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NEWS UPDATE NEWS UPDATE NEWS UPDATE

Own Your Own Piece of Digital Las Vegas

Owning a **.Vegas** digital address will soon be a reality with the recent finalization of a contract between the **Internet Corporation for Assigned Names and Numbers (ICANN)** and **Dot Vegas, Inc.** The contract solidifies the Las Vegas, Nevada-based company as the registry and operator of the .Vegas top-level domain (TLD) that will put Las Vegas on the digital map in a big way. The new .Vegas TLD will be available in summer 2014.

According to Jim Trevino, CEO, Dot Vegas, Inc.:

- The rollout process begins with a 120-day waiting period during which .Vegas is carefully incorporated into the root directory of the Internet.
- Then, a 60-day sunrise period allows trademark holders that have submitted their trademarks to ICANN's Trademark Clearing House the opportunity to register their .Vegas domain names.
- Following that, anyone can register a .Vegas TLD through a large network of international registrars, including GoDaddy, 1&1 Domains, eNom and local Vegas-based web development and hosting companies.



"We are doing everything we can to ensure that those with trademarked brands, along with local Las Vegas companies and individuals, have the first opportunity to register. We particularly encourage locals to secure their .Vegas domains before the registry opens for general availability," said Trevino.

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THE CITY OF LAS VEGAS
IS PLEASED TO ANNOUNCE A VEGAS WITHOUT
BOUNDARIES OR TIME ZONES.

.VEGAS

**DOMAINS COMING
SUMMER OF 2014**

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Photo by Michelle Jetzer

Housing Shortage Downtown

The shortage of housing downtown and in the immediate surrounding areas involves much more than finding adequate space for new Zappos and Downtown Grand employees. Though they are the latest in need of convenient places to live due to the hundreds of new jobs created in our urban area, there is a much larger group of people wanting to live in or near our newly emerging downtown. Those looking for information on apartment rentals, purchasing a house or condo or finding a roommate might want to delve into residential options at www.liveworkvegas.com.

New Online Business Portal Launched By City

Area business owners/operators can now manage their city-related accounts online. The city of Las Vegas recently launched a new online business portal that can be found on the city's website at **lasvegasnevada.gov**. Anyone holding a business license in the city can now conduct licensing and renewals at their convenience through a personalized online account. Some of the features include:

- Online applications for expanded license categories and real-time tracking of application processing;
- Online permit applications;
- Uploading of documents and attachments;
- Online reporting and payment of gaming licenses and taxes;
- Ability to manage and pay multiple licenses in a single transaction;
- Payments on a 24-hour basis with a new midnight deadline for payments rather than the traditional 5 p.m. workday for all transactions;
- Changes in licenses and payments for multiple licenses and businesses;
- Electronic invoices, notification and correspondence.



Photo by Daniella Cortez Alvarez

Something Is Brewing Downtown!

At one time it was gourmet pizza locations; this go-round it's multiple microbreweries that are being planning for downtown.

Officially opened on Dec. 27 of last year, **Banger Brewing** brought its onsite brewery and craft beer to the ground level of Neonopolis, which is adjacent to the *Fremont Street Experience*.

Having just opened the doors in early February of this year, the German-themed **Biergarten** offers draft and craft beers and a microbrewery at street level at the Plaza Hotel.

Down the road on Fremont Street, another proposed brewery and craft beer pub called **Hops Nuts Brewery** is being planned.

Luelling Orchard Brewing Company is working on opening a tavern and microbrewery in 18b, The Las Vegas Arts District across from The Arts Factory.

Cheers!

Las Vegas Tops For Online Small Businesses

Paypal named its top 10 cities for online small businesses and Las Vegas was included on the list. Based on total payment volume, Las Vegas came in at number 10, along with areas such as San Francisco, Los Angeles, Miami, Manhattan and Brooklyn.



As our company continues its rapid growth, we quickly realized the need to set up a formal U.S. headquarters. We explored multiple cities and were about to make the move to San Francisco, and then we heard about the complete reinvention of downtown Las Vegas. Coming from China where things are booming and growing, we love that downtown Vegas now has a similar vibe of energy and change. Not only is there an exciting tech community here and much lower costs than the Bay Area, but we love the fact that almost every industry group brings their conventions to our front door.

— **Jonathan Jenkins, founder & CEO, OrderWithMe**



Las Vegas Redevelopment Agency

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VEGAS



Photo by Sandra Lee Dohercy

Downtown's Fremont East Entertainment District made the recommended list of top United States destinations to visit in 2014, according to the *Lonely Planet*. The Fremont East Entertainment District (FEED) is located adjacent to the *Fremont Street Experience*. FEED is comprised of an eclectic mixture of bars, clubs and restaurants in the downtown Las Vegas area. For further details on this multiblock district, please visit fremonteast.com.

According to Jennifer Wolfe, a principal in the Ohio-based digital strategy and brand protection firm, Wolfe Domain, the Internet is undergoing a major shift marked by the explosive growth of brand specific top-level domains. "In 2013, there were 23 generic top-level domains with 111 million of 147 million TLDs ending in .com," said Wolfe. "Beginning in 2014, there will be 1,000-plus new top-level domains, and half of the world's top brands have already applied for their own top-level domains, including Google which applied for 101 TLDs and Amazon which applied for 76." According to Wolfe, this is the first scaled expansion of domain space since the Internet began, and it brings with it vast opportunities for companies, brands and marketers.

ICANN recently expanded the top-level domains available on the Internet beyond the most recognized .com and .org.

In partnership with the city, Dot Vegas, Inc. applied to ICANN for exclusive management and operational rights to the .Vegas top-level domain. As a revenue partner with Dot Vegas, Inc., the city will receive a percentage of the fees generated by the registration and renewal of .Vegas domain names.

The city of Las Vegas joins others such as Miami, Boston and New York City as top-level domains, although .Vegas is considered a "generic" top-level domain, rather than a geographic domain. This means that those applying for a .Vegas extension do not have to be physically located in or have a defined connection with the city of Las Vegas.



\$900,000 in Cash Prizes for Solutions to Grow Local Economy

For more information on the **Las Vegas Strong Cities, Strong Communities Challenge**, please visit lasvegas.sc2prize.com or contact Karen Griffin at Faiss Foley Warren Public Relations in Las Vegas at karen@ffwpr.com.

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