

	A	B	C	D	E	F
1			BC Think Tank - A Community Idea Share			
2			May 21st, 2018 6-8pm Smith Building	updated 5/22/18	red-currently a working program	
3			Marketing Ideas, Concepts, Projects as submitted by Public Input			
4						
5						
6	Category	Sub-Cat	Brief Description	Author of Idea	Volunteers	Report
7	Events	parks	Special Events- on-going and new	Non-profit Organizations	Tanya Vece	
8	Events	partners	Events & Activities of other Partners- build on or increase partnership	NPS/ BOR	Jill Lagan, Christi Vanover	
9	Events	project	Tiny House Festival	Ortiz, Colleen	Kevin Polk, Colleen Ortiz	Showcase Tiny houses at SJ, 3-day demo to assemble, change zoning,
10	Events		Historical Period "Days"	Glena Dunn	Glena Dunn, Mary McClellan	
11	Events	parks	Boulder City Bites: walking/eating history tour	Karen Cook	Karen Cook (when in BC), BC Chamber	Jill has meeting this week
12	Events	pets	Produce a Pet Parade such as the Halloween Pet Parade in Thompson Square in New York	Linda Barnett	Linda Barnett, Jill Lagan, See Spot Run	See Spot Run, raise \$ opportunity, include Ooh lala, Greatful Pet, Pawsativily (Flyer at
13	Events		Founders Day Event - meeting to plan on May 30th at 6pm at Smith Building	Bill Rackey/Jill Lagan		
14	Events		promo of golf courses by offering mini business showcase events	Rose Ann Miele		
15	Historic Pres		The Main Street - USA	C. Eberhardt/ B. Davenport/J. Shields	Janelle Shields, Jill Lagan, Councilman McManus	Tabled for 1 year
16	Historic Pres		protect and celebrate historic resources	Nikki Collins	Mary McClellan	
17	Historic Pres	on-going event	create a historical adventure experience at the Water Filtration Plant like an Escape Room	Mary McClellan	Chris Eberhardt, Glenna Dunn, Mary McClellan	
18	Historic Pres	district	increase district to include Bullock's Field and do full inventory (possible tiny houses on the old strip)	Alan Goya	Alan Goya	
19	Historic Pres		create a foundation to buy and rehab Water Treatment Facility for cultural arts and tourism purposes	EVC, Historic Preservation		
20	Historic Pres	city project	Selling of City Owned buildings for revitalization and repurpose for viability-not destruction	EVC, Historic Preservation		
21	Historic Pres	project	Develop Process for Historic Building Inventory	Alan Goya		
22	Marketing	theme	BCNS Involved Bicycle Renting Business	Christopher Eberhardt		
23	Marketing	advertising	Social Media Videos- on going and new ideas	Karen Cook	Jill Lagan, The Cooks (when in BC)	#BCNVBIZ #BCNVCOME&PLAY
24	Marketing	signage	Proper Signage - CITY Address Sign Ordinances	Economic Vitality Commission (EVC)	Nanci Waters, EVC	
25	Marketing	ad Camp.	PyTown Marketing Campaign	Laura Pyzer		
26	Marketing	ad Camp.	A Tree Approach - Programs, Themes, Promotion	Neal Siniakin	Jill Lagan, Neal Siniakin	
27	Marketing		find even more ways to share the message of honoring Veterans in BC	Jill Lagan		
28	Marketing	theme	Solarcon Valley	Jill Lagan		
29	Marketing	theme	Motorcycle Destination Marketing	Christopher Eberhardt		
30	Marketing	adventure	Continued Efforts on Current Marketing-adventure tourism	BC Chamber/ Independent Businesses		
31	Marketing	websites	Destination Boulder City Website/ NCOT website/ Chamber/ City- review each	Las Vegas Convention & Visitors Authority/ NCOT		Consistency across all boards - "unified"
32	Marketing	ad Camp.	Tactile Digital Marketing - Sandy Ellis	BC Chamber	Sandy Ellis	KLAS Package "Come and Play for a Day"
33	Marketing	websites	Itinerary Builder on Chamber Website Release July 1 of trip planner and mapping tool	BC Chamber		
34	Marketing	ad Camp.	World Away	Boulder City Tourism Commission		
35	Marketing	theme	Dog Friendly Campaign-adding to the Pet Parade messaging (Linda Barnett)	Christopher Eberhardt		
36	Marketing	theme	Antiques Gold Mine Campaign	Christopher Eberhardt		
37	Marketing	theme	Wild Life Focus Campaign	Christopher Eberhardt		
38	Marketing	education	Internet Marketing Workshop	Christopher Eberhardt		
39	Marketing	Planning	Master Marketing Plan	Jill Lagan, Michael Mays	Janelle Shields, Jill Lagan, Neal Siniakin, Laura Pyzer, Kevin O'K. Invision 2020 - Master Marketing Plan created by Tom Clements	
40	Marketing	ad Camp.	BC License Plate Promotion Emphasis	BC Chamber of Commerce		
41	Marketing	social media	Social Media Photo Contest outside businesses w/unique statues	Glena Dunn		
42	Marketing	social media	Businesses sharing Businesses via Social Media	Glena Dunn		
43	Marketing	partners	Lake Mead/ Alan Bible Visitors Center Events	Andy Saylor	Jill Lagan, Andy Saylor, Christi Vanover	
44	Marketing		Business Council of Boulder City	Janelle Shields		
45	Marketing	theme	Capitalize on "Boater" Traffic / Snow Birds	Ryan Finnegan	Jill Lagan, Ryan Finnegan	
46	Marketing	theme	All ages shows/ events - "Keeping up w/ the times"	Tsvetelina Stefanova		
47	Marketing	theme	Bridging the "long distance" gap from LV to BC	Tsvetelina Stefanova		
48	Marketing	Planning	Social Media page to discuss committees, etc.	Jill Lagan		
49	Marketing	theme	outdoor recreation	Nikki Collins		
50	Marketing	TV	expanded BCTV for community production and promotion	Rose Ann Miele	Rose Ann Miele, Jill Lagan	
51	Marketing	education	regular group meetings for business owners and customers-customer service	Rose Ann Miele	Rose Ann Miele	
52	Marketing	ad Camp.	regular group meetings for business owners for co op advertising ideas	Rose Ann Miele	Rose Ann Miele	
53	Marketing	tours	regular group meetings for local fam tours to learn about your own backyard	Rose Ann Miele	Rose Ann Miele	
54	Marketing	funding	room tax, RDA, individuals, grants	Jill Lagan	Jill Lagan, Brok Armantrout, Peggy Leavitt	
55	Marketing	ad Camp.	advertising as a co-op in air travel magazines	Neal Siniakin, Jill Lagan		
56	Marketing		work with newspapers to keep set frames with Buy Local, Eat Local and sell ad rotations inside the frame each week	Linda Graham		
57	Marketing		Assist the City Leadership with adopting Master plan using 3rd party (Hackathon in June)	Alan Goya	Jill Lagan	
58	Marketing		chamber purchase and sell reusable shopping bags that drive home SHOP LOCAL, EAT LOCAL, SUPPORT LOCAL BIZ	Linda Graham		
59	Marketing		Basic Ambassador cards that citizens could hand out at their "group" events-ie: Slow Rollers Bike Events-QR code on it	Herschel Mooney		
60	Marketing	ad Camp.	advertising on signs inside airport terminals	Neal Siniakin	Jill Lagan	
61	Parking		Viable Parking Solutions/ Signage	Christopher Eberhardt	Jill Lagan	
62	Parking		Parking for larger vehicle, trailers, events, etc.	Ryan Finnegan		
63	Project		Antique Publication Co-op (Increase Printing Dist.)	Glena Dunn		
64	Project		World's Largest Big Horn Sheep Statue	Economic Vitality Commission (EVC)	Linda Barnett, Shane Dieter, Bret Runion	Plenty of Land in BC, artistic concepts, internation ideas
65	Project		Welcome to Boulder City Sign - Artist Competition	Christopher Eberhardt		
66	Project		Tent Campground	Economic Vitality Commission (EVC)		
67	Project		Adventure Tourism Marketing Hub	BC Chamber/ EVC		
68	Project	train	Train Museum & Linear Park	BC Chamber/ EVC/ State of Nevada		Connection off River Mountain Loop Trail to connect from Eastern to BC
69	Project		UTV Golf Carts on City Streets	BC Chamber/ EVC		
70	Project		Frontline Ambassador Training	BC Chamber of Commerce	Eva Lawrence-Fischer	
71	Project		Business of the Qtr - Business Excellence Awards	BC Chamber	Tanya Vece	
72	Project		Designated Water Trails- assist on second trail and promotion	Lower Colorado River Alliance	Brina Marcus	Sent in application - waiting for response
73	Project		Hike & Bike Trails- promotion more and connection to current trails	River Mountain Loop Partnership		
74	Project		The Musical Highway (Glena Dunn researching more details for future presentation)	Social Media Discussion	EVC	Identified Artist
75	Project		Fleet Buses from LV Strip	Neal Siniakin		
76	Project		Desert Landscaping/ Wildflowers - BC Entrance & Train - Wildflower Corridor	Ortiz, Colleen	Colleen Ortiz	
77	Project		Campaign to reclaim the name "Boulder Dam" (inexpensive)	Dale Napier	Jill Lagan	Tabled
78	Project		Tour Buses, Partnering with tour operators/ get RTC to go to the Dam	Bill Smith / Ainsworth Hunt	Ainsworth Hunt, Bill Smith, Jill Lagan	Partnering with airport businesses - Papillon to offer historic informational tour with each BC pick up
79	Project		BC Residents spending in BC - Community Co-op (Discover Card)	Kevin Polk		
80	Project		BC rewards type card (done as a debit type account-not credit or gift card)	Danny Cope	Danny Cope, Jill Lagan	
81	Project		Large Special Events at Lake Mead	Christie Vanover	Jill Lagan, Christi Vanover	Partner with appropriate Lake events that "make sense" for the partnership and understand preserving the Park
82	Project		Celebrity Endorsements	Ruben Valdez		
83	Project		Capitalize on Daily traffic through BC - (efforts to increase)	Beth Walker		
84	Project		Play-up Solorcon with worlds largest crystal ball from LV - Draw in Solar	Shane Dieter		
85	Project		Boulder City Passport (Private discussion based on article in BC Review)	Hali Bernstein-Saylor		
86	Project		Usage of the theater: Dixieland jazz fest, maker movement	Nikki Collins		
87	Project		shuttle service from BC airport to golf courses, historic district, dam	Rose Ann Miele	Rose Ann Miele, Jill Lagan	
88	Project	train	FB donation page for the railroad museum	Rose Ann Miele	Rose Ann Miele, Larry Bender	
89	Project		Zeplan Tours	Tom Clements		
90	Project					

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91	Project		air conditioned bus stop at the new train museum	Tom Clements		
92	Project	utilities	create a citizen advisory board as the Utilities Commission for review and recommendation on utility activity at City Hall	Dale Napier	Dale Napier, Warren Harhay	Meeting on Dec 4th, Boulder City Utility Advisory, contact councilman warren harhay
93	Project		build a conference/event center to bring events to BC with a way to ticket	Jill Lagan	Tanya Vece	
94	Project		Community Pride Day- clean up along businesses and dumpsters rotate in red.	Jill Lagan	Nanci Waters, Jill Lagan, Rosanna Carmichael	Partner with BC Disposal
95	Project	on-going event	Boulder City Shines-a regular community clean up day that is similar to the City of Henderson's Shine Day	Nanci Waters	Jill Lagan, Scott Hansen, Jill Lagan	
96	Project		Walking Tours- add to the promotion and look of videos	BC Chamber/ Historical Association		
97	Project		Build a full service welcome center at new interchange	Bill Wilborn		Possibly partner with casinos
98	Project	radio/tv	create BC radio station and a City Communications Division-BCTV	Jill Lagan, Warren Harhay, Brok Armantrout	Jill Lagan, Warren Harhay, Brok Armantrout	
99	Project		Beautify medians at entry points to town-grants to pay for metal work	Jill Lagan, Brok Armantrout		
100	Project		Develop a new publication for sharing content, editorials and advertising	Lois Denaut		
101	Project		Educate local businesses on Active Threats	Jill Lagan		
102	Project		Creation of a Boulder City Golf Association to host and plan events that draw spectators and media attention	Danny Cope		
103	Project		Scenic Byways-State and Federal program designations	Jill Lagan, Colleen Ortiz	BC Chamber	
104	Project		Full service DMV and CDL licensing as well in BC	Jill Lagan, Charlie Leavitt	Jill, EVC	
105	Project		Community Policing Program-over and above Neighborhood Watch-code enforcment & public nuisance concerns	Jill Lagan-from social media demand		
106	Project		Neighborhood Watch Program - Vacation House/People Checks - Volunteer Police	Police Chief Shea		
107	Project		Text Top 10 and create a website of top 10 to do in BC	()	BC Chamber-Brina Marcus/Jill Lagan	
108	Project		Leadership Boulder City. Develop a leadership program like LV and Henderson	Dale Napier/Eva Fischer		
109	Project		during beautification on highway, put together a daily deals and shop local campaign			
110	Project		Boulder City Academy of Outdoor Sports	David Thompson		
111	Renewables		Focus on Renewables	K. Polk, T. Stefanova, R. Miele	Kevin Polk, Tsvetlina Stefanova	
112	Renewables		Start Small Businesses in renewable energy build	Kevin Polk/ Rosanne M		
113	Renewables	theme	Clean Green Community - New developments with renewables	Tsvetlina Stefanova		
114	Renewables		renewable energy center	Nikki Collins		
115	Signage		Proper Signage - NDOT	Tom Hromada	Jill Lagan, EVC, Nanci Waters	
116	Signage		Billboards- build on current accounts and develop annual strategy	Neal Siniakin		
117	Signage		Lighting on arch entering historic district improvements to the current dam shaped welcome sign-better letters	email		
118	signage		vertical maps posted on the bike tour sign posts directing people to key locations	Don Sanders		
119	Signage		Signage: scenic route, historic boulder city, lake mead, hoover dam	Nikki Collins		
120	Signage		yard sale app to help those needing to publicize yard sales	Ray Turner		
121	Signage		Welcome to Boulder City Sign on the train bridge-possibly go above and ask Mary Martini about it since no one got back	Vic Miller		
122	Marketing		Air BnB - Marketing/ Promotion -	Linda Barnett		
123	Marketing		Shop local Campaign - give incentive too	Linda Barnett		
124	Project		Neon Museum Idea (Coffee Cup/ Desert Inn) - Boulder City Memorabilia	Bill Smith		