

Downtown Las Vegas Marketing/PR Initiative

2012: The Year of Downtown



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**IT'S A WAY TO GET AROUND,
BUT YOU MIGHT NOT WANT TO LEAVE.**

Art lovers, culture vultures, oenophiles and Vegaphiles of all stripes—you have your marching orders.

Come explore the world of downtown, a diverse collection of nightspots, restaurants, history and art.

It's not just Vegas.
It's original Vegas.



DOWNTOWN LAS VEGAS Every city has a soul.

LEGEND:

- 1. 18b the Las Vegas Arts District
- 2. Symphony Park
- 3. Central Casino Core
- 4. Fremont East Entertainment District
- 5. Cultural Corridor

NUMBERED LIST:

- Welcome to downtown Las Vegas neon sign
- 18b arts district neon sign
- Clark County Government Center
- Cleveland Clinic Las Vegas Center for Brain Health
- The Smith Center for the Performing Arts
- Bonneville Transit Center
- Future City Hall
- Historic Fifth Street School
- Fremont Street Experience
- Marlini neon sign
- Current City Hall
- Cultural Corridor pedestrian bridge

Notes: Map not to scale. Map by Mike Johnson

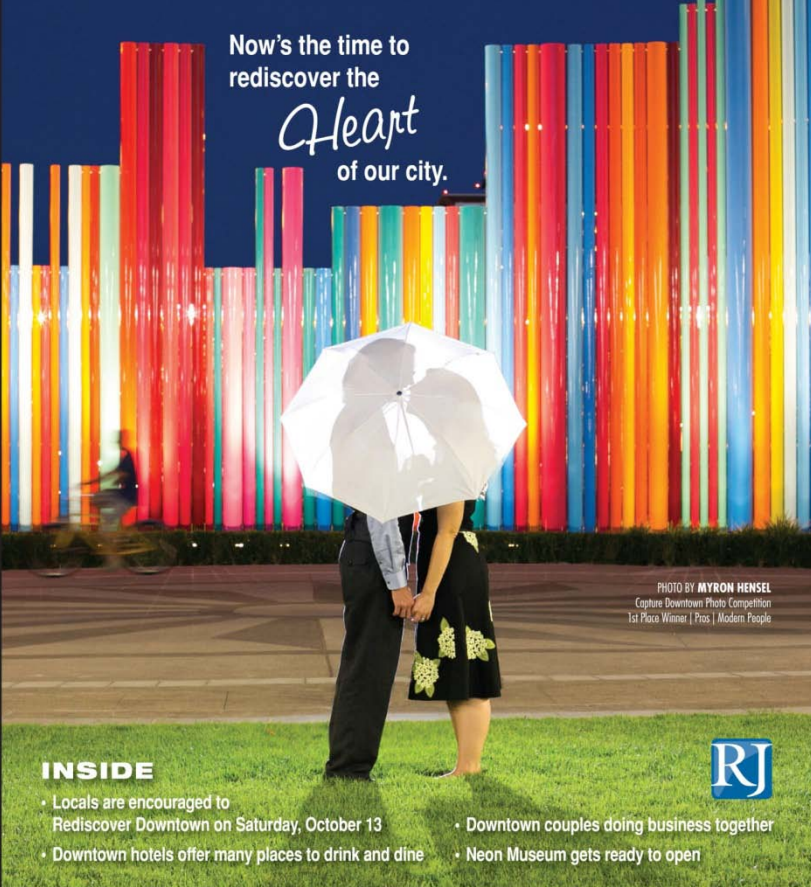
SPONSORS:

- CITY OF LAS VEGAS REDEVELOPMENT AGENCY
- NEWLAND
- SYMPHONY PARK

2013: Rediscover Downtown

REDISCOVER DOWNTOWN

Now's the time to rediscover the *Heart* of our city.



INSIDE

- Locals are encouraged to Rediscover Downtown on Saturday, October 13
- Downtown couples doing business together
- Downtown hotels offer many places to drink and dine
- Neon Museum gets ready to open

PHOTO BY MYRON HENSEL
Capture Downtown Photo Competition
1st Place Winner | Photo | Modern People

RJ

2011 & 2012 Results

Measurement	2011	2012
Free positive publicity (ad value)	\$1.879 million	\$1.999 million
Downtown businesses publicized	75	100
Added-value donations	\$363,250	\$365,332
E-newsletter database	From 1,500 to 6,000	From 6,000 to 9,300
Acceptance/promotion of theme	2012: The Year of Downtown	Rediscover Downtown
<i>Year of Downtown</i> video views on You Tube	11,700 (Oct. 5, 2011 through Dec. 31, 2012)	

2013 – Change of Direction

Target Audiences		
	2011/2012	2013
Primary	• Las Vegas Valley residents • Local businesses	• Las Vegas business and development communities
Secondary	• Tourists • Out-of-area businesses	• General Las Vegas population • Out-of-area business community

2013 Marketing Goals

- \$1.5 million in positive publicity (advertising value)
- Promote a minimum of 75 downtown businesses
- \$350,000 in added-value donations/sponsorships
- PR/social media targeted to businesses outside Las Vegas

2013 Downtown Messaging

- Continue to differentiate downtown from The Strip
- 2013 is promising to become another banner year of growth
 - DISCOVERY Children's Museum opening
 - Zappo.com's move-in
 - Downtown Grand Hotel & Casino opening
 - More small businesses in the pipeline
- LVRDA's incentives help both big and small businesses located in Las Vegas

Increasing Collaboration

- Downtown Las Vegas Alliance
- Downtown stakeholders
- Business sponsorships/participation
 - *Las Vegas Review-Journal (LVRJ)* special section tabloid
 - *KNPR, City-Life and LVRJ* and the lectures
 - More than 30 businesses providing prizes, FAM trip products and services, etc.

2013 Competitive PR Climate

- 2011/2012 – few new Strip developments
- 2013 – Strip coming back with new venues
 - Linq
 - SLS Las Vegas
 - Resorts World Las Vegas

Downtown Marketing Initiative is more Important than ever in 2013 to keep momentum going

- Continue to reclaim downtown Las Vegas as a center of community, culture and commerce.