

REDISCOVER Downtown



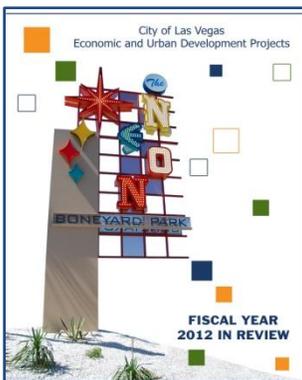
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NEWS UPDATE NEWS UPDATE NEWS UPDATE

Thousands of Jobs, Millions in Investments Downtown



More than 5,200 construction workers were employed and 1,541 permanent jobs created in the downtown Las Vegas area on **completed** projects during fiscal year 2012, which ran from July 1, 2011 through June 30, 2012. During this period, in excess of \$754 million in projects were completed downtown. This information is detailed in a report entitled **2012 Year**

In Review, which was recently released by the city's Economic and Urban Development Department.

During the same time period, an additional 1,726 construction workers were employed on projects **under construction** downtown, which will generate at least 1,918 permanent jobs. These under-development projects in the Las Vegas urban area total more than \$395 million, according to the 2012 report.

The publication provides pictures and brief descriptions of individual projects completed or under construction during the past fiscal year. To view this publication, please visit: <http://bit.ly/Tc6vZQ>.

New Quick Start Business Incentives Offered

The city of Las Vegas is launching a new program to encourage businesses to locate in existing commercial buildings in its redevelopment areas, which includes downtown. The **Quick Start Program** will reimburse qualified applicants up to \$50,000 toward the cost of rehabilitating older buildings to bring them up to current building and fire code standards.

Previously, a developer or tenant was responsible for covering most, if not all, the costs to bring a building up to current building codes. This large expense can be an impediment to the development of existing structures in the redevelopment areas — many of which have not been improved for 10 to 40 years — and which need extensive work to bring them up to code. The city's program attempts to address this issue by encouraging the rehabilitation of older commercial buildings through incentives, which will enhance the physical appearance of the redevelopment areas and improve the overall economic viability of the city. The project will also create new jobs by providing additional space for new or expanding businesses.

The grants will reimburse qualified applicants for costs associated with code compliance, infrastructure challenges such as utility and structural upgrades, and review fees in the city's two redevelopment areas. Matching funds from the business are required at a 4-to-1 private-to-public investment ratio.

This is just one of a number of ways the city is working to encourage new businesses to locate to the redevelopment areas. The city also has a **Visual Improvement Program** that offers grants up to \$50,000 to improve the facades of existing buildings.



With the reopening of **The D**, formerly Fitzgeralds Casino, 50 percent of the casinos located at the Fremont Street Experience in downtown have completed major renovations and remodeling.

Changes in City Licensing Simplifies Process

The city of Las Vegas is making it easier to open a business. Changes for privilege licenses recently took place, reducing paperwork by 75 percent and making many forms available online.

Licenses affected will be those traditionally requiring a high degree of regulation - licenses for liquor, gaming, pawn shops and secondhand businesses.

Previously, the city's licensing process required a general application, 18-page personal history, 15-page financial history and a suitability investigation by the Las Vegas Metropolitan Police Department. The process could take six months or more.

The new system streamlines the application process by reducing paperwork by 75 percent; the personal history is now six pages and the financial history is four pages. Many of the forms are available on the city's website at www.lasvegasnevada.gov.

This is just one of a number of initiatives the city has undertaken to make it easier for businesses. For example, the city of Las Vegas is the first government agency in Southern Nevada to offer customers the ability to apply for a business license online. Customers can also pay their application fee or renew their current business license online. Another major accomplishment, the city opened its Development Services Center (DSC) in July 2011, a "one-stop shop" for the business community and others making additions or doing construction around the home. The DSC is located at 333 N. Rancho Drive. Business licensing rounds out the services now offered in this one location to the development community, including the Planning Department, Building & Safety Department, Land Development, City Engineer, Fire Prevention, Public Works and Operations & Maintenance administrators.



This photo of the Cleveland Clinic Lou Ruvo Center for Brain Health was taken by **Kim Franz, PhD**. This picture won the People's Choice award in this year's **CAPTURE DOWNTOWN!** photo competition.



Photo by Susan Link

Neon Nirvana: How an Art Form Transformed a City

"Neon Nirvana: How an Art Form Transformed a City" will be the topic of discussion at a **free** presentation to be held downtown on Oct. 24. Kicking off the event will be a wine reception hosted by **Zappos** from 5 to 6 p.m., followed by a panel discussion on neon's role in the life of Las Vegas from 6 to 7 p.m. The event will be held at the Historic Fifth Street School in downtown Las Vegas.

The presentation will explore how neon became synonymous with Las Vegas and the role neon signs have played in architecture, graphic design, art and entertainment. Learn how the soon-to-be-fully-opened Neon Museum in downtown Las Vegas plans to preserve this art form's history. The evening will include a brief presentation to winners of the 2012 **CAPTURE DOWNTOWN!** photography competition. RSVP at info@symphonypark.com.

DOLLAR GENERAL®

Ward 5 Councilman Ricki Y. Barlow recently helped **Dollar General** company officials break ground for a new grocery market now under construction in West Las Vegas. The store will be located near the intersection of Lake Mead and Martin L. King boulevards in Enterprise Park. The project is expected to generate 250 construction jobs and 40 permanent jobs. This will be the first grocery store that this national discount retailer has built from the ground up.

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