

# REDISCOVER Downtown



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# urban

RENAISSANCE

NEWS UPDATE NEWS UPDATE NEWS UPDATE

## FREE Wi-Fi Now Available Downtown



The **city of Las Vegas**, in partnership with **LV.Net**, recently launched a free Wi-Fi service in portions of downtown Las Vegas. The coverage area includes the **Fremont Street Experience** and the **Fremont East Entertainment District**. LV.net plans to expand the coverage into other areas of downtown.

This free Wi-Fi service, which is compatible with all Wi-Fi-enabled devices, provides high-speed internet access with a download/upload speed of 1-2 megabits per second.

The Wi-Fi network is called **FreeCityWifi**. Users will be asked to log in to the system and accept standard terms before being given access to the network.

The Las Vegas City Council approved a contract with LV.Net to allow the company to install equipment on the city's street poles and rights-of-way to create a network for free Wi-Fi in the open areas of downtown. In exchange for this free public service, the city will not charge LV.net for keeping transmitters on city property.

## Downtown Marketing/Promotional Results

Below are some of the results from the city's Economic and Urban Development Department efforts to promote downtown Las Vegas in 2013:

- ✓ Promoted more than 120 downtown businesses, many of which are small and can't afford professional marketing/public relations services.
- ✓ Obtained more than \$4.3 million in positive publicity (ad value) during one year's time, including contributions to major national media outlets.
- ✓ Maintained a database of more than 12,000 subscribers to whom we send monthly electronic newsletters about downtown.
- ✓ Produced 10 social media videos engaging thousands of people on Facebook and Youtube with exciting images about what is taking place in downtown Las Vegas.

# Open Downtown!

## Naked City Studios @ Downtown Spaces

Another downtown operation that very recently opened its doors is **Naked City Studios @ Downtown Spaces**. The occupancy rate for this facility, which offers affordable downtown studio space devoted to artists and art-related businesses, is already at 92%. The 39,000-square-foot building located at 1800 Industrial Blvd. opened Nov. 26. It can accommodate over 40 art-related enterprises under one roof. Work has begun on improving the building's facade. This exterior work is anticipated to be completed in several weeks. When the building was purchased in February 2013, it was 75% vacant.

## Amber Joy's Vintage Closet

The owner of **Amber Joy's Vintage Closet** strikes a coquettish 1950s pose (right), suitable for her newly opened vintage clothing boutique on Main Street in downtown. The store features rockabilly fashions, as well as consignment vintage clothes, including wedding gowns. In addition, this boutique features a line of replica vintage fashions designed by the owner. Vintage hair and makeup classes are also offered, along with swing dancing and beginner's burlesque lessons.



(Photo by June Johns)



(Photo by Nancy Higgins)

## Container Park

Housing over 30 small businesses in a retail complex comprised of locally manufactured "shipping containers," **Container Park** officially opened on Dec. 5 of this year. Container Park is home to local businesses such as boutiques, art shops and restaurants. The complex is one of many urban renewal efforts backed by the privately run **Downtown Project**.

## Scene/Seen On Third Street



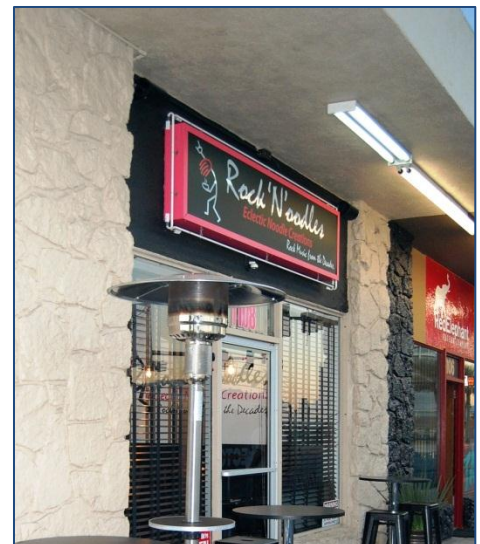
Third Street has taken on a whole new look now that the **Downtown Grand** has opened.

(Photo by June Johns)



**Socialwellth** provides health care-oriented web and social media services from its new location at **Bridger Avenue and Third Street**.

(Photo by June Johns)



**Rock 'N'oodles** is now open for business at **1108 S. Third St.** (Photo by June Johns)

## Las Vegas Redevelopment Agency

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