

Public Purpose/Impact Analysis

Title of Project: 2011 Las Vegas Helldorado Days Annual Parade, Local's Rodeo and PRCA Professional Pro Rodeo.

Project Description: The Helldorado Days multi-venue community event will include a Rodeo, Parade, Carnival Midway, vendors and exhibitors and other activities that kick off Helldorado Days in May, 2011. 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 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.

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

Number of Direct Jobs Created: Local companies benefitted from the 2009 and 2010 rodeo to include bleacher & portable restroom company, road safety company, tent company, local labor for clean up services and other production services as required. Helldorado also employs local city of Las Vegas employees i.e., city marshals, public works, and other various departments to assist with the planning and permitting.

Number of Indirect Jobs Created: Flying U Rodeo Production Company is the stock contractor for the 2011 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) Estimated Parade Attendance: +/- 25,000
- 2) Estimated Rodeo Attendance: +/- 8,000 daily x four days = +/- 32,000
- 3) 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.
- 4) The 2010 rodeo brought in 300 plus 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 two previous rodeos have generated 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. The Helldorado Treasure Hunt 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. Seven 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 coins will be awarded to the first person that has the correct answers. Also, a coloring book with the Helldorado characters will be sponsored by Port of Subs and will be distributed through every outlet in Las Vegas and Pahrump. NEW this year, a ticket promotion to benefit local civic, youth and various organizations throughout Las Vegas has been created. Groups have the opportunity to sell blocks of tickets and for every ticket they sell, they get a \$5/ticket return.

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

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

Sponsorships Sold		2011				
Special Presenting			Las Vegas Centennial Committee		\$ 300,000.00	Sold
Presenting			Walmart		\$ 10,000.00	
Gold Buckle	Return gate		Las Vegas Events		\$ 50,000.00	Sold
Scoreboard	Scoreboard				\$ 5,000.00	
Jackpot	Locals Rodeo		Trade Unions/Painters		\$ 5,000.00	
Jackpot	Official Airlines		Southwest Airlines		\$ 10,000.00	
Host Hotel	Roping Chutes		El Cortez Hotel		\$ 10,000.00	Sold
Official Bank			Nevads State Bank		\$ 10,000.00	
Official Truck			Ford/Toyota		\$ 10,000.00	
Official Beer			Miller	5 trade +	\$ 2,500.00	Sold
Official Whiskey			Pendelton	5 trade +	\$ 2,500.00	Sold
Announcer sponsor			Boyd Gaming	trade	\$ 7,000.00	Sold
VIP Tent Food			Hennessey's	trade	\$ 5,000.00	Sold
Cowboy Tent			Jasons deli	trade	\$ 5,000.00	Sold
Tent Sponsor			Nevada Tent	trade	\$ 5,000.00	Sold
Event	Saddle Bronc		Sahara Coins		\$ 5,000.00	Sold
Event	Bareback		LECET 872		\$ 5,000.00	
Event	Calf Roping		Las Vegas Paving	trade	\$ 5,000.00	Sold
Event	Steer Wrestling		Turner Construction		\$ 5,000.00	
Event	Head/Healing		Wes Adams		\$ 5,000.00	
Event	Bull Riding		Ahern Rental	trade	\$ 5,000.00	Sold
Event	Barrel Racing		HCI		\$ 5,000.00	
Event	Bull Fighters		Gilley's		\$ 5,000.00	
Event	Mutton Busting		Centennial Concrete	trade	\$ 5,000.00	Sold
Reply Sponsor					\$ 5,000.00	
Program			PDQ Printing		\$ 5,000.00	Sold
Chute Sign	Bucking		Deco Lights		\$ 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				\$ 5,000.00	
Chute Sign	Bucking		Cox		\$ 5,000.00	
Chute Sign	Bucking		Sahara Coins		\$ 5,000.00	Sold
Back of Tickets			Las Vegas Motor Speedway		\$ 5,000.00	Sold
Day Sponsor	Thursday		NV Energy		\$ 2,500.00	
Day Sponsor	Friday		Fitz		\$ 2,500.00	
Day Sponsor	Saturday		Golden Nugget		\$ 2,500.00	
Day Sponsor	Sunday		Four Queens		\$ 2,500.00	
Specialty Acts	Stagecoach		Star Nursery		\$ 2,500.00	
Specialty Acts	Wild Child		Super Pawn		\$ 2,500.00	Sold
Specialty Acts	Clown		Gold Spike		\$ 2,500.00	
Specialty Acts	Boot				\$ 2,500.00	
Medics			Medicwest	trade	\$ 2,500.00	Sold
Feed Sponsor			IFA	trade	\$ 1,250.00	
Queen			Kelleher		\$ 2,500.00	
					\$ 553,250.00	
Arena Sign	National program	1.25k trade	Justin Boots	trade	\$ -	
Arena Sign					\$ 2,500.00	
Arena Sign					\$ 2,500.00	
Arena Sign					\$ 2,500.00	
Arena Sign					\$ 2,500.00	
Arena Sign					\$ 2,500.00	
Arena Sign			Arizona Charlies		\$ 2,500.00	
Arena Sign			Century Link		\$ 2,500.00	
Arena Sign					\$ 2,500.00	
Arena Sign			Help Las Vegas Cops		\$ 2,500.00	
Arena Sign			Anderson Dairy		\$ 2,500.00	
Arena Sign			RTC		\$ 2,500.00	
Arena Sign					\$ 2,500.00	
Arena Sign			R & R Partners		\$ 2,500.00	
Arena Sign		1.25k trade	Reddi Ice	trade	\$ -	
Arena Sign			Sheplers		\$ 2,500.00	
Arena Sign		1.25k trade	RC Farms	trade	\$ -	
Midway sign			Boot Barn		\$ 1,250.00	
					\$ 36,250.00	

Program ad sales					\$	-
	IBEW	\$ 500.00				
	Dielco Crane	\$ 1,000.00		cash	\$542,750.00	
				trade outs	\$ 47,000.00	
				total	\$589,750.00	
					\$442,500 Sold to date	
Bleachers	Seating	30k	Seating Solutions		\$	-
Coloring Book			Port of Subs		\$	5,000.00
Trail Ride			Wholesale Builders		\$	2,500.00
Art Show			Cal Potter		\$	2,500.00
Golf			Dynalectric		\$	2,500.00
Golf			Codale		\$	2,500.00
Golf			LVCVA		\$	10,000.00
Golf			Grove Madsen		\$	2,500.00
Golf			Deco Lights		\$	2,500.00
Golf			Donnie Mitchell		\$	1,500.00
Golf					\$	2,500.00
Golf					\$	2,500.00
Poker			LVCVA		\$	10,000.00
Treasure Hunt			LVCVA		\$	10,000.00
Treasure Hunt			Sahara Coins		\$	2,500.00
Treasure Hunt			Super Pawn		\$	2,500.00
Treasure Hunt					\$	2,500.00
Treasure Hunt					\$	2,500.00
Treasure Hunt					\$	2,500.00
Treasure Hunt			Super Pawn		\$	2,500.00
Hall of Fame			Brent Bryson		\$	2,500.00
Whiskerino			Cassaro		\$	1,500.00
					\$	78,000.00
			-30500			
						47500