



urban.

RENAISSANCE
NEWS UPDATE NEWS UPDATE NEWS UPDATE

More Tourists Coming Downtown

According to the Las Vegas Convention and Visitors Authority's 2014 Visitor Profile Study, downtown's diverse dining scene has witnessed an increase in tourist traffic. In addition to new restaurants, numerous bars, shops and entertainment venues have opened in the past few years and many of downtown's hotel-casinos have undergone extensive renovations. Therefore, it might come as no surprise to some that when **Entrepreneur.com** announced its 2015 Business Travel Awards, downtown Las Vegas was named as the best meeting destination.

The increase in downtown tourist traffic has resulted in enhanced gaming revenue in the area as well. In March 2015, downtown Las Vegas saw a year-over-year gaming revenue increase of 4.6 percent to \$53.6 million.



Downtown's Las Vegas North Premium Outlets
(Photo by Ryan Reason)

While nearly 60 percent of tourists come downtown to see the **Fremont Street Experience**, other downtown destinations are also popular tourist attractions. For example, the **Mob Museum** saw a 21.5 percent increase in visitation in 2014, and in its first three years it welcomed more than 700,000 guests, hailing from all 50 states and 35 countries. Just a few blocks away, over 1.4 million visitors visited the **Downtown Container Park** shopping complex since its opening in late 2013. At the same time, revitalized neighborhoods, such as **18b**, **The Las Vegas Arts District** and the **Fremont East Entertainment District**, are welcoming thousands of new visitors every year.

Downtown Las Vegas was named as the best meeting destination by Entrepreneur.com when its 2015 Business Travel Awards were recently announced.

The Society of American Travel Writers (SATW) will hold their annual meeting in downtown Las Vegas from October 4-9.

This gathering is expected to bring more than 400 SATW-member travel journalists, photographers and publicists to the city with considerable focus on downtown Las Vegas. **Downtown Grand** will be the host hotel, and the SATW plans to hold a majority of the conference's activities, meetings and meals at downtown venues and restaurants.

New Gateway Banners Tout Downtown Las Vegas' Allure

Installed in time for the giant Rock in Rio musical festival, the city constructed a lattice-work metal truss that sits atop two 17-foot-high poles holding giant banners promoting downtown at the heavily

trafficked intersection of Las Vegas Boulevard and Sahara Avenue. Banners that are 12-feet-high and 100-feet-long, with designs such as the one proposed below will

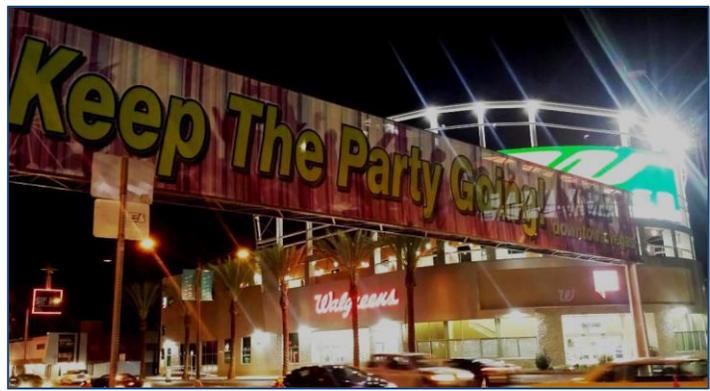
(continued...)



Downtown Banners continued...

target both south- and north-bound traffic along Las Vegas Boulevard.

This structure will serve as the first phase of what will eventually become a permanent welcoming gateway to downtown. Public Works plans to construct a permanent structure when they begin improving and beautifying Las Vegas Boulevard in a manner similar to what is taking place on Main Street. They anticipate the Las Vegas Boulevard work will begin in three to four years.



Nighttime shot of new banner promoting downtown, which stretches across Las Vegas Boulevard.
(Photo courtesy of city of Las Vegas)



Rendering of The Venue Las Vegas
(Picture courtesy of The Venues Group)

State-of-the-Art Special Events Facility Coming to Fremont East

The Venue Las Vegas will be a versatile, state-of-the-art special events facility located in the **Fremont East Entertainment District** at the corner of Eighth and Fremont streets. It is scheduled to open in spring 2015 in phases and be fully operational by the end of the year. The facility will include 38,430 square feet of customizable event space, patio seating and a rooftop bar/lounge overlooking the downtown area. The Venue Las Vegas will be able to accommodate corporate events, meetings, weddings, conferences and live entertainment. The owner/operator is **The Venues Group**, a special event and entertainment facility organization with locations in Scottsdale, Arizona and soon, Las Vegas.

Tops for Small Businesses

Las Vegas was ranked number five among the top 10 cities in the United States for small businesses, according to a 2015 survey conducted by Biz2Credit, a leading online lending platform for small businesses based in New York City. Rankings were based on the health of small businesses in a metro area, the rate of small-business creation and the economic ecosystem for entrepreneurs (including the cost of doing business, tax climate and local talent pool).



Let the Sun Shine!

Nevada leads the nation in solar energy jobs per capita.

— Parade Magazine
April 19, 2015

New Apps Help Downtown Parking

If a business meeting runs into overtime or the line is a little longer than you thought at your favorite lunch spot, you won't have to run outside to feed the parking meter in downtown Las Vegas anymore. Those using street parking or parking in city lots can now use their cell phones to add time to meters.

For on-street parking meters, download the **Parkmobile** app, available for iPhone, Android, Windows, BlackBerry and Amazon devices. For city parking lots, use the **PassportParking** app for iPhone and Android devices. The apps will send reminders when your meter time is about to expire. They will also allow you to download your parking receipts.

The city is also addressing additional parking for visitors patronizing the **Fremont East Entertainment District** and the **Fremont Street Experience**.

Las Vegas Economic Development & Redevelopment

Las Vegas City Hall • 495 S. Main St. • Sixth Floor • Las Vegas, NV 89101

Telephone: 702.229.6551

www.downtown.vegas • www.lvrda.org

ED-0026-10-14 RS