

Public Purpose/Impact Analysis

Title of Project: Punk Rock Bowling Music Festival

Project Description: 4 Day Music Festival

Sponsor/Developer: Maktub Marketing

Assistance Provided by: The promoter of the event plans to spend approximately \$700,000 to host a music festival and corresponding after-shows throughout downtown Las Vegas.

Number of Direct Jobs Created: 0

Number of Indirect Jobs Created: Employment is based on those trades and contractors utilized to facilitate the set-up, operation and tear down of the festival. This includes paving, tenting, gating, marketing, vendors, hotels, etc.

Number of Direct Jobs Retained: 0

How Does the Project Benefit the Public:

The promoter projects that there will be approximately 5,000 attendees per day in the area that will utilize local hotels, restaurant and other downtown facilities during their time at the festival. In addition, the promoter believes that the festival will expose a broader audience to the downtown area.

Quantitative Economic Benefits:

\$700,000 for set-up, operation and teardown of the event with an additional \$200,000 in hotel room revenue.

Private Investment:

Promoter and other investors will be funding the \$700,000

Public Investment:

\$0

Total direct Economic Impact:

Unknown

Total Indirect Economic Impact:

Unknown

Economic Impact Study Performed:

Yes ☐

No ☒

Return on Investment Analysis Performed:

Yes ☐

No ☒