

## Public Purpose/Impact Analysis

City Council/Redevelopment Agency Meeting  
December 15, 2010

**Title of Project:** Commercial Visual Improvement Agreement (CVIP) between the LV Redevelopment Agency and NEILLUKE, LLC (App-Order and CVIP Participant) (1100 East Sahara Avenue)

**Project Description:** Exterior renovations and signage to an existing building

**Sponsor/Developer:** NEILLUKE, LLC (CVIP Participant)

**Assistance Provided by:** Redevelopment Agency. Total project cost is approximately \$108,000.00. 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.

**Number of Direct Jobs Created:** 23

**Number of Indirect Jobs Created:** N/A

**Number of Direct Jobs Retained:** N/A

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 be beneficial to 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:

NEILLUKE, LLC (App-Order.com) purchased the property in September 2010. This multi-tenant building had a high vacancy rate and leases that were ending soon. The owner is relocating his business from southern California. The cost for exterior renovations will exceed \$108,000 and will employ local businesses and residents.

This property was built in 1978. Over the years, the building and parking area suffered from a lack of maintenance and a number of owners. The owner's business, App-Order.com, will be relocating from southern California and bring approximately 23 jobs to Las Vegas. This facility will employ database construction, sales and administrative positions. Additionally, the facility will be the meeting and training center for App-Order.com's national customers. The new owner also is in the graffiti removal business and is in the process of "adopting" the

surrounding neighborhood to keep the area graffiti-free.

This project will help stabilize and increase positive economic activity within the surrounding neighborhood and will be a catalyst for additional businesses to participate in the CVIP Program.

Quantitative Economic Benefits:

Approximately \$108,000.00 will be spent to bring the property up to current codes and to renovate the exterior of the property. Local contractors will be employed to complete those renovations.

Private Investment:

Applicant will be funding this project cost of approximately \$108,000 through cash on hand.

Public Investment:

The CVIP program requires a 1:1 match from the applicant for all pre-approved exterior improvements.

Total Direct Economic Impact:

**Not Applicable**

Total Indirect Economic Impact:

**Not Applicable**

Economic Impact Study Performed:

Yes ☐

No ☒

Return on Investment Analysis Performed:

Yes ☐

No ☒