

**Carson City Culture & Tourism Authority  
Agenda Report**

**Date Submitted:** 01/07/25

**Agenda Date Requested:** 01/13/25

**Time Requested:** 15 Minutes

**To:** Carson City Culture & Tourism Authority - Board of Directors

**From:** Chris Kipp, Operations & Finance Manager ([ckipp@visitcarsoncity.com](mailto:ckipp@visitcarsoncity.com))

**Subject Title:** Discussion and possible action regarding the annual performance review of David Peterson, Culture & Tourism Authority (“CTA”) Executive Director, the review of past objectives and adoption of future objectives for the Executive Director and approval of an overall rating of his performance over the past year.

**Staff Summary:** On December 17, 2019, the CTA Board appointed David Peterson to serve as the Executive Director for CTA. Pursuant to NRS 244A.619, CTA is authorized to hire and retain officers, and as such, any annual performance review of such officers must be done by the CTA Board during a public meeting. Mr. Peterson was provided notice of the annual performance review on December 9, 2024. Per the CTA Employee Policies and Procedures, employees may receive an annual merit increase for work performance upon the recommendation of the appointing authority at a maximum of five percent (5%) per year until the employee reaches the top of the pay range for the position. The CTA Board will consider Mr. Peterson’s performance as the Executive Director from the period of December 17, 2023 to December 16, 2024, and will adopt the performance objectives for the next review period.

**Background:**

**Type of Action Requested:**

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

**Recommended Board Action:** I move to approve the performance evaluation and objectives for David Peterson and set his rating at \_\_\_\_\_ as discussed on the record.

**Applicable Statute, Code, Policy, Rule or Regulation:** NRS 244A.619

**Fiscal Impact:** yes

**Explanation of Impact:** The fiscal impact will depend on the overall job performance rating. The executive director’s current annual salary is \$167,114.48. The salary range for the Executive Director is \$109,180.00 - \$175,100.00. Merit increase percentages are as follows: Below Expectations = 0% increase, Meets Expectations = 2% increase, Above Expectations = 3.5% increase, Outstanding = 5% increase.

**Funding Source:** 7407200-500101

**Supporting Material/Attachments:** Notice of performance evaluation  
Executive Director Accomplishments & Objectives

**Prepared By:** Chris Kipp, Operations & Finance Manager



December 9, 2024

David Peterson, Executive Director  
Carson City Culture & Tourism Authority  
716 N. Carson Street  
Carson City, NV 89701

Re: Notice Pursuant to NRS 241.033 and NRS 241.034;  
Carson City Culture & Tourism Authority Board Meeting, January 13<sup>th</sup>, 2025, 4:00 p.m.  
Review of the Executive Director's performance for the period of December 17, 2023 to  
December 16, 2024, and discussion and possible administrative action relating to the employment of  
David Peterson as Executive Director for Carson City Culture & Tourism Authority.

Dear Mr. Peterson:

Pursuant to Nevada Revised Statutes (NRS) 241.033 and 241.034, you are being provided notice that at the January 13<sup>th</sup>, 2025 Board meeting which begins at 4:00 p.m., the Carson City Culture & Tourism Authority Board will conduct your performance evaluation and consider your professional competence and performance as the Executive Director in an open public meeting. The Board will consider your performance as Executive Director from the period of December 17, 2023 to December 16, 2024.

The Board may also discuss and take administrative action that in a worst case may be adverse to your compensation or continuing employment, without further notice, if the public body determines that such administrative action is warranted after considering your professional competence and performance as the Executive Director.

Sincerely,

Mike Jones, Chairman

Received:   
David Peterson, Executive Director

Date: 12/9/24

cc: Carson City Culture & Tourism Authority Board



## CCCTA Executive Director

### CCCTA Objectives with Completion Dates (12/17/23 through 12/16/24)

1. Integrate a no-commission booking engine on VisitCarsonCity.com. (February 2024 completion)

**A no-commission booking engine (RIPE) was launched on January 16, 2024, on VisitCarsonCity.com.**

2. CTA Room Tax Policy Draft, with relative CCMC changes, presented to CTA Board. (March 2024 completion)

**An initial draft of the updated room tax policy was presented at the March 2024 board meeting with direction given by the board for staff to work with the District Attorney (DA) to bring back a refined version. The refined version will be presented to the CTA Board at the January 2025 board meeting.**

3. Update the CTA personnel policy. (September 2024 completion)

**A draft version of the updated CTA personnel policy was completed in December 2024. The draft is being reviewed with plans for it to be presented to the CTA Board by the April 2025 board meeting.**

4. Prepare and provide an update to the CTA Board, regarding the progress made relative to the objectives included within the Carson City Arts & Culture Strategic Plan. (October 2024 completion)

**An Arts & Culture Strategic Plan 2024 Implementation Monitoring report was completed in October 2024 and presented during the November 2024 board meeting.**

5. Host/Develop three new special events in Carson City. (December 2024 completion)

**Visit Carson City (VCC) hosted/developed the following new special events in Carson City:**

- **Arena Wars Fighting Series – April 2024**
- **775 Offroad & Recovery Service – May 2024**
- **Cinco de Mayo Celebracion – May 2024**

- **Sagebrush Classic – Model A Ford Exhibit – May 2024**
- **Capital City Rodeo – August 2024**
- **Tamale Festival – December 2024**

6. Host/Develop one new meeting/convention or group/motorcoach tour. (December 2024 completion)

**As of November 2024, a new motorcoach tour with Making Memories Tours has been contracted with for August 2025 for three nights times thirty rooms, as a result of a lead from VCC’s participation in the National Tour Association (NTA) trade show.**

7. Leverage the Datafy analytics platform to better understand the success of our events and the associated visitor experiences, to ensure event support and marketing investment aligns with the intended visitor experience. (December 2024 completion)

**The inclusion of Carson City sales and use tax revenue was added to the platform in March 2024. Additionally, a monthly board meeting dashboard was created for inclusion in the monthly detailed marketing & PR reports. Customized reporting was also developed around VCC endorsed and sponsored events.**

8. Create and implement a pop-up/activation. (December 2024 completion)

**VCC hosted a premiere/activation, with two showings, at the Brewery Arts Center (BAC) on December 10, 2024, for the short film, *A Winter’s Charm in Carson City*, the centerpiece of the new winter marketing campaign. Media, partners, stakeholders and the public were invited. It’s estimated over 200 people attended, the coverage and reach from the event was extensive and overwhelmingly positive and is still being gathered.**

**In addition, the BAC Satellite Gallery inside the VCC office is a supplemental gallery designed to support local and regional artists while allowing visitors to have an immersive arts experience in a comfortable and accessible space. A carefully curated, rotating exhibition highlights the natural beauty Carson City has to offer, along with stories that touch on our history, culture, and place in time.**

**VCC is excited to partner with BAC for this gallery initiative to promote the growth of unique local talent and to offer another venue for the cultural traveler to enjoy. VCC happily embraces the expansion and expression of the arts and know that projects such as this will help build relationships and bring positive effects to residents, artists, and visitors.**

**The two artist receptions in August and December 2024 have brought over 100 visitors.**

9. Serve as the lead organization for the 3D Cultural Corridor Project & submit the regional application to Travel Nevada by the deadline set by the State. (December 2024 completion)

**VCC served as the lead organization for the 3D Cultural Corridor Project, working in conjunction with Travel Nevada, its consultants and 20 plus stakeholders from Virginia City, Silver City, Carson Valley and Carson City to complete the strategic planning phase in March 2024. A draft 10YR Destination Plan for the Cultural Corridor was provided to VCC in July 2024. VCC solicited comments from all stakeholders in early August 2024 for Travel Nevada's consideration for inclusion in the final plan that was delivered in August 2024. In September 2024, VCC, with thanks to Eric Brooks, Arika Perry and Brian Fitzgerald, submitted a grant request in the amount of \$685,562. In October 2024, the Nevada Commission on Tourism awarded VCC a grant in the amount of \$631,350.**

## **CCCTA Executive Director**

### **CCCTA Objectives with Completion Dates (12/17/24 through 12/16/25)**

1. Present the updated CTA personnel policy for board approval. (April 2025 completion)
2. Prepare and provide an update to the CTA Board, regarding the CTA contributions relative to the objectives included within the Carson City Arts & Culture Strategic Plan. (October 2025 completion)
3. Execute a media launch/small activation for the two Carson City to Canada Quest participants when they leave Carson City and arrive in Canada. (November 2025 completion)
4. Host/Develop three new special events in Carson City. (December 2025 completion)
5. Host/Develop one new meeting/convention or group/motorcoach tour. (December 2025 completion)
6. Continue to leverage the Datafy analytics platform to better understand the success of CTA endorsed/sponsored events and the associated visitor experiences, to ensure event support and marketing investment aligns with the intended visitor experience. (December 2025 completion)
7. Create and implement a pop-up/activation. (December 2025 completion)
8. Facilitate the CTA serving as the lead organization for the 3D Cultural Corridor Project. (December 2025 completion)
9. Curate four rotating exhibits as a part of the Brewery Arts Satellite Gallery inside the CTA's office. (December 2025 completion)