

PROPOSED AGENDA
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT FOUNDATION
Board of Directors Meeting
June 15, 2022

DATE: Wednesday, June 15, 2022
TIME: 12:00 p.m. to 1:30 p.m.
PLACE: Windmill Library Service Center
7060 W. Windmill Lane, Las Vegas, NV 89113

Join Zoom Meeting

<https://us06web.zoom.us/j/85802599647?pwd=WmpjTUplUEFsVFk5WTJweWNKb2s0dz09>

Meeting ID: 858 0259 9647
Passcode: 164706

- I. Roll Call
- II. Public Comment

Topics raised under this item must be limited to matters on today's Agenda. If you wish to comment on an item appearing on this agenda, you may send an email to walkers@lvccld.org. Please identify on which agenda item you are commenting. Any comments not so identified will be read at the end of this meeting.

The public comment period at Library Foundation board meetings shall be limited to a maximum of forty-five (45) minutes for both periods of public comment. Remarks by speakers during the public comment period shall be limited to three (3) minutes, each. A speaker may not transfer time to another speaker; although, the chair has the authority to grant additional time to a speaker. When more than fifteen (15) people wish to comment, the chair shall proportionately reduce the time allotted to the forty-five minute maximum.

- III. Board action to accept Proposed Agenda
- IV. Board action to accept Minutes from March 24, 2022
- V. Discussion and action to approve contract with Crescent Capital Growth for New Markets Tax Credits

Agenda – Board of Directors Meeting

June 15, 2022

Page 2

- VI. Board discussion and possible action to adopt annual budget
- VII. Review Financial Statements, Jane Mac
- VIII. Discussion and action to approve contract for financial statement audit and tax preparation with Hilburn and Lein, CPA's.
- IX. Development update, JoAnn Prevetti
- X. Library District update, Kelvin Watson
- XI. Announcements

- a. Please bring your calendars so we can plan our FY2023 meetings

XII. Public Comment

Topics raised under this item cannot be acted upon until the notice provisions of the open meeting law have been met. If you wish to comment on an item appearing on this agenda, you may send an email to walkers@lvccld.org. Please identify on which agenda item you are commenting. Any comments not so identified will be read at the end of this meeting.

XIII. Adjournment

NOTE: AT ANY TIME, ANY ITEM ON THIS AGENDA MAY BE TAKEN OUT OF ORDER, COMBINED WITH ONE OR MORE OTHER ITEMS ON THE AGENDA OR REMOVED FROM THE AGENDA, EITHER AT THE DISCRETION OF THE CHAIR OR BY VOTE OF THE BOARD.

NOTE: REASONABLE EFFORTS WILL BE MADE TO ASSIST AND ACCOMMODATE PERSONS WITH PHYSICAL DISABILITIES DESIRING TO ATTEND THE MEETING. PLEASE CALL SHERRY WALKER AT (702) 507-6183 SO THAT ARRANGEMENTS FOR ATTENDANCE MAY BE MADE.

NOTE: PLEASE CONTACT SHERRY WALKER AT (702) 507-6183 OR walkers@lvccld.org TO REQUEST THE SUPPORTING MATERIAL FOR THIS MEETING. SUPPORTING MATERIAL WILL BE MADE AVAILABLE AT THE MEETING LOCATION ON THE DAY OF THE MEETING AFTER 3:00 P.M.

Pursuant to NRS 241.020, written notice of the meeting of the Las Vegas-Clark County Library District Foundation Board of Directors was given on Thursday, June 9, 2022, i.e., given at least three (3) working days before the meeting, including in the notice the time, place, location and agenda of the meeting:

- A. By delivering a copy of the notice to each Foundation Board Member;

Agenda – Board of Directors Meeting

June 15, 2022

Page 3

- B. By posting a copy of the notice at the principal office of the Foundation, or if there is no principal office, at the building in which the meeting is to be held, and at least three other separate, prominent places within the jurisdiction of the Foundation, to wit:

1. Clark County Library
1401 E. Flamingo Road
Las Vegas, NV 89119
2. Enterprise Library
25 E. Shelbourne Ave.
Las Vegas, NV 89123
3. West Charleston Library
6301 W. Charleston Boulevard
Las Vegas, NV 89146
4. Windmill Library
7060 W. Windmill Lane
Las Vegas, NV 89113
5. Las Vegas-Clark County Library District Foundation website
www.lvccldfoundation.org
6. Nevada Public Notice Website: <https://notice.nv.gov/>

- C. By mailing a copy of the notice to each person, if any, who has requested notice of the meetings of the Las Vegas-Clark County Library District Foundation Board of Directors in the same manner in which notice is requested to be mailed to a member of the Library Foundation Board of Directors.

Minutes
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT FOUNDATION
Board of Directors Meeting
March 24, 2022

The Board of Directors of the Las Vegas-Clark County Library District Foundation met on March 24, 2022, via Zoom at 12:00 p.m.

Board Members in

Attendance:

Elaine Sanchez, President
Jane Mac, Secretary-Treasurer
Kelly Benavidez, Director
Chaka Crome, Director
Michael Kalish, Director
Felipe Ortiz, Director
Nicole Rogers, Director
Chris Way, Director

Board Members Absent:

Keiba Crear, Director
Tamar Hoapili, Director
Edward Kojane, Director
John Pourciau, Director
Dan Sarazin, Director
Kelvin Watson, Ex-Officio Director

Guests:

Darren Whitehurst, Windsor Capital

**Roll Call
(Item I)**

President Sanchez called the meeting to order at 12:05 p.m. All members listed above represent a quorum.

**Public Comment
(Item II)**

None

**Board Action to
accept proposed
agenda
(Item III)**

Treasurer Mac moved to approve the proposed agenda, Director Ortiz seconded the motion. All voted in favor, motion carried.

**Board Action to
accept minutes from
November 10, 2021
(Item IV)**

Director Rogers moved to approve the Minutes from November 10, 2021. Director Ortiz seconded the motion. All voted in favor, motion carried.

**Presentation of
Foundation
Investment Portfolio
(Item V)**

President Sanchez introduced Darren Whitehurst of Windsor Capital to review the Foundation Investment Portfolio. Mr. Whitehurst reviewed the performance of the investments and explained how they relate to current bond prices, and interest rates. He summarized that the portfolio is positioned very well right now and

Minutes – Board of Directors Meeting
March 24, 2022
Page 2

Item IV

Discussion and possible action to review the Foundation Investment Policy (Item VI)

will see an increase when interest rates are increased over the next year. Mr. Whitehurst asked if there were any questions from the board. Director Ortiz asked if the bonds and CDs had the same maturity dates. Mr. Whitehurst replied no, they are all on different schedules, with a relatively short hold time. There were no other questions and President Sanchez thanked Mr. Whitehurst for his time and work on the portfolio.

Treasurer Mac explained that she met with Mr. Whitehurst last week to review the portfolio and the current investments in preparation for today's meeting. After review, she recommends that the board renew the policy as it is currently, with no changes. President Sanchez asked if there were any questions. Hearing none, Director Rogers made a motion to renew the current investment policy with no changes to current eligible investments for one year. Director Way seconded the motion, all voted in favor.

Financial Report (Item VII)

Treasurer Mac presented the Foundation financial statements through February 2022, noting that she has changed the presentation format from a narrative to a chart. Treasurer Mac compared the annual budget to the actual expenses/revenues and noted that all is on track to date to fall within the budget. She stated that the cash balance in all accounts combined is \$376,334. President Sanchez asked if there were any questions, all replied no.

Introduction and Presentation by JoAnn Prevetti (Item VIII)

President Sanchez introduced JoAnn Prevetti, the newly hired Director of Development for the Library District, who will oversee fundraising for the Foundation. President Sanchez stated that Ms. Prevetti is local to Las Vegas and has over twenty years of fundraising experience.

Ms. Prevetti gave an overview of her professional background, explaining that she worked for Mr. Jim Rogers, raised funds for the UNLV school of medicine, and the Griffin Company lobbying firm. Ms. Prevetti noted that she has been with the library for five weeks, and she gave an oral report of her fundraising activities and grant submissions to date. Ms. Prevetti stated that she will be consistently out in the community and has already met with several elected officials, corporate and nonprofit leaders, and is in discussions with several companies to implement a change round-up program with the library as the beneficiary. Ms. Prevetti told the board that the Foundation is planning to have a gala in May 2023 that will incorporate naming opportunities along with table sales. Ms. Prevetti is in discussions with the Review Journal about ads for the library district in the digital version on the paper and she is working with the marketing department to add QR codes to print materials that will take people to the Foundation's donation page.

President Sanchez asked if there were any questions from board members. Director Way stated that he serves on the citizen's board for the FBI and they are working to prevent human trafficking so there may be a potential partnership there with the donor who is interested in the same.

President Sanchez asked if the board could get a map of the

Minutes – Board of Directors Meeting
March 24, 2022
Page 3

Item IV

branches and the available naming opportunities in each building and the cost. She thanked Ms. Prevetti for reaching out to the United Way, as this is a great opportunity for the Foundation. President Sanchez thanked Sherry Walker for keeping the Foundation on track during the time that the Development Director position was vacant. Ms. Walker thanked President Sanchez and all the board members for their support during this time.

**Library District
Updates (Item IX)**

**June Meeting date
change (Item X)**

**Announcements
(Item XI)**

Public Comment

**(Item XII)
Adjournment
(Item XIII)**

Executive Director Watson was unable attend the meeting today and has submitted a written report. President Sanchez asked if there were questions on the report. All board members replied no.

President Sanchez agreed to change the date of the June meeting to accommodate Director Watson's schedule. The new date will be sent out to all board members.

President Sanchez asked the board for input as to whether the future meetings should be in-person, via Zoom, or a hybrid. The majority of members stated that the option for Zoom allowed for the highest attendance.

None

The meeting was adjourned at 12:47 pm

Respectfully submitted,

Jane Mac, Secretary

**LAS VEGAS - CLARK COUNTY
LIBRARY DISTRICT FOUNDATION**

Item V –NMTC Contract 6.15.22

ITEM V– Authority to Proceed with West Las Vegas Library New Markets Tax Credit Transaction and contract with Crescent Capital Growth

Background: The New Markets Tax Credit Program of the IRS is designed to attract investment in low-income communities. The Las Vegas-Clark County Library District Foundation has closed New Markets transactions for the East Las Vegas Library and Mesquite Library which resulted in \$6.1 million new capital project dollars for the Las Vegas-Clark County Library District, using the Foundation as the Leveraged Lender in the transaction.

Action: Authorize Foundation participation as leveraged lender in a New Markets Tax Credit transaction for the West Las Vegas Library including the engagement of Crescent Capital Growth as consultants for the project.

CONFIDENTIAL

Las Vegas-Clark County
Library District Foundation
West Las Vegas Library

Tax Credit Mandate Agreement

5/23/2022





May 23, 2022

Ms. Elaine Sanchez
President
Las Vegas-Clark County Library District Foundation
7060 W. Windmill Lane
Las Vegas, Nevada 89113

RE: Tax Credit Mandate Agreement---West Las Vegas Library

Dear Ms. Sanchez:

You have advised us that Las Vegas-Clark County Library District Foundation (the “**Sponsor**”), on behalf of Sponsor’s affiliates, successors, and/or assigns, utilizing one or more special purpose entities (collectively, the “**Borrower**”) seeks to obtain Federal New Markets Tax Credits and, should they become available, Nevada State New Markets Tax Credits (collectively, the “**NMTCs**”), in connection with the proposed financing of up to \$30 million (the “**Proposed Financing**”), to fund the construction and development of a new library facility, to be located on Martin L. King Boulevard in Las Vegas, Nevada (the “**Project**”).

Pursuant to the agreements and understandings and in consideration of the compensation provided for in this mandate agreement (the “**Agreement**”), Crescent Growth Capital, LLC, a Louisiana limited liability company (“**CGC**” or the “**Arranger**”) agrees to:

- (i) familiarize itself to the extent it deems appropriate and feasible with the business, operations, properties, financial condition, management and prospects of the Sponsor and Borrower and perform any additional examination and inquiry that the Arranger in its sole discretion deems reasonable;
- (ii) assist the Sponsor and Borrower in preparing any information for distribution to potential NMTC Community Development Entity (“**CDE**”) Lenders and other lenders and potential tax credit investors describing the Sponsor and Borrower and their business, operations, properties, financial condition and prospects, it being specifically agreed that such information shall be based entirely upon information supplied by the Sponsor and Borrower, which information the Sponsor and Borrower hereby warrant shall be complete and accurate in all material respects, and not misleading to the best of their knowledge and ability;

- (iii) prepare and evaluate alternative financing structures, use its reasonable best efforts to obtain NMTC allocations, NMTC Investor commitment(s), and assist in the development of an optimal financing structure which incorporates, to the extent reasonably available, the use of NMTCs;
- (iv) for a period of eighteen (18) months after the Closing of the Project Financing, advise and assist the attorney for the Sponsor and Borrower regarding the compliance requirements for the NMTC financing structure; and
- (v) coordinate documentation and closing of the NMTC aspects of the Proposed Financing,

(Paragraphs (i) through (v), collectively, referred to hereinafter as the “**Arranger Services**”).

The Sponsor and the Borrower acknowledge and agree that the Arranger Services will be on an exclusive basis during the term of this Agreement and that, during such term, no bank or other financial institution or entity will be engaged by Sponsor or Borrower regarding the Proposed Financing or the Project for the purpose of rendering Arranger Services covered by this Agreement. Notwithstanding the forgoing, nothing herein shall limit or prohibit Sponsor and Borrower from working with or communicating directly with financial institutions, governmental entities, intermediaries, or other third parties regarding the Proposed Financing or the Project.

This Agreement shall relate only to the Proposed Financing and the Project, and nothing herein shall be deemed to (a) confer any right or impose any obligation or restriction on either party with respect to any other program, project, effort or marketing activity at any time undertaken by Sponsor and/or Borrower or Arranger which does not pertain to the Proposed Financing or the Project; or (b) preclude either party from independently soliciting or accepting any financing unrelated to the Proposed Financing or the Project; or (c) limit the rights of either party to independently promote, market, sell, lease, license, or otherwise dispose of its standard products or services apart from the obligations connected with the Proposed Financing or the Project under this Agreement.

To induce the Arranger to execute and deliver this Agreement, provide its commitments as set forth herein, and agree to act as Arranger in connection with the Proposed Financing and the Project, the Sponsor and the Borrower hereby agree to pay to the Arranger a fee (the “**Arranger Fee**”) with respect to the NMTCs. The Arranger Fee shall be an amount equal to ten percent (10%) of the Sponsor’s/Borrower’s **NMTC Net Benefit** (as defined below):

NMTC Net Benefit is hereby defined to mean the gross NMTC equity investment proceeds funded by the NMTC tax credit investor(s) at the closing of the Project Financing (“**Closing**”), **minus** the following amounts:

- CDE-required upfront fees payable at Closing;
- CDE-required annual fees payable over the seven-year NMTC Compliance Period;
- CDE-required annual accounting fees payable over the seven-year NMTC Compliance Period, and for one additional year;

- Tax Credit Investor-required upfront fees payable at Closing (if any); and
- Tax Credit Investor-required annual fees payable over the seven-year NMTC Compliance Period (if any).

The parties hereto hereby agree and acknowledge that the Arranger Fee shall be earned by and owed to the Arranger and shall be owed by, due from and payable by the Sponsor and/or Borrower only if and when the Proposed Financing closes, whether through the Arranger or otherwise, out of the proceeds of the Proposed Financing, by wire transfer of immediately-available funds to the account designated by Arranger.

The Arranger will endeavor to maximize the NMTC Net Benefit to be derived by the Sponsor and/or Borrower by negotiating better terms with NMTC Investors, in which case, the NMTC Net Benefit and the Arranger Fee would be greater.

The parties hereto hereby agree and acknowledge that all NMTC good faith deposits required of Sponsor and/or Borrower by NMTC allocatees and/or NMTC investors upon the acceptance of Term Sheets by the Sponsor and/or Borrower, and all legal and accounting fees relating to the NMTCs are the sole responsibility of the Sponsor and/or Borrower and shall be payable by the Sponsor and/or Borrower when required.

The Sponsor and the Borrower also hereby authorize the Arranger to distribute information, provided by the Sponsor and the Borrower, to NMTC investors, NMTC allocatees, lenders and other financial institutions, and applicable government agencies in connection with the Proposed Financing and the Project. The Sponsor and the Borrower hereby confirm that the information provided to the Arranger is reasonably believed not to contain any untrue statement of a material fact or omits to state a material fact necessary in order to make the statements contained therein not misleading in light of the circumstances under which such statements were, are, or shall be made.

Sponsor, Borrower and Arranger (*each, a “Disclosing Party” or a “Recipient”, as the case may be*) hereby agree not to use any Confidential Information (*as defined below*) for any purpose except as pursuant to this Agreement. Recipient agrees not to disclose any Confidential Information to any third parties without the prior consent of Disclosing Party, **provided that**, Recipient may disclose Confidential Information to its directors, officers, partners, members, lawyers, financial advisors, and/or accountants, in each case in connection with their evaluation hereof and to the extent reasonably necessary, as determined by the Sponsor and/or Borrower or Arranger. Recipient shall not disclose Confidential Information to employees of Recipient, except to those employees who are required to have the information in order to evaluate or engage in discussions concerning the business relationship contemplated herein. **“Confidential Information”** means any information of a confidential nature or related to the NMTCs, the Proposed Financing, or the Project, disclosed to Recipient by Disclosing Party, either directly or indirectly in writing, orally or by inspection of tangible objects, including without limitation documents, investor distribution lists, cash flow models, diagrams, financial projections, and business plans. Confidential Information may also include information disclosed to a Disclosing Party by third parties engaged by a Disclosing Party, and then disclosed to Recipient. Confidential Information shall not, however, include any information which Recipient can establish: (i) was publicly known and made generally available in the public domain prior to the time of disclosure to Recipient by Disclosing Party; (ii) becomes publicly known and made generally available after

disclosure to Recipient by Disclosing Party, through no action or inaction of Recipient; or (iii) is in the possession of Recipient, without confidentiality restrictions, at the time of disclosure by Disclosing Party, as shown by Recipient's files and records immediately prior to the time of disclosure.

Except as required by applicable law, this Agreement and the contents hereof shall not be disclosed by any party to this Agreement to any third party without the prior consent of the other party, other than to Sponsor's or Borrower's or Arranger's attorneys, financial advisors and/or accountants, in each case in connection with their evaluation hereof and to the extent reasonably necessary, as determined by the Sponsor and/or Borrower or Arranger.

The Sponsor and the Borrower agree to use all reasonable means to actively assist the Arranger in seeking NMTC allocations and applying for, processing, and achieving funding of the NMTCs. Such funding may be accomplished by a variety of means, including direct contact during the negotiation of the funding between senior management and advisors of the Sponsor and/or Borrower and their affiliates, and any proposed CDEs, lenders, applicable governmental agencies, and tax credit investors. To assist the Arranger in the negotiation of the Proposed Financing, the Sponsor and the Borrower hereby agree to provide and cause their advisors and consultants to provide the Arranger and any proposed CDEs, lenders, applicable governmental agencies, and tax credit investors, with all information reasonably deemed necessary by the Arranger to complete the Proposed Financing, including, but not limited to financial information and site and Project studies and evaluations prepared by or on behalf of the Sponsor and/or Borrower and any of their affiliates and consultants, relating to the transactions contemplated hereby. Such information will be used by the Arranger and applicable CDEs, lenders, governmental agencies, and tax credit investors solely for their confidential use in connection with the Proposed Financing and may not be reproduced or used, in whole or in part, for any other purpose, or furnished to any persons other than the Arranger and applicable CDEs, lenders, tax credit investors, governmental agencies, and their respective attorneys and consultants.

The Sponsor and the Borrower hereby agree that after the Closing of the Proposed Financing, Arranger may make reference in general terms to the Project in its promotional literature and marketing activities, including, but not limited to Arranger's website, advertisements, direct mail, and email distributions.

This Agreement embodies the entire agreement and understanding between the Arranger and the Sponsor and the Borrower with respect to the Proposed Financing and the Project, and may be amended or modified only in writing, signed by all of the parties hereto.

Once executed on behalf of the Sponsor and the Borrower and the Arranger, this Agreement shall expire at twelve o'clock noon Central Time on that day which is eighteen (18) months after the last Closing of up to \$30 million in Proposed Financing, unless otherwise agreed to in writing by all of the parties hereto; **provided, however**, that the Arranger Fee described above shall have been paid by the Sponsor and/or Borrower to the Arranger in accordance with the provisions of this Agreement. In the event the Proposed Financing, utilizing NMTCs, is closed by the Sponsor and/or Borrower within twelve (12) months after the date of the termination or cancellation of this Agreement by the Sponsor and/or Borrower, the Arranger Fee described above shall be paid to the Arranger by the Sponsor and/or Borrower in accordance with the provisions of this Agreement as of the date of the closing of the Proposed Financing.

All provisions contained in this Agreement shall be binding upon, inure to the benefit of, and be enforceable by, the respective successors and assigns of Sponsor, Borrower and Arranger to the same extent as if each such successor and assign were named as a party hereto.

The Arranger's commitment, as set forth herein, is subject to its receipt of a signed copy of this Agreement, executed on behalf of Sponsor and Borrower.

Very truly yours,

ARRANGER:

CRESCENT GROWTH CAPITAL, LLC

By: _____
Authorized Signatory

Name: _____
Title: Managing Director

**ACCEPTED AND AGREED TO
THIS _____ DAY OF _____, 2022:**

SPONSOR AND BORROWER:

**LAS VEGAS-CLARK COUNTY LIBRARY
DISTRICT FOUNDATION**

By: _____
Authorized Signatory

Name: _____

Title: _____

ITEM VI Board Discussion and Action on Foundation FY 23 Budget

Staff recommends adoption of the 2022-2023 Budget presented below. The proposed Budget is based on:

1. historical operations
2. the present agreement between the Library District and Library Foundation which absorbs some expenses that would otherwise come out of the Foundation's Operating Budget
3. an increase in events
4. an increase in grants and donations
5. an increase in marketing efforts to target donors

**LAS VEGAS - CLARK COUNTY
LIBRARY DISTRICT FOUNDATION**

ITEM VI. Annual Budget 6-15-22

| | FY 2022 Actual | | Variance | |
|--|---------------------------|-----------------------|--------------------------|-----------------------|
| | as of May 31, 2022 | FY 2022 Budget | Budget vs. Actual | FY 2023 Budget |
| Revenue | | | | |
| Foundations/ Trust Grants | 209,028 | 300,000 | (90,972) | 750,000 |
| Contributions and Events | 23,382 | 50,000 | (26,618) | 250,000 |
| Bookstore Sales | 287,935 | 300,000 | (12,065) | 300,000 |
| Interest Income | 211,936 | 230,258 | (18,322) | 230,258 |
| Unrealized gain (loss) on Endowment | | - | - | |
| Other income | | | - | |
| | | | | |
| Total Revenue | 732,281 | 880,258 | (147,977) | 1,530,258 |
| | | | | |
| Expenses | | | | |
| Administrative Costs | | | | |
| Payroll | 32,225 | 37,000 | 4,775 | 40,000 |
| Financial and Legal Fees | 108 | 17,000 | 16,892 | 25,000 |
| Outside Computer Services; Orange Boy | 4,652 | 6,000 | 1,348 | 50,000 |
| Insurance | 1,158 | 3,000 | 1,842 | 3,000 |
| Travel & Transportation | - | 3,000 | 3,000 | - |
| Conference, Meetings, Donor Relations | 5,167 | 4,000 | (1,167) | 10,000 |
| Supplies | 367 | 1,000 | 633 | 1,000 |
| | | | | |
| Printing, Copying and Postage, Gala Invitations | 799 | 2,000 | 1,201 | 25,000 |
| | | | | |
| Program Supplies- Bags, Headphones, Flash Drives | 4,588 | 10,000 | 5,412 | 10,000 |
| Bank Fees | 5,930 | 5,000 | (930) | 5,000 |
| Media and Marketing; outside graphic design and videographer | 3,161 | 19,000 | 15,839 | 50,000 |
| Miscellaneous | 198 | | (198) | 5,000 |
| Total Administrative Costs | 58,353 | 107,000 | 48,647 | 224,000 |
| | | | | |
| Program Costs | | | | |
| Executive Directors Fund- bookstore funds | | | | 50,000 |
| Volunteer Program- Recruiting, Training, | 10,681 | 20,000 | 9,319 | 20,000 |
| Library District Programs, Foundation Initiatives, Events | 391,522 | 520,000 | 128,478 | 900,000 |
| Interest Expenses- NMTC | 211,346 | 186,849 | (24,497) | 186,849 |
| Total Program Costs | 613,549 | 726,849 | 113,300 | 1,156,849 |
| | | | | |
| Total Expenses | 671,902 | 833,849 | 161,947 | 1,380,849 |
| | | | | |
| Beginning Balances | | | | |
| | | | | |
| Revenue over Expenses | 60,379 | 46,409 | 13,970 | 149,409 |
| | | | | |
| Ending Balances | | | | |

**LAS VEGAS - CLARK COUNTY
LIBRARY DISTRICT FOUNDATION**

Item VII Financial Report 6.15.22

Item VII. LVCCLD Foundation Financial Statement Review**Status of Foundation Revenues and Expenditures between July 1, 2021 and May 31, 2022*****July 1, 2021 – May 31, 2022***

| | | | | | |
|--|--|--------------------------|---------------------|--|--------------------------|
| Financial Statement Review | | | | | |
| May 31, 2022 | | | | | |
| | | | | | |
| | YTD 5/31/2022 11 - Months | 11 - Months | 11 - Months | | 12 - Months |
| | Actual | FY2022 Budget | Over/(Under) | | FY2022 Budget |
| Revenues | | | | | |
| Individual/ Business Contributions | 23,382 | 45,833 | (22,451) | | 50,000 |
| Grants | 209,028 | 275,000 | (65,972) | | 300,000 |
| Bookstore Sales | 287,935 | 275,000 | 12,935 | | 300,000 |
| Investment Interest Income | 25,088 | 39,792 | (14,704) | | 43,409 |
| | 545,433 | 635,625 | (90,192) | | 693,409 |
| Expenses | | | | | |
| Foundation Initiatives & District Programs | 348,524 | 485,833 | (137,309) | | 530,000 |
| Book Store Operations | 96,389 | 52,250 | 44,139 | | 57,000 |
| Other Expenses | 15,752 | 55,000 | (39,248) | | 60,000 |
| NMTC (net interest expense) | 24,498 | - | 24,498 | | - |
| | 485,162 | 593,083 | (107,921) | | 647,000 |
| Net Income (Loss) | 60,271 | 42,542 | 17,729 | | 46,409 |
| | | | | | |
| | | | | | |
| WF & NSB Checking Account Balances | 385,138 | | | | |

**LAS VEGAS - CLARK COUNTY
LIBRARY DISTRICT FOUNDATION**

ITEM VIII. FY 22 Audit Engagement 6-15-22

ITEM VIII. Board Discussion and Action to approve an engagement letter with Hilburn & Lein for the years ended June 30, 2021 and 2022.

Review and action on Hilburn & Lein contract: From 2007 through 2017, and again in 2019-2021 Hilburn & Lein, CPAs have prepared the Financial Statements and federal income tax returns for the Library Foundation. In 2018, the Foundation utilized the firm of Piercy, Bowler, Taylor & Kern, because the Foundation became a component unit of the Library District due to the New Markets Tax Credit transactions for the East Las Vegas and Mesquite libraries.

This year, staff recommend that the Foundation contracts with Hilburn & Lein, CPAs, and works with Gary Lein, principal and Mary Qurioz, CPA. The engagement letter is attached to this document for your information. The fees are estimated at a range between \$10,000 and \$12,000.

Proposed Motion:

Approve the engagement of Hilburn & Lein, CPAs for the preparation of the Financial Statements for the years ended June 30, 2021 and 2022, and preparation of the 2021 federal income tax return for the Foundation.



HILBURN & LEIN, CPAs
A PROFESSIONAL CORPORATION

Gary W. Lein, CPA
Shareholder
Greg M. Sinacori, CPA
Shareholder
Philip C. Bateman, CPA, CFE
Shareholder
Cory Puga, CPA
Shareholder

May 24, 2022

To the Board of Directors of
Las Vegas-Clark County Library District Foundation, Inc.
7060 W. Windmill Lane
Las Vegas, NV 89113

We are pleased to confirm our understanding of the services we are to provide for Las Vegas-Clark County Library District Foundation, Inc. for the years ended June 30, 2021 and 2022.

Audit Scope and Objective

We will audit the financial statements of Las Vegas-Clark County Library District Foundation, Inc., which comprise the statements of financial position at June 30, 2021 and 2022, and the related statements of activities, changes in net assets, statements of functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

The objectives of our audit are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and issue an auditor's report that includes our opinion about whether the financial statements are fairly presented, in all material respects, in conformity with accounting principles generally accepted in the United States of America. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with auditing standards generally accepted in the United States of America (GAAS) will always detect a material misstatement when it exists. Misstatements, including omissions, can arise from fraud or error and are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgement of a reasonable user based on the financial statements.

Auditor's Responsibilities for the Audit of the Financial Statements

We will conduct our audit in accordance with GAAS and will include tests of your accounting records and other procedures we consider necessary to enable us to express such an opinion. As part of an audit in accordance with GAAS, we exercise professional judgment and maintain professional skepticism throughout the audit.

We will evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management. We will also evaluate the overall presentation of the financial statements, including the disclosures, and determine whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation. We will plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement, whether from (1) errors, (2) fraudulent financial reporting, (3) misappropriation of assets, or (4) violations of laws or government regulations that are attributable to the Foundation or to acts by management or employees acting on behalf of the Foundation.

Because of the inherent limitations of any audit, combined with the inherent limitations of internal control, and because we will not perform a detailed examination of all transactions, there is an unavoidable risk that some material misstatements may not be detected by us, even though the audit is properly planned and performed in accordance with GAAS. In addition, an audit is not designed to detect immaterial misstatements or violations of laws or governmental regulations that do not have a direct and material effect on the financial statements. However, we will inform you of any material errors, fraudulent financial reporting, or misappropriation of assets that comes to our attention. We will also inform you of any violations of laws or governmental regulations that come to our attention, unless clearly inconsequential. Our responsibility as auditors is limited to the period covered by our audit and does not extend to any later periods for which we are not engaged as auditors.

Las Vegas-Clark County Library District Foundation, Inc.
May 24, 2022
Page 2

We will obtain an understanding of the Foundation and its environment, including internal control relevant to the audit, sufficient to identify and assess the risks of material misstatement of the financial statements, whether due to error or fraud, and to design and perform audit procedures responsive to those risks and obtain evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentation, or override of internal control. An audit is not designed to provide assurance on internal control or to identify deficiencies in internal control. Accordingly, we will express no such opinion. However, during the audit, we will communicate to you internal control related matters that are required to be communicated under professional standards.

We will also conclude, based on the audit evidence obtained, whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Foundation's ability to continue as a going concern for a reasonable period of time.

Our procedures will include tests of documentary evidence supporting the transactions recorded in the accounts. Our procedures will not determine whether the funds designated for future major repairs and replacements are adequate to meet such future costs because such a determination is outside the scope of the engagement. We may request written representations from your attorneys as part of the engagement, and they may bill you for responding to that inquiry. You are responsible for such cost. At the conclusion of our audit, we will also require certain written representations from you about the financial statements and related matters.

Other Services

As part of our engagement, we will prepare the Foundation's federal income tax return for the year ended June 30, 2022, based on information provided by you. If we must file for an extension, you will furnish us such information to reasonably estimate the tax payable with the extension request. Whenever we are aware that applicable tax law is unclear or that there are conflicting interpretations of the law by authorities (e.g., tax agencies and courts), we will discuss with you our knowledge and understanding of the possible positions which may be taken on your return. If the Internal Revenue Service should later contest the position(s) taken and included in your tax returns, there may be an assessment of additional tax liability plus interest and possible penalties. We assume no liability for any such additional assessments.

You agree to advise us if you wish such disclosure to be made in your return or if you desire us to identify or perform further research with respect to any material tax issues for the purpose of ascertaining whether, in our opinion, there is "substantial authority" for the position proposed to be taken on such issue in your returns.

At any time, if requested, we will consult with you regarding the income tax aspects of proposed or completed transactions, compile income tax projections and research such matters. Similarly, since the annual returns we prepare for you will be predicated upon the current tax law as we understand it to be, we do not consider ourselves responsible for future changes in the law which affects the returns we have already prepared. Such changes may require the amendment of prior filed tax returns. We will render additional invoices for all such services at our customary billing rates.

We will perform the service in accordance with applicable professional standards, including the *Statements on Standards for Tax Services* issued by the American Institute of Certified Public Accountants. We, in our sole professional judgment, reserve the right to refuse to perform any procedure or take any action that could be construed as assuming management responsibilities. We will advise management with regard to tax positions taken in the preparation of the tax return, but management must make all decisions with regard to those matters.

Responsibilities of Management for the Financial Statements

Our audit will be conducted on the basis that you acknowledge and understand your responsibility for designing, implementing, and maintaining internal controls relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error, including monitoring ongoing activities; for the selection and application of accounting principles; and for the preparation and fair presentation of the financial statements in conformity with accounting principles generally accepted in the United States of America. You are also responsible for making all financial records and related information available to us and for the accuracy and completeness of that information (including information from outside of the general and subsidiary ledgers).

Las Vegas-Clark County Library District Foundation, Inc.
May 24, 2022
Page 3

You are also responsible for providing us with (1) access to all information of which you are aware that is relevant to the preparation and fair presentation of the financial statements, such as records, documentation, identification of all related parties and all related-party relationships and transactions, and other matters; (2) additional information that we may request for the purpose of the audit; and (3) unrestricted access to persons within the company from whom we determine it necessary to obtain audit evidence. At the conclusion of our audit, we will require certain written representations from you about the financial statements and related matters.

Your responsibilities include adjusting the financial statements to correct material misstatements and confirming to us in the management representation letter that the effects of any uncorrected misstatements aggregated by us during the current engagement and pertaining to the latest period presented are immaterial, both individually and in the aggregate, to the financial statements taken as a whole.

You are responsible for the design and implementation of programs and controls to prevent and detect fraud, and for informing us about all known or suspected fraud affecting the Foundation involving (1) management, (2) employees who have significant roles in internal control, and (3) others where the fraud could have a material effect on the financial statements. Your responsibilities include informing us of your knowledge of any allegations of fraud or suspected fraud affecting the Foundation received in communication from employees, former employees, regulators, or others. In addition, you are also responsible for identifying and ensuring that the Foundation complies with applicable laws and regulations.

You agree to assume all management responsibilities for the tax services and any other non-attest services we provide, such as drafting the financial statements and preparation of adjusting journal entries; oversee the services by designating an individual with suitable skill, knowledge, or experience; evaluate the adequacy and the results of the services; and accept responsibility for them.

With regard to the electronic dissemination of audited financial statements, including financial statements published electronically on your internet website, you understand that electronic sites are a means of distributing information, and, therefore, we are not required to read the information contained in those sites or to consider the consistency of other information in the electronic site with the original document.

Engagement Administration

Gary W. Lein, CPA is the engagement partner and is responsible for supervising the engagement and signing the report or authorizing another individual to sign it.

Reporting

We will issue a written report upon completion of our audit of Las Vegas-Clark County Library District Foundation, Inc.'s financial statements. Our report will be addressed to the Board of Las Vegas-Clark County Library District Foundation, Inc. Circumstances may arise in which our report may differ from its expected form and content based on the results of our audit. Depending on the nature of these circumstances, it may be necessary for us to modify our opinion or add an emphasis-of-matter or other-matter paragraph to our auditor's report, or if necessary, withdraw from this engagement. If our opinion is other than unmodified, we will discuss the reasons with you in advance. If for any reason, we are unable to complete the audit or are unable to form or have not formed an opinion, we may decline to express and opinion or withdraw from this engagement.

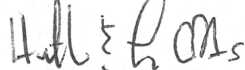
Fees

We estimate that our fees for the audit and preparation of the tax return will range from \$10,000 to \$12,000. The fee estimate is based on anticipated cooperation from your personnel and the assumption that unexpected circumstances will not be encountered during the engagement. If significant additional time is necessary, we will keep you informed of any problems we encounter, and our fees will be adjusted accordingly. Our invoices for these fees will be rendered each month as work progresses and are payable on presentation.

We appreciate the opportunity to be of service to you and believe this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let us know. If you agree with the terms of our engagement as described in this letter, please sign the enclosed copy and return it to us.

Las Vegas-Clark County Library District Foundation, Inc.
May 24, 2022
Page 4

Very truly yours,



Hilburn & Lein, CPAs

RESPONSE:

This letter correctly sets forth the understanding of Las Vegas-Clark County Library District Foundation, Inc.

Signature: _____

Title: _____

Date: _____

ITEM X: Development Update

Introduction of Virginia Weidenfeller, Development Coordinator

Meetings 45 + since February 18, 2022

Including, but not limited to:

- Ali van Horne – Cox Business and Cox Corporate Atlanta Team
- Arab Chamber of Commerce
- Asian Chamber of Commerce
- Beverly Rogers / Michelle Sanders
CEO – The Rogers Foundation
- Bill Marion
CEO – Marion Purdue Public Relations
- Brain Gordon – Applied Analysis
- Chief Justice Linda Bell
- Congressman Horsford
- David Eclips – Harry Reid Airport
- Derek Stevens' Office – CEO of Circa Resorts
- District Attorney, Steve Wolfson
- Dr. Barbara Atkinson
Founding Dean – UNLV School of Medicine
- Jason DiOrio
VP of Community Relations – United Way
- Jeff Cooper, Engelstad Foundation
- Kerry Bubloz, President – Vegas Golden Knights
- Kianna Shelmon – Congresswoman Lee's Office
- Las Vegas Recycle
- Layke Martin – Executive Director for NV Cannabis Association
- Lindy Schmacher – Fulfillment Foundation
- LVRJ
- Mary Daly – President and CEO of the Federal Reserve Bank of San Francisco
- Maureen Schafer
CEO – Council for a Better Nevada
- Miles Dixon – ED of the Nevada Grant Lab
- Sheriff Lombardo
- Stephanie Anderson – Clark County Bar Association
- Tamar Hoapili – Cox Communications
- Tony Gladney
VP of Community and Diversity for MGM Resorts
- Tyre Gray
President of Nevada Mining Association
- Victoria Coley – Aetna for Nevada
- Wanda Blair – LVRJ
- Wells Fargo Bank

Partnerships

Sunrise Hospital Leadership re: Anywhere Library. Secured, with library leadership, Sunrise Hospital as our second Anytime Library location, the pilot program will be at Windmill Library.

Received \$200,000 from **IMLS ARP** funds to purchase **383 mobile phones for distribution to low-income and homeless individuals** in partnership with the Nevada Homeless Alliance and the Nevada Partnership for Homeless Youth.

<https://www.youtube.com/watch?v=xwlc0PTRgXw>

Best Buy - chose the Clark County Library Teen Tech Center for promotional film.

Tea and Megan <https://www.youtube.com/watch?v=OsyBbfxfSQw>

Received **\$40,000 donation** from a local trust attorney on behalf of his client.

LVCCLD Funding

| AWARDED GRANTS LIBRARY DISTRICT | | |
|---------------------------------|-------------------------------|---------------------|
| Grantor | Program | Amount |
| IMLS | Building the Childcare Sector | \$ 94,700 |
| IMLS CARES | FFN/DCM | \$ 143,450 |
| NSLAPR LSTA ARP | Playaway | \$ 139,999 |
| IMLS ARP | Axis 360 | \$ 50,000 |
| FEMA | COVID 19 | \$ 5,099 |
| Emergency Connectivity Fund | Tablets | \$ 746,200 |
| IMLS CARES | Cell Phones | \$ 200,000 |
| FEMA | COVID expenses | \$ 197,846 |
| LSTA ARP | Digital Collection | \$ 234,000 |
| IMLS | Anytime Library | \$ 75,000 |
| SUBTOTAL | | \$ 1,886,294 |

| PENDING GRANTS | | |
|-----------------------------|------------------------|---------------------|
| Clark County ARP-District | Devices and hotspots | \$ 3,400,000 |
| ALA Covid Relief Fund | Mobile Phones | \$ 20,000 |
| State Recovery Funds | Playaways | \$ 280,000 |
| Dept. of Education | Adult Education | \$ 700,000 |
| Emergency Connectivity Fund | Hot Spots for checkout | \$ 4,000,000 |
| SUBTOTAL | | \$ 8,400,000 |

Foundation Funding

| AWARDED GRANTS FOUNDATION | | |
|---------------------------|-------------------------------|-------------------|
| Grantor | Program | Amount |
| MGM Corporate | Teachers in Libraries | \$ 44,000 |
| NV Energy | Teachers in Libraries | \$ 7,500 |
| RTC | Bus Passes for Adult Learning | \$ 1,500 |
| Cox Charities | STEM @EN | \$ 5,000 |
| SWITCH | West Las Vegas Tech Lab | \$ 15,000 |
| BBTTC | Tech Refresh | \$ 10,000 |
| City of Las Vegas ARPA | Teachers in Libraries | \$ 400,000 |
| BBTTC | Annual Grant Renewal | \$ 60,000 |
| Winsong Trust | Teachers in Libraries | \$ 125,000 |
| Walmart @ Boulder highway | District programming | \$ 1,000 |
| Sams Club @ Spring Mt | Teachers in Libraries | \$ 1,000 |
| Best Buy PR Campaign | Teen Tech Center | \$ 2,500 |
| SUBTOTAL | | \$ 672,500 |

| PENDING GRANTS | | |
|-----------------------------|-------------------------------------|---------------------|
| Grantor | Program | Amount |
| Clark County ARP-Foundation | Teachers in Libraries | \$ 840,000 |
| State Recovery Funds | Teachers in Libraries | \$ 840,000 |
| Walmart | 23 branches (\$5,000 each) | \$ 115,000.00 |
| MGM Resorts | Teachers in Libraries | \$ 80,000 |
| NV Commission on Mentoring | EV CC tech mentors | \$ 10,000 |
| MGM Resorts Foundation | Z Space VR equipment | \$ 120,000 |
| Wynn Las Vegas | DCM passes | \$ 10,000 |
| Englestad/Agassi Big Idea | Early learning hospital partnership | \$ 100,000 |
| Cox Charities | Playaway Launchpads | \$ 5,000 |
| Union Pacific | Author visits to West Vegas | \$ 25,000 |
| SUBTOTAL | | \$ 2,145,000 |

Pending Upcoming Meetings

- Raiders Foundation (Alan Diskin)
- The Center/Pride Chamber of Commerce
- K&K Construction
- Nevada State Bank
- Bank of America
- Elaine P. Wynn Family Foundation
- LV Aviators Foundation
- The Children's Cabinet
- United Way – CEO
- Robert Bigelow – Bigelow Aerospace

Philanthropy Marketing

Did you know you can rent space for your meetings from one of the Library's 25 locations?

Las Vegas-Clark County **LIBRARY DISTRICT** LVCLD.org

Multi-purpose rooms, conference rooms, theaters, and more!
We welcome you—book your meeting now. Rental fees apply. Inquire online.

Kevin Watson, Executive Director

| | | |
|--|--|--|
| <p>CONFERENCE ROOM 60 CENTRAL HILLS LIBRARY BRANCH Multipurpose Room</p> | <p>CONFERENCE ROOM 100 CLARK COUNTY LIBRARY BRANCH Large Conference Room</p> | <p>PERFORMING ARTS CENTER 399 CLARK COUNTY LIBRARY BRANCH Main Theater</p> |
| <p>CONFERENCE ROOM 80 CLARK COUNTY LIBRARY BRANCH Paul C. Blau Theatre</p> | <p>CONFERENCE ROOM 150 EAST LAS VEGAS LIBRARY BRANCH Multipurpose Room 1</p> | <p>CONFERENCE ROOM 300 EAST LAS VEGAS LIBRARY BRANCH Multipurpose Room 1 & 2</p> |

You've got the vision, we've got the venue. For more info: please call 702-507-3500. | 1

Clark County Bar Association Members

With your library card, you can have **FREE** access to legal resources

lvccd.org/resources/law

#GetCarded
Las Vegas-Clark County **LIBRARY DISTRICT**
LVCLD.org

Support our library programs! Scan here

#GETCARDED
ATOURDISTRICTLIBRARIES

Hey Raiders Fans

Did you know that with your library card you have free access to **business and sports periodicals** and that the library has **meeting and conference spaces** available for rent?

- Periodicals
<https://lvccd.org/resources-types/magazines/>
- Meeting Room Rental
<https://lvccd.libnet.info/roomlist>

Support our library programs! Scan here

Las Vegas-Clark County **LIBRARY DISTRICT** LVCLD.org

#GETCARDED
AT OUR DISTRICT LIBRARIES

Hey Asian Chamber Members

Did you know that with your library card you have free access to **business and sports periodicals** and that the library has **meeting and conference spaces** available for rent?

- Periodicals
<https://lvccd.org/resources-types/magazines/>
- Meeting Room Rental
<https://lvccd.libnet.info/roomlist>

Support our library programs! Scan here

Las Vegas-Clark County **LIBRARY DISTRICT** LVCLD.org

Orange Boy Integrated Marketing Campaign Mobile Ad presentation



Integrated Marketing Campaign Mobile Ad

Prepared for:

Las Vegas-Clark County Library District

May 13, 2022

OrangeBoy, Inc. All rights reserved.



Mobile Ads - How it works?

As part of our Integrated Marketing Campaigns offering, the mobile ads or proximity target is one of the channels we use to execute the strategy.

Proximity Targeting

- Geotargeting technology allows clients send targeted messages to mobile users within defined geographical boundaries.
- A virtual perimeter is created around real-world locations using Lat/Longs, Addresses, Zip Codes, Cities, DMAs or States in the U.S.
- As mobile devices enter the targeted zone, our mobile ad partner will activate your mobile display ad for audiences within those geographical boundaries that are actively using an application in our network of 100K+ publishers.



OrangeBoy, Inc. All rights reserved.

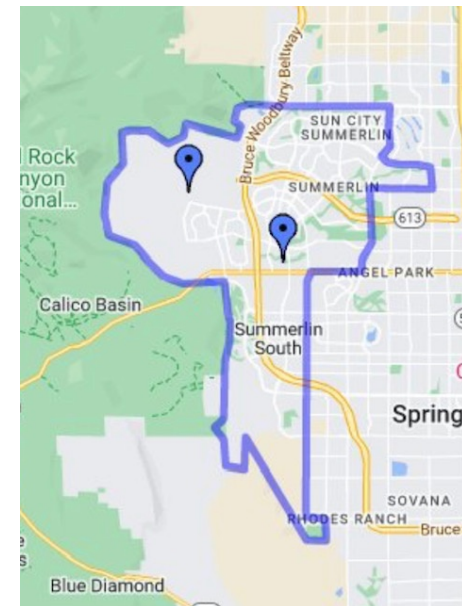


Selecting the target area

Based on your strategy and objectives, we will select the target areas by zip codes or miles radius that meet the criteria.

Examples:

- High Income Areas
- Areas near the library
- Areas with a large population of families
- And more!



OrangeBoy, Inc. All rights reserved.



COVERAGE MAP

MOBILE COVERAGE

We can place a radius over the libraries, and we can also target specific zip codes. This is an example of what the geofence area looks like for 2 and 3 miles.



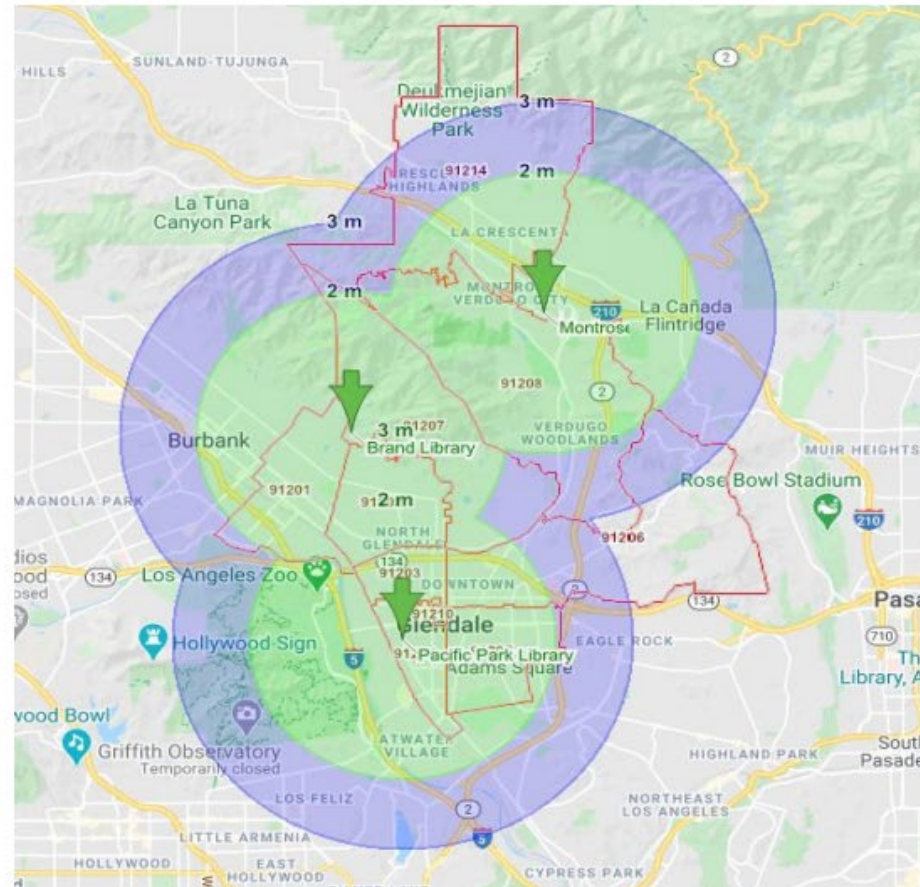
OrangeBoy, Inc. All rights reserved.



COVERAGE MAP

MOBILE COVERAGE

We can place a radius over the libraries, and we can also target specific zip codes. This is an example of what the geofence area looks like for multiple locations.



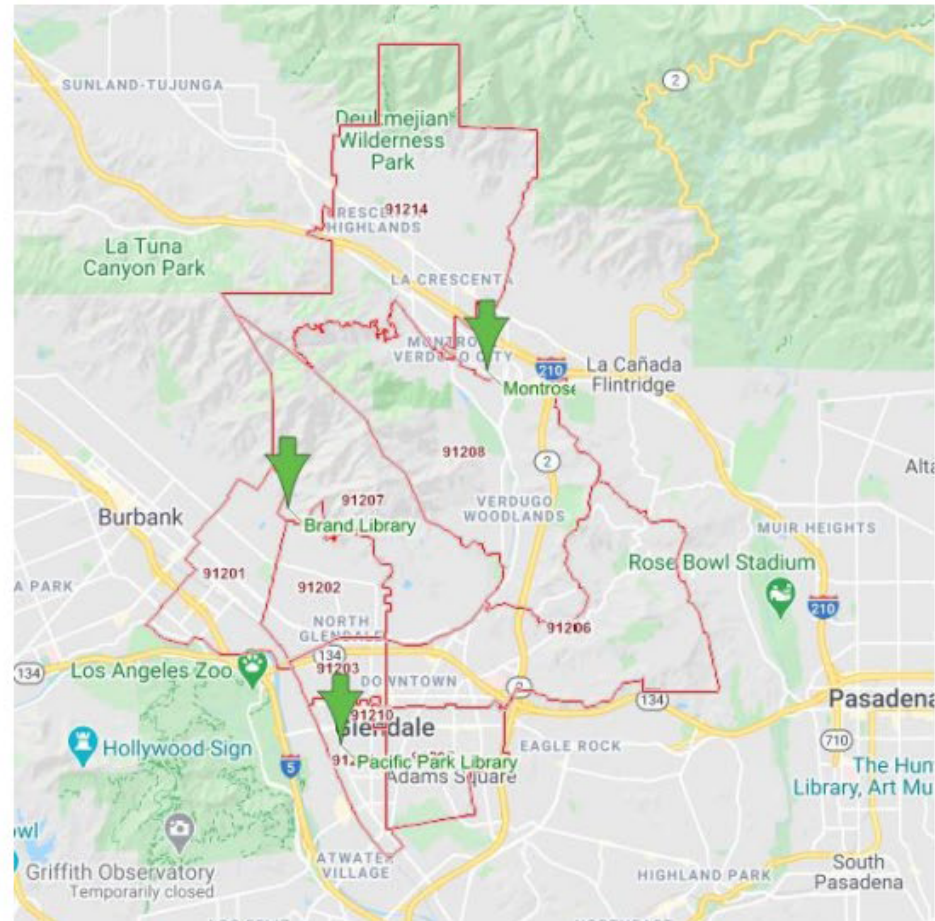
OrangeBoy, Inc. All rights reserved.



COVERAGE MAP

MOBILE COVERAGE

We can place a radius over the libraries, and we can also target specific zip codes. This is an example of geotargeting the zip codes

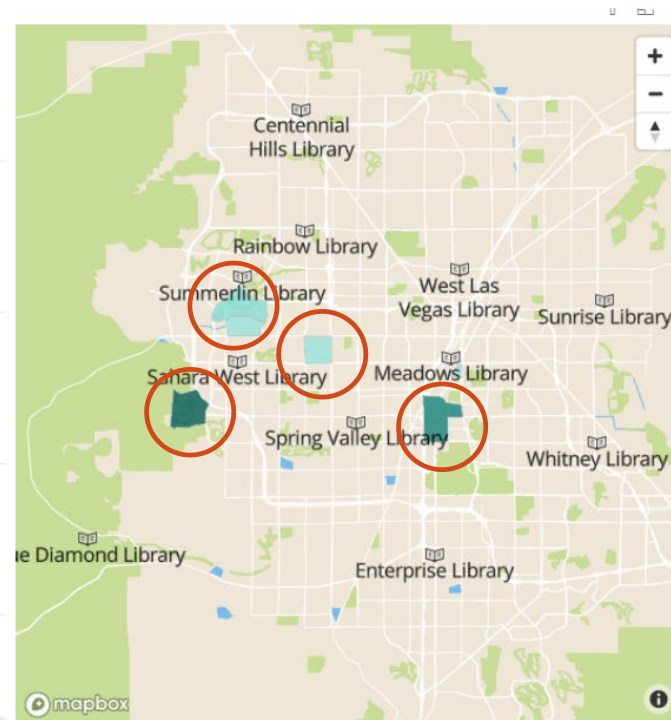
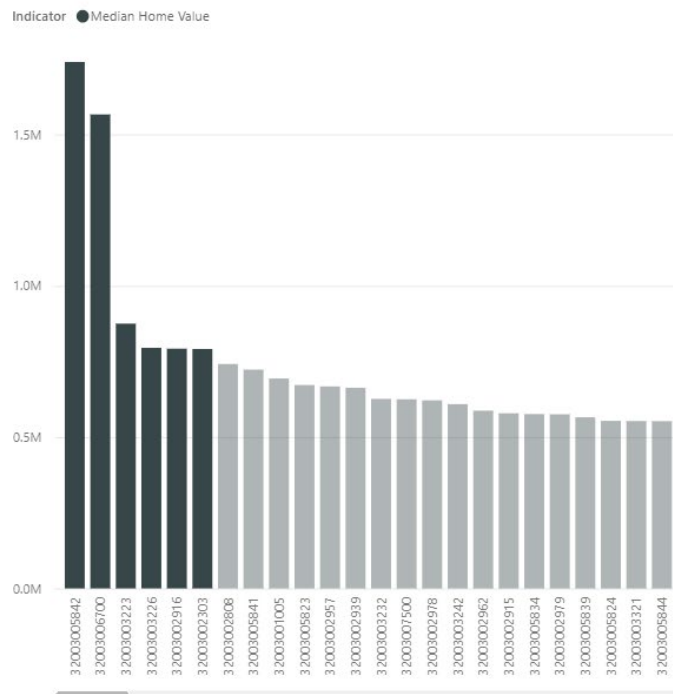


OrangeBoy, Inc. All rights reserved.



Potential Campaign Target Areas

Areas with the highest Median Home Value

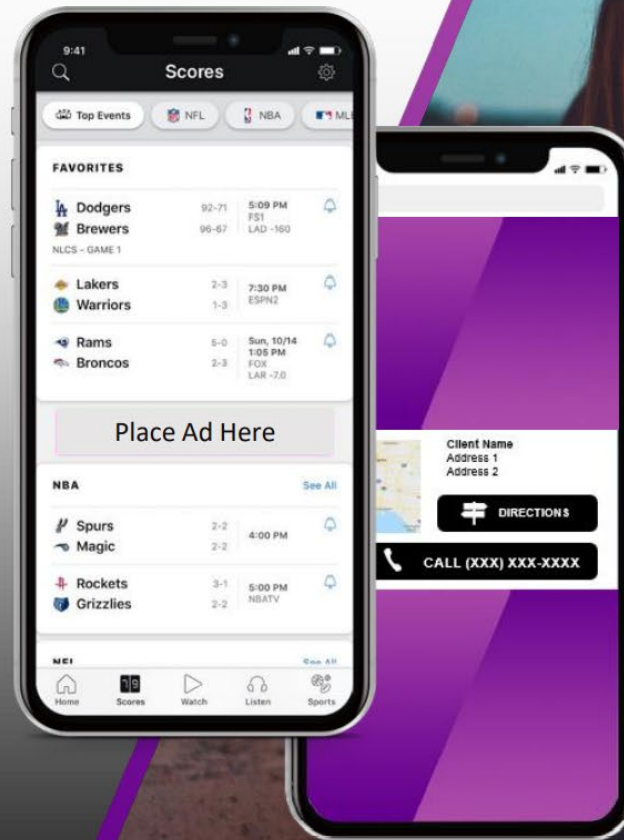


OrangeBoy, Inc. All rights reserved.



Mobile ad 320x50 example

- / Static or Animated
- / Click to URL or Landing Page
- / Compatible with:
 - / Proximity Targeting
 - / Behavioral Targeting
 - / Dynamic Distance Overlay
- / Call to Action Recommended

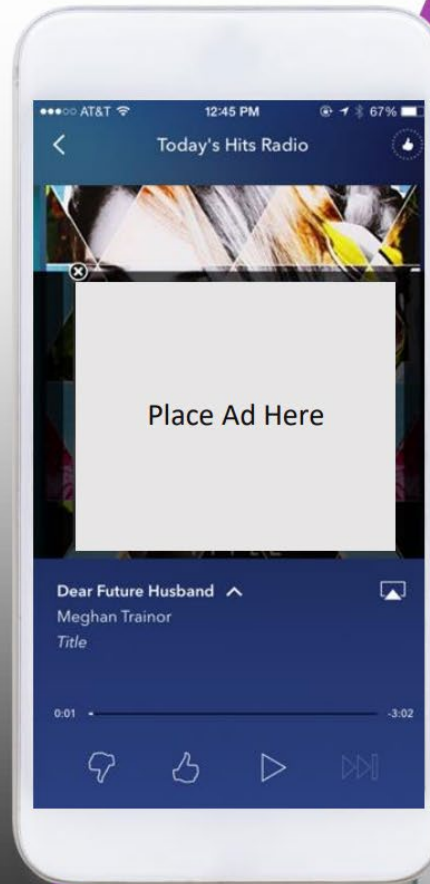


OrangeBoy, Inc. All rights reserved.



Mobile ad 300x250 example

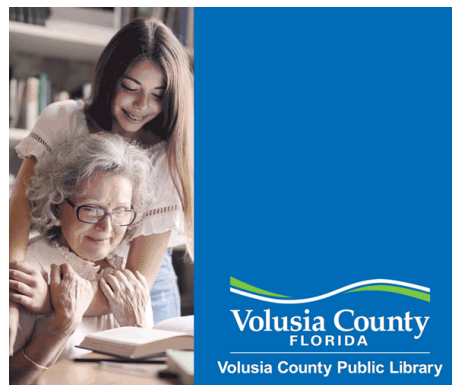
- / Static or Animated
- / Click to URL or Landing Page
- / Compatible with:
 - / Proximity Targeting
 - / Behavioral Targeting
 - / Dynamic Distance Overlay
- / Call to Action Recommended
- / Not Accepted by All Publishers
- / Scale Can Be Limited



OrangeBoy, Inc. All rights reserved.



Mobile Ad Examples



OrangeBoy, Inc. All rights reserved.



SAMPLE PUBLISHER LIST OF 100K+

NEWS & FINANCE

ABC News
BBC News
Bloomberg: Market & Financial News
Boston Herald
Business Insider
BuzzFeed
CBS News
Chicago Tribune
ClevMoney - Personal Finance
CNET TV: Best Tech News, Reviews, Videos & Deals
CNN Breaking US & World News
Daily Mail Online
Fox News Radio
Fox News: Live Breaking News
FOX13 Memphis News
FOX23 News
HABERTURK
HuffPost - News
LA Times
MailOnline
Market Pulse:
NSE MXX Nifty Options Live
Market+ Mobile
Mirror Online
Moneycontrol Markets on Mobile
Mortgage Calculator Plus
myNews - Newspapers and blogs
New York Post
News 10 NBC WHEC
News Republic
News24
Newsday
NJ.com
NYTimes - Latest News
POLITICO
Reuters News
Show TV
Stitcher for Podcasts
Stock Master: realtime stocks
Stock Quote
Stocks, Forex, Bitcoin,
Ethereum: Portfolio & News
The Economic Times

The Guardian
The New York Times
The Washington Post Classic
USA Press News
USA TODAY
WFTV Eyewitness News
World Currency Converter FOREX
WSB-TV News

HOBBIES & INTERESTS

Backgammon Dominoes
Bejeweled Classic
Bubble Shooter
Classic Words Solo
Crossword Jam
Crosswords With Friends
Daily Themed Crossword
Draw Something Classic
FIFA Soccer
Infinite Word Search Puzzles
Jigsaw Puzzle
Jigsaw Puzzle Collection HD
Line Webtoon - Free Comics
Magic Jigsaw Puzzles
Mahjong
New YAHTZEE
Perfect365: One-Tap Makeover
PicsArt Photo Studio
Pixlr Free Photo Editor
Pyramid Solitaire
SCRABBLE
Solitaire
Solitaire Deluxe*
Spades Free
Spider Solitaire
Sudoku
Wheel of Fortune Free Play
Word Chums
Word Collect
Word Cookies
Words Of Wonders
Words With Friends
Wordscapes
Wordscapes Uncrossed
World's Biggest Picture Cross

ENTERTAINMENT

iHeartRadio
iMusic
Giftloop
Pandora Music
Shazam
theCHIVE
TMZ
Worldstar Hip Hop (Official)
9GAG: Funny Gifs, Pics, Memes & Videos
Shazam
Tunein: Radio, MLB & Podcasts
Univision

SHOPPING

Gumtree Local Ads - Buy & Sell
Slickdeals: Coupons & Shopping
Swagbucks
Super Simple Shopping List
VargeSale: Sell simply, buy safely.
Our Groceries Shopping List
Kohl's: Scan, Shop, Pay & Save
Wallapop - Buy & Sell Nearby
Discount Calculator

WEATHER

Weather:Widget Forecast Radar
AccuWeather: Daily Forecast & Live Weather Reports
Met Office Weather Forecast
MyRadar Weather Radar
The Weather Channel: Tracker
Weather
Weather & Radar - Free
Weather Live Free
Weather Mate (Weather M8)
Weather Underground: Forecasts
WeatherBug
WeatherPro Free
wetter.com - Weather and Radar
What The Forecast?!!

SPORTS

365Scores - WC Live Scores
BBC Sport
Bleacher Report
Boston Herald Sports
CBS Sports App
CBS Sports Fantasy
DraftKings - Fantasy Sports
Dunk A Lot
ESPN
Europe1 Sports
Eurosport
FanSided
FlashScore
Foot Mercato : Transfers
Goal Live Scores
Goal.com
GOLF NETWORK PLUS - Golf Score Management & Videos
Hockey Nations 18
Infinite Golf
MLB Tap Sports Baseball
NHL
Soccer 24 - soccer live scores
Sportly.tv
Sports Alerts
theScore
Univision Deportes

SOCIAL NETWORKING

TextNow
MeetMe
Tagged
SKOUT
Text free
Text Me
IMVU: 3D Avatar!
FreeTone
hi5
Text Free: WiFi Calling App
Tagged - Meet, Chat & Dating
MeetMe

HEALTH & FITNESS

Pregnancy & Baby Tracker
Map My Run by Under Armour
iHoroscope - Daily Horoscope
Period Tracker Lite
MyFitnessPal
Daily Workouts Fitness Trainer
MyPlate Calorie Counter
BMI Calculator
30 Day Fitness Challenge Pro
Pedometer
PRO Fitness
WebMD
Lose Weight in 30 Days
Ideal Weight, BMI Calculator

LIFESTYLE

AutoScout24
Cars.com
GasBuddy
MyFitnessPal
PRO Fitness

BOOKS & REFERENCE

King James Bible - Free Holy Bible
English Chinese Dictionary FT
English Portuguese Dict Free
English Thai Dictionary Free
FanFiction Plus
Bible Offline
Dictionary - Merriam-Webster
Proverbs and Sayings

TRAVEL

XE Currency
Skyscanner Flights Hotels Cars
CalConvert: Currency Converter
My Currency Converter & Rates
Planes Live - Flight Tracker
Airline Flight Status Track & Airport
Flight Board
CityMaps2Go Plan Trips Travel Guide
Offline Maps

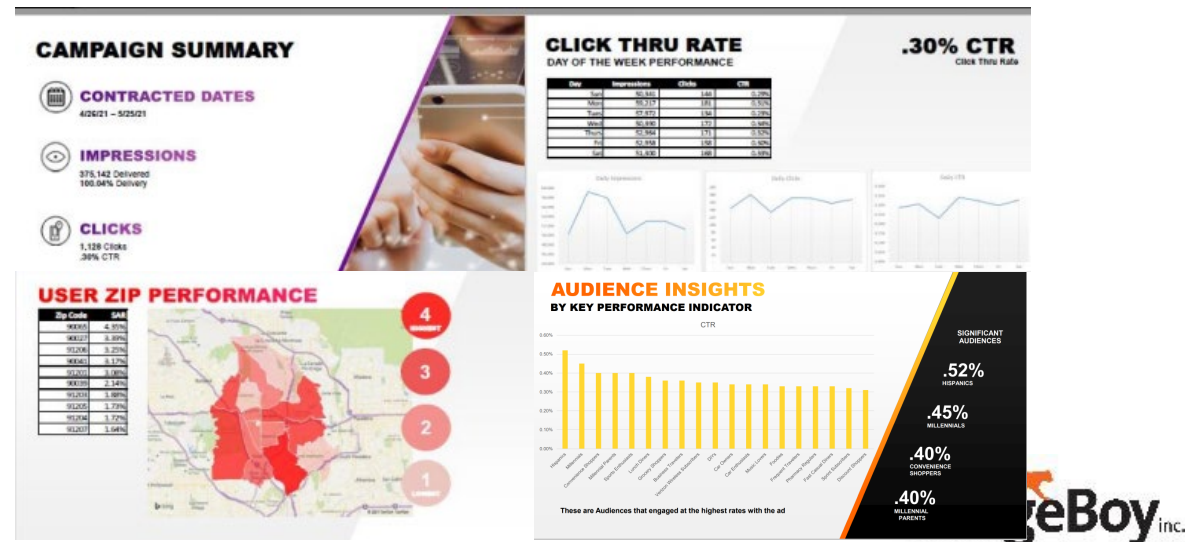
Reports

Weekly reports



| Campaign Name | Start Date | End Date | Contracted Imps | Imps Delivered | CTR | |
|---|------------|------------|-----------------|----------------|-----|-------|
| | | | | | # | % |
| Oak Park Public Library_09-21-21_10-18-21_3345884_GOV | 2021-09-21 | 2021-10-18 | 375,000 | 77,771 | 187 | 0.24% |
| Oak Park Public Library_09-21-21_10-18-21_3345884_GOV | 2021-09-21 | 2021-10-18 | 375,000 | 157,100 | 340 | 0.22% |

Wrap up report provided at the end of the campaign



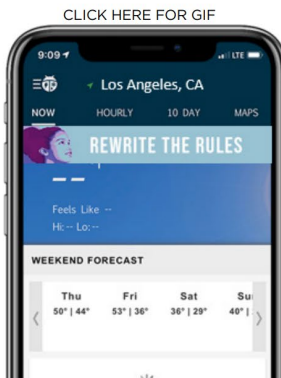
OrangeBoy, Inc. All rights reserved.

Mobile Creative Best Practices

Creative drives mobile ad effectiveness! **44% of consumers** will consider switching to a brand that does a **better job of personalizing its marketing communications**, and **90% say messages that aren't personalized are "annoying."** With mobile, we can easily create multiple banner executions, targeting different areas or audiences.

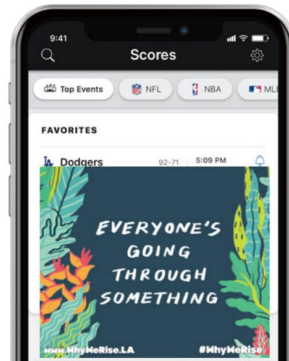
ANIMATED GIFS

Animating your banner into a GIF improves Click Through Rate (CTR) performance by **25%**, and boosts visitation rates by **44%**.



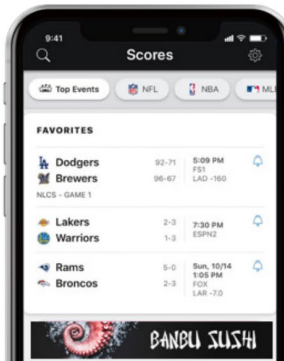
LESS IS MORE

Ads with 5 words or fewer **perform 67% better** when it comes to visitation rates. Keep it short and sweet!



KEEP IT VISUAL

It only takes our brains **13 milliseconds** to process an image, which is **20xs faster** than it typically takes to absorb information.



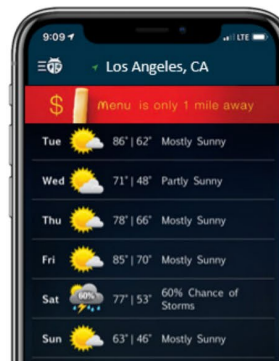
CALL TO ACTION

Including a Call to Action (CTA) **improves store visitation by 51%** over the average (examples: "Watch Video", "Learn More", "Buy Tickets", etc.)



DYNAMIC DISTANCE OVERLAY

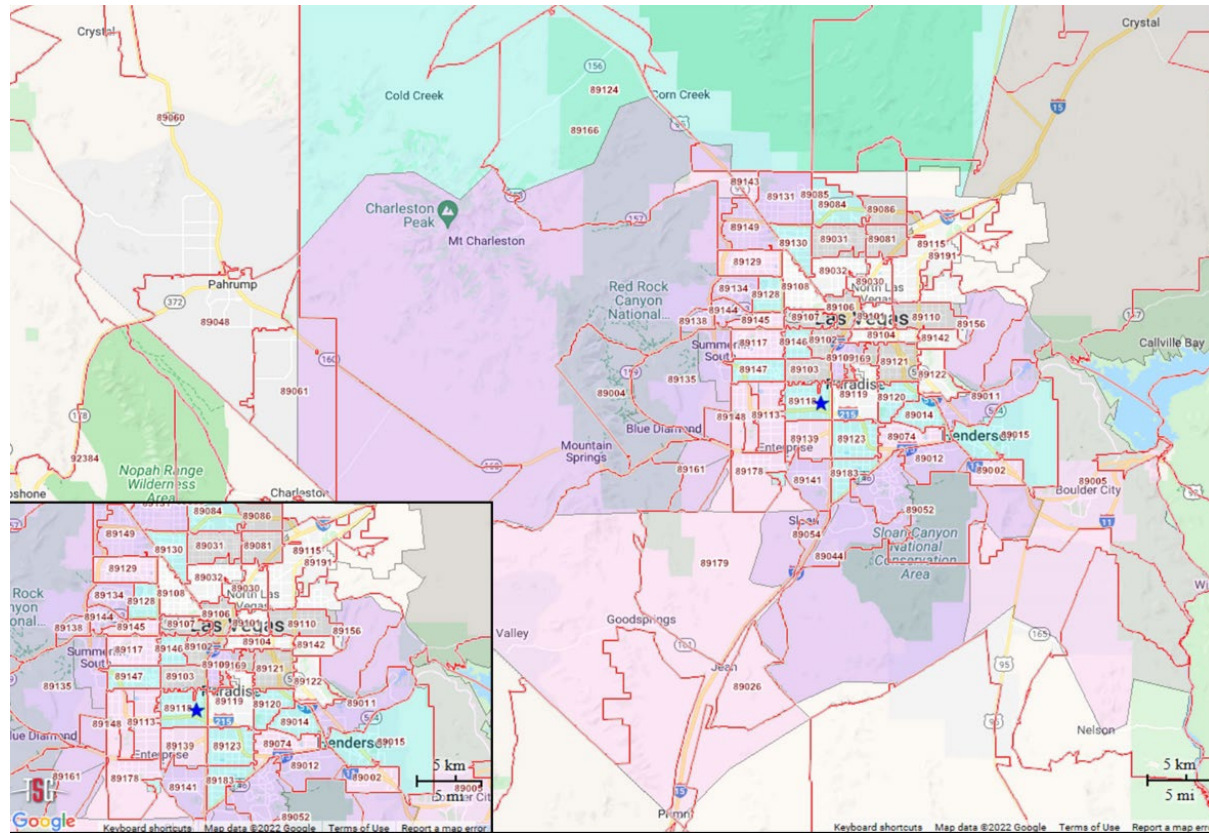
Including a dynamic distance overlay when the business has physical store locations **improves store visitation rates by 53%**.



OrangeBoy, Inc. All rights reserved.



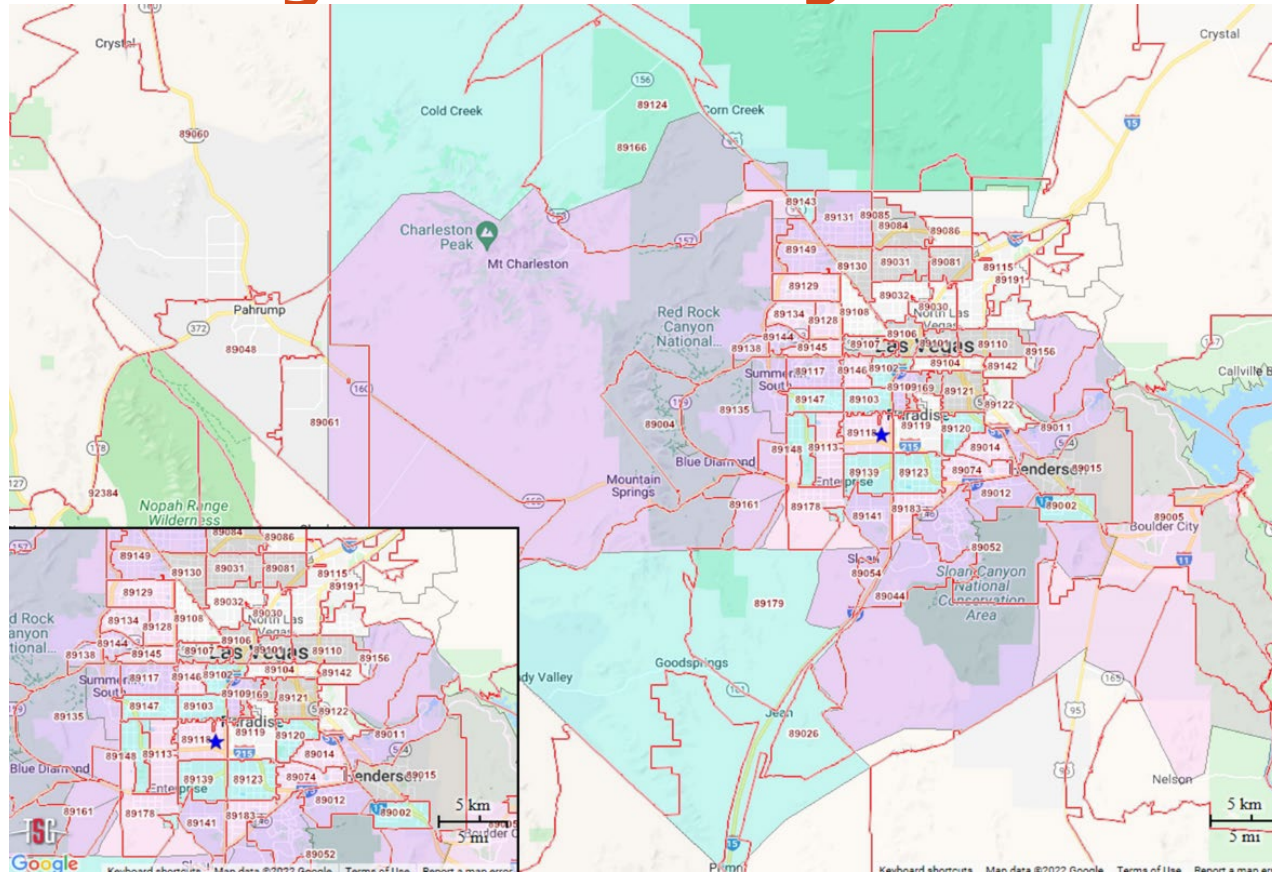
Potential Target Area – HHI 250K



OrangeBoy, Inc. All rights reserved.



Potential Target Area – HHI 500K



OrangeBoy, Inc. All rights reserved.



Mobile Ad Campaign

- The creative consultation and executions are included. This includes the original set of proposed layouts (2 banners) along with 2 sets of revisions.*
- Weekly reports on Impressions delivered and wrap up report at the end of the campaign.
- The benchmark for these campaigns is 0.2- 0.3% CRT (based on campaigns executed for other libraries with the same number of impressions contracted in the same time frame)

Mobile Ad Campaign Pricing

| Duration | Number of Impressions | Investment |
|---|-----------------------|------------|
| 4-Weeks | 375,000 | \$3,450 |
| 6 months | 2,250,000 | \$20,700 |
| Option 1: 12-months | 4,500,000 | \$39,330 |
| Option 2: 12 months + Savannah Philanthropy Center* | 4,500,000 | \$42,000 |

*More information on slide 18

OrangeBoy, Inc. All rights reserved.



Philanthropy Center

- OrangeBoy's Philanthropy Center is the ONLY fundraising software developed exclusively for public libraries. It combines a powerful, streamlined set of tools to make library fundraising efforts efficient and affordable, regardless of library size.
- Whether starting a fundraising program or expanding an existing one, the Philanthropy Center allows the following capabilities:
 - Donor and prospect communication tools
 - Prospect ranking system
 - Online gift processing
 - Automated gift acknowledgement
 - Automated compliance features
 - Accounting and payment system integration
 - Historical donor keeping

OrangeBoy, Inc. All rights reserved.



THANK YOU!

OrangeBoy, Inc. All rights reserved.





ITEM X

MEMORANDUM

DATE: June 9, 2022
TO: LVCCLD Foundation Board
FROM: Kelvin A. Watson, Executive Director
SUBJECT: Executive Director's Report

This are highlights from the Library District:

In April the Library District launched the Cell Phone Lending Program at Clark County Library. This project was in partnership with T-Mobile, Nevada Homeless Alliance and Nevada Partnership for Homeless Youth. 383 cell phones were distributed to qualifying recipients with 18-months of service at no cost to the end user. The plan includes unlimited calling, text, and data from T-Mobile. Phones were also pre-programmed with community links, resource contacts, and library apps. With the \$20,000 awarded from the ALA Relief Fund, 25 additional phones will be purchased and distributed.

The Library District partnered with Employ NV Business Hub with the Nevada Small Business Resource Fair at Sahara West Library. During National Small Business Week to support small business development. Governor Sisolak was also in attendance.

The Career Online High School Spring Graduation at Clark County Library was in May. There were a total of 7 graduates. The keynote speaker was Las Vegas City Councilman, Stavros Anthony of Ward 4. The next graduation will be in the fall.

The 2022 National Association of Workforce Development Professionals (NAWDP) Annual Conference and Awards Ceremony was at South Point Hotel and Casino. There was a presentation on the Supporting Advancing Nevada's Dislocated Individuals (SANDI) Grant that LVCCLD participated in. SANDI is a state grant that requires virtual reality and 3D digitally interactive STEM education materials in these specific Nevada career pathways. The content is oriented to those who have a particular STEM interest, or their interest is waiting to be sparked. Digital tools are for broad use by multiple levels (high school, college, adult), include many topics or disciplines relative to middle and higher-level STEM and are accessible through Nevada's public libraries in partnership with Nevada community colleges and partners within the workforce ecosystem. LVCCLD launched at the West Charleston Branch in May.

Hope for Prisoners Library- Hope for Prisoners is a District partner that offers a variety of training programs for its clients to build and strengthen skills necessary for employment readiness, leadership development and success throughout the reintegration process. The Library District will be working with Jon Ponder to develop a dedicated Library space at this location. We will offer a digital library with access to

reading materials, downloadable materials as well as learning databases for children, teens, and adults, homework help, The library district will also provide a collection of donated children's books. We plan to use the library space in the future to provide regular library-sponsored outreach activities, including children's story time programs, parents can read to their children.

The Library District has partnered with the Southern Nevada Regional Housing Authority to distribute 300 Chromebooks to the families identified by SNRHA who are in need of the Chromebook for educational purposes. The SNRHA hosted a resource fair on June 4 and we distributed 223 Chromebooks to the participants. LVCCLD also had a general table to promote library services, STEAM activities, and sign customers up for library cards.

Creating a partnership with Chef Jeff Henderson to utilize the café at the East Las Vegas Library as a training ground for his project. Chef Jeff is the creator of the Chef Jeff Project, a culinary, hospitality, and life skills training program for disenfranchised youth, formerly incarcerated individuals, and those seeking a fair chance. Chef Jeff and team will offer masterclasses, life coaching, in-person and virtual culinary and hospitality training, and hands-on food service experience to help local youths learn the necessary skills to find and retain employment.

The Library District has partnered with 100 Black Men of Las Vegas, to create a community book club. On June 15 will be the kick off event with one-read featuring The Hate U Give by Amanda Thomas, at the Sahara West Library from 3:00 – 5:00 PM.

West Las Vegas Updates- Negotiations with the City of Las Vegas, the Interlocal Statement of Intent has been fully executed by both parties. Presented to the LVCCLD Board of Trustees at the June Meeting, the primary terms and conditions of the transfer agreement will be presented with a request to the Board of Trustees to authorized staff to enter into an Interlocal Agreement with the City of Las Vegas for the transfer.

In partnership with Workforce Connections, CCSD, CSN, featured employers and other partners to create the Employ NV Youth Hub at West Charleston Library. Projecting to open in July/August. The District will provide space at West Charleston Library, WC provides \$3M annually for staffing and participant costs, CCSD and DJJS provide youth referrals and support through staff and training resource, CSN and other training partners provide support through staff and training resources, and employer partners provide career opportunities. We will provide in-person and virtual career services to 500 youth annually, enroll 250 youth in WIOA Title I Youth Programs (funded directly by WC), and connect 250 to other programs that best match their need (funded by WC partners).