

Resolution Supporting Application to ICANN by Dot Vegas, Inc.

Presentation to Las Vegas City Council

February 3, 2010



Opportunity Proposed by ICANN

- ICANN, a regulator of Internet names, will be considering applications for City Top-Level Domain (TLD) Names
- Private companies with experience and financial capacity can apply
- Large application fee (\$185,000) and 7-figure investment is required for application
- Cities can benefit from exposure on the internet, and potentially from a revenue share with private applicants



What is a Top-Level Domain?

EXISTING

NEW

Registry Company
(Top-Level Domain)

Verisign, Inc.

Dot Vegas, Inc.
(New City TLD)

Registrar
(Second-level Domain)

GoDaddy.com

DomainSite.com

Registrars
(Existing or New SLD)

Registrant
(Internet Domain Name Consumer)

Business
Consumer, i.e.
ElCortez.com

Individual
Consumer

Registrant
(new
consumers)



Who is ICANN?

- Internet Corporation for Assigned Names and Numbers
- Formed in 1998 as a Not-for-Profit corporation
- Worldwide participation
- Central Policy Group responsible for overseeing domain name system – only 1 unique name per individual web site
- Responsible for decisions on technical changes to the internet (regulatory function)
- Considering new Top-Level Domain Name – city TLDs



City TLD Names Announced

□ .BERLIN

□ .NYC

□ .PARIS

□ .LONDON

□ .HAMBURG

□ .LIMA

□ .BAIRES

□ .SEOUL



Offer made by Dot Vegas, Inc.

- Dot Vegas, Inc. to incur all costs associated with application to ICANN
- Dot Vegas, Inc. to incur all costs associated with establishing the physical infrastructure and systems required to manage a top-level domain
- Dot Vegas, Inc. has committed to keep all new employees in the City of Las Vegas
- City will receive a revenue share based on the higher of: (A) \$.75 per second-level domain name registered, or (B) 10% of the gross revenue earned



Recommendation

- Principals of Dot Vegas, Inc. have technical experience and financial capacity necessary to manage a top-level domain (TLD) name system
- Revenue share is a very good business proposition for the City, given the expected revenue to be earned by the business, with no cost liability to the City
- Having .vegas as a TLD would bring enormous marketing benefit to Las Vegas
- Supported by local economic development partners



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