

Public Purpose/Impact Analysis

Title of Project: 2010 Las Vegas Helldorado Days Annual Parade, Local's Rodeo and Professional Rodeo

Project Description: The Helldorado Days multi-venue community event will include a Rodeo, Parade, Carnival Midway, and other activities that kick off Helldorado Days in April, 2010. The temporary outdoor rodeo arena will be located in Downtown Las Vegas across from the 400 Stewart Avenue 'City Hall' Campus within two blocks of the Fremont Street Experience. Local events will include an Art Show, Charity Golf Tournament, Texas Hold'em Poker Tournament, Helldorado Trail Ride, and new this year, the Las Vegas Helldorado Sahara Coins Treasure Hunt. Rodeo 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.

Sponsor/Developer: Las Vegas, Nevada, B.P.O. Elks Number 1468-PRCA Pro Rodeo sanctioned.

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

Number of Direct Jobs Created: Local companies benefitted from the 2009 rodeo to include bleacher & portable restroom company, tent company, local labor for clean up services and other production services as required.

Number of Indirect Jobs Created: Flying U Rodeo Production Company is the stock contractor for the 2009 and 2010 Helldorado Rodeo. Their crew brings in all rodeo support personnel to handle the actual rodeo and specialty acts which provide temporary jobs for the week of Helldorado.

Number of Direct Jobs Retained: N/A

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. Helldorado has also provided ticket packages for local fund raisers to help support the local community.

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: +/- 25,000
- 4) Estimated Rodeo Attendance: +/- 8,000 daily x four days = +/- 32,000
- 5) Event attendance is expected to be locals and out-of-town visitors with target-market advertising campaigns that include areas of Southern Utah and Southern California.
- 6) The 2009 rodeo brought in 348 cowboys over four days. We anticipate each cowboy will bring approximately 2 staff/support members with them.

Private Investment:

See Attached – Sponsorships Sold

Public Investment:

N/A

Total Direct Economic Impact:

Based on last-year's attendance, this event could be one of the largest 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 pedestrian traffic that will provide additional revenue to Downtown retail, hotel, and casino businesses. This event also promotes the "western" heritage of Las Vegas. New this year is the Helldorado Treasure Hunt that will give local Las Vegas's an opportunity to learn about the history of Las Vegas and test their knowledge by participating in this event. Thirteen local sponsors will provide a clue each day at one location. Participants will have to figure out daily clues to come up with the correct answer at the end of the hunt. \$10,000 in gold coin will be awarded to the first person that has the correct answers. Also, a coloring book with the Helldorado characters will be sponsored by Star Nursery and will be provided to the children of the community. They will name the characters and have an opportunity to win tickets to the rodeo and other prizes.

Economic Impact Study Performed: Yes **XX** No ☐

Return on Investment Analysis Performed: Yes ☐ No **XX**

Numerical Data for 4 Fremont Street Events in 2007-2008

2007 FSE Downtown Hoedown

		Avg. Daily Room Rate			
Total Estimated Event Attendance:	3,075				
Total Estimated Out-of-Town Individuals	2,450	80% Percentage of Visitors from Out-of-Town			
Average Non-Gaming Expenditures	\$ 1,111.63		\$2,723,500	Estimated Non-Gaming Economic Impact	
Average Gaming Budget	\$ 520.26		\$ 1,274,600	Estimated Gaming Economic Impact	
			\$ 3,998,100	Total Estimated Expenditures (Gaming+Non-Gaming)	
Incremental Room Nights (*Figure represents out-of-town visitors who visited ONLY because the event was taking place)	1,025	98.26	\$ 100,717	Est. Out-of-Town Visitor Hotel Revenue	
Lodged in a Hotel/Motel	83%				
Room Nights Occupied	4,875	98.26	\$ 479,018	Total Hotel Revenue	

2008 FSE Vegas Cruise

		Avg. Daily Room Rate			
Total Estimated Event Attendance:	6,650				
Total Estimated Out-of-Town Individuals	2,950	78% Percentage of Visitors from Out-of-Town			
Average Non-Gaming Expenditures	\$ 979.25	\$ 2,888,600	Estimated Non-Gaming Economic Impact		
Average Gaming Budget	\$ 477.88	\$ 1,409,700	Estimated Gaming Economic Impact		
		\$ 4,298,300	Total Estimated Expenditures (Gaming+Non-Gaming)		
Incremental Room Nights (*Figure represents out-of-town visitors who visited ONLY because the event was taking place)	1,475	\$ 98.65	\$ 145,509	Est. Out-of-Town Visitor Hotel Revenue	
Lodged in a Hotel/Motel	85%				
Room Nights Occupied	4,775	\$ 98.65	\$ 471,054	Total Hotel Revenue	

2007 ACM Motorcycle Ride and Concert

		Avg. Daily Room Rate			
Total Estimated Event Attendance:	33,925				
Total Estimated Out-of-Town Individuals	2,650	60% Percentage of Visitors from Out-of-Town			
Average Non-Gaming Expenditures	\$ 965.31	\$ 2,558,100	Estimated Non-Gaming Economic Impact		
Average Gaming Budget	\$ 492.34	\$ 1,625,200	Estimated Gaming Economic Impact		
		\$ 4,183,300	Total Estimated Expenditures (Gaming+Non-Gaming)		
Incremental Room Nights (*Figure represents out-of-town visitors who visited ONLY because the event was taking place)	650	\$ 102.08	\$ 66,352	Est. Out-of-Town Visitor Hotel Revenue	
Lodged in a Hotel/Motel	84%				
Room Nights Occupied	3,575	\$ 102.08	\$ 364,936	Total Hotel Revenue	

2007 FSE Holiday Festival

		Avg. Daily Room Rate			
Total Estimated Event Attendance:	12,150				
Total Estimated Out-of-Town Individuals	3,850	75% Percentage of Visitors from Out-of-Town			
Average Non-Gaming Expenditures	\$ 803.43	\$	3,093,200	Estimated Non-Gaming Economic Impact	
Average Gaming Budget	\$ 416.18	\$	1,602,300	Estimated Gaming Economic Impact	
		\$	4,695,500	Total Estimated Expenditures (Gaming+Non-Gaming)	
Incremental Room Nights	300	\$	95.22	\$	28,566 Est. Out-of-Town Visitor Hotel Revenue
(*Figure represents out-of-town visitors who visited ONLY because the event was taking place)					
Lodged in a Hotel/Motel	79%				
Room Nights Occupied	5,750	\$	95.22	\$	547,515 Total Hotel Revenue

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		2010				
Special Presenting			****	Las Vegas Events	\$ 50,000.00	pending
Special	Advertising			Las Vegas Centennial Committee	\$ 50,000.00	sold
Gold Buckle					\$ 50,000.00	
Scoreboard	4 days			Wal Mart	\$ 20,000.00	
Jackpot				So. Nv. Building & Construction	\$ 10,000.00	
Jackpot	Adv. / TV	10k		Cox	Trade	
Jackpot				Southern NV. PDCA	\$ 10,000.00	
Event	Saddle Bronc	5k		Coors/Bud/ SWS	trade plus \$ 5,000.00	
Event	Bareback			Boyd Gaming	\$ 10,000.00	sold
Event	Calf Roping	10k		Las Vegas Paving	Trade	pending
Event	Steer Wrestling			South Point	\$ 10,000.00	
Event	Head/Healing			So. Nv. LECET/laborers 872	\$ 10,000.00	
Event	Bull Riding	30k		Ahern Rental	Trade out	sold
Event	Barrel Racing	5k		Coke a Cola	trade plus \$ 5,000.00	
Event	Bull Fighters			Stony's	\$ 5,000.00	
Event	Mutton Busting			Bull Concrete	\$ 5,000.00	
Event	VIP Tent Food	10k		Hennessey's	Trade out	
Roping Gate	Host Hotel			El Cortez	\$ 10,000.00	sold
Event	Carnival	10k		NV Energy	Trade out	sold
Tent Sponsor		10k		Nevada Tent	Trade out	sold
Dirt work Sponsor		10k		Centennial Concrete	Trade out	sold
Official Truck	Auto Dealer			GMC	\$ 10,000.00	sold
Event	Cowboy Tent	10k		Jasons deli	Trade out	sold
Program	back cove/exhibit space/tickets			Red Rock Harley-Davidson	\$ 7,500.00	
Announcer Stand	Announcer Stand	6k		Boyd Gaming	Trade out	sold
Chute Sign	Bucking			Boyd Gaming	\$ 5,000.00	sold
Chute Sign	Bucking			Steve Ross/Councilman	\$ 5,000.00	sold
Chute Sign	Bucking			Commissioner Tom Collins	\$ 5,000.00	sold
Chute Sign	Bucking			Preferred Electric	\$ 5,000.00	sold
Chute Sign	Bucking			Cox	\$ 5,000.00	sold
Chute Sign	Bucking			Sahara Coins	\$ 5,000.00	sold
Return Gate	Return Gate		****	Las Vegas Events	Inc.	pending
Coloring Book				Star Nursery	\$ 5,000.00	sold
Day Sponsor	Thursday			Stony's	\$ 5,000.00	
Day Sponsor	Friday			Desert Oaks Homes	\$ 5,000.00	
Day Sponsor	Saturday			American Shooters	\$ 5,000.00	
Day Sponsor	Sunday			Martin Harris	\$ 5,000.00	
Media Stand	Media Stand			Channel 3	\$ 5,000.00	
Program	Program	5k		PDQ Printing	Trade out	sold
Specialty Act Riata	Downtown Hotels			Fitzgeralds	\$ 5,000.00	
Specialty Act Bpoker	Downtown Hotels			4 Queens	\$ 5,000.00	
Reply Sponsor				Rock Star	\$ 4,000.00	
Arena Sign	Catch Pen	5k		IFA Country Store	Trade out	
Politicians	Above Bucking Chutes				\$ 5,000.00	
Politicians					\$ 5,000.00	
Politicians					\$ 5,000.00	
Politicians					\$ 5,000.00	
Politicians					\$ 5,000.00	
Arena Sign		2.5k		Medicwest	Trade out	
Queen				Kelleher	\$ 2,500.00	
Arena Sign		2.5k		Justin Boots	Trade out	sold
Official Whisky		5k		Southern Wine & Spirits	\$ 5,000.00	
		\$ 136,000.00			\$ 372,000.00	

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