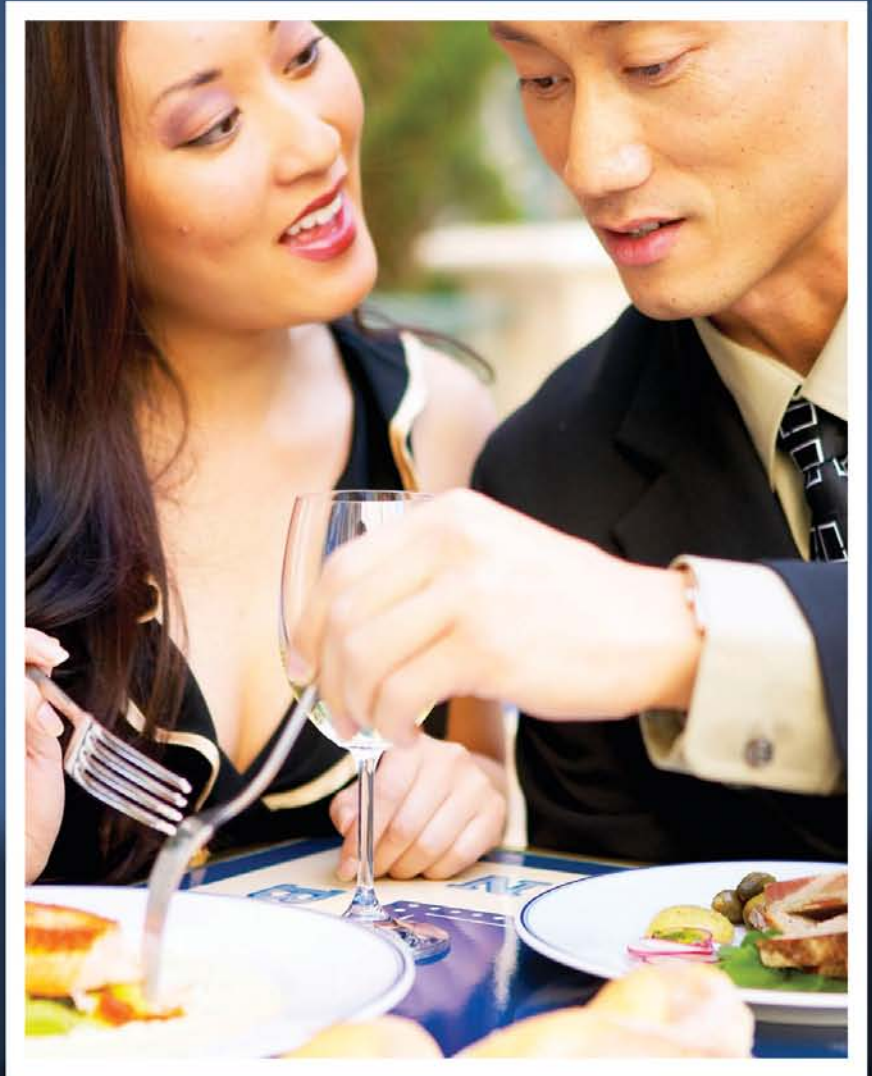


TOURISM



City of Las Vegas Economic and Urban Development Department & Redevelopment Agency

Economic and Urban Development

Introduction

Economic and Urban Development Department

The Economic and Urban Development Department (EUD) creates, coordinates and encourages new development and redevelopment throughout the city of Las Vegas. It increases and diversifies the city's economic base, and creates jobs, through business attraction, retention and expansion programs. In addition, this newly expanded department now includes employees who oversee and manage local, state and federal grants used to provide public services, develop public facilities and support affordable housing for low income Las Vegas families. The majority of grants are received from the U.S. Department of Housing and Urban Development as part of entitlement funding. These grants are used for homeless services and shelter, senior nutrition, rent assistance and new construction of affordable housing and community centers, to name a few.

The EUD coordinates with the city of Las Vegas Redevelopment Agency on day-to-day operations, economic development, job creation and long-term strategic goals.

Las Vegas Redevelopment Agency

The Las Vegas Redevelopment Agency (RDA) promotes the redevelopment of downtown Las Vegas and surrounding older commercial districts by working with developers, property owners and the community to accomplish beneficial revitalization efforts, create jobs and eliminate urban decay.

The Las Vegas Redevelopment Area encompasses 3,948 acres. The area roughly includes the greater downtown Las Vegas area east of I-15, south of Washington Avenue, north of Sahara Avenue and west of Maryland Parkway. It also includes the Charleston Boulevard, Martin L. King Boulevard and Eastern Avenue corridors.

Although the RDA is legally a separate entity from the city of Las Vegas, city council members sit on its board and provide input on projects.

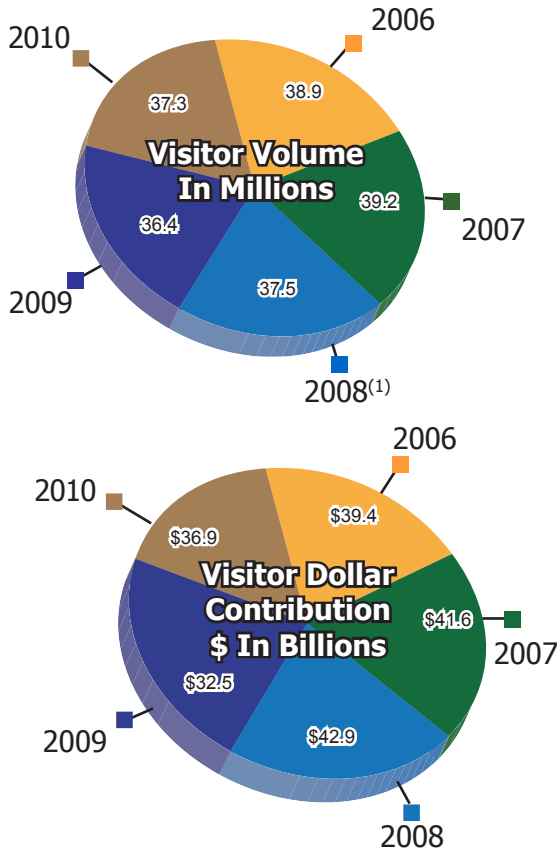
Contact Information:

400 Stewart Ave.
Second Floor
Las Vegas, NV 89101
Tel: 702.229.6551
Fax: 702.385.3128
E-mail: jjohns@lasvegasnevada.gov
Web: www.lvrda.org
Web: www.lasvegasnevada.gov/EUD
Web: www.facebook.com/lvbusiness



TOURISM

Las Vegas Valley Total Visitor Volume and Dollar Contribution



⁽¹⁾ According to the Las Vegas Conventions and Visitors Authority, a new methodology for assessing visitor dollar contribution was implemented beginning in 2008 and is not directly comparable to previous years.

Source: Las Vegas Conventions and Visitors Authority (April 2011).

Clark County Gross Gaming Revenue

Year	Revenue	% Change
2000	\$7,671,252,000	
2001	\$7,636,547,000	-0.5
2002	\$7,630,562,000	-0.1
2003	\$7,830,856,000	2.6
2004	\$8,711,426,000	11.2
2005	\$9,717,322,000	11.5
2006	\$10,630,387,000	9.4
2007	\$10,868,464,000	2.2
2008	\$9,796,749,000	-9.9
2009	\$8,833,902,000	-9.8
2010	\$8,908,698,000	0.8

Source: Nevada Gaming and Control Board (April 2011).

Las Vegas Valley Convention Attendance

Year	Attendance	% Change
2000	3,853,363	
2001	5,014,240	30.1
2002	5,105,450	1.8
2003	5,657,796	10.8
2004	5,724,864	1.2
2005	6,166,194	7.7
2006	6,307,961	2.3
2007	6,209,253	-1.6
2008	5,899,725	-5.0
2009	4,492,275	-23.9
2010	4,473,134	-0.4

Source: Las Vegas Convention and Visitors Authority (April 2011).

McCarran International Airport Enplaned/Deplaned

Year	Passengers	% Change
2000	36,865,866	
2001	35,179,960	-4.6
2002	35,009,011	-0.5
2003	36,265,932	3.6
2004	41,441,531	14.3
2005	44,267,370	6.8
2006	46,304,376	4.6
2007	47,729,527	3.1
2008	44,074,642	-7.7
2009	40,469,012	-8.2
2010	39,757,359	-1.8

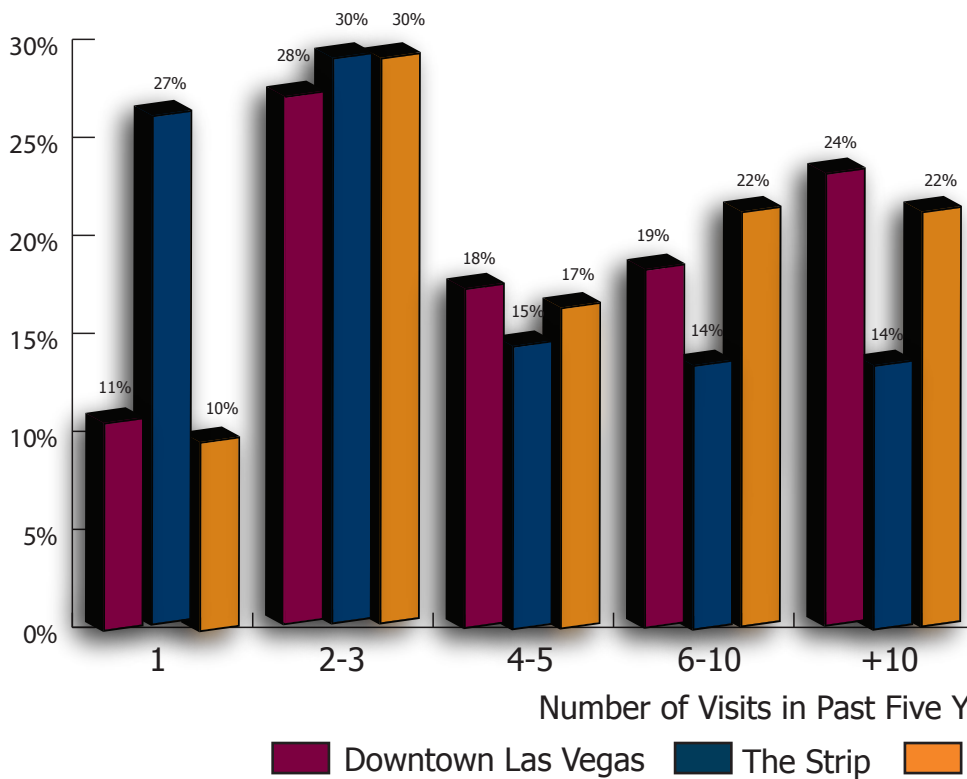
Source: Clark County Department of Aviation (April 2011).

Las Vegas Valley Hotel/Motel Statistics

Year	# of Hotel/Motel Rooms	% Change	Occupancy Rates (%)		
			Hotel	Motel	Total
2000	124,270		92.5	71.9	89.1
2001	126,610	1.9	88.9	63.8	84.7
2002	126,787	0.1	88.8	60.2	84.0
2003	130,482	2.9	89.6	60.5	85.0
2004	131,503	0.8	92.0	68.7	88.6
2005	133,186	1.3	91.8	72.0	89.2
2006	132,605	-0.4	93.2	65.2	89.7
2007	132,947	0.3	94.0	64.5	90.4
2008	140,529	5.7	89.8	57.8	86.0
2009	148,941	6.0	85.3	50.1	81.5
2010	148,935	0.0	83.5	52.0	80.4

Source: Las Vegas Convention and Visitors Authority (April 2011)

Frequency of Visits in Past Five Years Among All Visitors



The average number of visits to the Las Vegas Valley over the past five years by 2009 visitors who were lodging at:

- Downtown Las Vegas: 7.9 visits
- The Strip: 6.1 visits
- Other Las Vegas Valley areas: 7.5 visits

Source: Las Vegas Convention and Visitors Authority - 2009 Las Vegas Visitor Profile Study.

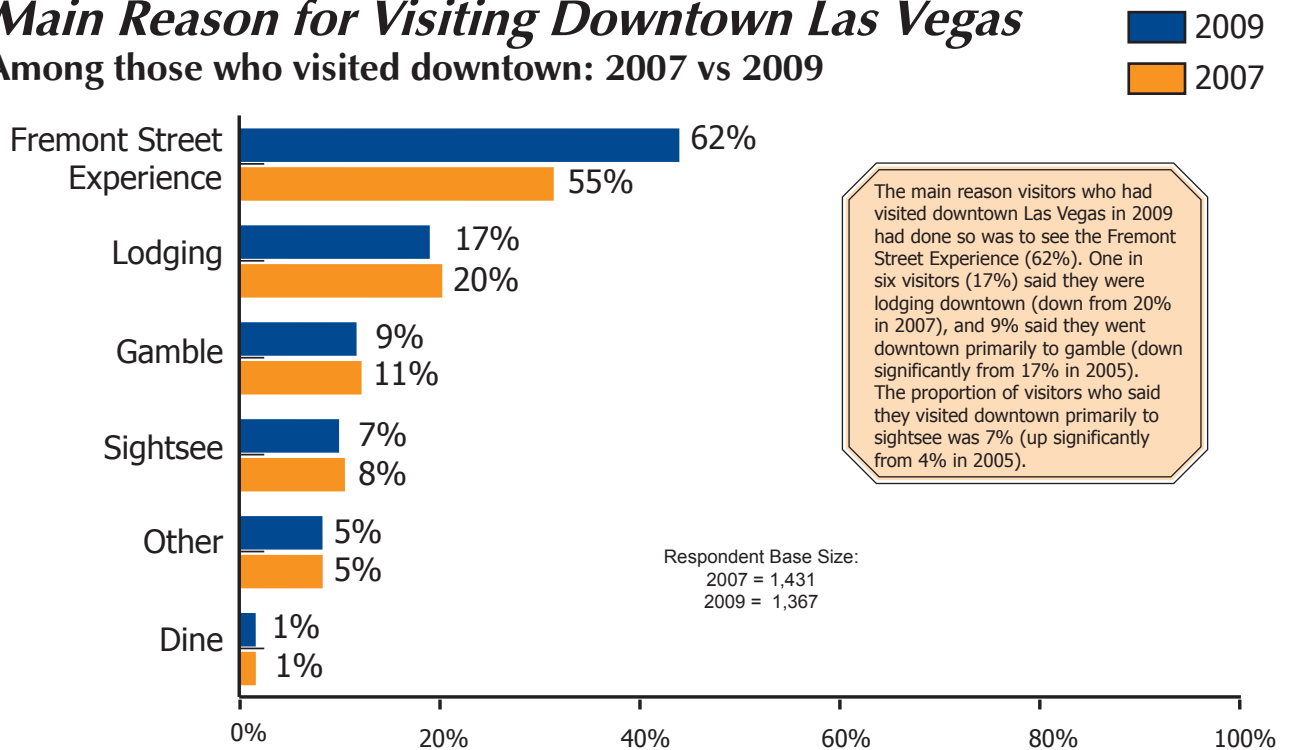
TOURISM

Downtown Las Vegas

The downtown Las Vegas area is located a few miles north of the famous Las Vegas Strip. (The majority of The Strip is not located within the city of Las Vegas; it comes under the jurisdiction of Clark County.)

The Fremont Street Experience - comprised of five blocks of casinos, bars, entertainment and more - remains one of downtown's main attractions and activity centers.

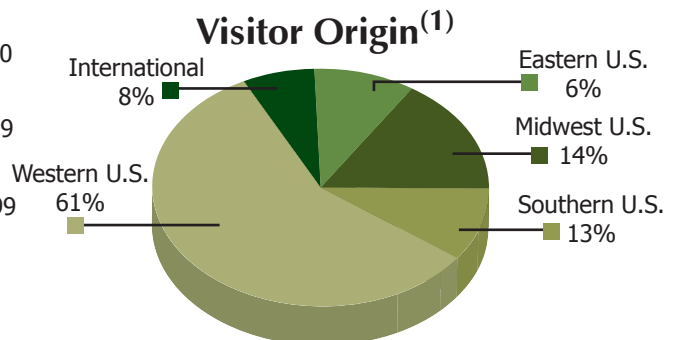
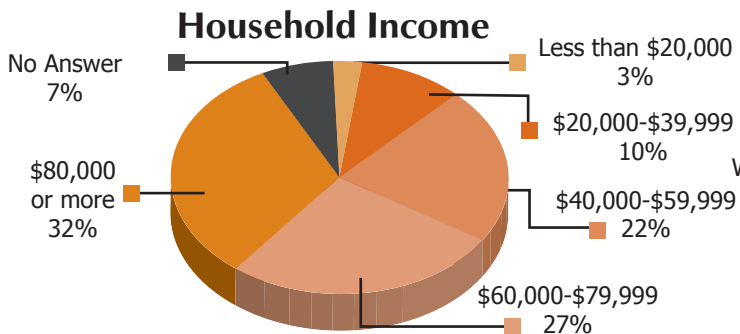
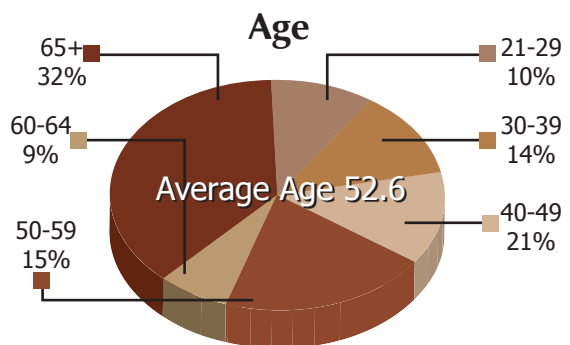
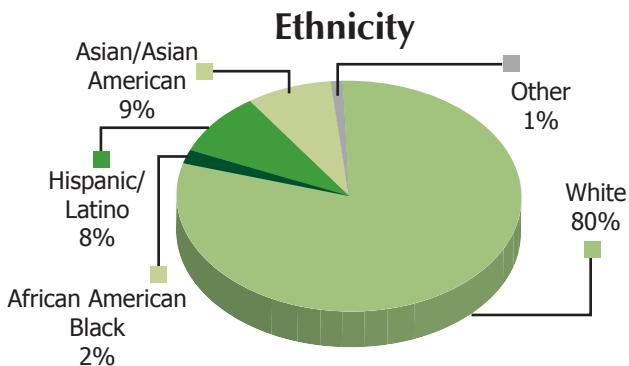
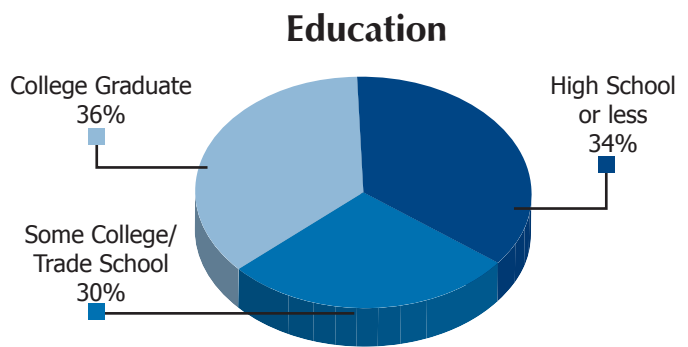
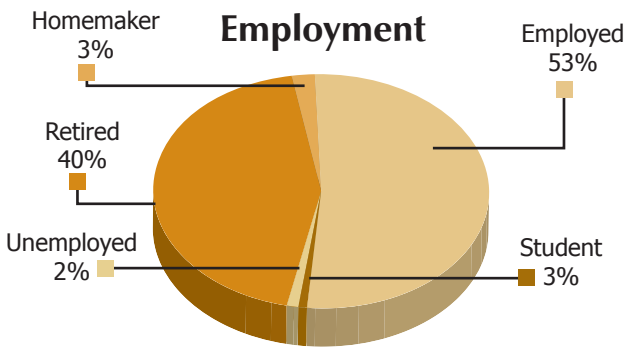
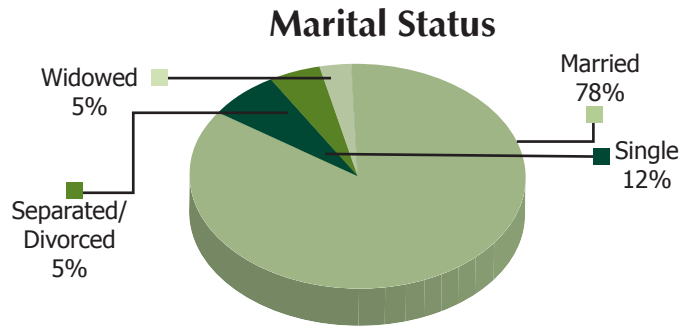
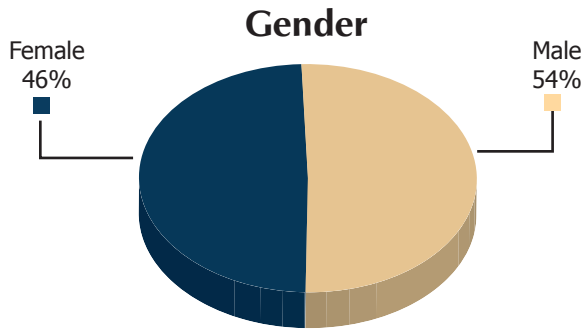
Main Reason for Visiting Downtown Las Vegas Among those who visited downtown: 2007 vs 2009



Note: This question is asked every other year and was not asked in the 2010 survey.
Source: Las Vegas Convention and Visitors Authority - 2009 Las Vegas Visitor Profile.

TOURISM

Downtown Las Vegas Visitors Demographic Profile



⁽¹⁾ **Eastern states:** Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont. **Southern states:** Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, N. Carolina, Oklahoma, S. Carolina, Tennessee, Texas, Virginia and W. Virginia. **Midwestern states:** Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, N. Dakota, Ohio, S. Dakota and Wisconsin. **Western states:** Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington and Wyoming.

Note: Respondent base size = 228. Total may not add to 100% due to rounding or because multiple responses were permitted.
Source: Las Vegas Convention and Visitors Authority - 2009 Las Vegas Visitor Profile.