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**LT GOVERNOR LORRAINE T. HUNT
STATEMENT BEFORE ASSEMBLY WAYS & MEANS
FEBRUARY 4, 2003**

**GOOD MORNING MADAM VICE CHAIRMAN AND
DISTINGUISHED COMMITTEE MEMBERS. FOR THE
RECORD, I AM LIEUTENANT GOVERNOR LORRAINE T.
HUNT. I AM DELIGHTED TO BE HERE TODAY TO
PROVIDE INFORMATION ON THE BUDGET FOR MY
OFFICE.**

**AS A CONSTITUTIONAL OFFICER, THE LT. GOVERNOR
SERVES AS PRESIDENT OF THE SENATE, AS CHIEF
EXECUTIVE WHENEVER THE GOVERNOR IS ABSENT
FROM THE STATE, AS CHAIR OF THE COMMISSION ON
TOURISM, THE COMMISSION ON ECONOMIC
DEVELOPMENT, AS VICE-CHAIR OF THE BOARD OF
DIRECTORS FOR THE DEPARTMENT OF
TRANSPORTATION AND AS A MEMBER OF THE
EXECUTIVE BRANCH AUDIT COMMITTEE. GOVERNOR**

GUINN, SINCE TAKING OFFICE, HAS ALSO ENTRUSTED ME WITH ENHANCED RESPONSIBILITIES AS A MEMBER OF HIS CABINET.

AS LIEUTENANT GOVERNOR, MY COMMITMENT IS TO STRENGTHEN THE BASE WE HAVE BUILT IN NEVADA, A BASE OF TOURISM, AS WELL AS DEVELOPING A NEW BROAD BASE OF ECONOMIC DIVERSIFICATION OPPORTUNITIES, BY CREATING ENTREPRENEURIAL PARTNERSHIPS AND ENCOURAGING GLOBAL INVESTMENT.

ACROSS THE NATION, MANY OF THE STATES ARE STRUGGLING TO MEET THE ECONOMIC CHALLENGES BEFORE THEM. MANY HAVE HAD TO MAKE DEVASTATING CUTS IN THEIR PROGRAMS AND BUDGETS. AS OTHER STATES SEARCH FOR THE ANSWERS TO ENHANCE AND DIVERSIFY THEIR

REVENUE STREAMS, THEY FIND THEMSELVES FACING OPPOSITION TO CONVENTIONAL TAX INCREASES AND SUPPORT FOR THE ESTABLISHMENT OF LOTTERIES AND GAMING. IN NEVADA, WE ARE DOING JUST THE OPPOSITE, LOOKING FOR TAX REVENUE BEYOND OUR BASE.

WE MUST NOT, HOWEVER, IGNORE THE VALUE OF THE VERY IMPORTANT INDUSTRY THAT HAS PROTECTED US FROM RECESSION TIME AND TIME AGAIN - TOURISM AND GAMING.

THEREIN LIES THE CHALLENGE:

WE MUST PROTECT, DIVERSIFY, AND GROW OUR TOURISM INDUSTRY BASE WHILE AGGRESSIVELY PURSUING ECONOMIC DEVELOPMENT OPPORTUNITIES.

DIVERSIFICATION IS EVEN MORE IMPORTANT TO NEVADA TODAY AS THE GAMING INDUSTRY FACES INCREASING COMPETITION IN MARKETS FROM WHICH IT HAS TRADITIONALLY DRAWN, PARTICULARLY CALIFORNIA.

WHILE CONTINUING TO SUPPORT OUR TOURISM AND GAMING INDUSTRY, OUR BIGGEST CHALLENGE FOR ECONOMIC DEVELOPMENT AND DIVERSIFICATION REMAINS SHAKING THE OLD NEVADA IMAGE AND CREATING THE NEW NEVADA IMAGE AN AS IMPORTANT PLAYER IN THE GLOBAL ECONOMY.

IN ORDER TO HELP CREATE AN ENVIRONMENT WHERE ECONOMIC DIVERSIFICATION AND ENTREPRENEURIAL ACTIVITY CAN FLOURISH, MY OFFICE LEADS THE NEVADA TECHNOLOGY PARTNERSHIP TO PROMOTE HIGH-TECH BUSINESS DEVELOPMENT AND PLANS FOR

**THE FUTURE BY PROVIDING THE TOOLS NECESSARY TO
BUILD A SKILLED WORK FORCE IN OUR STATE.**

**SENATE BILL 558, WHICH I INITIATED, WAS PASSED
DURING THE 71ST LEGISLATIVE SESSION. THIS BILL
WAS DESIGNED TO BOLSTER THE BUSINESS
COMMUNITY AND INCREASE OUR SHARE OF NEW
BUSINESSES IN NEVADA BY PROVIDING ADDITIONAL
PROTECTION FOR TRADE SECRETS AND INTELLECTUAL
PROPERTY. IF NEVADA CAN BECOME A SAFE HAVEN
FOR THE CREATORS OF INTELLECTUAL PROPERTY, IT
WILL BRING TALENT TO OUR STATE THAT CAN
ATTRACT VENTURE CAPITAL AND MAJOR HIGH-TECH
COMPANIES.**

**WE HAVE BEEN AGRESSIVELY STRIVING TO MAINTAIN
AND ENHANCE NEVADA'S POSITION AS AN
INTERNATIONAL TOURISM DESTINATION AND TO
PROMOTE NEVADA AS A HUB OF WORLD TRADE.**

**WORKING IN CONJUNCTION WITH THE COMMISSIONS ON
TOURISM AND ECONOMIC DEVELOPMENT, WE ARE
PLANNING A TRADE MISSION TO CHINA IN JUNE TO
LEAD A NEVADA DELEGATION TO HONG KONG,
SHANGHAI, AND BEIJING TO PROMOTE NEVADA AS A
TOURISM DESTINATION AND INTERNATIONAL BUSINESS
PARTNER.**

**AT A TIME WHEN MOST OF THE ECONOMIES IN THE
WORLD ARE RECESSIVE OR FLAT, CHINA IS GROWING
AT A RATE OF 7 TO 9 PERCENT ANNUALLY.**

**IN TEN YEARS, IT IS ANTICIPATED THAT A QUARTER OF
A MILLION TRAVELERS FROM CHINA, 250,000 PEOPLE
FROM A COUNTRY OF 1.4 BILLION PEOPLE, WILL VISIT
THE UNITED STATES. IMAGINE THE POTENTIAL FOR
NEVADA IF WE GET ONLY A PORTION OF THOSE
VISITORS TO COME TO COME TO OUR STATE!**

IN THE AREA OF MARKETING.

**RECENTLY, THE NEVADA COMMISSION ON TOURISM
LAUNCHED A BOLD NEW ADVERTISING CAMPAING:
NEVADA "BRING IT ON," STRESSING THE ADRENALINE -
RUSHING EXPERIENCES OF NEVADA'S GREAT OUT BACK
TARGETING THE ADVENTURE TOURIST IN OUTDOOR
MAGAZINES, ADVENTURE GUIDES, AND VARIOUS
WESTERN NEWSPAPERS. RURAL NEVADA IS A KEY
COMPONENT IN OUR OVERALL MARKETING STRATEGY.
RURAL NEVADA OFFERS HARD AND SOFT ADVENTURE,
ONE OF THE TOP TOURISM DRAWS IN THE UNITED
STATES. WE HAVE BARELY TAPPED THE GROWTH
POTENTIAL IN THIS TOURISM SECTOR. AMONG THE
NEARLY 100 MILLION ADULTS WHO HAD NOT YET
TAKEN AN ADVENTURE TRIP IN THE PAST FIVE YEARS,**

**ONE FOURTH SAID THEY WERE LIKELY TO DO SO IN
THE NEXT FIVE YEARS. THIS MARKET HOLDS
TREMENDOUS POTENTIAL FOR OUR RURAL AREAS.**

**SENATE BILL 583, WHICH I INTIATED LAST SESSION,
ESTABLISHED A GRANT PROGRAM FOR THE
DEVELOPMENT OF PROJECTS RELATING TO TOURISM
THAT ASSIST RURAL COMMUNITIES WITH TOURISM
DEVELOPMENT NEEDS. THIS GRANT, THE “FIRST OF ITS
KIND”, IS EXTREMELY POPULAR IN THE RURALS AND IS
BRIDGING THE GAP BETWEEN ECONOMIC
DEVELOPMENT INFRASTRUCTURE AND TOURISM
MARKETING EFFORTS.**

**AS CHAIR OF THE COMMISSION ON ECONOMIC
DEVELOPMENT, I, ALONG WITH A STATEWIDE
NETWORK OF 14 REGIONAL DEVELOPMENT
AUTHORITIES, WORK TO CREATE A STABLE
DIVERSIFIED ECONOMY AND TARGET BUSINESSES**

**SUITABLE FOR THE NEVADA ENVIRONMENT. TWO
SUCH INDUSTRIES HAVE EMERGED AS PRIME
PROSPECTS:**

**MULTI-MEDIA AND HIGH-TECH. NEVADA IS ALREADY
SEEING THE EFFECTS OF THE MULTI-MEDIA INDUSTRY
ON THE STATE'S ECONOMY. LITERALLY HUNDREDS OF
PRODUCTIONS FOR MOVIES, TELEVISION,
COMMERCIALS, MUSIC PROJECTS AND MORE HAVE
BEEN PRODUCED IN NEVADA. THE INCREASING
GLOBAL DEMANDS FOR THE PRODUCTS OF
ENTERTAINMENT AND OUR UNIQUE PLACE IN THE
WORLD POSITIONS NEVADA AS A MAJOR PRODUCER
AND EXPORTER OF HIGH-TECH MULTI-MEDIA
ENTERTAINMENT AND EDUCATIONAL PRODUCTS IN
THE 21ST CENTURY. IT ALSO PUTS US IN A UNIQUE
POSITION AS AN EXPORTER OF MANUFACTURING, R&D,**

AND COMPUTER-BASED GAMING DEVICES TO THE
WORLD.

**AS PART OF MY DUTIES, I OVERSEE THE NEVADA FILM
OFFICE, WHICH IS PRO-ACTIVE IN ESTABLISHING
NEVADA'S REPUTATION AS THE MOST FILM FRIENDLY
STATE IN THE NATION, ELIMINATING ROADBLOCKS TO
PRODUCTION IN THE STATE. SINCE ITS INCEPTION IN
1983, THE FILM OFFICE HAS HELPED THE STATE
BENEFIT FROM RECORD-BREAKING RECORDED
REVENUES, SURPASSING ONE BILLION DOLLARS, FOR
FILMING IN NEVADA.**

**COMPANIES FROM ALL OVER THE GLOBE ARE VISITING
OUR STATE WITH A GENUINE INTEREST IN MOVING
THEIR COMPANIES, THEIR BUSINESSES AND THEIR
FAMILIES TO OUR STATE. FROM TRADITIONAL
CORPORATIONS TO DOT COMS, HIGH-TECH TO**

MANUFACTURING AND DISTRIBUTION COMPANIES.

**NEVADA IS NOW ON THE RADAR SCREEN OF THE
BUSINESS WORLD.**

**OUR RECENT AGGRESSIVE MARKETING EFFORTS AT
THE NEVADA COMMISSION ON ECONOMIC
DEVELOPMENT HAVE PRODUCED A NEW REPUTATION
FOR US IN THE HIGH-TECH WORLD. NEVADA NOT
ONLY MEANS GAMING AND HOSPITALITY – BUT NOW
NEVADA MEANS BUSINESS.**

**AS I'VE SAID IN ORDER TO REMAIN COMPETITIVE, WE
MUST EXPAND OUR TOURISM AND BUSINESS BASE. WE
SHOULD NEVER FORGET, HOWEVER, THAT TOURISM
AND GAMING WERE NEVADA'S NUMBER ONE
INDUSTRIES LONG BEFORE OTHER STATES FOLLOWED
SUIT. WITH OUR HISTORY, KNOWLEDGE, AND
INFRASTRUCTURE, WE ARE UNBEATABLE IN THOSE**

**KEY REVENUE-PRODUCING AREAS. IT IS MY VISION TO
EXPAND THOSE BASES, DIVERSIFY THEM EVEN
FURTHER, AND INCREASE THE REVENUE TO THE STATE.**

**NOW I WOULD LIKE TO DIRECT YOUR ATTENTION TO
THE BUDGET OF THE OFFICE OF THE LIEUTENANT
GOVERNOR.**