Nevada Day parade in Carson City
  - ii. Nevada Day parade in Las Vegas
  - iii. Nevada Day parade in Elko
- c. The Mobile Museum as proposed and designed by the Nevada Division of Museums and History.

This comprehensive enterprise may consist of elements that feature both signature events and legacy projects:

- i. 150 official stops throughout Nevada designated by the Statewide Commission from nominations as follows:
  - 1. One from each member of the Congressional Delegation (6)
  - 2. One from each state constitutional officer (6)
  - 3. One from each state legislator (63)
  - 4. Applications submitted to the Statewide Commission from local governments, schools, community organizations, sponsors, or interested Nevadans (75)

Nominations may be culled from the list of existing local events compiled by the Planning Committee or may be original events organized for the purpose of hosting a stop for the Mobile Museum.

The Statewide Commission is responsible for the official route for the Mobile Museum.

- ii. Partnerships with local communities, organizations, and all educational institutions to develop events and projects in conjunction with each stop.
- iii. Recognition of sponsors on the exterior walls of the Mobile Museum.
- iv. The placement of a commemorative marker of a type determined by the Statewide Commission at each of the 150 official stops.
- v. An educational committee populated with faculty (K-12 and higher ed) to develop lesson plans that make the most of the Mobile Museum.

- vi. Refurbishment and updating of the 212 state roadside historical markers and the addition of any new markers specific to the Anniversary celebration.
- d. Sale of commemorative items (see Fundraising Plan).
- e. Enhancement and maintenance of the official Sesquicentennial website.

The website may serve as the primary community for Nevadans, both in-state and out-of-state, to learn about and participate in the Sesquicentennial. The Planning Committee recommends that the Statewide Commission finalize the competitive bid process to contract with a professional developer and manager of the official Sesquicentennial website that may include the following elements:

- i. A continually updated events schedule (the Official Sesquicentennial Calendar) that may intersect with online calendar(s) managed by the Nevada Department of Tourism and Cultural Affairs;
- ii. Clearly defined route of the Mobile Museum;
- iii. Application process for endorsed events and projects;
- iv. Schedule of meetings of Statewide Commission;
- v. Online store to sell commemorative merchandise;
- vi. Donation portal;
- vii. Policy for linking with other websites; and
- viii. Recognition of and gratitude for sponsors.

### **Endorsed Events and Projects**

The Planning Committee recommends that Governor Sandoval:

- 3. Direct the Statewide Commission to receive applications from local governments, nonprofit organizations, and interested Nevadans, no later than July 31, 2013, to endorse, and possibly provide funding for, official Sesquicentennial events and legacy projects to be conducted during the Sesquicentennial Year in addition to or in conjunction with the events/projects managed by the Statewide Commission.

- a. To endorse an event, which may be a regularly-scheduled or a special, one-time event, the Statewide Commission may require that a proposal meet the following criteria:
  - i. Demonstration of a connection to Nevada history or heritage;
  - ii. Reflection of a spirit of community-building;
  - iii. Accessible to the general public and tourists;
  - iv. Collaboration and inclusion in the planning; and
  - v. Inclusion of a feasible plan for successful implementation.
  
- b. To endorse a legacy project, the Statewide Commission may require that a proposal meet the following criteria:
  - i. Accurate portrayal of a significant aspect of Nevada history;
  - ii. Accessible to a large number of visitors or users;
  - iii. Collaboration and inclusion in the planning;
  - iv. Production of a product that will live on after 2014;
  - v. Reflection of an enthusiasm for the variety of and diversity in Nevada's history and heritage;
  - vi. Expression of a sense of pride in Nevada and Nevadans;
  - vii. Inclusion of an educational component; and
  - viii. Inclusion of a feasible plan for successful implementation.
  
- c. The Statewide Commission may offer, to organizations and individuals whose events and projects are endorsed, benefits that include, but are not limited to:
  - i. Use of the official Sesquicentennial logo on the organization's or individual's website and marketing materials.
  - ii. Use of the official Sesquicentennial motto on website and marketing materials.

- iii. Inclusion in the Statewide Commission's Official Sesquicentennial Calendar.
- iv. Links on the Sesquicentennial website to the appropriate website for the endorsed event or project.
- v. Access to small grants if enough money is obtained through the fundraising program.

**Additional Recommendations Related to the Timeline of Activities and Events**

The Planning Committee may include the following in its Final Report:

- 4. A comprehensive list of local events that may be suitable for immediate endorsement by the Statewide Commission as Official Sesquicentennial Events. This list may also be utilized as a resource for those wishing to nominate one or more Mobile Museum stops for consideration by the Statewide Commission.
- 5. A comprehensive list of events and projects suggested to the Planning Committee during 2012. The Planning Committee urges those who suggested these events and projects to complete the application process for endorsement by the Statewide Commission as soon as the Statewide Commission publically releases the application form(s) and process.
- 6. A statement of support for the adoption, by the 2013 Nevada Legislature, of a resolution in support of the commemoration of Nevada's 150<sup>th</sup> anniversary of statehood.

The Planning Committee recommends that Governor Sandoval:

- 7. Authorize the Statewide Commission to host a special luncheon in the Nevada Legislative Building on February 18, 2013, and to collaborate with Legislative staff to present, also in the Legislative Building, a session-long exhibit about Nevada's Sesquicentennial.
- 8. Authorize the Statewide Commission to complete the competitive bid process begun by the Planning Committee to contract with expert(s) in marketing and public relations.

9. Utilize executive orders, proclamations, letters, and personal contact to promote and support the inclusion of all Nevadans in the commemoration of the state's Sesquicentennial.
  
10. Encourage the Statewide Commission's staff to assist the staff of any Nevada elected official to develop appropriate language for similar documents.

## *Recommend an overall fundraising plan for the Anniversary Celebration*

The Planning Committee recommends that Governor Sandoval:

11. Direct the Statewide Commission to obtain, from private sources, a minimum of \$2.5 million in cash and to accept in-kind contributions wherever feasible.
12. Direct the Statewide Commission to apply for grants from appropriate sources, such as the Las Vegas Centennial Commission, for projects and events that are specific to the Sesquicentennial and under the direct management of the Statewide Commission.
13. Authorize the Statewide Commission to endorse appropriate grant applications from other organizations that propose projects and events specific to the Sesquicentennial, but that are not under the direct management of the Statewide Commission.
14. Request the Nevada Cultural Affairs Foundation to transmit, effective February 1, 2013, to the Statewide Commission ninety (90) percent of the remaining funds raised by efforts of the Sesquicentennial Planning Committee. Ten (10) percent of the remaining funds may be retained by the Nevada Cultural Affairs Foundation in appreciation for the assistance provided to the Planning Committee in 2012.
15. Authorize the Statewide Commission to finalize the competitive bid process begun by the Planning Committee to contract with a professional fundraiser to manage the fundraising program, which may feature sponsorships that include, among other benefits, prominent recognition on the Sesquicentennial website and on the exterior walls of the Mobile Museum.
16. Designate as a high priority the passage of legislation in 2013 (BDR 43-367) to establish a Sesquicentennial commemorative license plate, the proceeds of which will assist in funding Sesquicentennial events and projects.
17. Authorize the Statewide Commission to auction certain specialized versions of the commemorative license plate.

18. Authorize the Statewide Commission to finalize the official Sesquicentennial commemorative book chosen by the Planning Committee.
  
19. Authorize the Statewide Commission to manage the direct sale of commemorative items, the proceeds of which will assist in funding Sesquicentennial events and projects. Authorize the Statewide Commission to finalize the competitive bid process initiated by the Planning Committee to designate an official merchandiser of Sesquicentennial commemorative items, which may include, but are not limited to:
  - a. Souvenir items with the sesquicentennial logo and a family name
  - b. Clothing (t-shirts, ball-caps, boots, etc.)
  - c. Wine and spirits
  
20. Direct the Statewide Commission to establish a grants program for sanctioned events and legacy projects, if funds are raised in excess of those needed to execute the program developed by the Planning Committee.
  
21. Direct the Statewide Commission to deposit in the Division of Museums and History Dedicated Trust Fund created by *Nevada Revised Statutes* 381.0031 any funds remaining after the conclusion of the Sesquicentennial Year.

*Recommend the membership of a statewide Commission to mark the 150<sup>th</sup> Anniversary to be appointed by the Governor*

The Planning Committee recommends that Governor Sandoval:

22. Appoint a Statewide Commission consisting of no less than 30 and no more than 40 people who reflect Nevada's demographics, will serve without compensation or reimbursement, and:
  - a. Represent a wide range of Nevada industries and businesses;
  - b. Represent a wide range of Nevada historical organizations;
  - c. Represent urban and rural communities in Nevada;
  - d. Demonstrate an expertise in Nevada's history, arts, or culture;
  - e. Demonstrate an expertise in events management, marketing, or fundraising; or
  - f. Any combination thereof.
23. Draw from the deep well of experience and historical knowledge epitomized by former Governors Paul Laxalt, Robert List, Richard Bryan, Robert Miller, and Jim Gibbons and former First Ladies Kathy List, Bonnie Bryan, Sandy Miller, Dema Guinn, and Dawn Gibbons.
24. Establish, in conjunction with the Statewide Commission, an Honorary Sesquicentennial Commission consisting of Nevada's Congressional Delegation.
25. Authorize the establishment of the Statewide Commission as a 501(c) nonprofit, private organization with the authority to own licenses and trademarks, contract for staff and other services, and receive and expend funds.
26. Authorize the Statewide Commission to establish an Executive Committee and subcommittees as needed. Designated subcommittees may include members who are not also appointed members of the Statewide Commission.

27. Direct the Nevada Department of Tourism and Cultural Affairs and its divisions to provide staff support, including office space and supplies, to the Statewide Commission.
28. Authorize the Statewide Commission to finalize the competitive bid process initiated by the Planning Committee to contract for a full-time, dedicated Executive Director.
29. Authorize the Statewide Commission to delegate authority, including decision-making authority, to the Executive Director.
30. Direct the Statewide Commission, and any committees or subcommittees established by the Statewide Commission, to comply with Nevada's Open Meeting Law and make its meetings available to multiple Nevada locations through the use of video-conferencing. Urge the Statewide Commission to partner with the Nevada System of Higher Education to achieve the widest possible video coverage.

The Planning Committee recommends that:

31. The Co-Chairs of the Planning Committee submit, within five (5) business days, a letter to Governor Sandoval containing suggested names for membership on the Statewide Commission.