

Public Purpose/Impact Analysis

Title of Project: 75th Anniversary Helldorado Days PRCA Rodeo

Project Description: The Helldorado Days PRCA multi-venue community event will include a Rodeo, Parade and Carnival Midway. Activities will be held Downtown across from the 400 Stewart Avenue City Hall Campus; the Fremont Street Experience; and local venues that will include an Art Show, Charity Golf Tournament and Helldorado Trail Ride. The Rodeo and ancillary activities will generate positive social and economic impacts for the city of Las Vegas and Downtown. Economic data was extracted from the averages of four (4) similar Downtown events held in 2007 and 2008, **provided by the Fremont Street Experience.**

Sponsor/Developer: Las Vegas, Nevada, B.P.O. Elks Number 1468

Event statistics provided by: Fremont Street Experience; Las Vegas Convention and Visitors Authority (LVCVA), R&R Research

Number of Direct Jobs Created: NA

Number of Indirect Jobs Created: NA

Number of Direct Jobs Retained: NA

How Does the Project Benefit the Public:

Helldorado Days has taken place in Las Vegas since 1934, and is part of our Las Vegas history. The event will feature a rodeo, parade, poker and golf tournaments and a host of other events. A portion of Helldorado event proceeds, Sponsorships, and the Youth Activities Fund, will make it possible to donate in excess of \$100,000 to local charities such as: The Elks Scholarship Fund; Local High Schools, Handicapped students; Child Haven; Muscular Dystrophy Association (MDA); Local Scout Troops; Local Veterans; The Dictionary Program (to benefit local 3rd graders); Big Brothers Big Sisters, Opportunity Village, etc.

Quantitative Economic Benefits:

- 1) +/- \$4.3 Million in Gaming and Non-gaming revenue
- 2) +/- \$400,000 in Hotel Revenue with at least four (4) Room Nights Occupied.
- 3) Estimated Parade Attendance: +/- 30,000
- 4) Estimated Rodeo Attendance: +/- 7,000 daily x four days = +/- 28,000
- 5) Event attendance is expected to be both locals and out-of-town visitors subsequent to limited advertising campaigns that include areas of Southern Utah and Southern California.

Private Investment:

See Attached – Sponsorships Sold

Public Investment:

Twenty Five Thousand Dollars (\$25,000) in in-kind funding from the City of Las Vegas.

Total Direct Economic Impact:

Based on estimated attendance figures from Fremont Street Experience, this event could be one of the largest annual events to take place in Downtown Las Vegas this year. The four previous events held downtown in the last two years, have generated an average of +/- 4.3 million dollars each in gaming and non-gaming revenue, which includes food, entertainment and ancillary retail sales.

Total Indirect Economic Impact:

This week-long event will provide an abundance of foot traffic that will provide additional revenue to Downtown retail, hotel, and casino businesses. This event also promotes the "western" heritage of Las Vegas.

Economic Impact Study Performed:

Yes **XX**

No ☐

Return on Investment Analysis Performed:

Yes ☐

No **XX**

4 Event Averages:

Average Non-Gaming Revenue for all 4 events:		\$2,815,900	
Average Gaming Revenue for all 4 events:	\$	1,477,950	
Average Gaming + Non Gaming Expenditures for all 4 events:	\$	4,293,850	294976.67 St. Dev.
Average Room Nights Occupied:	\$	4,744	
Average Visitors from Out-of-Town:		73%	
Average Total Hotel Revenue:	\$	465,631	

Conclusion:

Estimated Rodeo Capacity:	5,300
Estimated Parade Attendees:	30,000

This event should resemble very closely the 4 events that have taken place on Fremont Street the last calendar year.

For all 4 Events, the Total Estimated Expenditures (Gaming + Non-Gaming) appear to be the most consistent economic measure with an average of \$4,293,850.

As for Out-of-Town Visitors, the event should skew to the low-end as a percentage, however there will be some advertising in Southern Utah and Southern California.

Sponsorships Sold						
Special Presenting		****	Las Vegas Events			\$ 95,000.00
Presenting	Pouring rights		Stoney's Rockin Country			\$ 75,000.00
Jackpot	Kids Day May 14th		Southern NV. Building & Contractors			\$ 50,000.00
Jackpot	Adv. / TV		Cox			Trade
Jackpot	Family Day May 17th		Southern NV. PDCA			\$ 50,000.00
Special	Advertising		Las Vegas Centennial Committee			\$ 25,000.00
Event	Saddle Bronc					
Event	Bareback		Boyd Gaming			\$ 10,000.00
Event	Calf Roping					
Event	Steer Wrestling					
Event	Head/Healing		So. Nv. LECET/laborers 872			\$ 10,000.00
Event	Bull Riding		Ahern Rental			Trade out
Event	Barrel Racing					
Event	Bull Fighters					
Event	VIP Tent Food					
Roping Gate	Host Hotel		El Cortez			\$ 10,000.00
Event	Carnival		NV Energy			Trade out
Event	Cowboy Tent		Hennessey's			Trade out
Chute Sign	Bucking		Boyd Gaming			Trade out
Chute Sign	Bucking		Steve Ross/Councilman			\$ 5,000.00
Chute Sign	Bucking		Commisioner Tom Collins			\$ 5,000.00
Chute Sign	Bucking		Piccole NV			\$ 5,000.00
Chute Sign	Bucking		Cox			\$ 5,000.00
Chute Sign	Bucking		McDonald NV.			\$ 5,000.00
Chute Sign	Return Gate	****	Las Vegas Events			\$ 5,000.00
Chute Sign	Catch Pen		IFA Country Store			Trade out
Chute Sign	Announcer Stand		Boyd Gaming			Trade out
Chute Sign	Scoreboard					
Chute Sign	Program		PDQ Printing			Trade out
Special Arena	Downtown Hotels		Fitzgeralds			\$ 5,000.00
Special Arena	Downtown Hotels					
Special Arena	Downtown Hotels					
Special Arena	Downtown Hotels					
Special Arena	Downtown Hotels					
Arena Sign			Medicwest			Trade out
Arena Sign			Nevada Tent			Trade out
Arena Sign			Embarq			\$ 2,500.00
Arena Sign			Centennial Concrete			Trade out
Arena Sign		exhibit inc.	Red Rock Harley-Davidson			\$ 2,500.00
Arena Sign			Preferred Electric			\$ 2,500.00
Arena Sign			Anderson Dairy			\$ 2,500.00
Arena Sign			IBEW/NECA			\$ 2,500.00
Arena Sign			INT. Electrical workers			\$ 2,500.00
Arena Sign			Super Pawn			pending
Arena Sign			R & R Partners			\$ 2,500.00
Arena Sign			Wholesale Builders			pending
Arena Sign						
Arena Sign						
Arena Sign						
Arena Sign						
Midway Sign			Ironworkers 416			\$ 1,250.00
Midway Sign			Findlay RV			Trade out
				cash	\$	378,750.00
tickets sold for Thur.	4500			trade outs	\$	112,500.00
tickets sold for Sun.	5000			total	\$	491,250.00