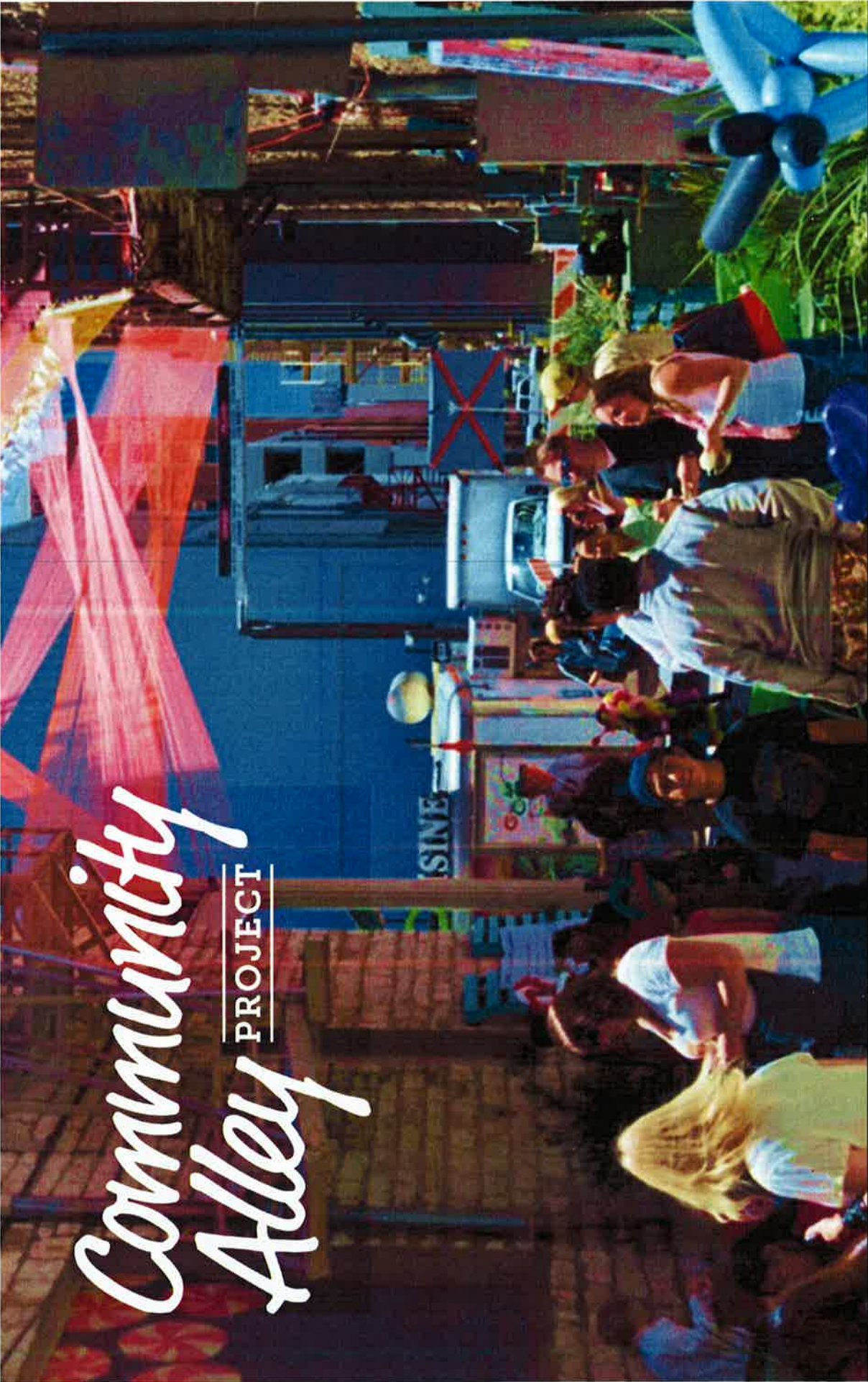


Community PROJECT Alley



DOWNTOWN LAS VEGAS

5-9-16

Date 5/19/16 Item 5
by Curran



The Vision

PROPOSED LOCATION

Between Fremont/Carson
& LVB/6th Streets

Downtown Las Vegas

Community
Alley PROJECT

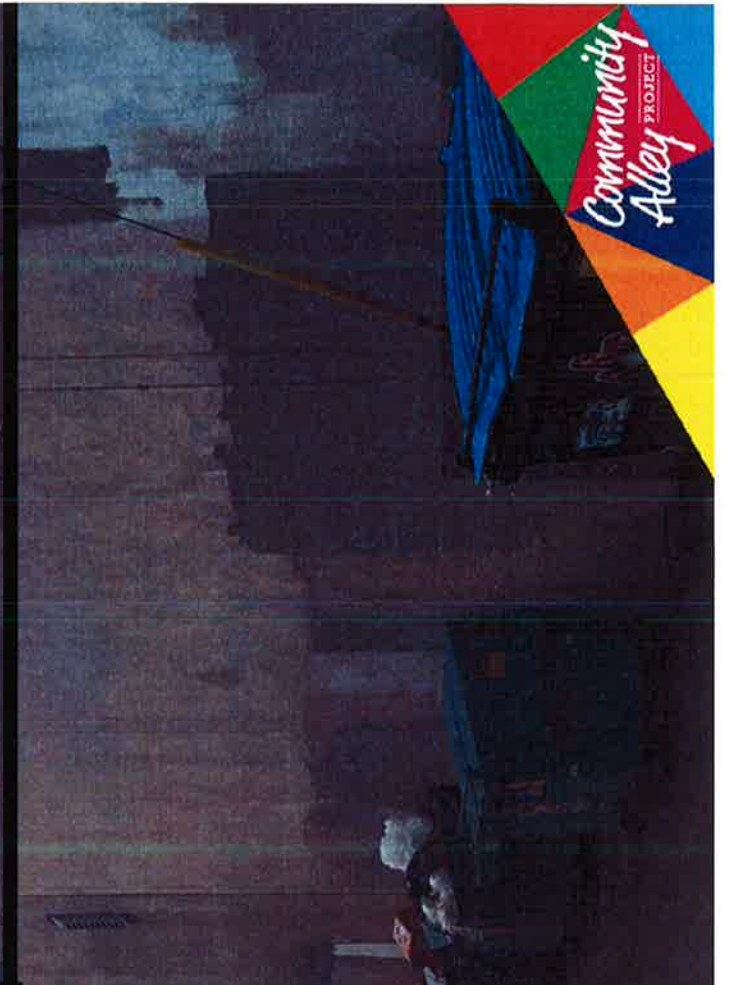
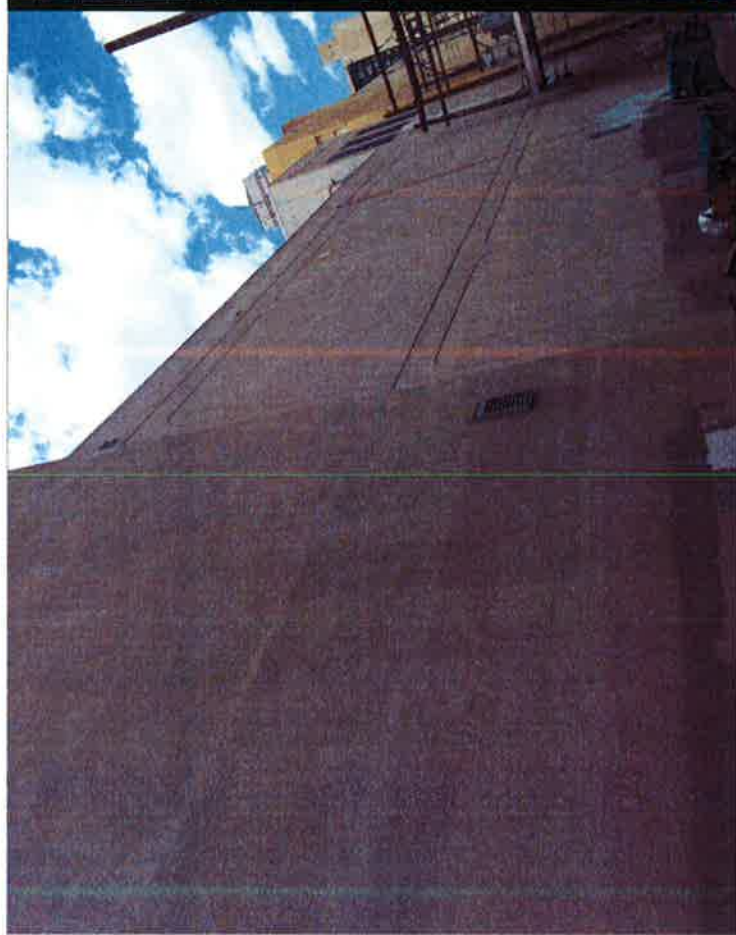


THE FIRST ALLEY REVITALIZATION PROJECT IN LAS VEGAS.

•••

- 👍 Beautify the “T”-shaped Alley between Fremont/Carson and LVB/6th Streets to create a community space for locals and visitors, incorporating:
 - 👍 Murals, sculptures, and other public art
 - 👍 Landscaping
 - 👍 Outdoor seating
 - 👍 Shade structure
 - 👍 String lighting







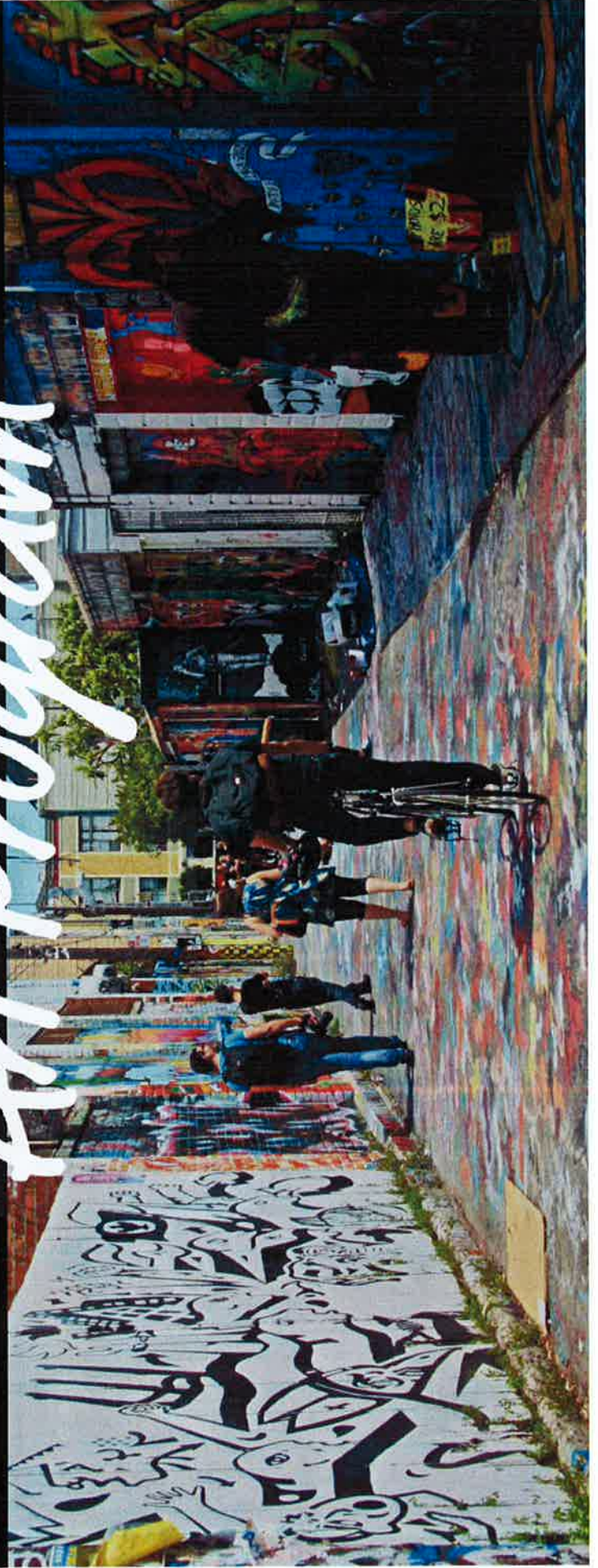
BENEFITS TO COMMUNITY

- 👍 Enhanced Downtown connectivity and walkability
- 👍 Added pedestrian space for outdoor seating, festivals, etc.
- 👍 Addresses shortage of public/park space in Downtown Las Vegas
- 👍 Add to the aesthetic and whimsy of the neighborhood
- 👍 Increased perceived comfort and safety





Art Program



VISION

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- 👍 Engage art community
- 👍 Gathering public space

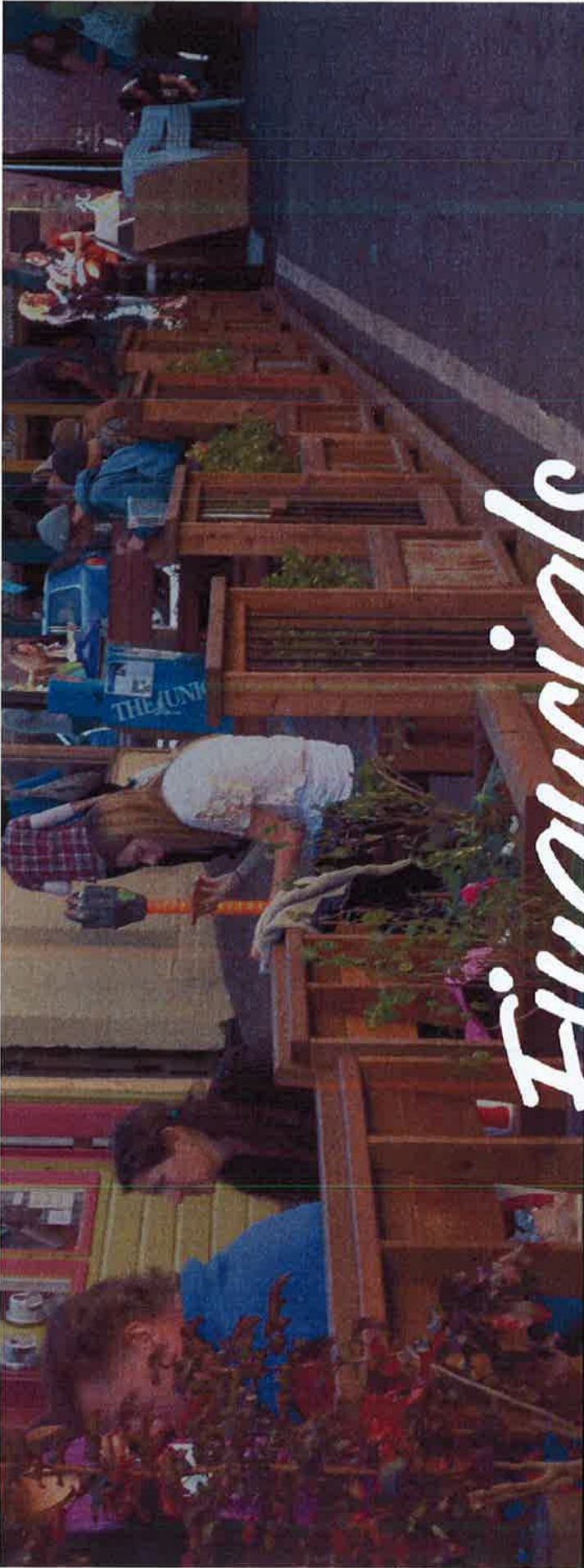


MURALS

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Invite a mix of local and national muralists to design art for the alleyway.





Financials



FUNDING – SOURCES

ORGANIZATIONAL

- 👍 Alley Association Assessment
- 👍 Fremont East Entertainment District contribution
- 👍 Moonridge Group to seek other philanthropic sources

COMMUNITY

- 👍 Kickstarter campaign
- 👍 Adopt-an-alley program / buy-a-brick (refer to next slide)

PUBLIC SECTOR

- 👍 City grants
- 👍 Federal Grants

IN-KIND

- 👍 Donated construction work by Tre Builders, Trinity Haven Development and others
- 👍 Downtown Cares committing to 1 day of labor, 80 people, to work on project in Q1 2016



BUY-A-BRICK and Other Creative Sources of Funds

- 👉 Community members can purchase individual bricks and have their names engraved on them
- 👉 Corporate sponsored murals, etc.



ONGOING OPEX

Alley Association, LLC Structure



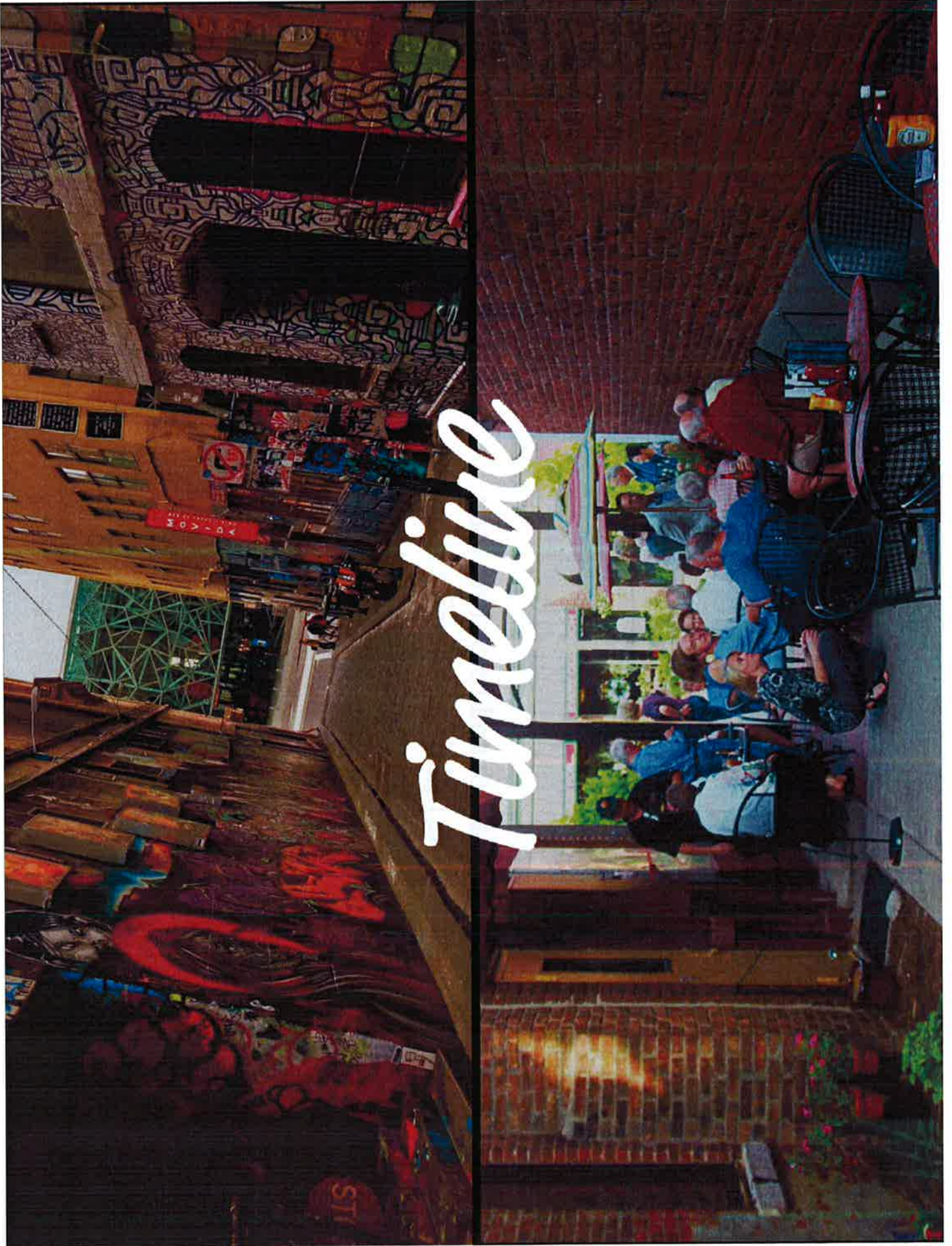
Form an informal operations agreement between the 4 property owners whereby owners contribute existing amount spent on alley into a fund to pay for compactor fees, cleaning, improvements, etc.



TRASH COLLECTION COSTS

- Remove dumpsters
- All properties share trash compactor/recycle zone at the Eden Parking Lot
- Currently paying \$6,186.99 per month for trash collection amongst all property owners
- Compactor Costs: \$4,568.74 per month for servicing 2x/wk
- Savings: \$1,618.25 per month, or \$19,419/year





Timeline

TIMELINE

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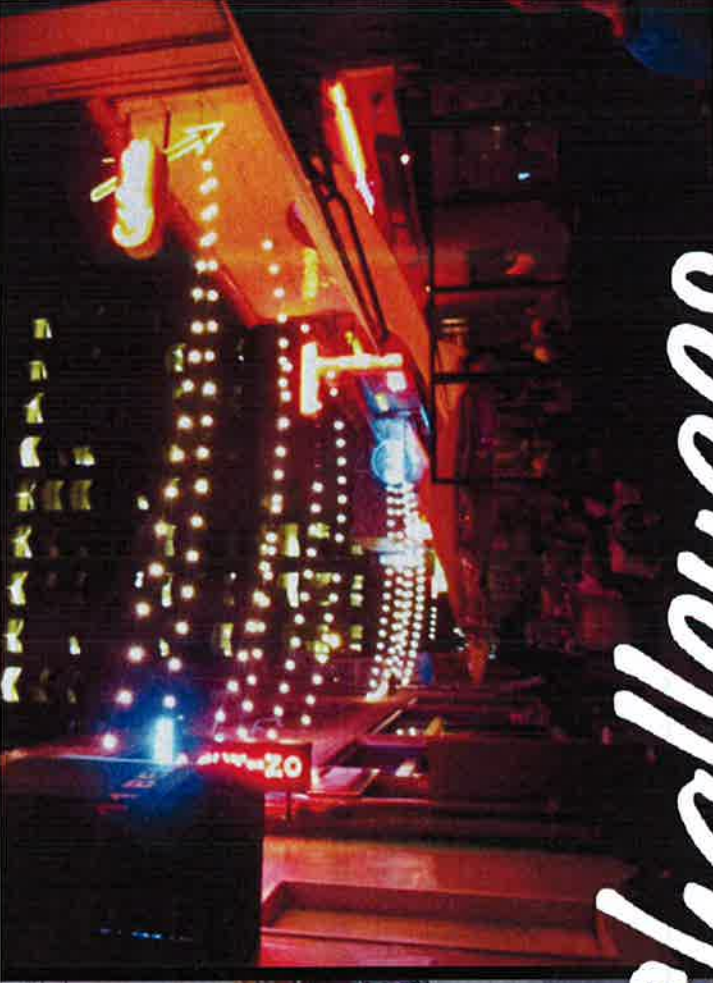
Construction Begins:

- Phase 1: Build compactor and recycling zone
- Phase 2: Install string lighting and paint murals
- Phase 3: Install shade structure, outdoor seating, and landscaping

Other Items:

- 👍 Meet with business owners
- 👍 Meet with City
- 👍 Meet with sponsors/donors
- 👍 Engage local art community





Risks & Challenges



RISKS & CHALLENGES

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Funding



Delivery/Tenant
Access



Emergency
Access



Ability to close
it off during evening
hours



Maintenance
i.e. Downtown Cares
semi-annual cleanups

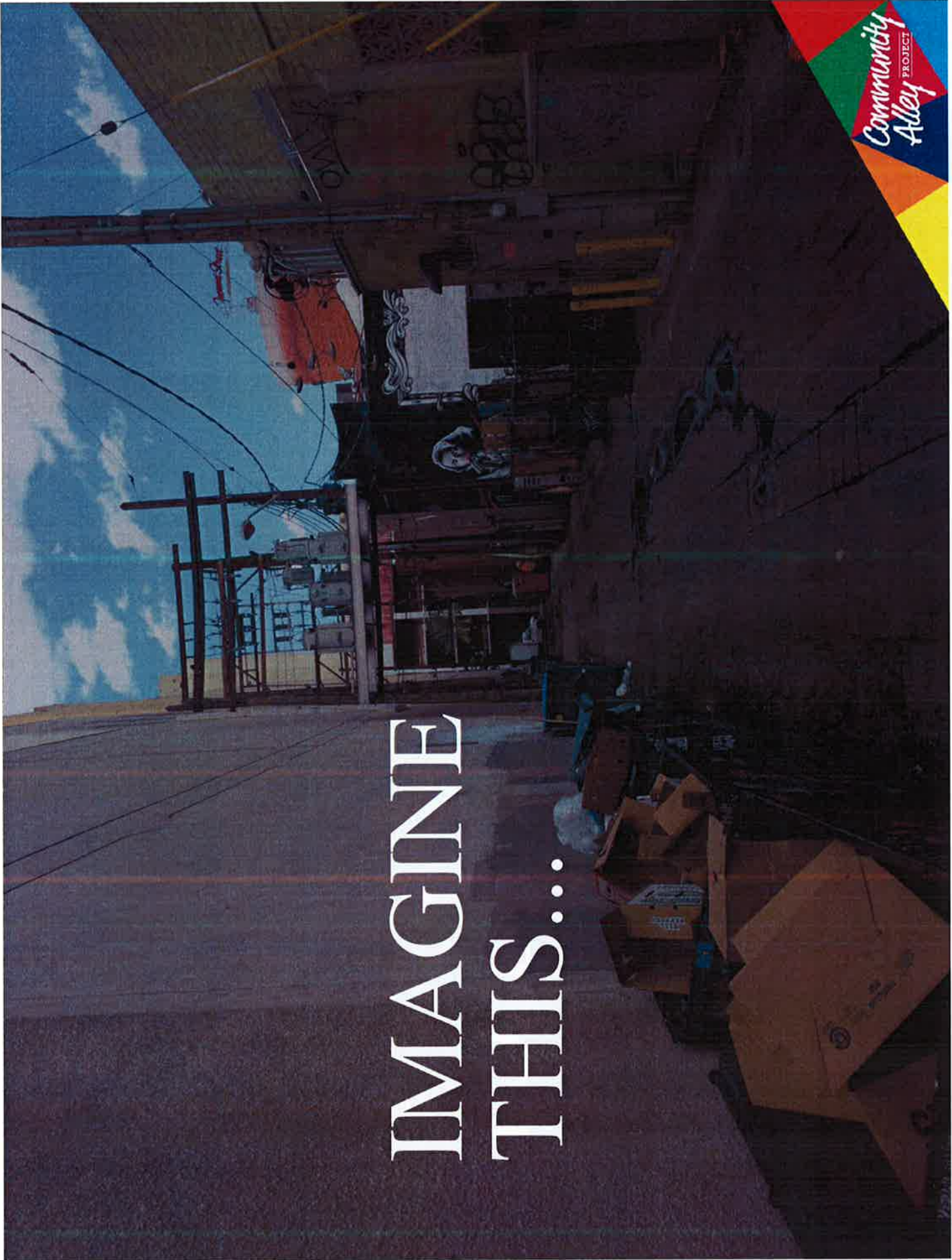


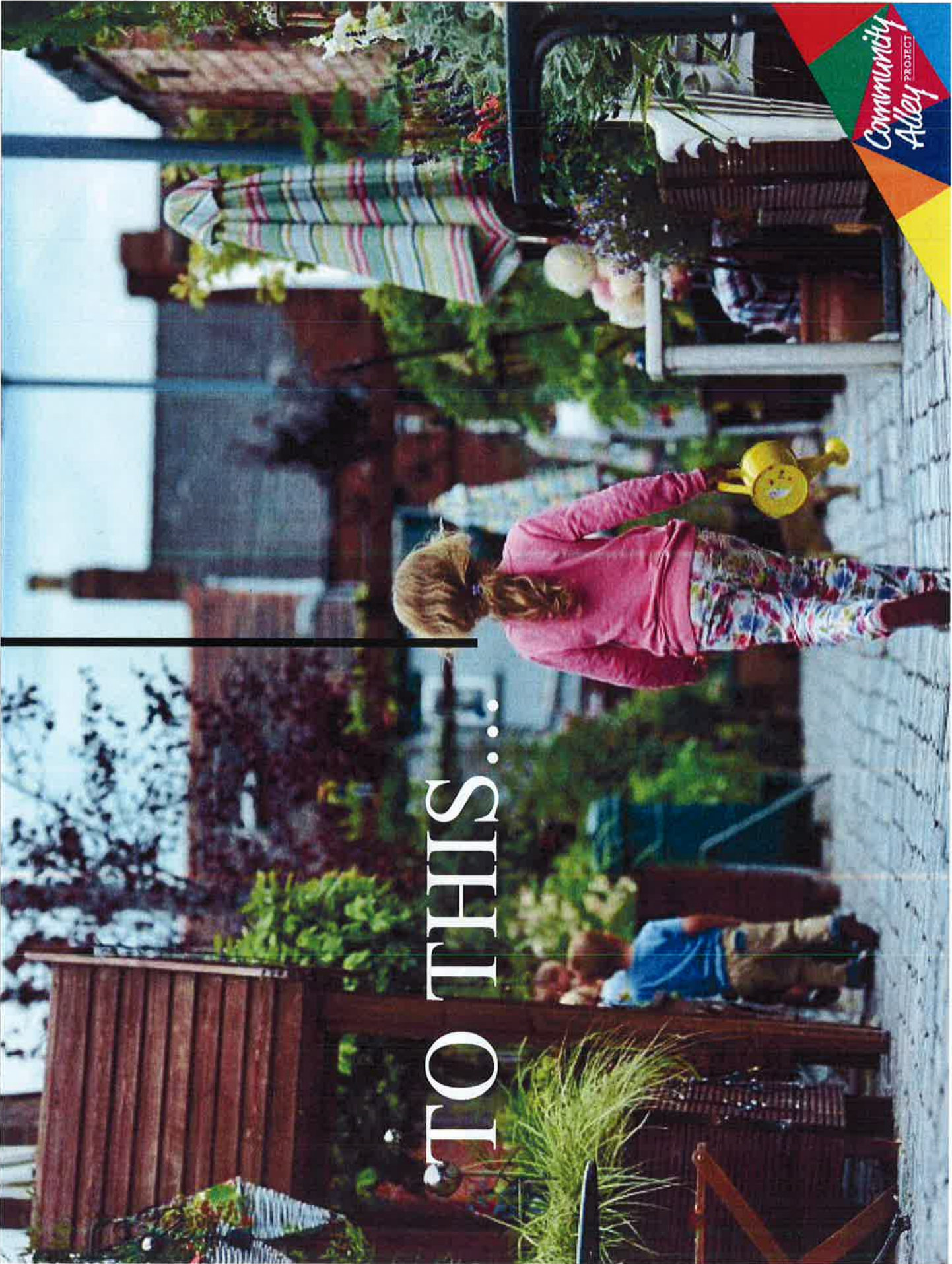
Ability to remove non
commercial access



IMAGINE
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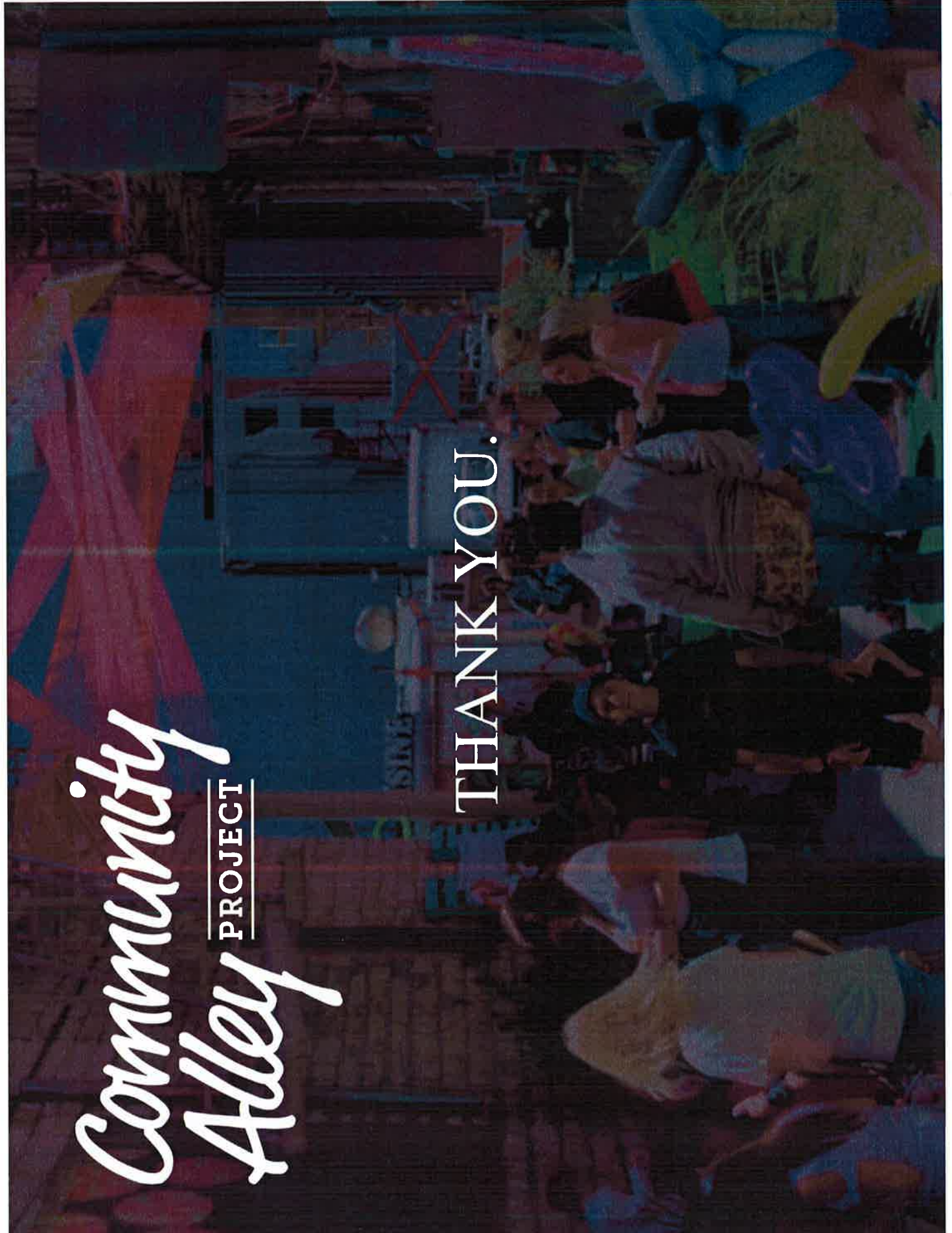
Community
Alley
PROJECT





Community
Alley
PROJECT

TO THIS...



*Community
PROJECT
Alley*

THANK YOU.