



City of Las Vegas

Agenda Item No.: 5.

AGENDA SUMMARY PAGE

REDEVELOPMENT AGENCY MEETING OF: MARCH 20, 2013

DEPARTMENT: ECONOMIC AND URBAN DEVELOPMENT

DIRECTOR: WILLIAM ARENT

SUBJECT:

Discussion for possible action to approve a Professional Consulting Agreement between the City of Las Vegas Redevelopment Agency and FFM LLC (DBA Faiss Foley Warren) for a public relations/marketing campaign promoting downtown Las Vegas (Not-to-exceed \$292,930 - Redevelopment Special Revenue Fund) - Redevelopment Area - Wards 1, 3 and 5 (Tarkanian, Coffin and Barlow)

Fiscal Impact

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No Impact

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Augmentation Required

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Budget Funds Available

Amount: \$292,930

Funding Source: Redevelopment Special Revenue Fund

Dept./Division: Economic and Urban Dev./RDA

PURPOSE/BACKGROUND:

For Fiscal Year 2012, the City Council approved a contract for \$300,000 with Newland Real Estate Group, LLC, to provide marketing and public relation services for downtown Las Vegas and Symphony Park. Newland's contract expires March 31, 2013. The Economic and Urban Development Department will now directly manage the consulting agreements previously overseen by Newland. Requested funds will be used to achieve results similar to those accomplished during the past year: generating \$2 million in publicity, which included coverage for at least 75 downtown businesses, and earning a 1:8 rate of return on our campaign budget investment. These labor-intensive efforts involve extensive media outreach; social media; publicizing downtown businesses; contests; working with downtown business owners and organizations; and producing publications, photography, videos and collateral materials.

RECOMMENDATION:

Approve

BACKUP DOCUMENTATION:

1. Professional Consulting Agreement
2. Rider To Professional Consulting Agreement
3. Downtown Marketing Initiative
4. Submitted at Meeting - PowerPoint Presentation by Staff for Items 5 and 6

Motion made by BOB COFFIN to Approve

Passed For: 6; Against: 1; Abstain: 0; Did Not Vote: 0; Excused: 0

BOB COFFIN, RICKI Y. BARLOW, CAROLYN G. GOODMAN, STAVROS S. ANTHONY, STEVEN D. ROSS, BOB BEERS; (Against-LOIS TARKANIAN); (Abstain-None); (Did Not Vote-None); (Excused-None)

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Minutes:

BILL ARENT, Director of Economic and Urban Development, explained that Items 5 and 6 are part of an ongoing objective to help market downtown as a sense of place, to promote everything being done for growing business in the downtown area and its surrounding neighborhoods. He provided a brief overview of the campaign and how the City came to work with MELISSA WARREN, Managing Partner, and NANCY HIGGINS, Marketing Consultant.

MS. WARREN reviewed a PowerPoint presentation in detail as it played on overhead monitors and clarified for MEMBER TARKANIAN how free publicity is determined and reported. MS. WARREN also identified publications that have featured stories on the downtown area and discussed her projections for 2013.

MS. HIGGINS quoted some of the feedback received from businesses that were positively affected by the 2012 Rediscover Downtown Day.

CHAIR GOODMAN received clarification from MS. WARREN that there is a close collaboration with the Las Vegas Convention and Visitors Authority.

MEMBER ANTHONY explained that he gets a lot of positive feedback about the downtown area and he wants to see the momentum continue to grow.

CHAIR GOODMAN stated that she would love to see brochures updated with newer maps.

MEMBER COFFIN stated that it is refreshing to see non-gaming related businesses grow and expand downtown.

MEMBER BEERS encouraged the public to visit Syn Shop at 117 North 4th Street, which is a non-tourist related business, and stated that they could use marketing help.

MEMBER ROSS stated that the numbers speak for themselves and he looks forward to all the great things that are coming.

CHAIR GOODMAN received clarification from MR. ARENT that there is one City employee, JUNE JOHNS, Senior Economic Development Specialist, who works full-time with MS. WARREN and MS. HIGGINS.

MR. ARENT confirmed for MEMBER TARKANIAN that he likes the results that continue to come from this marketing campaign and would want to see it through. MEMBER TARKANIAN voiced concerns that during difficult economic times, every expenditure must be carefully considered.

MR. ARENT briefly discussed the funding of these agreements and explained that he wanted to meet with MS. WARREN to develop a comprehensive list of every media placement included in the \$1.9 million publicity value she referenced in her PowerPoint.

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MEMBER COFFIN stated that MS. WARREN'S firm is a local, downtown boutique firm specializing in downtown which is an added benefit.

MS. JOHNS stated that she is currently working on updating the downtown brochure and is working to have 100,000 printed prior to the Mayors Conference in June 2013.

