

Public Purpose/Impact Analysis

City Council/Redevelopment Agency Meeting
April 18, 2012

Title of Project: Commercial Visual Improvement Agreement (CVIP) between the LV Redevelopment Agency and Mesquitewood 2, LLC (Property Owner) and Velveteen Rabbit, LLC (CVIP Participant & Tenant) (1218-1226 S. Main Street)

Project Description: Installation of Neon Signage, Façade Improvements and Patio and Parking Lot Improvements

Sponsor/Developer: Velveteen Rabbit, LLC (CVIP Participant)

Assistance Provided by: Redevelopment Agency. Total project cost is approximately \$250,000.00. The Agency will reimburse the CVIP applicant up to a maximum of \$25,000.00.

Number of Direct Jobs Created: 9 Full Time Equivalents

Number of Indirect Jobs Created: Employment is based on those trades that will be utilized to complete this project. Trades to be utilized for this project will include electrical, mechanical, plumbing and construction.

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:

The business owner of Velveteen Rabbit, LLC leased a vacant and fire damaged storefront and is investing approximately \$250,000 to create a unique urban lounge within the Arts District. Due to the age and condition of the building, the business owner will have to bring the property up to current building and safety codes. The business will create 9 FTE (Full-Time Equivalent) jobs.

The property is located within the Arts District. It has been vacant for a number of years and was extensively damaged by a fire a few years ago. A new roof will need to be constructed and additional safety code issues will need to be addressed to bring the property to a habitable condition. Within the surrounding neighborhood, the Redevelopment Agency has assisted seven business owners with the exterior renovations and/or signage package.

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 \$75,000 will be spent to install new façade improvements, patio/courtyard and new neon sign at the property. Local contractors will be employed to complete those renovations. Interior renovations will include asbestos abatement, new roof structure and mechanical, plumbing and electrical systems.

Private Investment:

Applicant will be funding this project cost of approximately \$250,000.00 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 ☒