

LAS VEGAS GLOBAL ECONOMIC ALLIANCE

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# ANNUAL REPORT

2018

## Contents

- 03 Our Vision, Mission & Values  
Executive Summary
- 04 Letter from Our Chairmen
- 06 Executive Committee &  
Board of Directors
- 10 LVGEA Team
- 12 2018 at a Glance
- 14 Regional Economic  
Development
- 18 Policy, Planning & Research
- 22 Marketing & Communications
- 26 Operations
- 28 Our Investors
- 30 2018 KPI's
- 31 Letter from Our President  
& CEO

**Fostering  
region-wide  
collaboration  
on economic  
development**

# Executive Summary

Prior to the formation of the Las Vegas Global Economic Alliance (LVGEA), regional economic development efforts in Southern Nevada were significant but lacked organization. Municipalities in the region battled for new economic development projects. Legislation passed by the Nevada legislature in 2011 called for better coordination of municipal economic development efforts, and LVGEA, as the new regional economic development authority, took up this call.

The Greater Las Vegas Region continues to thrive, thanks to the hard work of organizations like the Las Vegas Global Economic Alliance. In the last 12 months, the LVGEA and its regional partners helped to add 4,369 jobs, which will have a \$618.7 million economic impact over the next year.

The LVGEA succeeds because it is driven by its mission to help Nevada's residents thrive in a global economy by fostering a more prosperous, diverse and connected regional economy. Since its launch in 2012, the LVGEA has become a respected leader in economic development for its contributions in helping Nevada's economy bounce back after the Great Recession.

The organization has dedicated itself to growing the regional economy by recruiting companies, supporting the growth of our existing firms, and aggressively telling the story of Las Vegas that exists beyond the bright lights of the famous Strip. With the support of our community partners and investors, the LVGEA has become one of the most productive community and economic development organizations in the Southwest.

## Vision

To help our residents thrive in a global economy by fostering a more prosperous, diverse, and connected regional economy.

## Mission

To grow the economy in Southern Nevada through connectivity, community development and aggressive business recruitment, retention and outreach.

## Values

Focused on **jobs**  
Driven by **leadership**  
Enhanced through **partnerships**  
Fueled by **information**  
Accelerated through **innovation**

## Strategic Imperatives

**STRATEGY 1:**  
REGIONAL  
ECONOMIC  
DEVELOPMENT

**STRATEGY 2:**  
POLICY,  
PLANNING &  
RESEARCH

**STRATEGY 3:**  
MARKETING &  
COMMUNICATIONS

**STRATEGY 4:**  
OPERATIONAL  
EXCELLENCE

# A Letter from Our Chairmen

The Las Vegas Global Economic Alliance has been a key partner in the region's long-term economic development strategy since its launch in 2012, and the organization has been at the forefront of identifying and addressing important challenges and opportunities facing the Greater Las Vegas community and the State of Nevada.

Focused on aggressively recruiting companies and expanding new industries—along with strategies in policy, research and community development—we've laid out an Action Plan that champions a prosperous, diverse and connected regional economy. We are proud to say that our plan is working, and the proof can be seen through accomplishments in 2018.

This past year, the LVGEA worked with its members as well as business and community leaders to create more than 4,600 jobs for the region. Our team assisted in bringing and expanding diverse companies like Bigelow Aerospace, Smith's, Sephora, Scientific Games, Aptiv, Afwerx and Google—who recently announced its plan to build a data center in Henderson. Together, these projects are expected to have a \$618.7 billion economic impact on our region over the next year. Time and time again, companies that could do business anywhere in the world are choosing Las Vegas.

The LVGEA 50 was officially introduced at the beginning of 2018, and we are incredibly proud to be part of the largest business board of its kind in Nevada. Dedicated to growing the regional economy, this group is represented by some of the most influential leaders in Las Vegas from the public, private and education sectors, who are working together to advance the LVGEA's mission and strengthen our vibrant economy. We had many exciting and significant additions to our board this year, including our first professional sports organizations—the Vegas Golden Knights and the Las Vegas Raiders.

The LVGEA has also focused on framing and helping to create legislative policy in 2018, as Nevada moves into the next Legislative Session starting in February 2019. Last June, we held our second-annual Federal Forum with the Council of Chambers, building important dialogue with our congressional delegation, key federal agencies, and experts on business policy affecting Nevada.

We will continue to lead policy and community development issues that matter most to the region, such as advancing pro-business policy at all levels of government, increasing our research output, and advocating for training and apprenticeships so we can develop a high-quality workforce.

In 2019, our board and executive leadership aim to deepen collaborative efforts with legislative leadership, municipalities and business leaders to execute on effective economic development by attracting new business to diversify Nevada's economy.

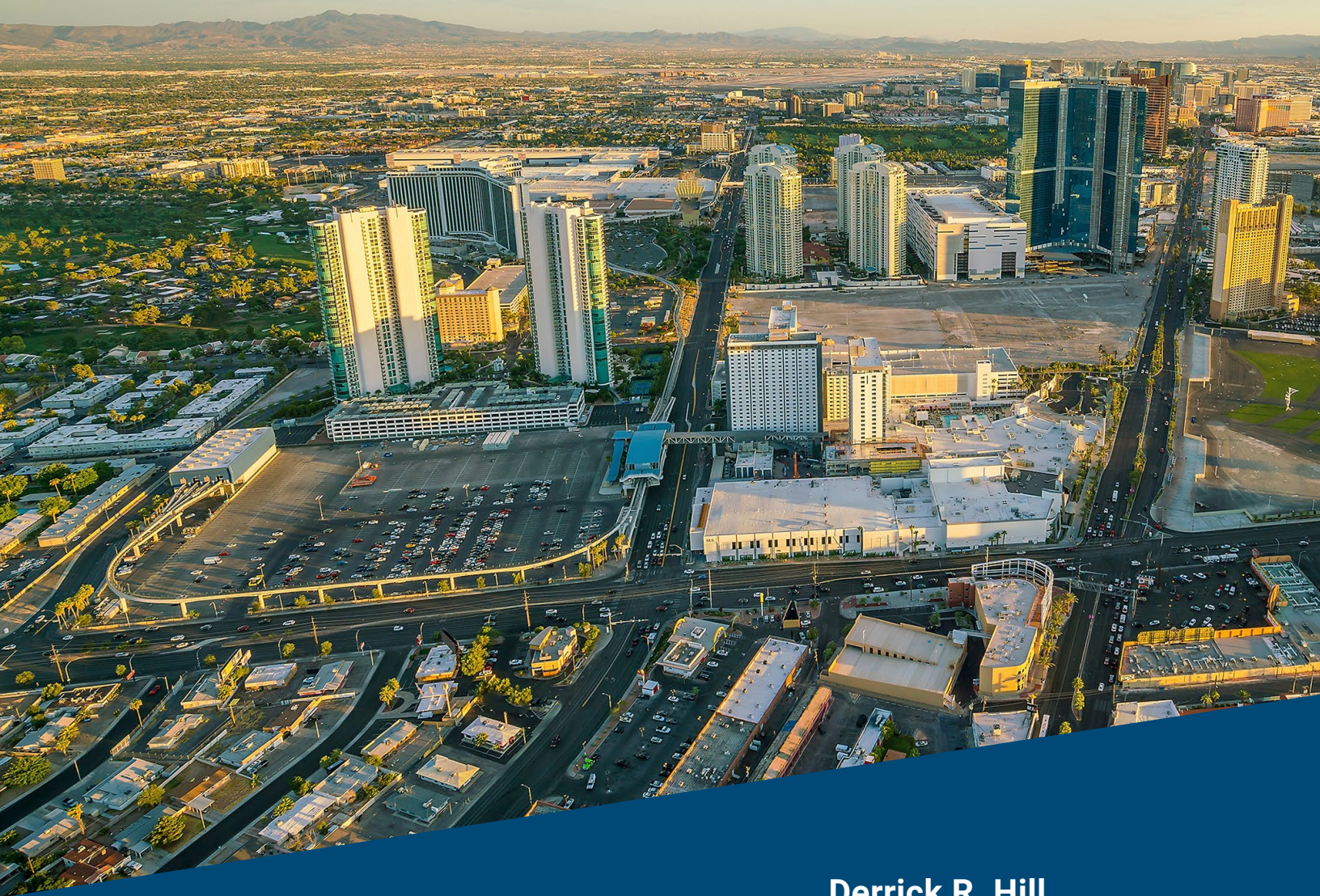
By all measures, 2018 has been another successful year, but our work is not done yet. Our incredible progress is just the beginning, and we believe there is more success in store for the coming years. As you read through this report you will see the potential for 2019 and learn how the LVGEA is affecting positive change for Greater Las Vegas.



“

As Southern Nevada continues to diversify its economy, the LVGEA and LVGEA 50 partners with municipalities, non-profits, government and all sectors of industry to drive advocacy and economic growth in the region. That's why Cox continues to increase our engagement and investment in the LVGEA as a result of its proven performance and positive impact on our shared community in Southern Nevada.”

- Derrick R. Hill, Incoming Chair of LVGEA 50 and  
VP of Cox Business, Las Vegas



**John S. Delikanakis**  
**CHAIRMAN, 2017-2018**  
Partner, Snell & Wilmer LLP

**Derrick R. Hill**  
**CHAIRMAN, 2019**

Vice President - COX Business/  
Hospitality Network, COX  
Communications



# LVGEA 50 2019 Executive Committee

Since the culmination of the “Drive to 50” Campaign, the Board of Directors—known as the LVGEA 50—continues to grow and is the largest business board of its kind in Nevada. This group consists of the region’s top public, private, business and community leaders charged with expanding and diversifying the regional economy.

Learn more: [lvgea50.org](http://lvgea50.org)

## What Our Investors Say:

“Our economy thrives on an expanding business sector that is diverse and future-ready. LVGEA contributes to that environment and Switch is proud to play a leading role, paving the way for the tech sector to be a key driver in growing our economy.”

- Betsy Fretwell,  
SVP Switch Cities, Switch

NV Energy is committed to the development and diversification efforts of the LVGEA and its many partners. We will continue to provide more sustainable energy options for all of our customers and at the most competitive prices.

- Mary Simmons,  
NV Energy

Our community can not realize its full potential without a thriving, well diversified, and global economy. Leadership efforts by the LVGEA and our partners to attract, retain, expand, and diversify our market are helping to address needs in Southern Nevada like education, healthcare, infrastructure and social services.

- Glenn Christenson,  
Managing Director, Velstand Investments

Eastridge Workforce Solutions is proud to partner with the LVGEA in growing the Southern Nevada economy. Eastridge is committed to providing recruitment and workforce support to the LVGEA and the companies they assist. This partnership, through a shared commitment to excellence, helps move Southern Nevada forward.

- Jason Bruckman, Regional Vice President,  
Eastridge Workforce Solutions

**Derrick R. Hill****CHAIRMAN**VP - COX Business/ Hospitality Network,  
COX Communications**Betsy Fretwell****VICE-CHAIRMAN/SECRETARY,  
STRATEGIC PLANNING COMMITTEE CHAIR**  
SVP Switch Cities, Switch**Rick Crawford****TREASURER,****FINANCE COMMITTEE CHAIR**  
Chairman/ Founder, Green Valley Grocery**Clark Wood****NOMINATING & GOVERNANCE  
COMMITTEE CHAIR**  
Market President,  
U.S. Bank**Frank Woodbeck****BYLAWS COMMITTEE CHAIR**  
Executive Director for  
Workforce Development,  
Nevada System of Higher  
Education**Glenn Christenson****POLICY COMMITTEE CHAIR**  
Managing Director,  
Velstand Investments**Jason Bruckman****COMPENSATION COMMITTEE  
CHAIR**  
Regional Vice President,  
Eastridge Workforce Solutions**BOARD  
OF  
DIRECTORS***(Continued on next page)***Scott Adams**  
**CITY MANAGER**  
City of Las Vegas**Kristen Averyt**  
**PRESIDENT**  
Desert Research Institute



**Jayne Backhouse**  
**OPERATIONS DIRECTOR**  
 Barclays US Operations



**Marc Badain**  
**PRESIDENT & CEO**  
 Raiders



**John Bailey**  
**MANAGING PARTNER**  
 Bailey Kennedy, LLP



**Shelley Berkley**  
**CEO & SENIOR PROVOST**  
 Touro University Western  
 Division



**Annie Black**  
**MESQUITE CITY**  
**COUNCILWOMAN**  
 City of Mesquite



**Jan Jones Blackhurst**  
**EVP- PUBLIC POLICY &**  
**CORPORATE RESPONSIBILITY**  
 Caesars Entertainment  
 Corporation



**Michael J. Bonner**  
**CO-MANAGING**  
**SHAREHOLDER**  
 Greenberg Traurig, LLP



**Kerry Bubolz**  
**PRESIDENT**  
 Vegas Golden Knights



**John Cannito**  
**PRESIDENT**  
 The PENTA Building Group



**Shosana Carro**  
**SVP-COUNTY MANAGER**  
 Old Republic Title



**Dave Cheval**  
**PRESIDENT**  
 OS National - NV



**Michael Cunningham**  
**EVP, REGIONAL PRESIDENT**  
 Bank of Nevada



**Brian Formisano**  
**REGION BANK PRESIDENT**  
 Wells Fargo Bank



**Donald J. Giancursio**  
**CEO / NV, UT, & ID MARKETS**  
 UnitedHealthcare Nevada



**Gregory Gilbert**  
**PARTNER**  
 Holland & Hart LLP



**Carolyn G. Goodman**  
**MAYOR**  
 City of Las Vegas



**Jeff Hendrickson**  
**CAMPUS DIRECTOR**  
 University of Phoenix



**Jesus Jara**  
**SUPERINTENDENT OF**  
**SCHOOLS**  
 Clark County School District



**Mike Jewell**  
**DIRECTOR**  
 Network Operations Services,  
 CenturyLink



**Cathy Jones**  
**CEO**  
 Sun Commercial Real Estate



# BOARD OF DIRECTORS

LVGEA 2018 Annual Report

9



**Justin Jones**  
COMMISSIONER  
Clark County



**Yolanda King**  
COUNTY MANAGER  
Clark County



**John J. Lee**  
MAYOR  
City of North Las Vegas



**Robert E. Lewis**  
PRESIDENT  
Lewis Management Corp.



**Frank Martin**  
PRESIDENT  
Martin-Harris Construction



**Marta Meana**  
INTERIM PRESIDENT  
University of Nevada,  
Las Vegas



**Kevin T. Orrock**  
PRESIDENT, SUMMERLIN  
The Howard Hughes  
Corporation



**Cindy Ortega**  
SVP AND CHIEF  
SUSTAINABILITY OFFICER  
MGM Resorts International



**Tim Oudman**  
MARKET VICE PRESIDENT  
Republic Services of  
Southern Nevada



**JP Pataky**  
VP OF STRATEGIC  
CHANNEL SALES  
Flexential



**Bart Patterson**  
PRESIDENT  
Nevada State College



**Shannon Petersen**  
EVP/STATEWIDE  
CORPORATE BANKING  
MANAGER  
Nevada State Bank



**Brad Schnepf**  
EXECUTIVE VICE  
PRESIDENT  
Marnell Properties



**Mary Simmons**  
VP OF BUSINESS  
DEVELOPMENT &  
COMMUNITY RELATIONS  
NV Energy



**Dan Stewart**  
COUNCILMAN  
City of Henderson



**Spencer Stewart**  
CHANCELLOR  
WGU Nevada



**Matt Wilson**  
MANAGING DIRECTOR-  
AMERICAS  
Aristocrat Technologies, Inc.



**Brian Wolf**  
BRANCH MANAGER  
Manpower Las Vegas



**Rod Woodbury**  
MAYOR  
City of Boulder City



**Federico Zaragoza**  
PRESIDENT  
College of Southern Nevada

# LVGEA Team

## Executive Team

Jonas, Jared, & Christine

## Business Development Team

Jared, Michael, and Perry

## Operations Team

Danielle and Chaad

## Investor Relations Team

Terrence, Ariel, and Rachel

## Marketing and Communications Team

Kylie and Breanna

50%  
male



50%  
female



75  
years

Combined experience in  
Economic Development



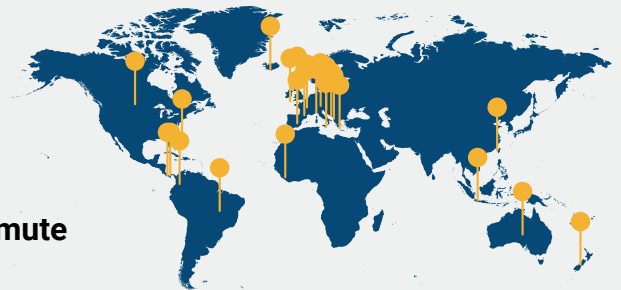
higher ed  
degrees

10  
bachelor's

7  
master's

Average morning commute

20  
minutes



31 Countries  
Visited

135  
cups



of coffee drank  
each week



How we enjoy our free time



**JONAS PETERSON**  
President & CEO



**JARED SMITH**  
COO



**TERRENCE THORNTON**  
VP, Investor Relations



**PERRY URSEM**  
VP, Economic Development



**MICHAEL WALSH**  
VP, Economic Development



**KYLIE ROWE**  
VP, Communications  
& Public Affairs



**DANIELLE HOWELL**  
Director, Operations



**BREANNA BENSOUA**  
Director, Marketing  
& Brand Strategy



**ARIEL RILEY**  
Manager, Investor Services  
& Events



**RACHEL SCHWIMMER**  
Manager, Fundraising



**CHRISTINE DOMINGUEZ**  
Executive Assistant



**CHAAD TAYLOR**  
Special Projects Coordinator



## 2018 at a Glance



**Over the past 12 months, the LVGEA worked to execute our mission of growing the economy of the Greater Las Vegas Region through connectivity, community development, and aggressive business recruitment, retention, and outreach. Here are some of the highlights.**

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**1** Since January, the LVGEA helped facilitate 32 business expansions and relocations, projecting the creation of more than 4,369 new jobs in the community over the next five years.

**2** In early 2018, the LVGEA became designated as an Accredited Economic Development Organization by the International Economic Development Council (IEDC), placing it in the top one percent of economic development organizations.



**3** The LVGEA 50 Board of Directors continues to grow. In 2018, we added Clark County School District Superintendent Jesus F. Jara, College of Southern Nevada President Federico Zaragoza, Vegas Golden Knights President Kerry Bubolz, and Raiders President Marc Badain. This is the first time that professional sports is represented on the board.

**4** The LVGEA sponsored the IEDC Leadership Summit held in Las Vegas Jan. 28-30. The event brought together approximately 500 top economic development executives to focus on discussions that surround re-imagining the approach and process of economic diversification and advancement.

**5** Five reports were released by the LVGEA in the last twelve months: Workforce of Tomorrow, Perspective Data Book, Perspective Community Survey, Manufacturing Industry Report, and Sports & Entertainment Outlook.

**6** The LVGEA held its Spring Familiarization (FAM) Tour on June 21-23. Site selectors from across the U.S. came to Las Vegas to better understand the market and its regional assets to learn about upcoming projects, commercial real estate, and education. Additionally, the LVGEA also held two in-region FAM tours showcasing UNLV and Nevada State College.

**7** LVGEA launched two new websites in 2018. The LVGEA 50 site (lvgea50.org) introduced the community to our board of directors. We also redesigned LVGEA.org to enhance user experience update content, and adapt to the future needs of the organization.

**8** In partnership with the Council of Chambers, the LVGEA held its Federal Forum in Washington, D.C. on June 12-13. This trip aimed to build an important dialogue with our congressional delegation, key agencies and experts on business policy affecting Nevada. The group met with elected officials as well as organizations including the International Economic Development Council, U.S. Chamber of Commerce, Consumer Technology Association, Smart Growth America and the U.S. Small Business Administration.

**9** The LVGEA held several Lead Generation trips this year to San Francisco, Los Angeles, Seattle, Minneapolis, Chicago, Orlando and London. All were focused on meeting and recruiting companies in industries including: emerging technology, game development, biotech, manufacturing, and logistics.

**10** The LVGEA's signature events—the State of Economic Development, Vegas Perspective, and Outlook '19—all sold out weeks in advance and together hosted over 2,000 community and business leaders.

**4,369**  
new jobs

1

**5 New**  
reports released

5

**AEDO**  
accredited

2

**3 FAM**  
tours hosted

6

**Sold Out**  
on three signature events

10

# Strategic Imperative I: Lead Facilitate & Steward Regional Economic Development

At the core of LVGEA's economic development efforts is catalyzing new jobs in the region. We believe marketing the region's physical assets and human capital through a data-driven, collaborative approach is our most competitive advantage. Assisting companies to expand in the Greater Las Vegas Region not only improves the quality of life for our people, but strengthens our tax base and solidifies our community's position in the global economy.

## Key Economic Development Partners



### Economic Development Advisory Group (EDAG)

To ensure that the region moved as one on economic development issues, the LVGEA formed the Southern Nevada Economic Development Advisory Group (EDAG) in 2012. This group helps the LVGEA coordinate and prioritize economic development activities throughout the region.



A central part of the LVGEA's mission is to help attract, expand, and retain businesses in Greater Las Vegas. The organization's staff dedicates their time to marketing the region as an ideal business location and assisting clients in every facet of relocating or expanding.

## Business Resources & Programs

### **BizCONNECT**

BizCONNECT is a powerful tool to help grow local businesses. Many of our region's new jobs come from the expansion of existing firms that already have a presence in the region. 2018 was another great year to witness the impact that the BizCONNECT program is having on the community, with more than 120 one-on-one visits over the course of the year. The success of BizCONNECT is directly related to our partners in the community.

### **Familiarization Tours**

The LVGEA partners with community leaders to help showcase their assets and areas for improvement in an effort to better support them. With this in mind, the LVGEA hosts in-region familiarization tours, giving Greater Las Vegas economic development partners the opportunity to get a more in-depth look at parts of the region. In 2018, LVGEA focused on our educational institutions, highlighting the progress and features of the University of Nevada, Las Vegas, Nevada State College, and the College of Southern Nevada.



## Lead Generation & Business Development

This past year, the LVGEA worked with its members as well as business and community leaders such as the Governor's Office of Economic Development (GOED) to create more than 4,600 jobs for the region. Our team assisted in bringing and expanding diverse companies like Bigelow Aerospace, Smith's, Sephora, Scientific Games, Aptiv, Afwerx and Google—who recently announced its plan to build a data center in Henderson. Together, these projects are expected to have a \$175.8 million economic impact on our region over the next year. Time and time again, companies that could do business anywhere in the world are choosing Las Vegas.

### Geographic Focus & Target Industries

**San Francisco** / Emerging Tech, HQ

**Los Angeles** / Manufacturing, Autonomous Systems, Emerging Tech, HQ

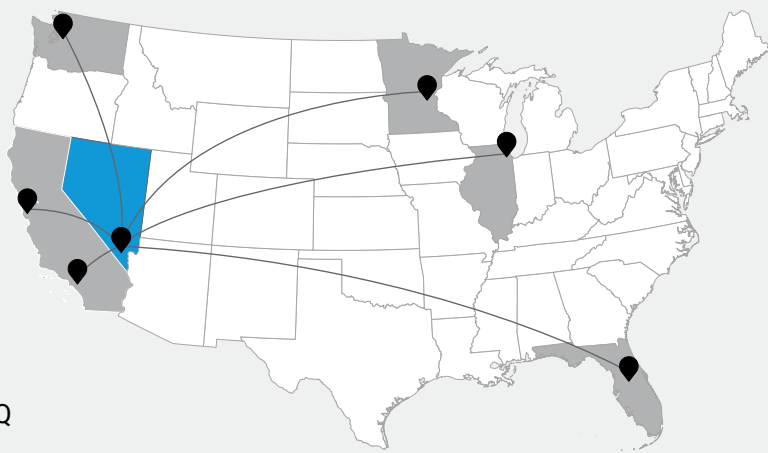
**Seattle** / Biotech, Manufacturing, Emerging Tech

**Minneapolis** / Emerging Tech, Manufacturing, HQ

**Chicago** / Manufacturing, Finance, Emerging Tech

**Orlando** / Autonomous Systems, Manufacturing, Emerging Tech

**Vegas** / Manufacturing, Emerging Tech



# 90

In 2018, the LVGEA's Business Development Team increased Lead Generation efforts and diversified target locations, meeting with 90 companies from a range of sectors. Locations spanned the country but we also leveraged the conventions meeting in our own backyard, such as CES and SEMA.

### Global Initiatives

For the second year, the LVGEA traveled with the Las Vegas Convention and Visitors Authority. This year, they traveled to Madrid, Spain as part of a trade mission to promote participation and attendance at Las Vegas-based trade shows, and to connect with prospective companies interested in doing business in Las Vegas. The LVGEA also traveled to London, England in October to foster business relationships with new partners in the United Kingdom.



## 2018 by the Numbers



4,369  
jobs created  
(over 5 years)



\$488M  
capital  
investment



\$618.7M  
1 year economic  
impact



32 new  
and expanded  
companies



120  
local  
expansion  
meetings



\$46.6M  
in local and  
state tax  
revenue for  
2018



### What Our Investors Say:

US Bank is honored to be a partner and investor of the Las Vegas Global Economic Alliance. I had the distinct pleasure of participating in a lead generation mission this past Fall and strongly believe the mission and the public policy guiding principles of LVGEA have and will continue to support diversified economic growth in Southern Nevada."

- Clark Wood  
Senior VP Market President, U.S. Bank

## 2018 Company Wins

- 3PEA International
- Afwerx / Dolittle
- Alpha Guardian
- Altum Technologies
- American Barbell
- Aptiv
- Avvio
- Bigelow Aerospace
- C4 Mining Company
- Cannae Holdings
- Caremark / CVS Health
- Cascade Financial
- Design, LLC / Google
- Fresenius Kabi, LLC
- G4 Works
- Happie Home
- Hash Rabbit
- IPA LLC
- ITI Hydrauliks
- Medicreations
- Nectar
- Owned Outcomes
- Pictographics
- Premium Waters
- Ritchie Brothers
- Scientific Games
- Sephora
- Smith's / Kroger
- Sofidel
- UFC Production
- VMI Enterprises
- Xtreme Manufacturing

# Strategic Imperative II: Policy, Planning, & Research

LVGEA furthers research capabilities, regional planning, and policy to raise our community's reputation as a global business destination. We lead on community and economic development issues important to creating high-value jobs and bring Southern Nevada leaders together to deliver powerful results.

## Government Affairs

### Fed Forum - Washington D.C.

In partnership with the Council of Chambers, the LVGEA held its second Federal Forum in Washington, D.C. on June 12-13. This policy trip focused on building an important dialogue with our congressional delegation, key agencies and experts on business policy affecting Nevada.

Doubling in size from the following year, the trip included representatives from the LVGEA 50: Snell & Wilmer, Cox Communications, Governor's Office of Economic Development, Nevada System of Higher

Education, McMullen Group, Regional Transportation Commission of Southern Nevada, Switch, NV Energy, Barrick Gold, Nevada State College, College of Southern Nevada, Nevada Succeeds, Asian Chamber of Commerce, and Urban Chamber of Commerce.

The group met with elected officials as well as organizations including the International Economic Development Council, U.S. Chamber of Commerce, Consumer Technology Association, Smart Growth America and the U.S. Small Business Administration.

## Community Engagement

### Council of Chambers

The LVGEA partners with numerous organizations to foster and facilitate economic growth and vitality in Southern Nevada. As an extension of those efforts, the LVGEA convenes a Council of Chambers in order to help increase collaboration and build consensus around high-level priorities affecting the business community in the region.



# WHY SUPPORT ECONOMIC DEVELOPMENT?

In 2018, we launched a community initiative to showcase the importance of investing in economic development for Greater Las Vegas.



Creating Jobs

**23,000+ new jobs (since 2012)**



Strengthening  
our Economy

**\$13.2 billion in economic impact  
(since 2010)**



Growing the  
Tax Base

**\$4.1 billion in new tax revenue  
(Since 2012)**



Delivering a  
High ROI

**Every \$1 invested in LVGEA in 2018  
generated over \$149 of economic impact**



Enhancing  
Public Funding

**Every \$1 of public support was matched  
by \$1.12 of private donations in 2018**



Advancing a  
Unified Strategy

**One regional strategy**



Bringing the  
Community  
Together

**50 board members  
8 chambers  
160 investors  
75 partner organizations**

# Research Center

The LVGEA's Research Center is designed to help business and community leaders make informed decisions about the Greater Las Vegas economy. With an online Data Portal and a launch of studies, the LVGEA is helping the business community gain better insights into economic development in the region.

## 2018 Perspective

This annual databook publication provides in-depth information about Southern Nevada's economy, demographics, business environment, employment, and other useful market information. Made possible by the Perspective Council, the publication has become a valuable resource for a diverse group of companies, ranging from small business entrepreneurs to some of the largest in Nevada.

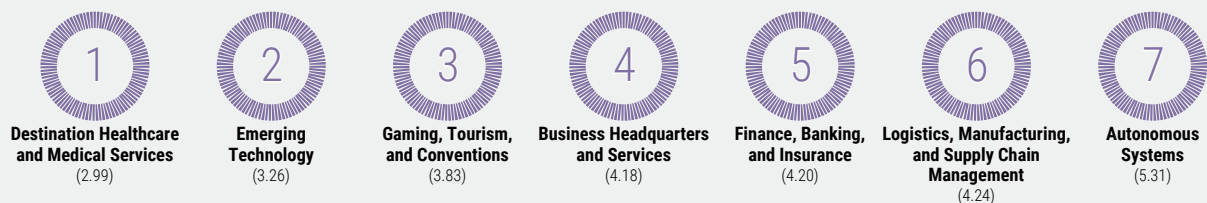


## 2018 Perspective Community Survey

Accompanying the 38th-annual Perspective book received during the 2018 Vegas Perspective event, the Perspective Community Survey features even more data covering a range of issues including quality of life, infrastructure, workforce, business climate and national hot topics.

## Target Industries

As the regional development authority, the Las Vegas Global Economic Alliance (LVGEA) attracts companies to Clark County in order to grow and diversify the local economy. Of the following target industries listed below, where do you think the LVGEA should focus its efforts?



1 = Most Important; 7 = Least Important; (Avg. Rank)





## Sports & Entertainment Outlook Report

Released during Outlook '19, the Sports and Entertainment Outlook Report presents highlights and analysis on these growing industries and reviews the implications they are having on our regional economy.



## LVGEA Industry Report: Manufacturing

The LVGEA released its new Industry Report on Manufacturing, providing an overview of the current state of the Greater Las Vegas region's manufacturing industry, as well as findings and recommendations that can help to continue bolstering the industry's short- and long-term success.



## Workforce of Tomorrow Study

The Workforce of Tomorrow study was published by the LVGEA in partnership with Southern Nevada Strong. It focuses on millennials—currently the largest generation in the workforce—and what they look for when deciding on a place to live and do business.

## Data Portal

Because the LVGEA and all businesses are data driven, a Data Portal with advanced regional mapping tools and thousands of economic indicators and data points updated in real-time was designed to provide information about Southern Nevada's vibrant economy and its diverse population base. The Data Portal is a gateway that provides visualizations of how the region is trending, where businesses are located, and comparisons of this market to others around the United States.



# Strategic Imperative III: Deliver Impactful Marketing and Communications

The LVGEA continues to elevate its brand, grow its presence as a thought leader on economic development in the Greater Vegas region, and leverage public relations and marketing to advance strategic initiatives and further business attraction efforts.

## Monthly Newsletters

LAS VEGAS GLOBAL ECONOMIC ALLIANCE

### PERSPECTIVE UPDATE

The LVGEA believes economic development is a team sport that benefits greatly from informed opinion, research, and community polling. With this in mind, the PERSPECTIVE Update e-newsletter highlights a significant theme—from education to infrastructure to economic competitiveness—each edition.



### EMPLOYMENT REVIEW

The Employment Review provides the latest data for residents interested on the outlook of employment, unemployment, and wages.

### CONNECTION POINTS

YOUR CONNECTION TO SOUTHERN NEVADA'S ECONOMIC AND COMMUNITY DEVELOPMENT

Connection Points allows community members and partners to take an active role in the future of Southern Nevada by staying up-to-date with economic development news in the region. The newsletter includes updates on the latest LVGEA news and media mentions, as well as information of how partners can get involved with the organization.



### ECONOMIC SNAPSHOT

The Economic Snapshot provides the community with a quarterly view of the regional economy, highlighting quick and up-to-date numbers for demographics, labor force, tourism, real estate market and top employers.

## Signature Events

★ THE STATE OF ★  
**ECONOMIC DEVELOPMENT**  
 JANUARY 23, 2018

The LVGEA held its second-annual State of Economic Development event in February. The event featured Steve Hill, Executive Director of GOED; Jonas Peterson, CEO and President of the LVGEA; and a municipality round table discussion. Hill and Peterson shared economic development insights and outlooks for the region, and updates were given from the seven county and municipality economic development representatives.



Approximately 600 Las Vegas business and community leaders came together for the LVGEA's biggest event of the year, the 2018 Annual Awards Dinner, to honor those who have made an impact in economic development through the organization's core values: innovation, leadership, partnership and job creation.

### 2018 Annual Awards Dinner Award Recipients



**JOB CREATION AWARD  
WINNER**



**INNOVATION AWARD  
WINNER**



**PARTNERSHIP AWARD  
WINNER**

LAS VEGAS GLOBAL ECONOMIC ALLIANCE  
**PERSPECTIVE**  
 2018

The Las Vegas PERSPECTIVE, powered by the LVGEA Perspective Council, is Southern Nevada's premier source of community and economic development data, analysis, and forecasting. The 2018 Perspective breakfast event was held in May and provided insights on data, analysis, and forecasting of economic development in Southern Nevada. Two panels were featured, highlighting growth through gaming, as well as economic forecasting.



The LVGEA teamed up with UNLV CBER for a new annual event called Outlook '19. More than 400 community and business leaders attended the revamped economic outlook event, which brought together sought-after speakers to give an in-depth analysis of what to expect heading into 2018 on the local, national and global levels.



### STEVE HILL

**LEADERSHIP AWARD  
HONOREE**

# Community & Public Awareness

## 2018 Awards & Recognition

The LVGEA's marketing and communications team continues to earn recognition for their efforts. In 2018, we received the following awards:



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL



### Silver Excellence Award:

#Amazon2Vegas Social Media Campaign (International Economic Development Council - IEDC)

### Silver Excellence Award:

HQ2 Vegas Video Promotion (International Economic Development Council - IEDC)

### Marketing Innovation & Excellence in Economic Development Award:

#Amazon2Vegas Social Media Campaign (Nevada Economic Development Conference)

## Promoting Nevada's Innovation Economy

The LVGEA worked with its partners at GOED to amplify and publicize the activities and accomplishments of WaterStart, funded by the state through the Knowledge Fund. As we tell their stories, we help to prioritize efforts in the innovation economy around water challenges and advanced mobility with the goal of spurring economic growth in Nevada.

WaterStart is a cluster of global leaders in the implementation of water innovation that aims to become an international hub for tech companies working to address today's water challenges. By leveraging strategic resources and the expertise of its network, WaterStart provides channels for innovation by connecting water management agencies and large water users with water tech companies.

In 2018, membership opportunities were expanded to incorporate smaller utilities without access to large innovation funds such as Global Water Resources in Phoenix and the Virgin Valley Water District in Mesquite, NV. Membership also grew internationally to include Queensland Urban Utilities in Australia.

Funding has expanded to include the Wells Fargo Foundation, the One Drop Foundation, and the Department of Natural Resources, Mining, and Energy in Queensland, AUS. This additional funding will expand the resources to continue to fund projects and share knowledge and data for delivering more, safer, and cheaper water among WaterStart's members.



\$300K

INVESTED IN NEW  
TECHNOLOGIES

50

RFP RESPONSES  
FROM WATER TECH  
COMPANIES

6

PILOTS FUNDED

## Brand Refresh

As our organization grows, the brand recognition grows as well. In early 2018, the organizational identity received a much needed reset and refresh, reigning in visual departures, providing consistency, and professional standards in every expression of the brand.



2018 Logo



2012-2017 Logo



## LVGEA.org has a new look!

Culminating a year of refreshing and updating the LVGEA brand, marketing materials, and the redesign of lvgea.org. The LVGEA website was redesigned for better organization and navigation, providing users with a better overall experience. The website tailors content for businesses, site selectors, investors, and press, allowing them to find the economic development resources they need for the Greater Las Vegas Region. Visit lvgea.org.

**\$2.8M**  
Media Coverage Value

In 2018, LVGEA was able to obtain earned media coverage that resulted in millions of dollars in advertising value for the organization while also helping to further its positioning objectives.

## In the News

In 2018, the LVGEA was seen and featured in various media publications:





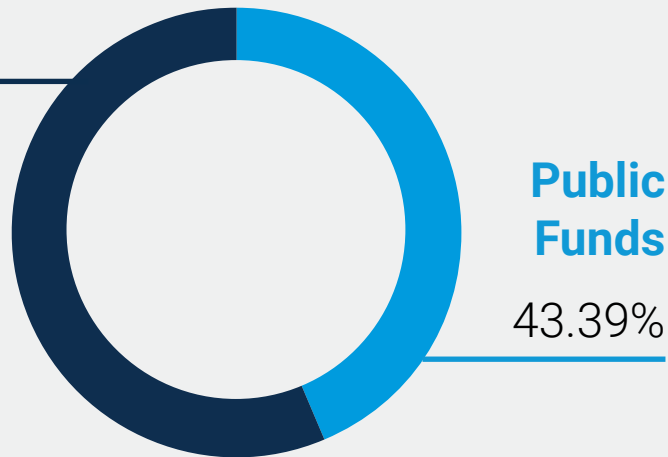
# Strategic Imperative IV: Maintain Operational Excellence

The LVGEA is a public-private partnership and a 501(c)6 membership organization. The organization is funded through private and public investments, grants and donations. The LVGEA holds itself accountable to the Greater Las Vegas community through a commitment to transparency.

## 2018 Revenue

56.11%

**Private  
Funds**



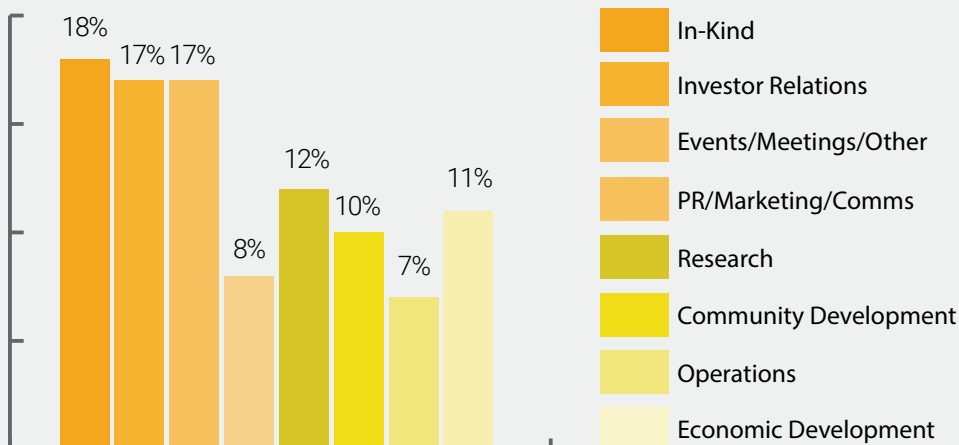
**Public  
Funds**

43.39%

## 2018 Total Revenue

\$4.145  
million

## 2018 Expenses



Our people and our financial responsibility are paramount to the success of the organization. We will solidify LVGEA's future by ensuring efficient operations and supporting the long-term professional growth of our team.

**Increased Reserve Fund by:**

**+\$100K**

### New Emergent Stakeholders

**+46**

New in 2018, the Emergent Stakeholder investor level is tailored to meet the needs of rising business leaders who support regional development and multi-organization collaboration.

### Board Members



While seasons of engagement come and go, we are proud to say we have maintained our governance level in 2018. In 2017, we reached a notable achievement of 50 governance level investors, who are a part of the Board of Directors, branded the LVGEA 50.

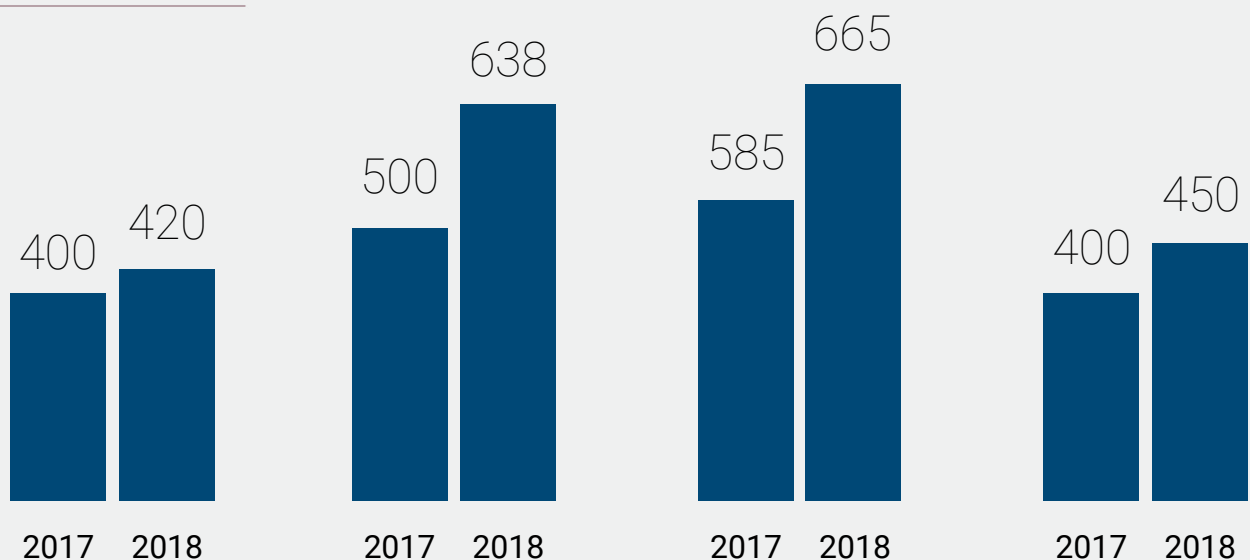
## Signature Event Performance

★ THE STATE OF ★  
**ECONOMIC DEVELOPMENT**

LAS VEGAS GLOBAL ECONOMIC ALLIANCE  
**PERSPECTIVE 2018**

ANNUAL  
**AWARDS DINNER**

**OUTLOOK<sup>19</sup>**



Event Attendance

# Our Investors

## Pinnacle Investor



Pinnacle Level investors are an elite group that contributes substantially to the LVGEA. In addition to contributing financially, a Pinnacle Level member is recognized with this honor because its efforts remove barriers and provide access to services that the LVGEA would not be able to receive otherwise.

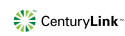
## Presidential Investors



## Champion Investors



## Leadership Investors



## Partners

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- Advanstaff HR
- Aimbridge Hospitality
- Cirque du Soleil
- Four Season's Hotel Las Vegas
- Greater Las Vegas Association of Realtors
- Lotus Broadcasting
- Nevada Public Radio
- R&O Construction
- Sempra Renewables
- Southwest Gas

## Stakeholders

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- 3PEA
- Anexeon, LLC
- Airport Concessionaires
- Branch Benefits Consultants
- Burke Construction Group
- CBRE, Inc.
- Coldwell Banker Premier Realty
- East West Bank
- eCigDistributors, Inc.
- Gardner Company
- Global Logistics and Fulfillment
- Hilton Grand Vacations
- Klai Juba Wald Architects
- Konami Gaming, Inc.
- Las Vegas Convention & Visitors Authority
- Matter Real Estate Group
- Meadows Bank
- Newmark Grubb Knight Frank
- Olin Chlor Alkali Products
- One Nevada Credit Union
- RSM US LLP
- TH Foods, Inc.
- PERL Mortgage, Inc.
- Zappos.com, Inc.

## Emergent Stakeholders

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- AARP Nevada
- Aflac
- American Family Insurance
- Berkshire Hathaway
- HomeServices Nevada
- Blue Heron
- Business Finance Corporation
- Brownstein Hyatt Farber Schreck LLP.
- Capstone Brokerage
- Chicanos Por La Causa (CPLC)
- Community Vision
- Compliance Science
- Comprehensive Cancer Centers of Nevada
- Crew Las Vegas
- Cyberengenuity
- En/Act Marketing
- Facilitiq Business Interiors
- The Firm Marketing & PR
- Gordon Law
- Home Smart Encore
- IBEW/NECA
- Kaercher Insurance
- Las Vegas Asian Chamber of Commerce
- Las Vegas Latin Chamber of Commerce
- Lobb & Plewe
- Lucas Group
- Merrill Lynch
- The Molasky Group of Companies
- Nextiva
- Noble Studios
- OCM-Lee Hecht Harrison
- TheOfficeSquad®
- Pacific Premier Bank
- Picerne Real Estate
- My Next Career Path Staffing
- Randstad Professionals
- SA Recycling
- SCA Design
- Silverton Casino & Hotel
- Simon Event Group
- SOLV HR
- Stixis Technologies
- Taurean Consulting Group
- Transworld Business Advisors & Nevada Realty
- Totem
- Unikrn
- Wrench



# Key Performance Metrics

The Las Vegas Global Economic Alliance publishes an Action Plan that informs all activities of the organization. The LVGEA measures its progress on achieving its mission and the strategic imperatives listed in its Action Plan by tracking key performance metrics.

METRIC	THRESHOLD	TARGET	STRETCH	2018 YEAR END
GOAL 1: REGIONAL ECONOMIC DEVELOPEMENT				
TOTAL NEW JOBS TO SOUTHERN NEVADA	2100	2900	3700	4369
JOBS ATTRACTED	1800	2400	3000	2712
JOBS EXPANDED	300	500	700	1657
TOTAL BUSINESSES ATTRACTED OR EXPANDED	20	30	40	32
BUSINESSES ATTRACTED	15	20	25	17
BUSINESSES EXPANDED	5	10	15	15
NEW CLIENT SITE VISITS	50	70	90	88
NEW CAPITAL INVESTMENT	\$150M	\$200M	\$250M	\$488M
AVERAGE WAGE (OR NEW PAYROLL)	\$15/HR	\$19/HR	\$23/HR	\$28/HR
NEW LEADS	50	70	90	182
ECONOMIC IMPACT	\$100M	\$150M	\$200M	\$618.7M
1 YEAR FISCAL IMPACT	\$5M	\$10M	\$15M	\$23M
LVGEA OUTREACH MEETINGS	50	70	90	120
GOAL 2: GLOBAL POSITIONING & POLICY				
REPORTS GENERATED	2	3	4	5
NEW APPRENTICESHIPS	9	14	19	1
GOAL 3: MARKETING & COMMUNICATIONS				
MEDIA COVERAGE VALUE	\$2M	\$3M	\$4M	\$2.8M
MEDIA EXPOSURE VOLUME	550	650	750	941
CONTACTS IN MARKETING DATABASE	5500	6000	6500	6875
MONTHLY AVERAGE WEBSITE USERS	2800	3200	3600	2043
MONTHLY AVERAGE SOCIAL MEDIA ENGAGEMENTS	1500	2000	2500	4883
GOAL 4: OPERATIONS				
REVENUE (CASH + IN-KIND)	\$3.8M	\$3.9M	\$4M	\$4.1M
NUMBER OF MAJOR INVESTORS	54	58	62	54
NUMBER OF EMERGENT STAKEHOLDER INVESTORS	30	35	40	44

# A Letter from Our President & CEO

## Dear Stakeholders,

Thanks to growing support from community and business leaders, 2018 was another exceptional year for economic development in Southern Nevada.

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Early in the year, we celebrated becoming an Accredited Economic Development Organization with the International Economic Development Council. This prestigious designation placed our performance at LVGEA among the top three percent of all economic development organizations worldwide.

Throughout the year, our team continued to rapidly advance job creation and industry development. We worked with many partners to help companies add over 4,600 new jobs while leading community conversations focused on preparing for the workforce of tomorrow and harnessing the incredible growth of sports and entertainment in our market.

As we look into 2019, the opportunities for continued economic advancement are abundant and the future looks very bright. Nevada currently leads all other states in rankings for job creation, economic momentum and remaining economic potential. Simply put, this means

we're going in the right direction but still have a long way to go before we reach our full economic potential.

Look for a renewed focus on how our economy is growing from our team this year. Ultimately, our goal is not simply to grow the economy but to translate growth into broad, shared prosperity for all Southern Nevadans.

With that goal in mind, you can expect us to launch a series of new strategies and initiatives. We'll refresh our strategies to accelerate growth in high-value industries, pursue additional efforts to strengthen small businesses and roll-out an exciting new talent attraction campaign.

On behalf of our entire team at LVGEA, thank you for supporting our efforts.

**Jonas Peterson**  
**PRESIDENT & CEO**

Las Vegas Global Economic Alliance



The Las Vegas Global Economic Alliance is a public-private partnership dedicated to developing the economies of Las Vegas, Clark County, Henderson, North Las Vegas, Boulder City, and Mesquite through regional cooperation, global trade, and global connectivity. We are the economic and community development resource for the Greater Las Vegas Region.



**LAS VEGAS GLOBAL ECONOMIC ALLIANCE**

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[lvgea.org](http://lvgea.org)