

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.



Notes: Map not to scale.
Map by Mike Johnson

2013: Rediscover Downtown

REDISCOVER DOWNTOWN

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

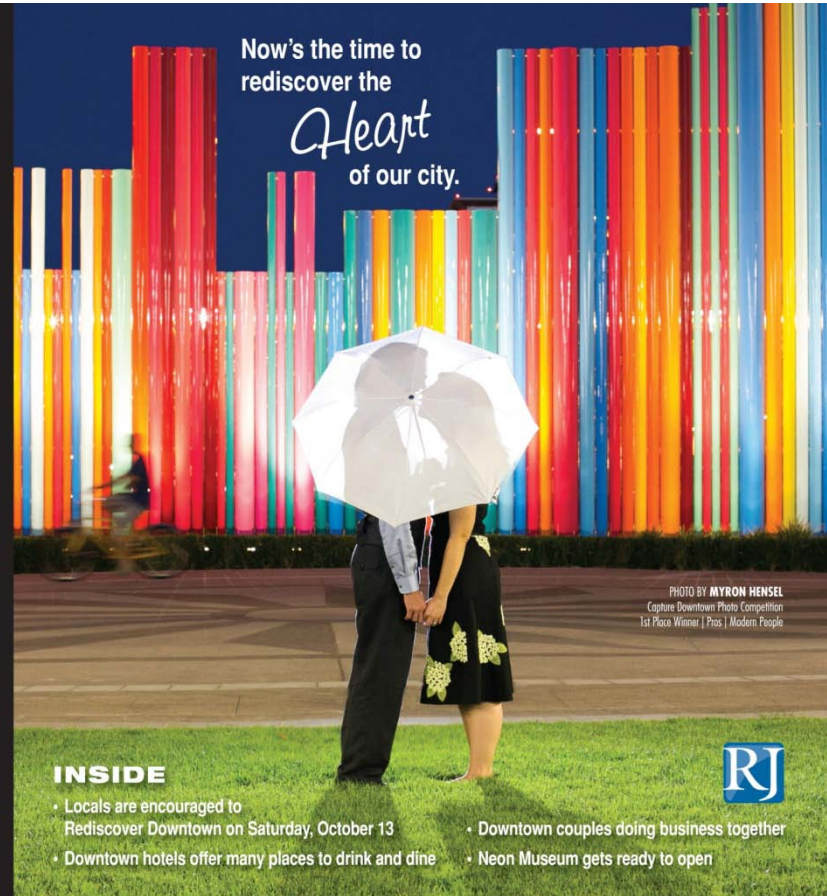


PHOTO BY MYRON HENSEL
Capture Downtown Photo Competition
1st Place Winner | Photo | Modern People

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



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.