CITY OF LAS VEGAS

ECONOMIC AND URBAN DEVELOPMENT PROJECTS

FISCAL YEAR 2011 IN REVIEW

DIGITAL EDITION

The front cover of this publication features a rendering of The Smith Center for the Performing Arts, which is currently under construction in Symphony Park™ in downtown Las Vegas. Named in honor of Fred W. and Mary B. Smith, this performing arts center will be home to Nevada Ballet Theatre, Las Vegas Philharmonic and first-run touring attractions. It was designed by David M. Schwartz. The opening is planned for spring 2012.

LAS VEGAS ECONOMIC AND URBAN DEVELOPMENT

Now more than ever, the city of Las Vegas is focused on new businesses, job creation and building on the success that has come to fruition in the downtown area. The city's multi-faceted and multi-functional Economic and Urban Development Department (EUD) serves these purposes.

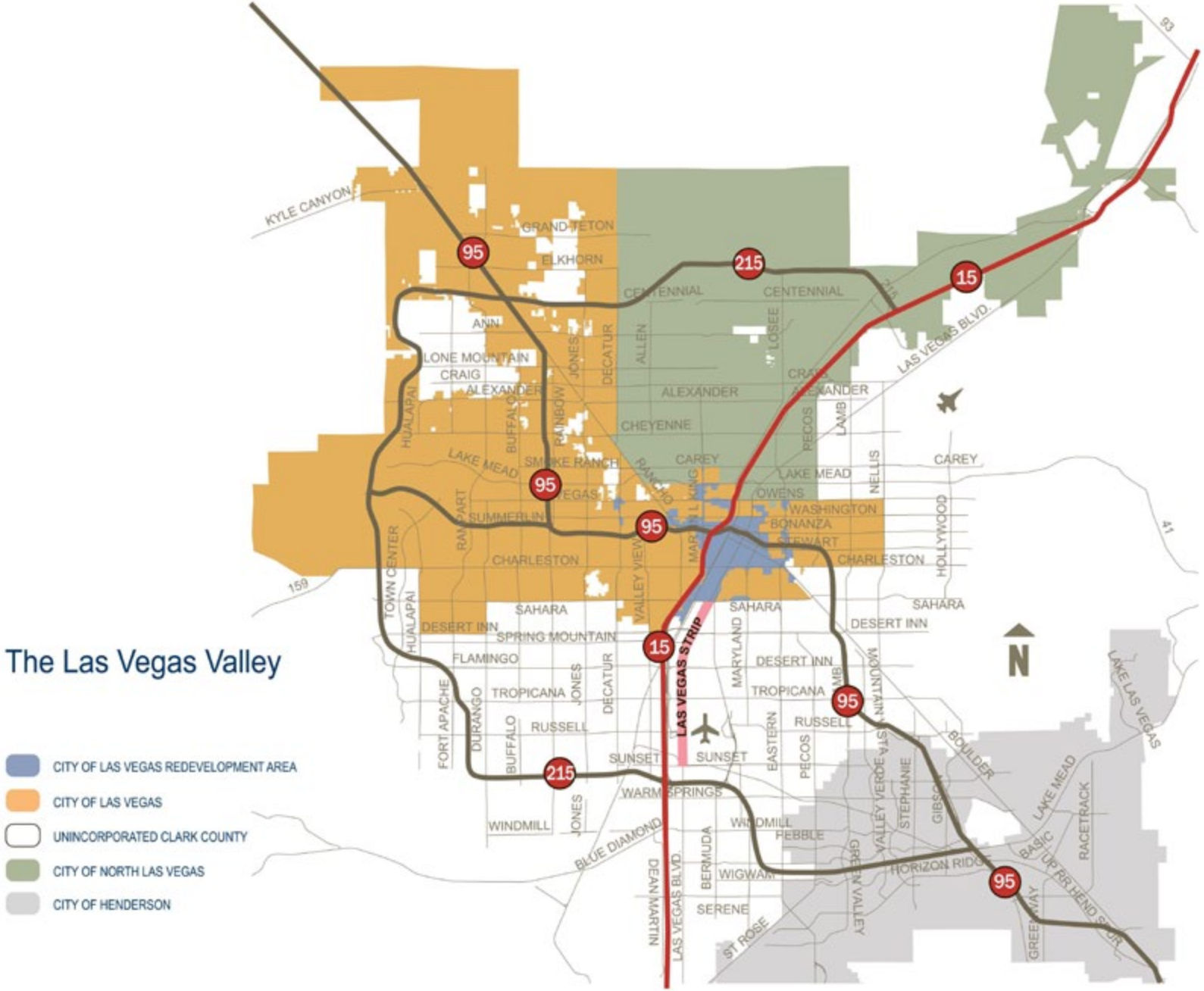
Currently, the department's responsibilities include the following:

- Negotiating new development contracts and redevelopment projects.
- Encouraging entrepreneurship and startups through an established business incubator, technology transfer and venture capital investment.
- Regional and international business and investor attraction efforts.
- Symphony Park urban community development.
- Mart attraction (e.g., the 5-million-square-foot World Market Center Las Vegas).
- Fast track assistance with expediting business-related permits, licenses and entitlements.
- Managing a real estate portfolio, including land acquisitions, leasing and sales.
- Connecting retail developers, commercial brokers and property owners with appropriate high-quality tenants.
- Visual Improvement Program assistance, which aids businesses with upgrading their exteriors and reducing urban decay.
- Tax Increment Financing assistance.
- Researching and compiling data sought by businesses, concentrating on information specific to the city of Las Vegas and Redevelopment Area.

To operate more effectively, the city of Las Vegas recently underwent a reorganization. This reorganization, in turn, expanded the functions of the EUD. The Neighborhood Development Division is now part of the Economic and Urban Development Department. This division is responsible for administering affordable housing and Community Development Block Grant funds and projects for the city.

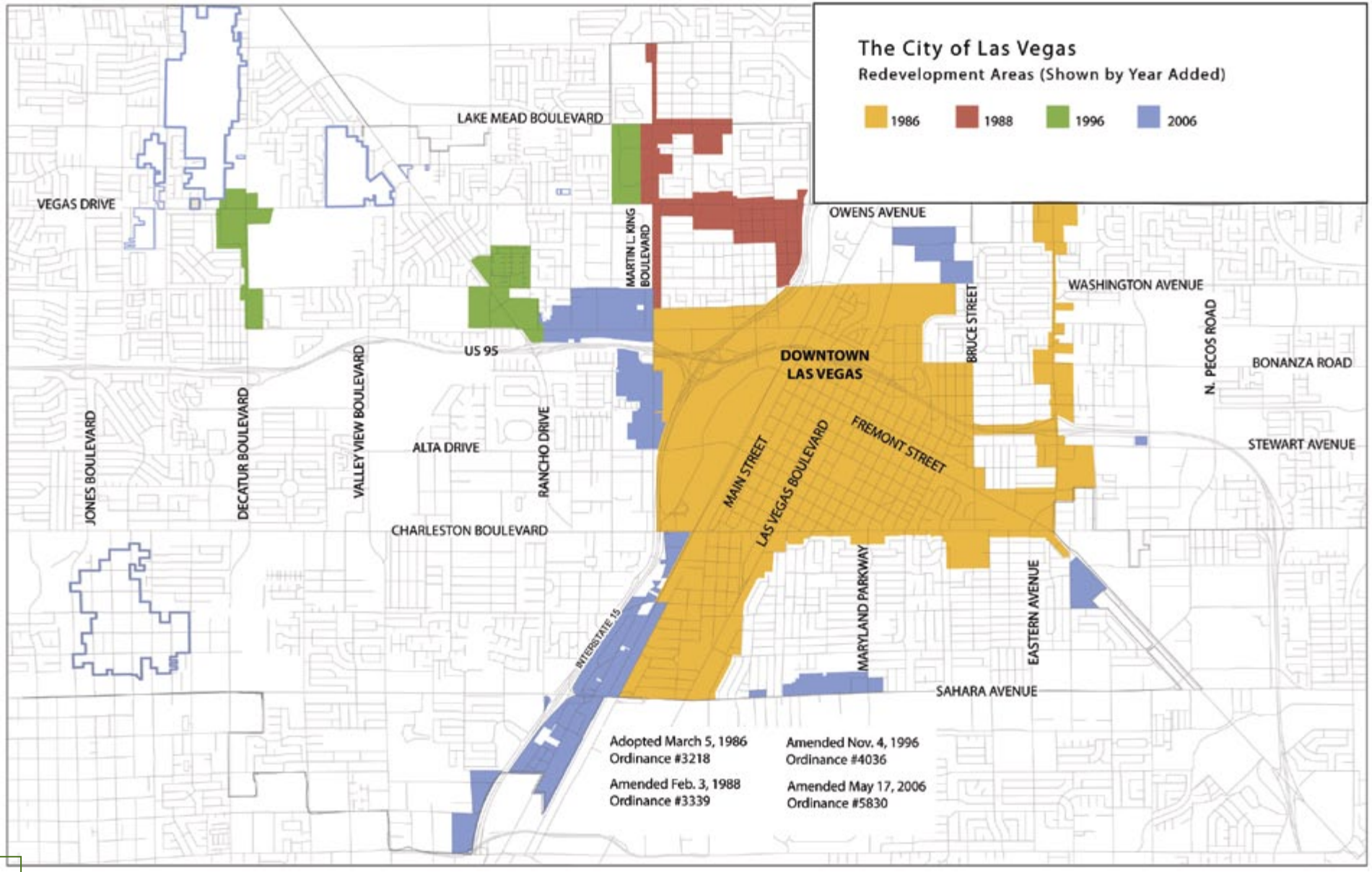
In addition, the EUD also expanded by hiring a manager to coordinate the city's parking services.

The Las Vegas Valley



The Las Vegas Redevelopment Area encompasses 3,948 acres. The area roughly includes the greater downtown Las Vegas area east of I-15, south of Washington Avenue, north of Sahara Avenue and west of Maryland Parkway. It also includes the Charleston Boulevard, Martin L. King Boulevard and Eastern Avenue corridors.

Although the RDA legally is a separate entity from the city of Las Vegas, city council members sit on its board and provide input on projects.



BY THE NUMBERS

FY 2011 PROJECTS COMPLETED

- **1,240 CONSTRUCTION JOBS CREATED**
- **512 PERMANENT JOBS CREATED**
- **$204 MILLION PROJECT VALUATION**

FY 2011 PROJECTS UNDER CONSTRUCTION

- **3,145 CONSTRUCTION JOBS CREATED**
- **1,724 PERMANENT JOBS CREATED**
- **$853 MILLION PROJECT VALUATION**

Note: The above figures include the Redevelopment Area, as well as the Las Vegas Tech Center and the Las Vegas Medical District.

Note: The numbers above do not equal the cumulative total of all the specific projects included in this report. The numbers may include additional developments that were under construction or were completed within the Redevelopment Area in FY2011, but were not specifically listed within the report. In addition, some of the projects included in this report (for example Symphony Park) are ongoing and will be constructed over several years; in such cases the project values listed are multiyear costs.

CALCULATIONS

***Job numbers and valuation data in this report are derived from developers, public purpose documents or the formulas below:**

JOB MULTIPLIER FORMULA

Permanent Jobs Created Formula:

Office = 1 job per 250 square feet of project size.
Retail = 2.5 jobs per 1,000 square feet of project size.
Hotel/Casino = 1 job per hotel room and 2.5 jobs per 1,000 square feet of retail.
School = 1.5 jobs per classroom.

*Assuming full occupancy for formula calculations.
*Job unit = Full-Time Equivalent (FTE)

Construction Jobs Created Formula:

Large Scale = 8.9 jobs per $1M value divided by number of construction years.

*(Exceeding $10M value & 1-Year Construction)

Small Scale = 8.9 jobs per $1M value.

*(Less Than $10M value & 1-Year Construction)

GENERAL VALUATION NOTES

*High-rise value estimate: large-scale projects: $500,000/unit; small-scale projects: $350,000/unit
$150K/unit for affordable housing

*$300/SF - new office construction
*$200/SF - new retail construction
*$750/SF - hospital expansion
*$250K/room - hotel
*$150/SF - warehouse
*$250/SF - dance hall/club
*Parking Garage - $10k/space
*Surface Parking - $2k/space

"The Smith Center for the Performing Arts is inching closer to the reality of bringing a performing arts stage to downtown Las Vegas that will unite the community with world-class programming. Downtown's changing landscape is becoming the cultural epicenter of Las Vegas."

Myron Martin, president and CEO, The Smith Center for the Performing Arts

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Since Cleveland Clinic Lou Ruvo Center for Brain Health treated our first patients in July 2009, we've been overwhelmed by the enthusiastic support and participation of the Las Vegas community.

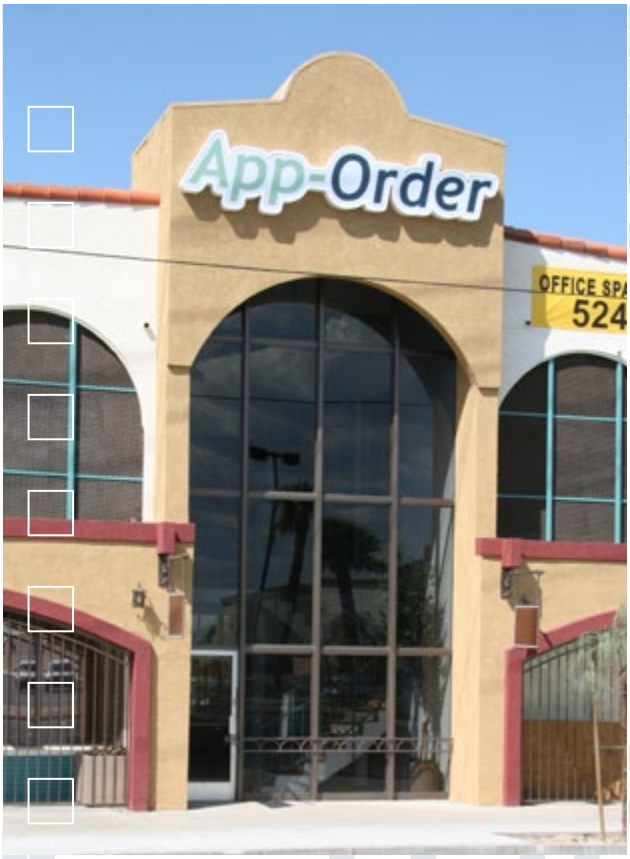
Maureen Peckman, chief emerging business officer, Cleveland Clinic Nevada

We love being part of the revitalization of downtown! It has flavor, excitement and a sense of community, one that I have not found before in Las Vegas.

Jill Schneider, partner/owner of the Verdict's Inn Cafe

ADA PATHWAYS PROJECT

Address: Various locations. See description below.
Developer: City Of Las Vegas
Construction Jobs Generated: N/A
Permanent Jobs Generated: N/A
Total Project Cost: $100,000
City of Las Vegas Investment: $100,000
Description: Fifty-seven ADA ramps were installed at various sidewalks and street crossing locations within the following boundaries: Eastern Avenue/Charleston Boulevard/Boulder Highway/Sahara Avenue and Main Street/Bonneville Avenue/Las Vegas Boulevard/ Charleston Boulevard. Completed in March 2010.

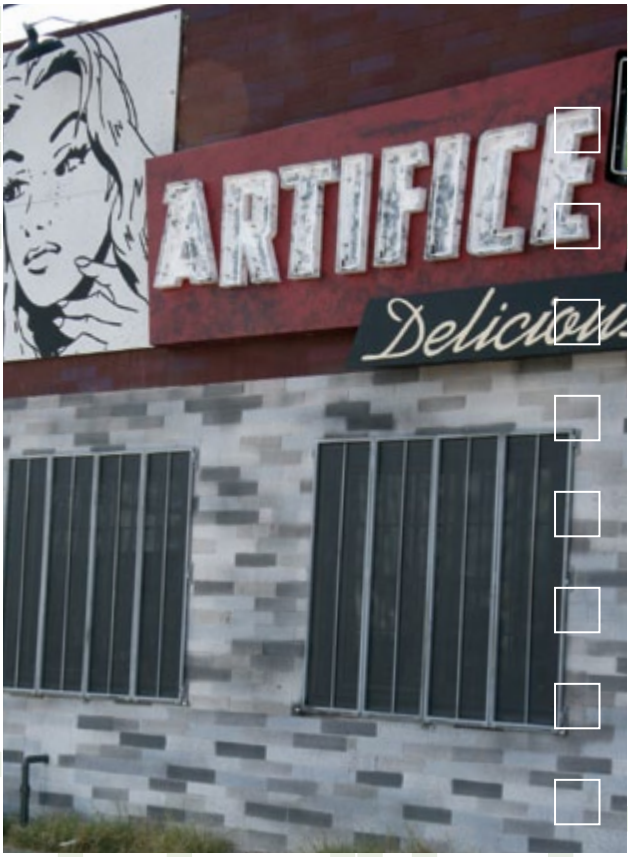


APP-ORDER

Address: 1096 E. Sahara Ave.
Developer: Neilluke, LLC
Construction Jobs Generated: 1
Permanent Jobs Generated: 23
Total Project Cost: $108,000
City of Las Vegas Investment: $50,000 through the Commercial Visual Improvement Program.
Description: Developers of Web & SmartPhone applications for government agencies and private companies, this company relocated to Las Vegas from Southern California in 2011. The Las Vegas facility serves as a meeting and training center for national customers. Other professional tenants also occupy the building. The city of Las Vegas Redevelopment Agency assisted App-Order with $50,000 in matching grant money through its Commercial Visual Improvement Program, which is designed as a business incentive and to help eliminate urban decay. This money was used for renovating the building's exterior and for new signage.

ARTIFICE

Address: 1025 S. First St.
Developer: Artifice, LLC
Construction Jobs Generated: 12
Permanent Jobs Generated: 5
Total Project Cost: $475,000
City of Las Vegas Investment: $44,325 through the Commercial Visual Improvement Program. In addition, city waived $50,000 urban lounge license fee.
Description: Located within the 18b Arts District, this 3,400-square-foot urban "watering hole" offers rotating art, local DJs and live bands for its performance area and two lounges. Local artists' work are featured on the walls and changed on a regular basis. In former incarnations, the building served as an electrical warehouse and laundry facility. City waived $50,000 urban lounge license fee for this establishment. The city of Las Vegas Redevelopment Agency assisted Artifice with $44,325 in matching grant money through its Commercial Visual Improvement Program, which is designed as a business incentive and to help eliminate urban decay. This money was used for improvements to the property, which included installing new signage, painting, updating the fire protection systems, ADA-compliant sidewalks and new windows and shutters.

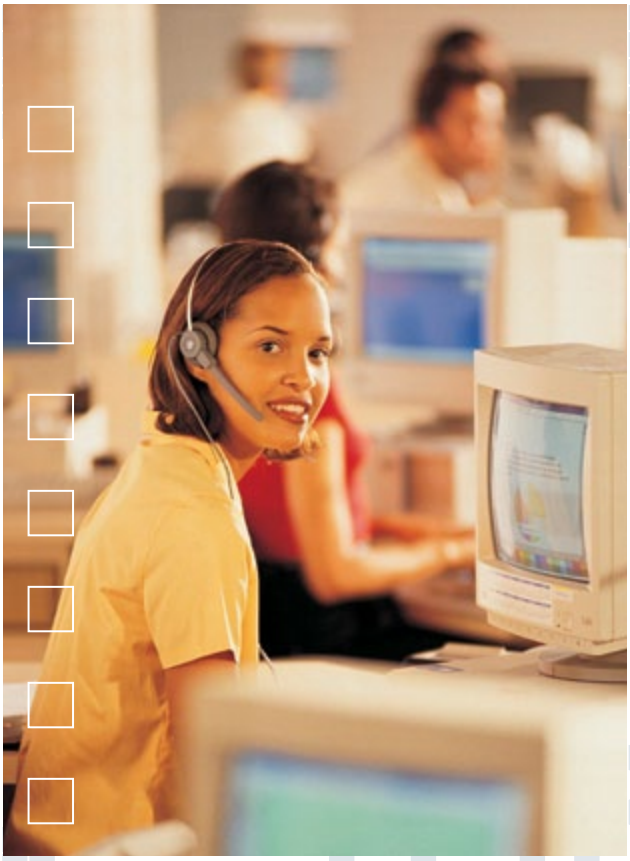


ARTISAN HOTEL

Address: 1501 W. Sahara Ave.
Developer: Garrett Capital LLC
Construction Jobs Generated: 6
Permanent Jobs Generated: 45
Total Project Cost: $750,000
City of Las Vegas Investment: $50,000 through the Commercial Visual Improvement Program.
Description: A non-gaming, art-themed Las Vegas boutique hotel that includes 64 rooms and three suites, a restaurant, pool, ultra lounge and opulent décor. The city of Las Vegas Redevelopment Agency assisted Artisan Hotel operators with $50,000 in matching grant money through its Commercial Visual Improvement Program, which is designed as a business incentive and to help eliminate urban decay. This money was used for exterior improvements to the property including new signage, landscaping, parking lot upgrades, building paint and facade upgrades.

BAR @ ARTS FACTORY

Address: 107 E. Charleston Blvd., #155
Developer: Wesley Isbutt
Construction Jobs Generated: 4
Permanent Jobs Generated: 5
Total Project Cost: $60,000
City of Las Vegas Investment: City waived $50,000 urban lounge license fee.
Description: Bar is the recipient of the city of Las Vegas' first urban lounge license in the 18b Arts District. The license allows such establishments to operate up to five gaming machines. This 1,385-square-foot establishment's grand opening celebration was held in April 2011. Beer, well drinks and whiskeys are served, coupled with food specials at the adjacent bistro.



BARRISTER GLOBAL SERVICES NETWORK

Address: 333 N. Rancho Drive, Fourth Floor
Developer: N/A
Construction Jobs Generated: N/A
Permanent Jobs Generated: 20
Total Project Cost: N/A
City of Las Vegas Investment: City is providing 3,980 square feet of turn-key office space for 24 months.
Description: This company is relocating some operations based in Hammond, Louisiana to Las Vegas in the fall of 2011. The division located in Las Vegas will provide "help-desk" call center services, including assisting field technicians, client customer support and service dispatching. Barrister provides multivendor IT hardware services and support, both onsite and remotely, for clients throughout the world.

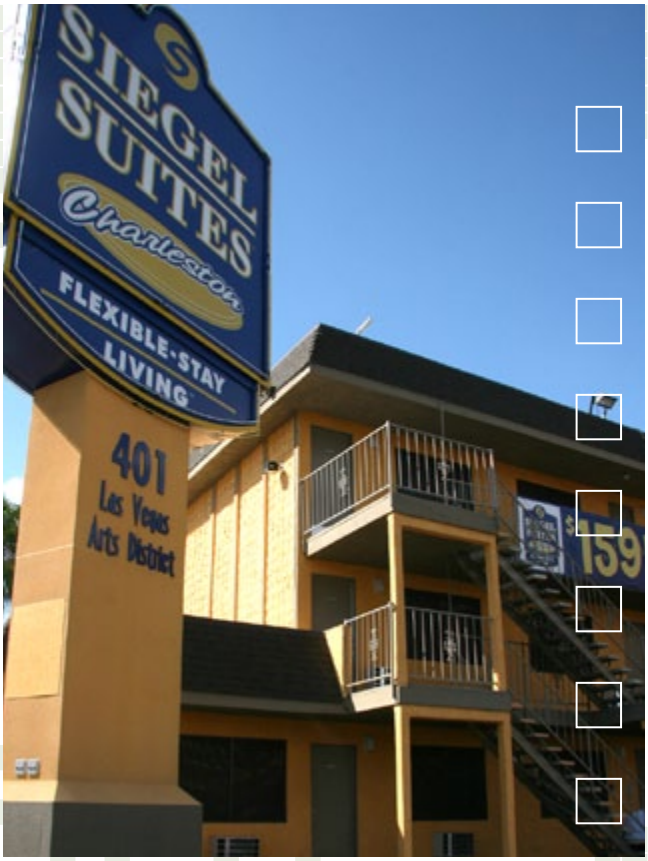
CENIUM NORTH AMERICA INC.

(Recruited by the Nevada Development Authority)

Address: 9555 Hillwood Dr, Ste. 140 (leased space)
Developer: N/A
Construction Jobs Generated: N/A
Permanent Jobs Generated: 18
Total Project Cost: $330,000
City of Las Vegas Investment: N/A
Description: A subsidiary of a Norway-based company, this corporation selected Las Vegas as a new U.S. location for their operations in 2011. This company specializes in providing software and online solutions for sales, customer service and marketing for the hospitality industry.

CHARLESTON SUITES

Address: 401 E. Charleston Blvd.
Developer: Siegel Group Nevada, Inc.
Construction Jobs Generated: 3
Permanent Jobs Generated: 5
Total Project Cost: $103,000
City of Las Vegas Investment: $50,000 through the Commercial Visual Improvement Program.
Description: Located in central Las Vegas, Charleston Suites – now called Siegel Suites – offers 64 fully furnished studio apartments complete with kitchens. The city of Las Vegas Redevelopment Agency assisted the owners with $50,000 in matching grant money through its Commercial Visual Improvement Program, which is designed as a business incentive and to help eliminate urban decay. This money was used for painting, parking lot improvements, signage and new roof shingles.



(NEW) CITY HALL CAMPUS COMPLEX- FIRST PHASE

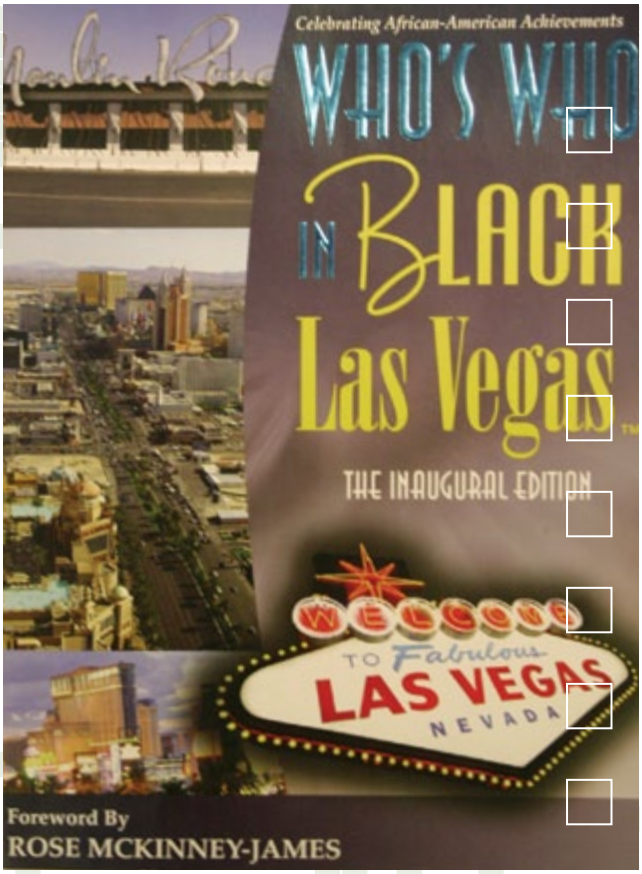
Address: 495 S. Main St.
Developer: Forest City Enterprises and Live Work, LLC
Construction Jobs Generated: 1,200
Permanent Jobs Generated: N/A
Total Project Cost: $146.2 million
City of Las Vegas Investment: Land contribution.
Description: Plans are to have a new Las Vegas City Hall and the recently completed Bonneville Transit Center serve as anchor tenants for one million square feet of Class A office and retail space that will be developed by Forest City and Live Work, LLC. This complex will encompass five city blocks on approximately 13 acres located near the 61-acre, multiuse Symphony Park™ project. The 309,000-square-foot City Hall currently is under development and scheduled to open in early 2012.

CLEVELAND CLINIC – FUTURE PHASE

Address: Symphony Park ™ (parcels A2, B, J and K)
Developer: Cleveland Clinic Foundation
Construction Jobs Generated: 2,101 (projected)
Permanent Jobs Generated: 1,525 (projected)
Total Project Cost: $395 million
City of Las Vegas Investment: In development negotiations.
Description: Having recently established operations in Las Vegas with the Cleveland Clinic Lou Ruvo Center for Brain Health in Symphony Park™, Cleveland Clinic is currently interested in constructing nearby medical care and/or research facilities and other nonprofit-related uses.

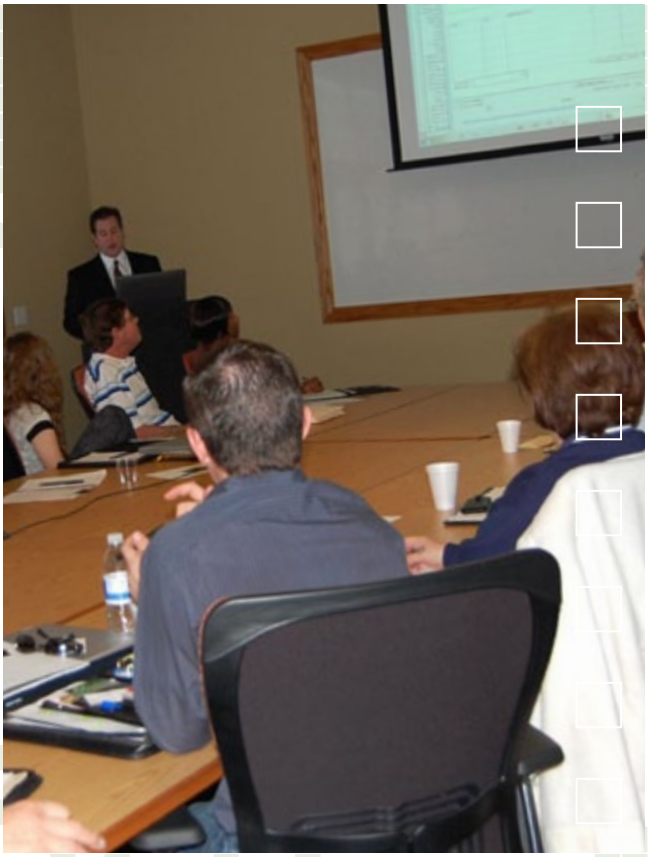
CONNECT WELCH PUBLISHING COMPANY

Address: 1951 Stella Lake St., Ste. 9, West Las Vegas
Developer: N/A
Construction Jobs Generated: N/A
Permanent Jobs Generated: 1
Total Project Cost: N/A
City of Las Vegas Investment: Business Development/ Incubator Center small business assistance.
Description: Produces publications focusing on and targeted toward key cultures and lifestyles.



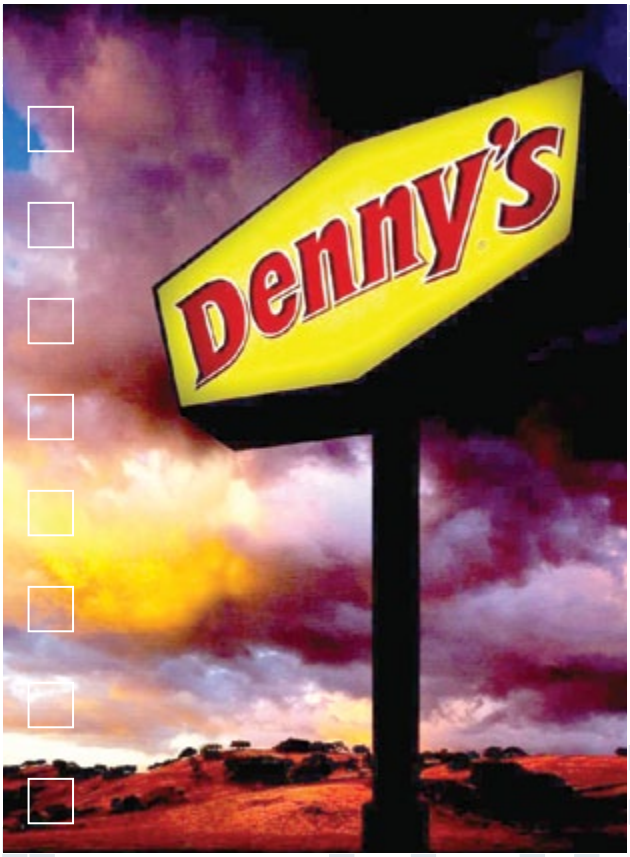
CPA FIRM OF ADAM HODSON

Address: 2350 S. Jones Blvd., #101-3D
Developer: N/A
Construction Jobs Generated: N/A
Permanent Jobs Generated: N/A
Total Project Cost: N/A
City of Las Vegas Investment: Assisted this firm with organizing and sponsoring a series of free informative seminars for small business owners and operators. These complimentary business seminars will continue.
Description: This firm specializes in a broad range of services for business owners, executives and independent professionals, including assistance with bookkeeping, tax preparation, QuickBooks training, state and local licenses and more. They have experience aiding startup companies, fine tuning existing firms and selling businesses.



CULTURAL CORRIDOR BRIDGE

Address: Las Vegas Boulevard, between the Las Vegas Library and the Las Vegas Natural History Museum
Developer: City of Las Vegas Cultural Affairs Office
Construction Jobs Generated: 12
Permanent Jobs Generated: N/A
Total Project Cost: $1.3 million (Funded via Bureau of Land Management Southern Nevada Public Lands Management Act.)
City of Las Vegas Investment: N/A
Description: A pedestrian bridge, completed in June 2011, provides residents and tourists with convenient - and artistic - access to seven downtown cultural institutions. While the Bureau of Land Management funded the bridge's construction, the city of Las Vegas Cultural Affairs Office paid for the artistic elements incorporated into the design.



DENNY'S (NEONOPOLIS)

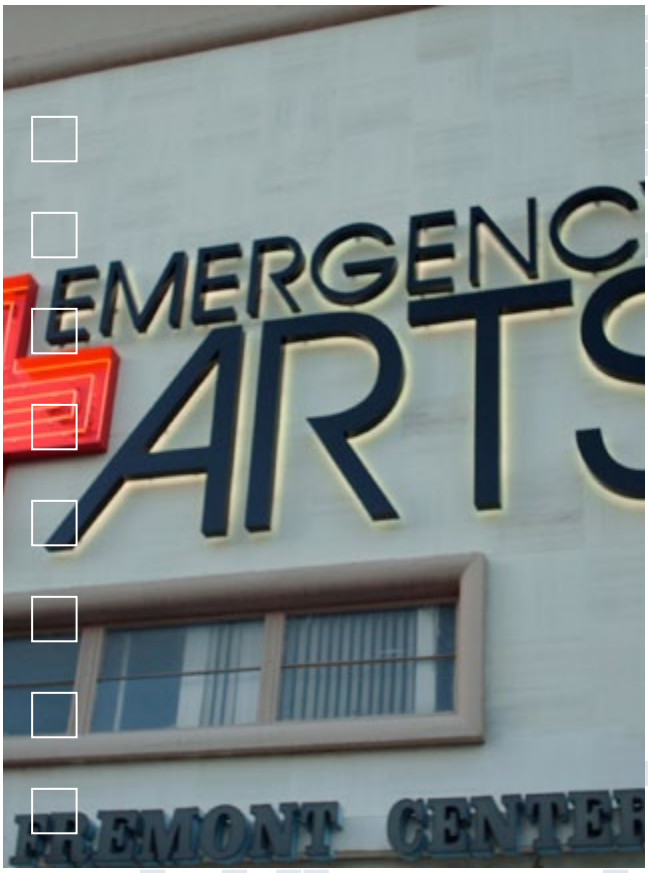
Address: 450 Fremont St.
Developer: Denny's
Construction Jobs Generated: TBD
Permanent Jobs Generated: TBD
Total Project Cost: TBD
City of Las Vegas Investment: N/A
Description: Serving breakfast and American-style food, this 24/7 restaurant is slated to open on the lower level of Neonopolis near the Fremont Street Experience canopy in early summer 2012. The new diner will encompass 5,308 square feet (most Denny's occupy about 4,000). This facility will use space formerly occupied by a sushi restaurant, as well as some additional area behind it. Major renovations will be made.

DESERT INDUSTRIES LLC

Address: 1951 Stella Lake St., Ste. 38, West Las Vegas
Developer: N/A
Construction Jobs Generated: N/A
Permanent Jobs Generated: 6
Total Project Cost: N/A
City of Las Vegas Investment: Business Development/ Incubator Center small business assistance.
Description: Desert Industries LLC is a woman-owned business providing licensed and insured electrical, air-conditioning, plumbing and carpentry work.

DISCOVERY CHILDREN'S MUSEUM

Address: 388 Promenade Place
Developer: The Smith Center for the Performing Arts
Construction Jobs Generated: N/A (extension of The Smith Center project)
Permanent Jobs Generated: N/A (relocation of existing entity)
Total Project Cost: $56 million
City of Las Vegas Investment: The city of Las Vegas contributed land.
Description: A new home is being built for the downtown children's museum. Currently under construction in Symphony Park™ next to The Smith Center for the Performing Arts, the 58,000-square-foot Donald W. Reynolds Discovery Center will be the future home of the children's museum. The museum blends culture, arts and education for Southern Nevada children and families through interactive, hands-on exhibits and programs. The museum is anticipated to be moved from its current location at 833 Las Vegas Blvd. North to its new Symphony Park™ location in late 2012.



EMERGENCY ARTS EXPANSION

Address: 520 Fremont St., Second Floor
Developer: Michael Cornthwaite
Construction Jobs Generated: N/A
Permanent Jobs Generated: N/A
Total Project Cost: N/A
City of Las Vegas Investment: N/A
Description: Expanded this fiscal year with the second-floor opening of additional art and service boutiques. Emergency Arts, located in downtown's Fremont East Entertainment District, houses artists' mixed-use and studio-galleries, the Burlesque Hall of Fame and The Beat Coffeehouse. The center's name was inspired by the building's former tenant, a medical clinic.

EXHIBITRAC DIRECT MARKETING

(Recruited by the Nevada Development Authority)

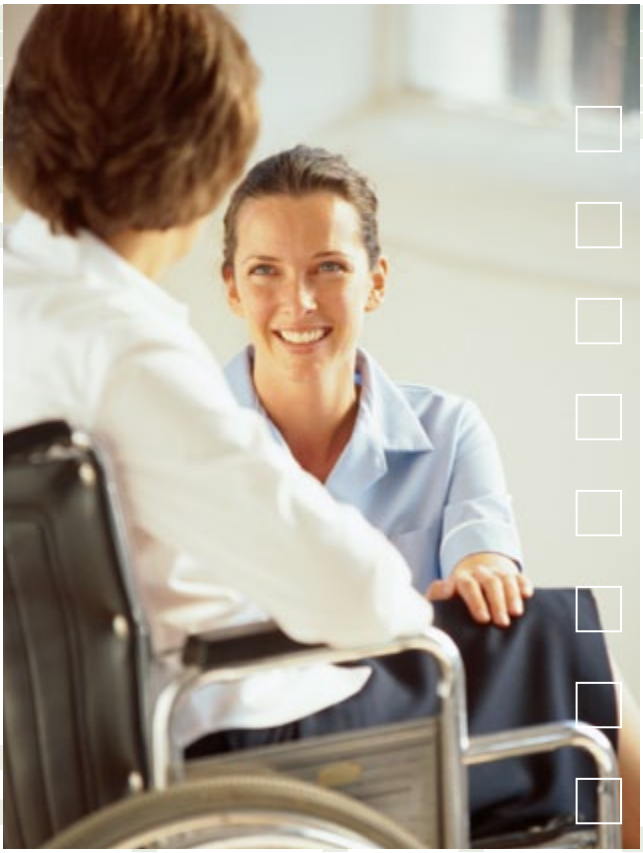
Address: 8290 W Sahara Ave. Ste. 280 (leased space)
Developer: N/A
Construction Jobs Generated: N/A
Permanent Jobs Generated: 6
Total Project Cost: $60,000
City of Las Vegas Investment: N/A
Description: Relocated from Colorado to Las Vegas in early 2011, this company provides clients with targeted databases of trade show exhibitor and corporate contact lists for prospect development.

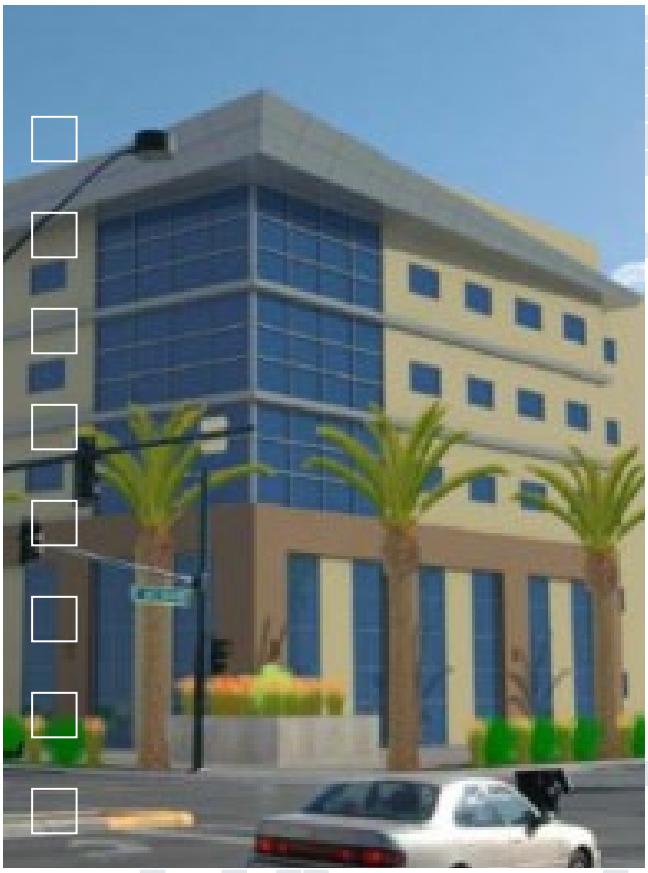
FAMILY DOLLAR STORE

Address: 931 W. Owens Ave., Ste.160
Developer: Nucleus Investments
Construction Jobs Generated: 22
Permanent Jobs Generated: 8
Total Project Cost: $100,000
City of Las Vegas Investment: The city's Redevelopment Agency contributed through a land sale for the prior development of the Edmond Town Center, where this store is located.
Description: This 10,000-square-foot retailer opened in Edmond Town Center in West Las Vegas in May 2011. Part of a national retail chain, this store offers discounts on brand-name groceries, household items, clothing and more.

HARRIS & WILLIAMS

Address: 1951 Stella Lake St., Ste. 36, West Las Vegas
Developer: N/A
Construction Jobs Generated: N/A
Permanent Jobs Generated: 1
Total Project Cost: N/A
City of Las Vegas Investment: Business Development/ Incubator Center small business assistance.
Description: Home health care agency providing hospice and in-home assistance.





ICE BUILDING

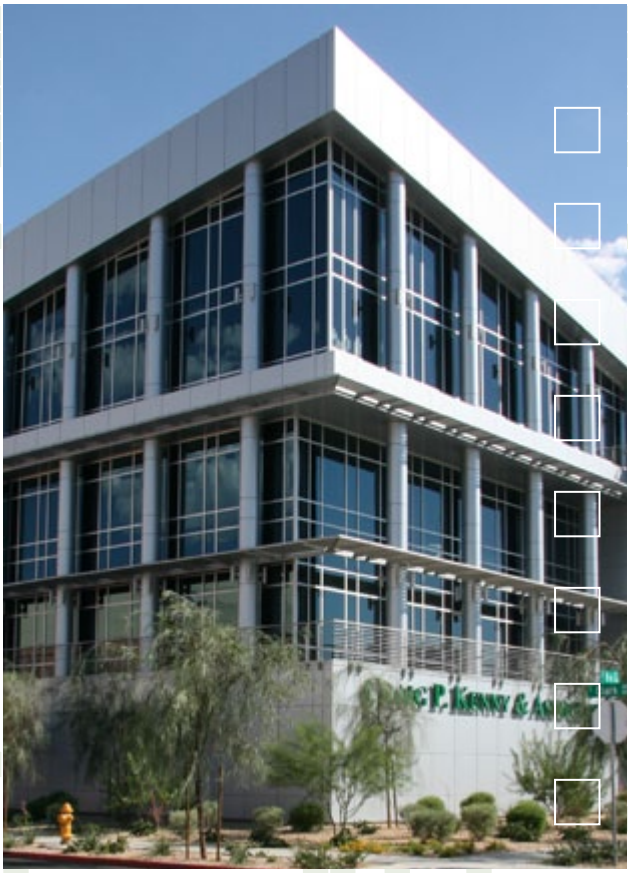
Address: Southeast Corner of Las Vegas Boulevard & Clark Avenue
Developer: SDA, Inc.
Construction Jobs Generated: 178
Permanent Jobs Generated: 150
Total Project Cost: $20 million
City of Las Vegas Investment: Facilitated sale of Redevelopment Agency land, at appraised value, to developer.
Description: Construction is scheduled to begin during fall 2011 on a new 58,909-square-foot building that will house regional offices for the U.S. Immigration and Customs Enforcement (ICE) agency. The building will feature five stories of Class A office space and a 158-space parking garage. ICE's 150 employees, previously working in Henderson, Nev, will relocate to the new facility when it opens. The project is being developed by SDA Inc., which purchased the land for this development from the Redevelopment Agency.

INSERT COIN(S)

Address: 512 Fremont St.
Developer: Christopher LaPorte
Construction Jobs Generated: 9
Permanent Jobs Generated: 24
Total Project Cost: $750,000
City of Las Vegas Investment: $75,000 through the Entertainment Visual Improvement Program. In addition, city waived $20,000 tavern-limited license fee.
Description: Opened in late April 2011, this new 7,618-square-foot nightspot combines a lounge atmosphere with the latest in ever-changing, high-tech entertainment. In addition to state-of-the-art games, video games from the heydays of the 1970s and 1990s are featured. Video game-theme cocktails, video DJs and national championship videogame competitions are also part of the mix at this entertainment center – the first of its kind in Las Vegas. The city of Las Vegas Redevelopment Agency assisted Insert Coin(s) with $75,000 in matching grant money through its Entertainment Visual Improvement Program, which is designed as a business incentive and to help eliminate urban decay. This money was used for facade improvements and upgrades, as well as new signage.

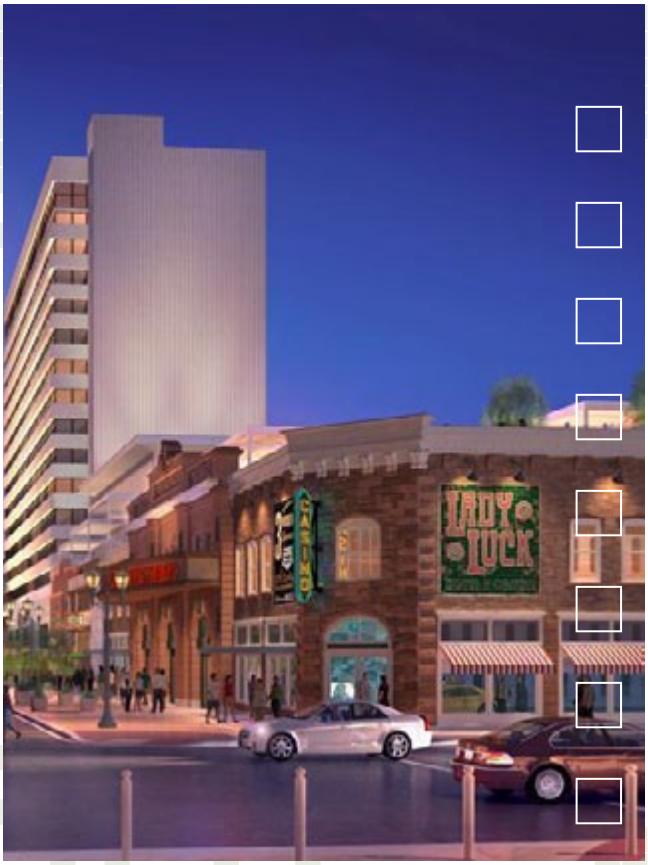
KENNY LAW OFFICE

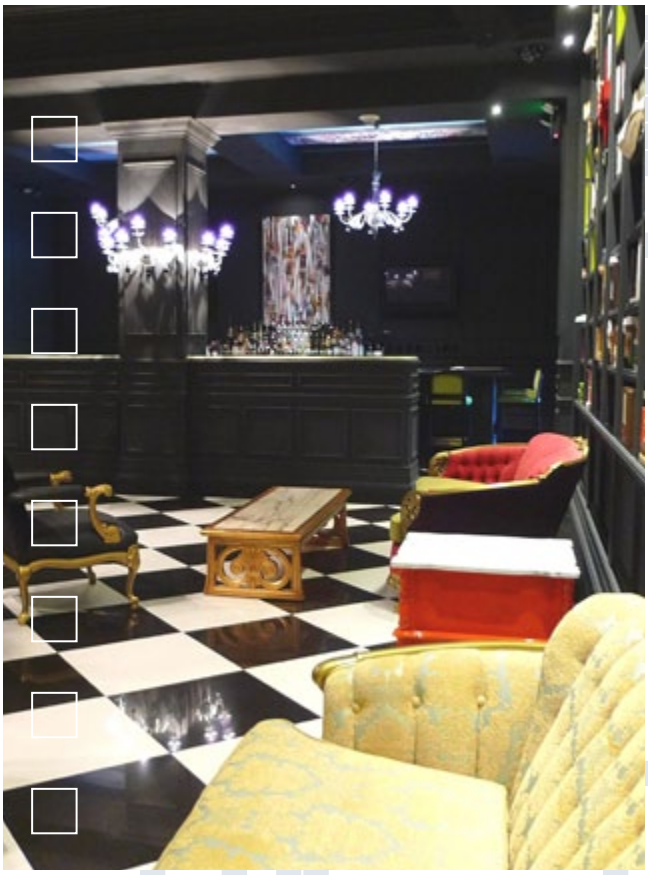
Address: 501 S. Eighth St.
Developer: Craig Kenny
Construction Jobs Generated: 60
Permanent Jobs Generated: 89
Total Project Cost: $6.7 million
City of Las Vegas Investment: N/A
Description: This 22,400-square-foot downtown office building houses a personal injury and criminal defense law firm.



LADY LUCK REVITALIZATION

Address: 206 N. Third St.
Developer: CIM is owner; Fifth Street Gaming is gaming licensee and will oversee development and management of property.
Construction Jobs Generated: TBD
Permanent Jobs Generated: TBD
Total Project Cost: TBD
City of Las Vegas Investment: TBD
Description: The revitalized Lady Luck Hotel & Casino will consist of 650 hotel rooms, a 30,000-square-foot casino and over a dozen food and beverage outlets. It will also offer over 15,000 square feet of new meeting space, a pool deck/club and outdoor events on Third Street.





LADY SILVIA

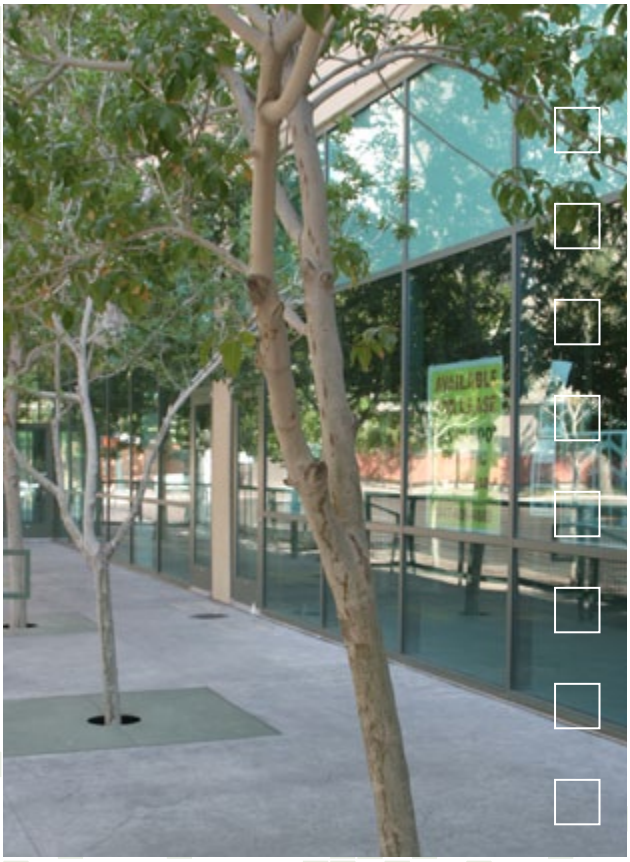
Address: 900 Las Vegas Blvd. South, Ste. 140
Developer: Cherry Development
Construction Jobs Generated: 8
Permanent Jobs Generated: 15
Total Project Cost: $400,000
City of Las Vegas Investment: City waived $50,000 origination fee.
Description: Billed as a high-end social club, this 3,937-square-foot lounge opened next to other ground-floor retail at Soho Lofts in late 2011. Floor-to-ceiling bookcases, low-lit lamps, jade onyx countertops and a black-and-white-tiled floor are among the touches that give this new lounge a sophisticated look and feel. While restful and conducive to reading by day, at night Lady Silva offers up a dance floor and live DJs. A selection of scotches, martinis and wine is served.

Le' THAI RESTAURANT

Address: 523 Fremont St.
Developer: Daniel Coughlin and Puoy Premsrirut
Construction Jobs Generated: 5
Permanent Jobs Generated: 5
Total Project Cost: $300,000
City of Las Vegas Investment: City waived $20,000 origination fee.
Description: Thai restaurant under construction and scheduled to open in October 2011 in the Fremont East Entertainment District, occupying a space that sat vacant for over five years. Offerings will include 20-30 Thai staples, in addition to a selection of exotic daily specials. Will encompass 20- to 25-seat indoor dining, as well as an 800-square-foot patio able to seat up to 60 diners and accommodate DJ music.

LEWIS AVENUE PARKING GARAGE GROUND-FLOOR RETAIL

Address: 321 S. Casino Center Blvd.
Developer: Kevin Plencner, Oak Brook Realty & Investments
Construction Jobs Generated: 10
Permanent Jobs Generated: 8
Total Project Cost: $250,000
City of Las Vegas Investment: Tenant referrals and fast track assistance.
Description: A groundbreaking for first-floor retail at the Lewis Avenue Parking Garage, situated immediately across from the downtown courthouse, was held in early summer 2011. Included in the retail line-up is Moxie Java coffee shop and internet café - a franchise that is making a big push to start opening locations on the west coast - Anthony's Pizza and Casa Rosa Mexican fare. Developers tout there will be three more spaces in a food court, plus law offices and more.



LINQ360
(Recruited by the Nevada Development Authority)

Address: 9555 Hillwood Dr. (leasing space)
Developer: N/A
Construction Jobs Generated: N/A
Permanent Jobs Generated: 20
Total Project Cost: $760,860
City of Las Vegas Investment: N/A
Description: Started in 2011, Linq360 is a technology think tank comprised of industry experts that offer a range of consulting services for the hospitality industry.

McKNIGHT SENIOR APARTMENTS – PHASE III

Address: 651 McKnight St.
Developer: Silver State Housing
Construction Jobs Generated: 40
Permanent Jobs Generated: N/A
Total Project Cost: $4.5 million
City of Las Vegas Investment: $997,204
Description: Features 24 two-bedroom (978 sq. ft.) ADA-accessible and adaptable units in a four-story building. The development offers Energy Star construction/conservation and green building, a clubhouse, computer/business center, internet access, laundry room, media room/library, health room, craft room, fitness center and more. Completed in June 2011.

METROPOLITAN POLICE HEADQUARTERS COMPLEX

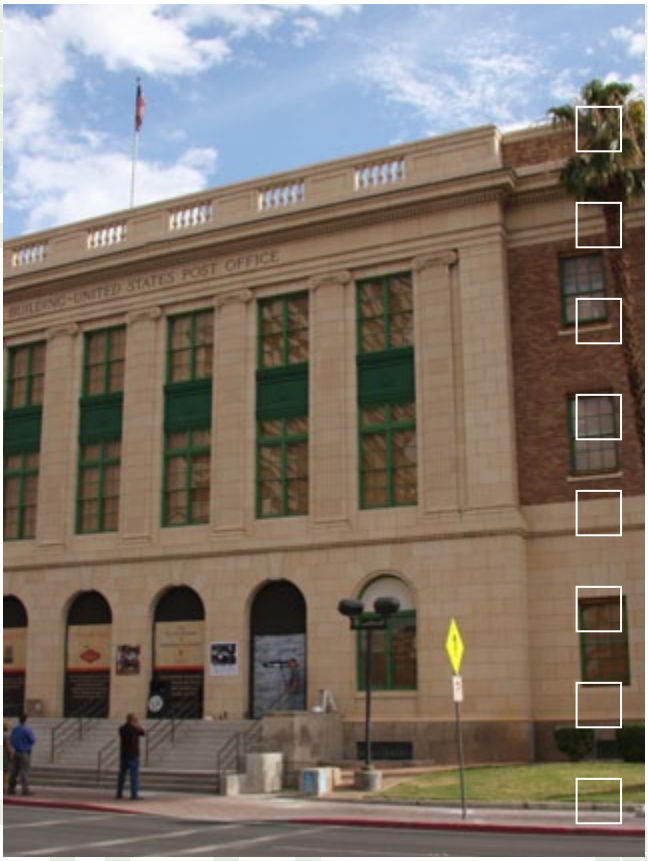
Address: 400 S. Martin L. King Blvd.
Developer: Mark L. Fine & Associates
Construction Jobs Generated: 595
Permanent Jobs Generated: 1,300 jobs retained in downtown
Total Project Cost: $134 million
City of Las Vegas Investment: The developer is leasing the building to the Metro Police, which are jointly funded by Clark County and the city of Las Vegas.
Description: Occupying 14 acres, the 390,000-square-foot project consists of three multilevel buildings; a 1,679-space, five-story parking garage for employees and 500 surface parking spaces where visitors can park for free. This new campus consolidates 27 agency bureaus in one location, housing approximately 1,300 administrative and investigative employees and serves as a one-stop shop for many police services, including fingerprinting and records. This new police complex is scheduled to officially open in the fourth quarter of 2011.

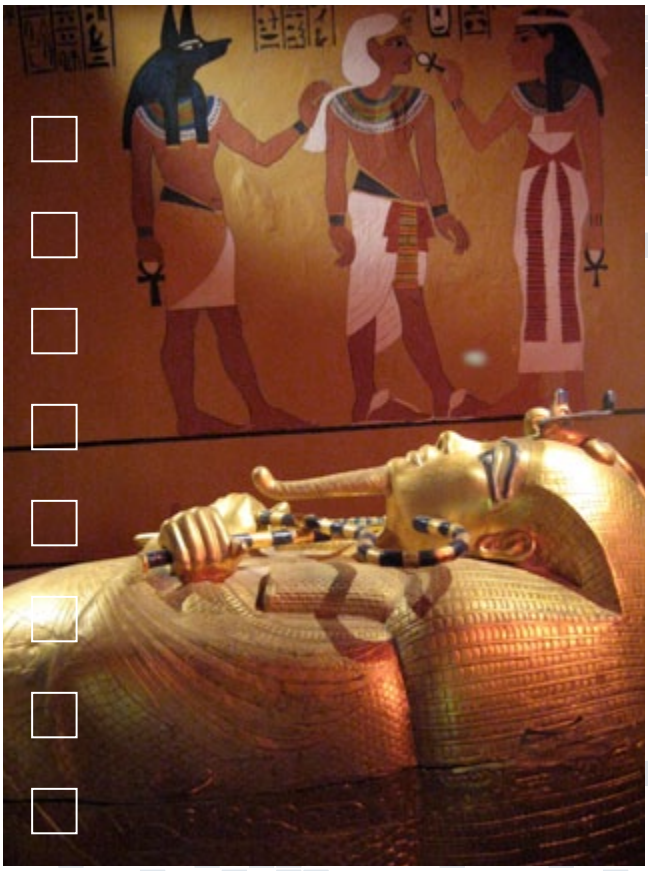
MONROE & I STREETS SENIOR APARTMENTS

Address: 1327 H St.
Developer: Community Development Program Center of Nevada
Construction Jobs Generated: 82
Permanent Jobs Generated: 3
Total Project Cost: $9.2 million (Phases I and II)
City of Las Vegas Investment: $3.35 million
Description: Provides 38 one-bedroom units (850 sq. ft.) in three single-story buildings. Complex includes covered patios, picnic areas and a community room. Completed in June 2011.

MUSEUM OF ORGANIZED CRIME AND LAW ENFORCEMENT

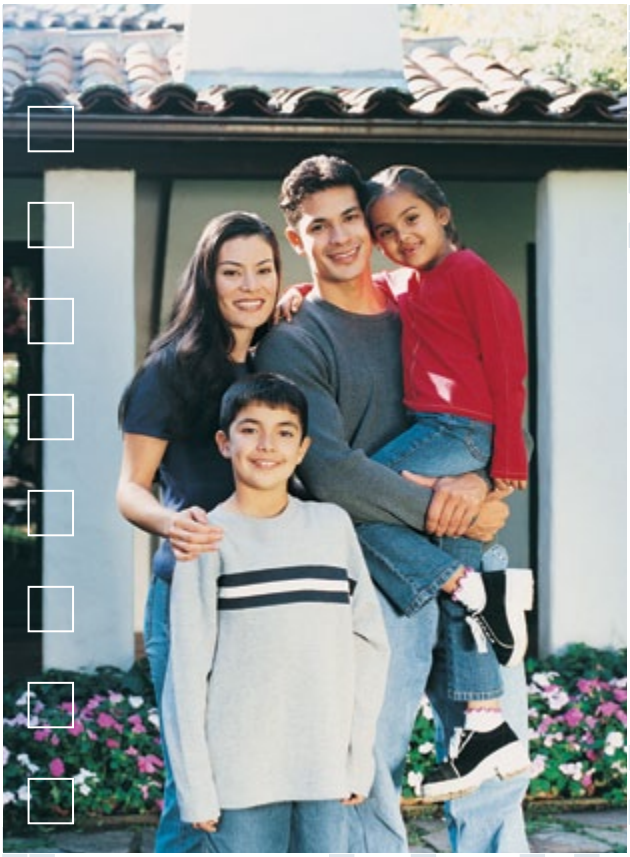
Address: 300 Stewart Ave.
Developer: City of Las Vegas
Construction Jobs Generated: 227
Permanent Jobs Generated: 92
Total Project Cost: $42 million
City of Las Vegas Investment: $11.5 million
Description: The city of Las Vegas is presently creating an educational and entertaining museum dedicated to the pivotal role mobsters and law agencies played in Las Vegas' colorful history. The "Mob Museum," as it is informally called, is scheduled to open in early 2012 in a former federal courthouse turned post office located downtown. The project is headed by creative director Dr. Dennis Barrie, whose other projects include the Rock and Roll Hall of Fame in Cleveland and the International Spy Museum in Washington D.C.





NATURAL HISTORY MUSEUM

Address: 900 Las Vegas Blvd. North
Developer: Museum of Natural History
Construction Jobs Generated: 4
Permanent Jobs Generated: N/A
Total Project Cost: $79,790
City of Las Vegas Investment: $39,980 through the Commercial Visual Improvement Program.
Description: Exhibits on Ancient Egypt and the boy pharaoh King Tut, dinosaurs, African animals and other wildlife, as well as cultural demonstrations and natural wonders of nature, are highlighted at this private, nonprofit institution. The city of Las Vegas Redevelopment Agency assisted the museum with $39,980 in matching grant money through its Commercial Visual Improvement Program, which is designed as a business incentive and to help eliminate urban decay. This money was used for improvements to the property that included applying new slate tile to the exterior and landscaping.



NEIGHBORHOOD STABILIZATION PROGRAM

Address: Zip Code areas 89101, 89104, 89107, 89108, 89110, 89117, 89128, 89129 & 89131

Developer: City of Las Vegas (list of approved contractors)

Construction Jobs Generated: Unavailable

Permanent Jobs Generated: N/A

Total Project Cost: $20.7 million

City of Las Vegas Investment: $250,000 RDA set-aside.

Description: The city uses Neighborhood Stabilization Program (NSP) funding from the federal government to acquire/rehabilitate/resell or lease to qualified persons. The funds support homebuyer assistance for those earning up to 120 percent of area median income. The program also allows for long-term rent for those in need. Progress to date on this program, which runs through 2013, includes:

- Homebuyer Assistance Program HAP-1: *assisted 26 families*
- Homebuyer Assistance Program HAP-2: *assisted 40 families*
- Scattered Site Housing for Low Income (SS): *assisted 18 families*

NEON MUSEUM PARK

Address: 770 Las Vegas Blvd. North

Developer: Neon Museum

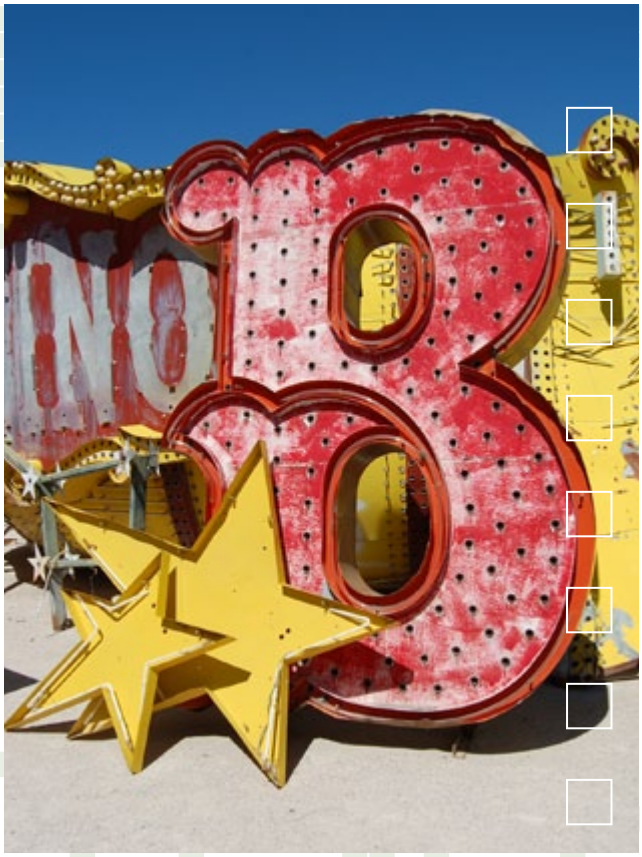
Construction Jobs Generated: 46

Permanent Jobs Generated: 4

Total Project Cost: $1.9 million (Funded via Bureau of Land Management Southern Nevada Public Lands Management Act.)

City of Las Vegas Investment: N/A

Description: The grand opening of a revitalized and expanded Neon Museum Park was celebrated in May 2011. The almost $2 million park includes an acre's worth of vintage neon signs, as well as a half-acre public park. During the opening, officials also participated in a ceremonial groundbreaking for the Neon Museum Visitor's Center. The historic, distinctive-looking La Concha Motel lobby, which once sat on the Las Vegas Strip, will serve as the visitor's center and entrance to the "Neon Boneyard" and park. Renovation and construction on the center is expected to begin in September 2011 and be completed by the spring of 2012.

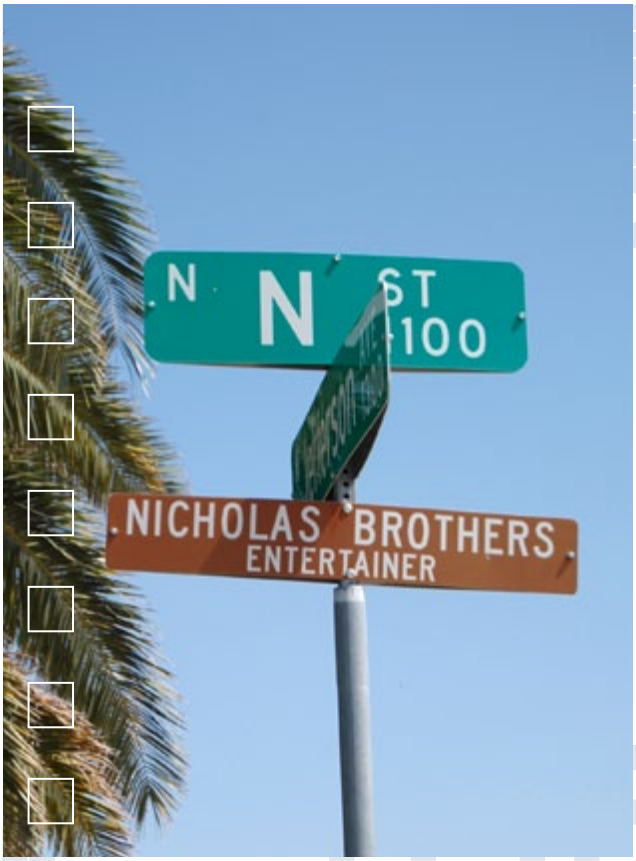


NEVADA HEALTH CENTERS, INC.

Address: 1888 Stella Lake Street, West Las Vegas
Developer: Nevada Health Centers, Inc.
Construction Jobs Generated: 39
Permanent Jobs Generated: 81 (mostly retained jobs)
Total Project Cost: $7 million
City of Las Vegas Investment: Sold land to company at below-market rate.
Description: A 30,800-square-foot community health center providing a sliding fee scale for uninsured patients. Private insurance, as well as Medicaid, Medicare and Nevada Check Up will also be accepted. Approximately 19,300 square feet will be devoted to comprehensive medical aid, including OB/GYN assistance and aging-related care, on the building's first floor. The second floor will house administrative services. Estimated completion date for construction is December 2011.

NEWSOME MARKETING ENTERPRISES

Address: 1951 Stella Lake St., Ste. 17, West Las Vegas
Developer: Shaundell Newsome
Construction Jobs Generated: N/A
Permanent Jobs Generated: 2
Total Project Cost: N/A
City of Las Vegas Investment: Business Development/ Incubator Center small business assistance.
Description: Provides marketing assistance to nonprofits and small businesses.

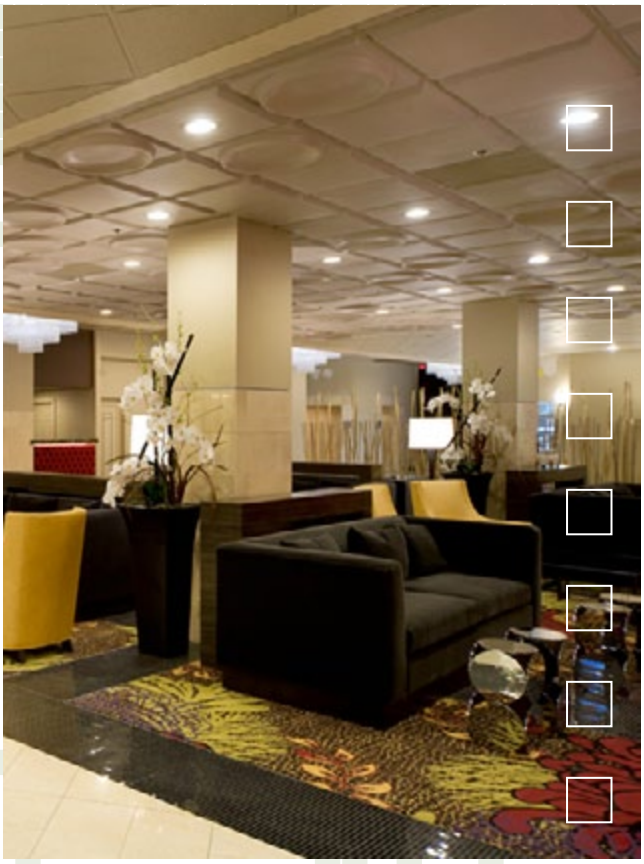


N STREET INFRASTRUCTURE IMPROVEMENTS

Address: N Street
Developer: City of Las Vegas
Construction Jobs Generated: N/A
Permanent Jobs Generated: N/A
Total Project Cost: $225,000
City of Las Vegas Investment: $225,000
Description: Consisted of construction and street replacement on portions of N Street, as well as a new streetlight and sidewalk. The increased lighting, new roadway and sidewalk improvements helped alleviate safety issues and allowed handicap access. Completed April 2011.

PLAZA HOTEL RENOVATION

Address: One S. Main St.
Developer: Tamares Real Estate
Construction Jobs Generated: 311
Permanent Jobs Generated: 800 (500 new, 300 recalled)
Total Project Cost: $35 million
City of Las Vegas Investment: N/A
Description: Located at the intersection of Main and Fremont streets, a substantial portion of the Plaza's operations closed for approximately one year to undergo major renovations designed to give the 40-year-old complex a fresher, more up-to-date look. Included in the renovations were the hotel's 1,037 rooms, as well as casino, entertainment and dining areas The Plaza reopened in late August 2011 with a new casino floor, lounges and several restaurants, including a steakhouse named for former Las Vegas Mayor Oscar B. Goodman.

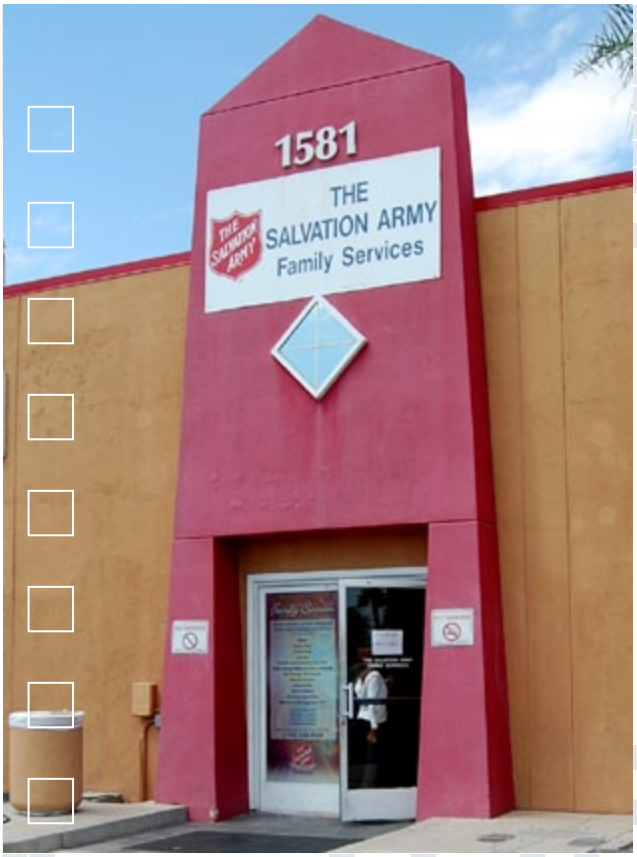


RESNICKS GROCERY STORE

Address: 900 Las Vegas Blvd. South, Ste. 120
Developer: Cherry Development
Construction Jobs Generated: 3
Permanent Jobs Generated: 3
Total Project Cost: $16,000
City of Las Vegas Investment: N/A
Description: Downtown Las Vegas' first urban market premiered in early 2011. The 1,400-square-foot grocery store is part of the ground-floor retail located at Soho Lofts, which sits at 900 Las Vegas Blvd. South. The store offers produce, wines, locally made breads, household items and grab-and-go food for downtown patrons seeking freshness and convenience.

ROTARY PARK REHABILITATION

Address: 1021 Hinson St.
Developer: City of Las Vegas
Construction Jobs Generated: 21
Permanent Jobs Generated: N/A
Total Project Cost: $2.4 million (CDBG funds)
City of Las Vegas Investment: $1.4 million
Description: Renovation of existing park situated on 3.37 acres. Improvements included additional parking; walkways, two group shade covers, a tot lot and water play area. Completed July 2011.



SALVATION ARMY HVAC AND ROOF PROJECT

(Renamed Corridor of Hope Building)

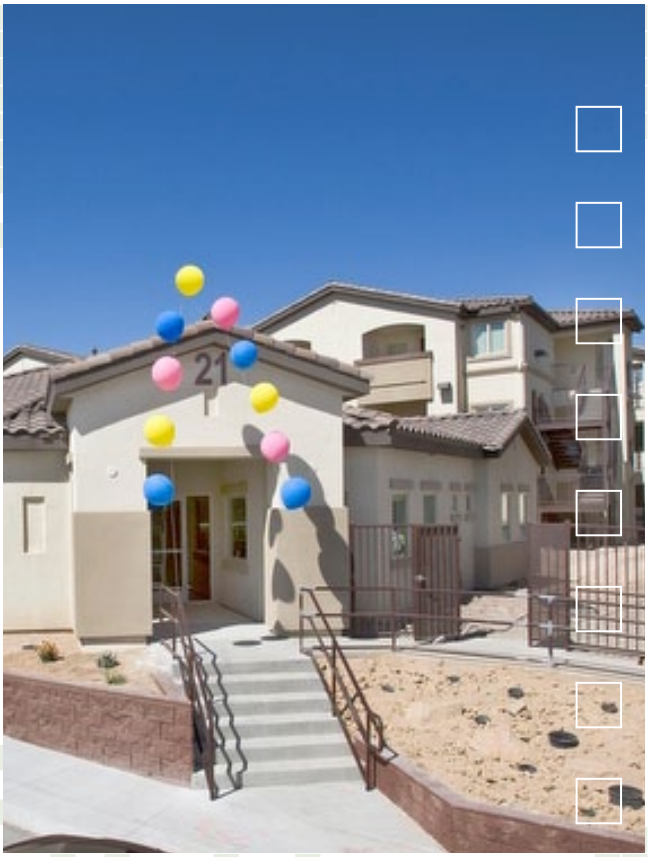
Address: 1581 Main St.
Developer: City of Las Vegas
Construction Jobs Generated: 4
Permanent Jobs Generated: N/A
Total Project Cost: $200,000
City of Las Vegas Investment: $200,000
Description: Replaced roof-mounted HVAC units, roofing, down spouts and roof drains including coating to improve insulation and energy efficiency and minor interior rehabilitation. Completed August 2010.

7- ELEVEN STORE

Address: 222 Las Vegas Blvd. North
Developer: Fremont Place, LLC
Construction Jobs Generated: 3
Permanent Jobs Generated: 11
Total Project Cost: $300,000
City of Las Vegas Investment: $18,000 through the Commercial Visual Improvement Program.
Description: Located on the corner of Las Vegas Boulevard and Stewart Avenue, this 7-Eleven store, including a gas station and car wash, caters to those who work and live downtown. It opened in August 2011. The city of Las Vegas Redevelopment Agency assisted the owner with $18,000 in matching grant money through its Commercial Visual Improvement Program, which is designed as a business incentive and to help eliminate urban decay. This money was used for exterior painting, landscaping, parking lot striping and a Las Vegas-worthy sign.

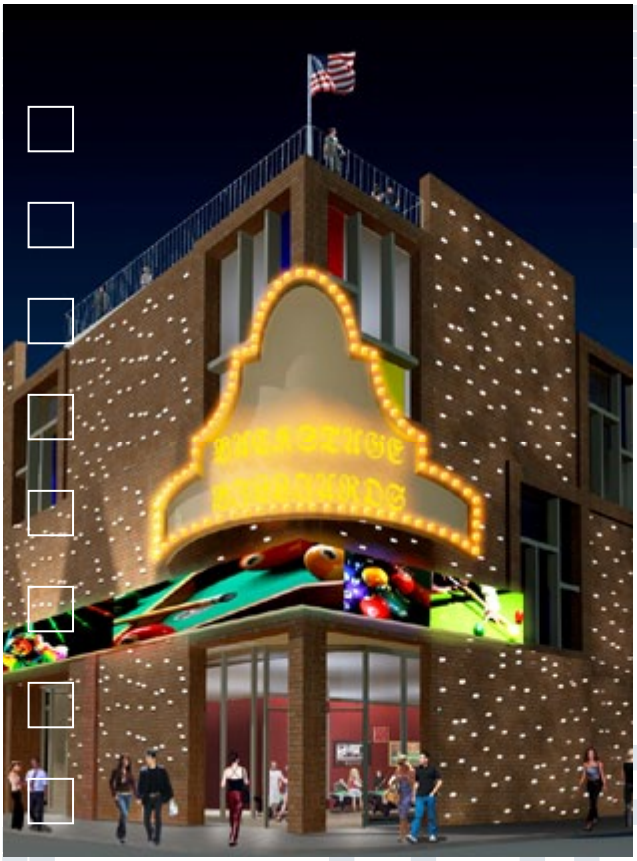
SKYVIEW PINES MULTIFAMILY HOUSING

Address: 21 W. Owens Ave.
Developer: Nevada H.A.N.D.
Construction Jobs Generated: 158
Permanent Jobs Generated: 4
Total Project Cost: $17.8 million
City of Las Vegas Investment: $500,000
Description: Built for low income Las Vegas families, this housing offers 144 units (96 one-bedroom units at 748 sq. ft. and 48 two-bedroom units at 1,018 sq. ft.) in five three-story, garden-style apartment buildings. Common area amenities include exercise/fitness center, pool and spa, community room with kitchen and a dog run. Completed in July 2011.



SINGLE-FAMILY HOUSING REHABILITATION PROGRAM

Address: City of Las Vegas
Developer: City of Las Vegas (list of approved contractors)
Construction Jobs Generated: Unavailable
Permanent Jobs Generated: N/A
Total Allocation: $250,000 (city's yearly allocation of Community Development Block Grant funds)
Description: The city uses federally issued Community Development Block Grant money to upgrade substandard single-family, residential, owner-occupied homes, including manufactured homes and condominiums. This money helps by correcting deficiencies related to health, safety, welfare and energy conservation for low-to-moderate income residents. The program provides repairs to maintain a clean, safe living condition while extending the life of homes affordable to families earning up to 80 percent of area median income. Currently, eight homes are being worked on, with 24 homes on a waiting list.

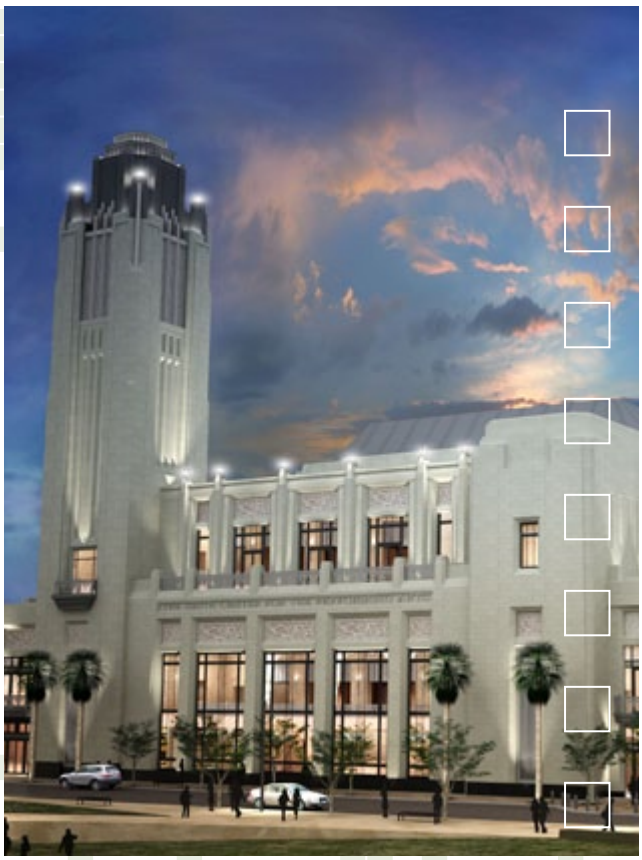


601 FREMONT STREET

Address: 601 Fremont St.
Developer: 601 Fremont LLC
Construction Jobs Generated: TBD
Permanent Jobs Generated: TBD
Total Project Cost: $10 million
City of Las Vegas Investment: Five-year rent abatement.
Description: A lease with purchase option was approved by the Las Vegas City Council for this 48,740-square-foot structure on the southeast corner of Fremont and Sixth streets. The developer plans to convert the ground floor of this dormant brick building into a retail, restaurant and entertainment complex.

(THE) SMITH CENTER FOR THE PERFORMING ARTS

Address: Symphony Park ™ (parcel H/I)
Developer: City of Las Vegas
Construction Jobs Generated: 1,000
Permanent Jobs Generated: 334
Total Project Cost: $485 million
City of Las Vegas Investment: $68.8 million
Description: The Smith Center for the Performing Arts is under construction in Symphony Park™. Featuring a 2000+ seat main hall and an education center, The Smith Center also will be home to the Las Vegas Philharmonic and the Nevada Ballet Theatre. The center is scheduled to open in March 2012.



TRUECELLS, LLC

Address: 1951 Stella Lake St., Ste. 7, West Las Vegas
Developer: N/A
Construction Jobs Generated: N/A
Permanent Jobs Generated: 3
Total Project Cost: N/A
City of Las Vegas Investment: Business Development/ Incubator Center small business assistance.
Description: Small biomedical research company.

UNIFIED DEVELOPMENT, INC.

(Recruited by the Nevada Development Authority)

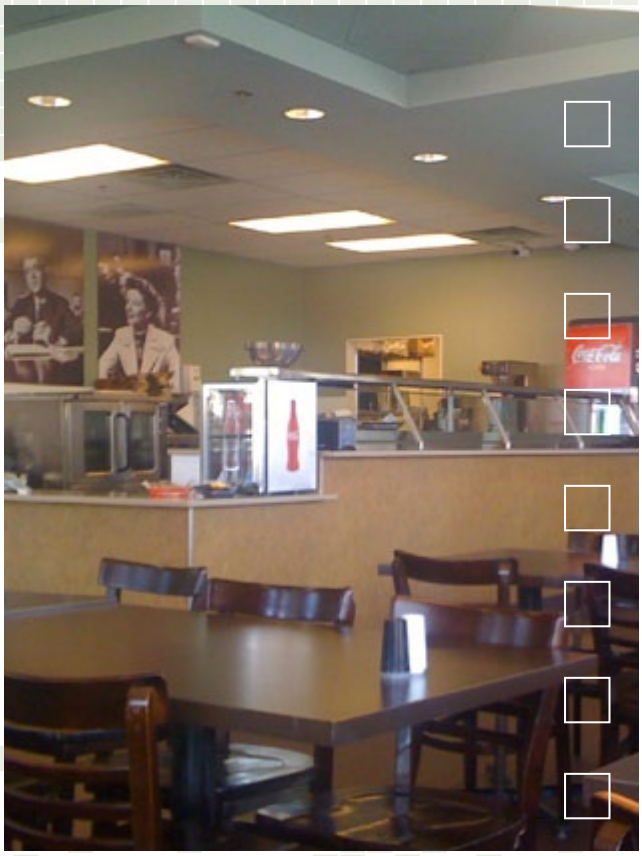
Address: 9555 Hillwood Dr. (leasing space)
Developer: N/A
Construction Jobs Generated: N/A
Permanent Jobs Generated: 15
Total Project Cost: $90,000
City of Las Vegas Investment: N/A
Description: Unified Development moved from Missouri to Las Vegas in 2011. This technology firm operates as a software development and consulting firm.

VEGAS HEIGHTS SINGLE-FAMILY HOMES

Address: 910, 916, 1325, 1329, 1333 & 1012 Miller Ave., 1412 Lawry Ave., 1317 & 1333 Hart Ave.
Developer: Habitat For Humanity
Construction Jobs Generated: 11
Permanent Jobs Generated: N/A
Total Project Cost: $1.26 million
City of Las Vegas Investment: $458,000
Description: Nine single-family homes (1,250 sq. ft.) with three bedrooms, two bathrooms and a single-car garage. The homes will be "water smart" and Energy Star rated. In addition, construction follows the sustainable LEED Certification process. Houses at 1012, 1325, 1329 & 1333 Miller Ave. were completed in June 2011. The rest are expected to be completed in March 2012.

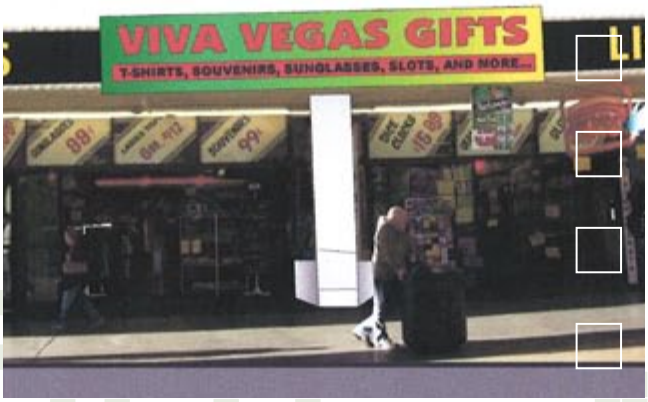
VERDICT'S INN CAFÉ

Address: 801 Las Vegas Blvd. South
Developer: Jill Schneider, Maggie DeBernardis Cupp & Jo Bourgeois
Construction Jobs Generated: N/A
Permanent Jobs Generated: 5
Total Project Cost: N/A
City of Las Vegas Investment: N/A
Description: This 1,903-square-foot café's name and décor reflect its location in the heart of Las Vegas' legal district. The menu includes such fare as a "Bail Bond Burrito," a rice dish called the "Bench Warrant" and the ominous-sounding "Swim With Da Fishes" tuna salad sandwich, along with the café's signature chopped salad and more. Adding to the atmosphere, large black and white photos of famous courtroom movie scenes fill the walls, and bookcases hold a variety of justice-themed volumes available for purchase. In addition to its dining facility, the Verdict's Inn provides delivery and take-out and offers catering services.



VIVA VEGAS SOUVENIR SHOPS

Address: 23 and 319 Fremont St.
Developer: Arelni, LLC
Construction Jobs Generated: Unavailable
Permanent Jobs Generated: N/A
Total Project Cost: $126,860 (for both properties combined)
City of Las Vegas Investment: $42,580 through the Commercial Visual Improvement Program for their 319 Fremont St. location and $20,850 for their 23 Fremont St. operation.
Description: Retail stores selling an assortment of Las Vegas-themed souvenirs. The city of Las Vegas Redevelopment Agency assisted Viva Vegas with matching grant money through its Commercial Visual Improvement Program, which is designed as a business incentive and to help eliminate urban decay. This money was used for manufacturing and installation of signage and front façade remodeling and upgrades.



WESTCARE COMMUNITY TRIAGE

Address: 930 N. Fourth St.
Developer: WestCare private contractor
Construction Jobs Generated: 4
Permanent Jobs Generated: N/A
Total Project Cost: $31,900
City of Las Vegas Investment: $31,900
Description: Installed energy-efficient HVAC units and replaced windows with dual pane energy-efficient units at this drug and alcohol rehabilitation center. Also replaced carpeting in group rooms and supplied secure steel doors to the electrical room. Completed in April 2010.

WESTCLIFF PINES SENIOR APARTMENTS

Address: 8206 Silver Sky Drive
Developer: Nevada H.A.N.D.
Construction Jobs Generated: 62
Permanent Jobs Generated: 3
Total Project Cost: $6.9 million
City of Las Vegas Investment: $1.5 million
Description: Provides 40 units (36 one-bedroom units at 702 sq. ft. and 4 two-bedroom units at 923 sq. ft.) with patios/balconies and exterior storage in a two-story building with interior corridors. Common area amenities include weight/exercise room, computer lab, library, beauty salon, wellness room and a recreational area. Completed in August 2010.

ZAPPOS.COM

Address: 400 Stewart Ave.
Developer: Resort Gaming Group, Inc.
Construction Jobs Generated: TBD
Permanent Jobs Generated: 2,000 (1,200 retained)
Total Project Cost: $65 million
City of Las Vegas Investment: Sold City Hall building at discounted cost.
Description: Zappos.com is planning to relocate their corporate headquarters to downtown Las Vegas on the current City Hall site. (A new City Hall is currently under construction, with city employees relocating to the new building in 2012.) Zappos is one of the nation's most successful and well-known online shoe and clothing retailers and is consistently voted as one of the best work places. Resort Gaming Group is under contract to close on the purchase of City Hall by April 15, 2012 and then begin renovations, with the intent of developing the building as a corporate campus for Zappos.

One positive thing that has happened since the downturn in the economy is that downtown has been validated as the place to be. There's more going on now in downtown than ever before. The buzz has spread, and today people all over the valley have positive comments about downtown. This is a one hundred and eighty degree turn from five years ago.

Sam Cherry, Cherry Development, co-developer of Soho Lofts, Resnicks and Lady Silvia

Downtown is (undergoing gentrification) and growing as a source of pride for the city. From 7-Eleven's standpoint, we like the walkup store concept and dynamic environment that the downtown area offers.

Randy Quinn, market manager for 7-Eleven stores in southern Nevada

Economic and Urban Development Department
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Councilman Steve Wolfson, Ward 2 • Councilwoman Lois Tarkanian, Ward 1
Councilman Steven D. Ross, Ward 6 • Councilman Ricki Y. Barlow, Ward 5 • Councilman Bob Coffin, Ward 3
City Manager: Elizabeth N. Fretwell • **Deputy City Manager:** Orlando Sanchez
Chief Officer, Community Services: Scott D. Adams
Chief Officer, Internal Services: Mark R. Vincent • **Chief Officer, Public Safety:** Karen Coyne

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