Public Purpose/Impact Analysis

City Council/Redevelopment Agency Meeting
June 17, 2009

<u>Title of Project</u>: Commercial Visual Improvement Agreement (CVIP) between the Las Vegas Redevelopment Agency and DFA, LLC (CVIP Participant & Property Owner) (1415 W. Bonanza Road)

<u>Project Description</u>: Exterior renovation to the existing Xtreme Manufacturing building (former Sears Appliance Repair Center) located at 1415 W. Bonanza Rd which is at the southeast corner of Bonanza Rd and Martin Luther King Blvd.

<u>Sponsor/Developer</u>: DFA, LLC (CVIP Participant/Property Owner)

<u>Assistance Provided by</u>: Redevelopment Agency. Total project cost is approximately $100,000.00. Agency will reimburse the CVIP applicant on a 1:1 basis for pre-approved qualified exterior improvements. The Agency will reimburse the CVIP applicant up to a maximum of $50,000.00 for exterior improvements to the building and surrounding area. Agency will also record a Façade Easement and Building Maintenance Agreement against the property for a period of five (5) years, from date of completion of project.

<u>Number of Direct Jobs Created</u>: 55

<u>Number of Indirect Jobs Created</u>: Employment is based on those trades that will be utilized to complete this project. Trades to be utilized for this project will include installation of new signage, landscaping, iron work for new fencing and gates.

<u>Number of Direct Jobs Retained</u>: Not Applicable

Pertinent Statutes Used for Public Purpose:

In accordance with NRS 279.486, the CVIP applicant has submitted a signed and notarized Participant Affidavit and Employment Plan which states that without the Redevelopment Agency's assistance, the proposed project would not be completed to a level that would benefit the redevelopment area and the surrounding neighborhood. Any potential job creation opportunities will be advertised within the surrounding neighborhoods for qualified applicants.

How Does the Project Benefit the Public:

DFA, LLC purchased the long vacant Sears Appliance Repair Center approximately one year ago. Since that time the owner has made a number of improvements to the building which is now used to manufacture and sell a variety of construction equipment. With the new manufacturing and sales operations at this location the owner has employed upwards of 75 people from the community at various times and currently has a training program for those seeking to learn the trade. The owner owns several other properties in the immediate area and the upgrade of this facility is part of a continuing effort to improve the aesthetics of the area and provide economic growth by creating new employment, a larger tax base, and training opportunities. To date the owner has spent close to $1 million dollars improving this property.

Quantitative Economic Benefits:

$100,000.00 is being fed into the local economy through the employment of subcontractors for the improvements to the exterior of the building.

Private Investment**:**

Applicant will be funding the entire project cost of approximately <u>$100,000.00</u>. This is a reinvestment into the property and community by the owner.

Public Investment:

The CVIP program requires a 1:1 match from the applicant for all pre-approved exterior improvements. Once the project is complete the Redevelopment Agency will record a Façade Easement and Building Maintenance Agreement against the property for a period of five years. At the end of five years, the property is façade easement and building maintenance agreement is removed from the property.

Total direct Economic Impact:

$100,000.00

Total Indirect Economic Impact:

Not measurable at this time.

Economic Impact Study Performed:	Yes ☐	No ☒
Return on Investment Analysis Performed:	Yes ☐	No ☒