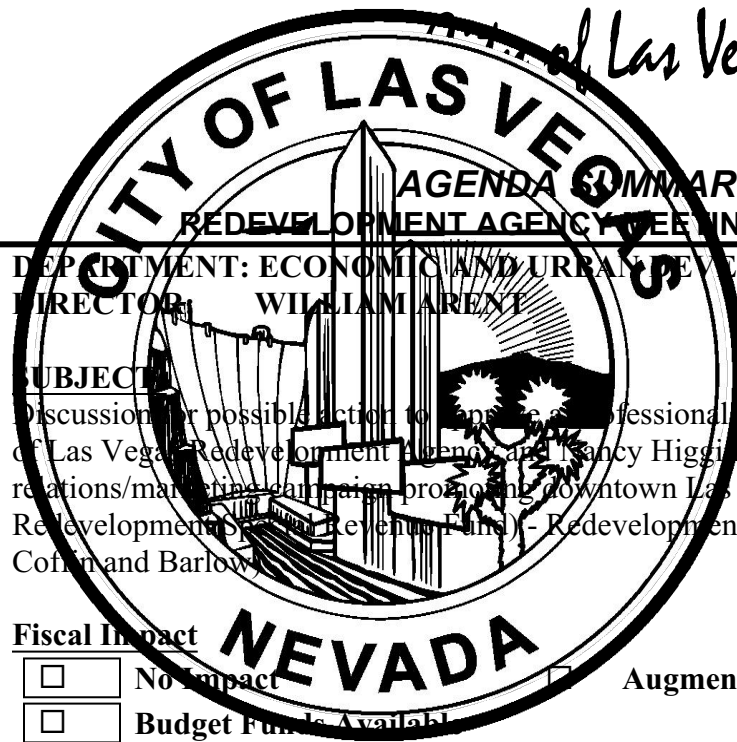




DEPARTMENT: ECONOMIC AND URBAN DEVELOPMENT
DIRECTOR: WILLIAM ARENT

SUBJECT:

Discussion for possible action to approve a Professional Consulting Agreement between the City of Las Vegas Redevelopment Agency and Nancy Higgins, marketing consultant for a public relations/marketing campaign promoting downtown Las Vegas (Not-to-exceed \$82,500 - Redevelopment Special Revenue Fund) - Redevelopment Area - Wards 1, 3 and 5 (Tarkanian, Coffin and Barlow)

Fiscal Impact

☐

No Impact

☐

Augmentation Required

☐

Budget Funds Available

Amount: \$82,500

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:

Approval

BACKUP DOCUMENTATION:

1. Professional Consulting Agreement
2. Rider To Professional Consulting Agreement
3. Downtown Marketing Initiative

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)

Minutes:

See Item 5 for related backup and discussion.