

LAS VEGAS GLOBAL ECONOMIC ALLIANCE



# ANNUAL REPORT 2019

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# Fostering region-wide collaboration on economic development

## What Our Investors Say:

“ At Wells Fargo, one of our corporate responsibility priorities is economic empowerment. All of our team members are working together to serve all of our stakeholders by strengthening financial self-sufficiency and creating economic opportunities in under-served communities across Southern Nevada. Conscious capitalism tells us that business is heroic because it lifts people out of poverty and creates prosperity.

- Brian Formisano,  
Region Bank President, Wells Fargo

NV Energy is committed to supporting development efforts with the Las Vegas Global Economic Alliance and their partners by delivering sustainable energy at competitive prices with outstanding reliability and providing creative customer solutions.

- Carolyn Barbash,  
VP-Business Development &  
Community Survey, NV Energy

Make no mistake, Las Vegas is now the Sports and Entertainment Capital of the World. There is not another city on the planet that can match the sheer variety, quantity and quality of sports and entertainment options our great city offers around the calendar year. As our city's 'Vegas Born' team, we are proud to work with the Las Vegas Global Economic Alliance on advancing our shared goal of elevating and advancing our economy.

- Kerry Bubolz,  
President, Vegas Golden Knights

# Executive Summary

LVGEA is a respected leader in economic development for its contributions in helping strengthen Southern Nevada’s economy to new heights and connectivity in promoting partnership through the region. In the past year, LVGEA and its partners helped to add 3,884 jobs, which will have a \$446 million economic impact over the next five years.

The organization is driven by its mission to help Southern Nevada’s residents thrive in a global economy by creating a diversified and connected economy. LVGEA achieves this mission through regional economic development, global competitiveness, outreach through marketing and communications, and operational excellence. It recruits companies, supports the growth of existing firms, and tells the world in Vegas, here you can.

With the support of community partners and investors, LVGEA has become one of the most productive community and economic development organizations in the Southwest. The past 12 months have been filled with lead-generation trips, signature events, speaking engagements, marketing campaign efforts, and increased communications showing off the team members’ work behind the scenes.

This year, LVGEA also focused on building new reports, such as Workforce Blueprint 2.0 and Workforce Report Card. Created with our partners, these initiatives have helped plan for the future of Southern Nevada’s economy and workforce, and they will continue to be integral to aligning training partners and resources.

In the following pages, you will see how LVGEA’s mission and strategic plan drove our activities in 2019.

## Mission

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

## Vision

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

## Values

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

## Strategic Imperatives



# Key Performance Metrics

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

METRIC	THRESHOLD	TARGET	STRETCH	2019
GOAL 1: REGIONAL ECONOMIC DEVELOPEMENT				
TOTAL NEW JOBS TO SOUTHERN NEVADA	2400	3200	4000	3884
JOBS ATTRACTED	1900	2500	3100	3170
JOBS EXPANDED	500	700	900	714
TOTAL BUSINESSES ATTRACTED OR EXPANDED	20	30	40	21
BUSINESSES ATTRACTED	15	20	25	12
BUSINESSES EXPANDED	5	10	15	9
NEW CLIENT SITE VISITS	60	80	100	36
NEW CAPITAL INVESTMENT	\$200,000,000	\$250,000,000	\$300,000,000	\$440,334,596
AVERAGE WAGE (OR NEW PAYROLL)	\$17/HR	\$22/HR	\$24/HR	\$27.88/HR
NEW LEADS	60	80	100	101
ECONOMIC IMPACT	\$150,000,000	\$200,000,000	\$250,000,000	\$320,448,866
I YEAR FISCAL IMPACT	\$10M	\$15M	\$20M	\$23,627,970
LEAD GENERATION MEETINGS	30	50	70	70
GOAL 2: POLICY, PLANNING & RESEARCH				
STRATEGIC STUDIES & REPORTS	2	3	4	3
STATE FUNDING	\$1,550,000	\$1,650,000	\$1,750,000	\$1,550,000
GOAL 3: MARKETING & COMMUNICATIONS				
MEDIA COVERAGE VALUE	\$1,500,000	\$2,000,000	\$2,500,000	\$500,000
MEDIA EXPOSURE VOLUME	550	650	750	310
CONTACTS IN MARKETING DATABASE	7000	7500	8000	9100
MONTHLY AVERAGE WEBSITE USERS	2800	3200	3600	2100
MONTHLY AVERAGE SOCIAL MEDIA ENGAGEMENTS	3000	3500	4000	5190
GOAL 4: OPERATIONS				
REVENUE (CASH + IN-KIND)	\$3,800,000	\$3,900,000	\$4,000,000	\$3,930,000
NUMBER OF MAJOR INVESTORS	54	58	62	52
NUMBER OF EMERGENT STAKEHOLDER INVESTORS	50	60	70	47
NUMBER OF NEW SIGNATURE EVENT SPONSORS	25	30	35	20



# A Letter from Our Chairman of the Board and President & CEO

In 2012, a small group of business, political and academic leaders called for an ambitious plan to restructure and strengthen economic development throughout Nevada. From that original vision, the Las Vegas Global Economic Alliance was ultimately formed, and the results have been nothing short of remarkable.

Over the past decade, LVGEA has been a key partner in Nevada's economic resurgence, and the organization has successfully aligned the community building efforts of hundreds of organizations and community leaders focused on one common goal – growing the economy of Southern Nevada.

Over the years, we continue to deliver results through partnerships in Southern Nevada and across the region.

Since launch, LVGEA has worked with its members as well as business and community leaders to help over 250 companies create more than 25,000 jobs for the region. Our team has assisted game-changing companies such as Google, Switch,

Aptiv, Scientific Games, Amazon, Aristocrat, Haas, and many more. In addition to diversifying and strengthening our economy, our assisted companies are scheduled to deliver over \$4.4 billion in new capital investment.

Today, our Board of Directors, known as the LVGEA 50, is the largest of its kind in Nevada. Hundreds

of partners and community leaders have united to create and/or support our Action Plan, Comprehensive Economic Development Strategy (CEDS), Target Industry Analysis and Workforce Blueprint. Thousands more attend our signature events or volunteer their time and talents to advance economic development initiatives.

Our alliance has been at the forefront of identifying and addressing many of the most important challenges and opportunities facing our region. We've served as advocates and catalysts for economic development programs and services, global competitiveness, enhanced workforce and education systems, competitive tax and regulatory environments, and efficient and reliable infrastructure.

Altogether, our work has helped position our region and state as a national leader in job creation, growth and overall quality of life. Over

the past few years, we've ranked among the top states for job creation, population growth, overall business environment and economic momentum. Rankings such as these represent a significant achievement that is made possible only through the collective action of many.

As we move into 2020 and beyond, it is imperative that we maintain our focus, engagement and momentum. We believe the future for our region is incredibly bright but will not happen by accident. So, as our alliance continues to grow and evolve, we're renewing our commitment to the common goal our organization was built upon – growing the economy of Southern Nevada.

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



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

VP - COX Business/ Hospitality Network,  
COX Communications



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

Las Vegas Global Economic Alliance

## 2020 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 at [lvgea50.org](http://lvgea50.org).

## Board of Directors

*(Continued on next page)*



**Derrick R. Hill**  
**CHAIRMAN**

VP - COX Business/ Hospitality  
Network, COX Communications



**Betsy Fretwell**  
**VICE-CHAIRMAN/SECRETARY,**  
**POLICY COMMITTEE CHAIR**

SVP Switch Cities, Switch



**Yolanda King**  
**TREASURER,**  
**POLICY COMMITTEE CHAIR**

County Manager, Clark County



**Clark Wood**  
**NOMINATING & GOVERNANCE**  
**COMMITTEE CHAIR**

Market President,  
U.S. Bank



**Frank Woodbeck**  
**COMPENSATION COMMITTEE**  
**CHAIR**

Executive Director for Grants  
& Special Projects, College of  
Southern Nevada



**Kerry Bubolz**  
**STRATEGIC PLANNING**  
**COMMITTEE CHAIR**

President, Vegas Golden Knights



**Jason Bruckman**  
**BYLAWS COMMITTEE CHAIR**

Regional Vice President,  
Eastridge Workforce Solutions



**Dr. Kumud Acharya**  
**INTERIM PRESIDENT**

Desert Research Institute



**Scott Adams**  
**CITY MANAGER**

City of Las Vegas



**Jayne Backhouse**  
**HENDERSON SITE LEAD,**  
**VIRTUAL CHANNELS**  
**OPERATIONS DIRECTOR**

Barclays US Operations



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

Raiders



**John Bailey**  
**MANAGING PARTNER**

Bailey Kennedy, LLP



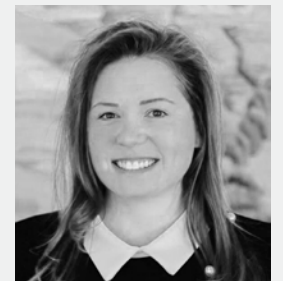
**Caroyln Barbash**  
**VP-BUSINESS DEVELOPMENT &**  
**COMMUNITY SURVEY**

NV Energy



**Shelley Berkley**  
**CEO & SENIOR PROVOST**

Touro University Western  
Division



**Annie Black**  
**MESQUITE CITY**  
**COUNCILWOMAN**

City of Mesquite



**Michael J. Bonner**  
**CO-MANAGING**  
**SHAREHOLDER**

Greenberg Traurig, LLP



**Michael Brown**  
**EXECUTIVE DIRECTOR**

Governor's Office of  
Economic Development



**John Cannito**  
**PRESIDENT**

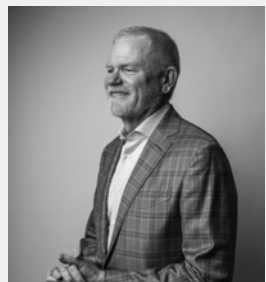
The PENTA Building Group



**Shosana Carro**  
**SVP-COUNTY MANAGER**

Old Republic Title





**Glenn Christenson**  
MANAGING DIRECTOR  
Velstand Investments



**Rick Crawford**  
CHAIRMAN/ FOUNDER  
Green Valley Grocery



**Jaime Cruz**  
EXECUTIVE DIRECTOR  
Workforce Connections



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



**Karlos LaSane**  
REGIONAL VP,  
GOVERNMENT RELATIONS  
Caesars Entertainment



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



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



**Debra March**  
MAYOR  
City of Henderson



**Rebecca Darling**  
US DIRECTOR OF CSR  
Barrick Gold



**Richard Derrick**  
CITY MANAGER, CEO  
City of Henderson



**Hector Fernandez**  
PRESIDENT OF AMERICAS  
Aristocrat



**Brian Formisano**  
REGION BANK PRESIDENT,  
NEVADA SOUTHERN  
Wells Fargo Bank



**Frank Martin**  
PRESIDENT  
Martin-Harris Construction



**Kiernan McManus**  
MAYOR  
Boulder City



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



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



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



**Gregory Gilbert**  
PARTNER  
Holland & Hart LLP



**Jeff Hendrickson**  
CAMPUS DIRECTOR  
University of Phoenix



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



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



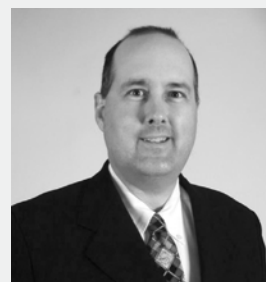
**Bart Patterson**  
PRESIDENT  
Nevada State College



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



**Brad Schnepf**  
EXECUTIVE VICE  
PRESIDENT  
Marnell Properties



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



**Cathy Jones**  
CEO  
Sun Commercial Real Estate



**Justin Jones**  
COMMISSIONER  
Clark County



**Brian Knudsen**  
COUNCILMAN  
City of Las Vegas



**Spencer Stewart**  
CHANCELLOR  
WGU Nevada



**Brian Wolf**  
BRANCH MANAGER  
Manpower Las Vegas



**Steve Zanella**  
PRESIDENT & COO  
MGM City Center



**Dr. Federico Zaragoza**  
PRESIDENT  
College of Southern Nevada

# LVGEA Team

The LVGEA team is made up of members from many backgrounds who have come together to support economic development in the region. Everyone is passionate about LVGEA's mission, partners and initiatives. Meet them here!

## Executive Team



**JONAS PETERSON**  
President & CEO



**JARED SMITH**  
Chief Operating Officer



**CHRISTINE DOMINGUEZ**  
Executive Assistant & Office Manager

## Business Development Team



**PERRY URSEM**  
VP, Business Retention & Expansion



**MICHAEL WALSH**  
VP, Economic Development



**CHRIS ZUNIS**  
VP, Economic Development



**NICK CLASON**  
Economic Development Analyst

## Investor Services Team



**ALAINA COWLEY**  
VP, Investor Services & Engagement



**ALEXANDRA SHAHADY-DUPREE**  
Manager, Investor Services & Engagement

## Marketing, Communications + Events Team



**BREANNA BENSOUA**  
Senior Director, Marketing & Communications



**DANIELLE SMITH**  
Public Relations Specialist



**ARIEL RILEY**  
Assistant Director, Events

## Operations Team



**CHAAD TAYLOR**  
Special Projects Coordinator



**ANDREA CHEVALIER**  
Administrative Coordinator



## 2019 at a Glance



**In 2019, LVGEA continued to work with many partners toward the goal of diversifying and growing Southern Nevada's economy. This year held many accomplishments, initiatives, reports, awards and company wins. Here's a look at what we've been up to:**

**1** In 2019, LVGEA helped facilitate 21 business expansions and relocations, projecting \$446 million in capital investment, as well as the creation of more than 3,884 new jobs in the region with an average wage of \$27.88 per hour.

**2** This year, we developed the Workforce Blueprint 2.0 in collaboration with Vegas Chamber and Workforce Connections. The new publication, which made its debut in the fall, identified high-demand occupational priorities for Southern Nevada, essential to support our region's growing economy.



We joined Workforce Connections and Vegas Chamber to release the Workforce Blueprint 2.0.

**3** In partnership with Las Vegas Convention and Visitors Authority, we hosted the first Global Sports Summit in February to discuss the landscape of sports business, the future of sports sponsorships and economic development opportunities. The summit featured top minds and brands in sports as part of Ultimate Vegas Sports Weekend.

**4** Our business development initiatives took the team all over, with lead-generation trips and delegations dispatched to London, Chicago, Los Angeles and more. We also hosted a FAM trip right in town that showed businesses from all over North America why Vegas is the best place to live and do business.

**5** Three of our signature events—State of Economic Development, Perspective, and Outlook—each saw substantial increases in attendance over the course of 2019.

**6** LVGEA has also been hard at work rolling out the "Here, You Can" campaign, an initiative to highlight the quality of life in the region. The campaign has already launched in Los Angeles, specifically targeting young professionals, and will expand in scope to cover San Francisco and San Diego, as well, in 2020. Our team has been assembling a council of partners to



During our FAM tour, site selectors from across North America were able to join us for various events, including a tour of the Raiders' new Allegiant Stadium.

sponsor and advise on the campaign.

**7** In an unprecedented partnership with Vegas Chamber, LVGEA jointly hosted the Federal Forum in Washington, D.C. The trip to the Capitol allowed the organizations to share policy priorities to jointly advocate for the interests of business in Nevada to members of Congress.

**8** During the 80th session of the Nevada Legislature this year we supported multiple policies to improve education and support broader economic development initiatives in the region.

**9** Our team has been hard at work collaborating with hundreds of partners to plan for our future. We're building an entirely new Comprehensive Economic Development Strategy (CEDS). The strategy contributes to economic development through a locally based, regionally driven planning process. It will result in a report readily available to stakeholders.

**10** Earlier this year, we completed our "Why Support Economic Development 2.0" campaign, highlighting the importance of regional economic development. The campaign encouraged our community to learn about the personal impact of our mission while mobilizing residents to share the message.

“

**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



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

LVGEA's mission is to strengthen the regional economy, and its heart is for bringing jobs to Southern Nevada. We believe in showing businesses around the globe: here, you can. We promote the region's quality of life and unparalleled business climate. When we secure new jobs for our residents, it bolsters quality of life and the tax base, solidifying our community's position in the global market.

## Key Economic Development Partners

Economic development is not possible without partners. This is why LVGEA links up with economic development teams and roles all over the county, collaborating often.



### Economic Development Advisory Group (EDAG)

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

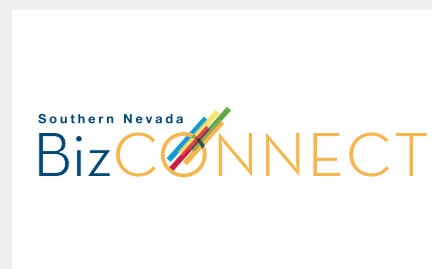


LVGEA is committed to showing businesses around the globe why they should relocate to Vegas, as well as supporting the businesses who are growing in our backyard. Our team has implemented programs to help businesses of all sizes move to and expand in Southern Nevada. Every department in LVGEA is aligned to support our regional goals and partners.

## Business Resources & Programs

### BizCONNECT

BizCONNECT is a powerful program 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. 2019 was another great year to witness the impact that the BizCONNECT program is having on the community, with 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

LVGEA partners with community leaders and regional partners to showcase Southern Nevada's assets and vision to national site selectors. These site selectors work for companies all over the world seeking a new location to expand or relocate. In 2019, LVGEA hosted a successful "Here, You Can"-themed fam tour showcasing the region's quality of life and favorable business climate.

### FutuReady

In collaboration, LVGEA, Clark County School District (CCSD) and Clark County host multiple FutuReady speed networking industry tours throughout the year at various Career and Technical Academies across the Valley. The events bring companies and educators face to face to share needs and capabilities.



## Lead Generation & Business Development

In 2019, LVGEA's lead-generation efforts focused on diversified target locations. The team met with 70 companies from a range of industry sectors. Locations spanned the country but we also leveraged the conventions, such as the Consumer Technology Association (CES) and Speed Equipment Manufacturing Association (SEMA) shows.

### Geographic Focus & Target Industries

**Chicago** / Manufacturing, Emerging Tech

**Los Angeles** / Manufacturing, Emerging Tech

**London** / Manufacturing, Logistics, Emerging Tech

**Las Vegas** / Emerging Tech (CES), Manufacturing (IMPACT, AWFS, SEMA)



### Global Initiatives

LVGEA also traveled to London again to foster more business relationships with new partners in the United Kingdom. This year, we saw one company that our team had connected with set up shop in Las Vegas. In our own offices, we hosted delegates and representatives from countries such as Japan and Australia who were interested in hearing more about what Southern Nevada has to offer.



In Downtown Los Angeles, LVGEA VP of Business Development Chris Zunis met with businesses alongside our partners with City of Henderson, Governor's Office of Economic Development, Martin-Harris Construction and Bank of Nevada to show why Southern Nevada is a great place to expand.

“

### What Our Investors Say:

Eastridge is committed to supporting economic development in Southern Nevada. The collaboration between LVGEA and its partners is remarkable and has a huge impact. As a Board member, I am proud to be part of the region's strategic outreach to companies considering Southern Nevada for growth. I have personally attended many of these outreach missions and have witnessed the positive impact the economic development partners are able to create.

- Jason Bruckman,  
Regional Vice President, Eastridge Workforce Solutions

## 2019 by the Numbers

Through LVGEA's aggressive business expansion, attraction and retention efforts, the Greater Las Vegas economy saw another impressive year. The numbers speak for themselves:



3,884  
jobs created



\$470M  
capital investment



\$320.4M  
1yr economic impact



\$27.88  
avg hourly wage



21 new  
and expanded  
companies



120  
local expansion  
meetings



\$23.6M  
in local and state tax  
revenue for 2019



70  
lead generation  
meetings

## 2019 Company Wins

A central part of LVGEA's mission is to help attract, expand and retain businesses in Greater Las Vegas. The organization's staff dedicates its time to marketing the region as an ideal business location and assisting clients in every facet of relocating or expanding. In 2019, LVGEA assisted 21 companies, which are projected to create 3,884 jobs in our region. These companies are:

- Bulksupplements.com
- Cubicall, LLC
- Everything Branded
- Geotab USA, Inc.
- Global Logistics and Fulfillment
- GreenBroz, Inc.
- Haas Automation, Inc.
- KRS Global Biotechnology, Inc.
- Mshinges.com / Aircraft Hinge
- Nikkiso Cryo, Inc.
- Premier Displays & Exhibits, Inc.
- Purfoods, LLC
- Renhead
- RRE Global, LLC
- Smithfield Packaged Meats Corp. / Saratoga Food Specialties
- TemperPack Technologies, Inc.
- Unified Compliance
- VadaTech Incorporated
- Wildleaf Ventures Group, Inc.
- Wilen Vegas, LLC
- WinTech LLC



## 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.

### Fed Forum - Washington D.C.

LVGEA partnered with Vegas Chamber on the Federal Forum. It took place September 8-10 in Washington, D.C. Along with many partners in attendance, the organizations successfully advocated to Congressional members.

The trip marked an unprecedented partnership. It included representatives from LVGEA 50 such as Cox Communications, College of Southern Nevada, Nevada State College, City of Henderson, City of North Las Vegas, Clark County Commission, Nevada Governor's Office of Economic Development, Workforce Connections and Barrick Gold. The group met with elected officials as well as organizations including the Bertelsmann Foundation, International Economic Development Council, Small Business Administration, Economic Innovation Group and Stantec.

*We joined dozens of partners on a successful trip to the Capitol, where our team advocated for support on behalf of business in Nevada.*



## Public Policy Top 5 Priorities



- 1 ROBUST ECONOMIC DEVELOPMENT PROGRAMS + SERVICES**
- 2 ENHANCED + ALIGNED EDUCATION SYSTEM**
- 3 EFFECTIVE + RESPONSIVE WORKFORCE DEVELOPMENT**
- 4 COMPETITIVE + INNOVATIVE BUSINESS CLIMATE**
- 5 CONNECTED LOCALLY, REGIONALLY + GLOBALLY**

## Community Engagement

### Why Support Economic Development

In 2019, we launched another community initiative to showcase the importance of investing in economic development for Greater Las Vegas. In conjunction with launching an Instagram during Economic Development Week, we secured a story on TV and radio in addition to sharing graphics on social media to show residents why economic development matters to them. It provided a personal touch to the topic we know well, illustrating that economic development brings residents and their neighbors jobs and opportunities.



### Council of Chambers

LVGEA partners with numerous organizations to foster and facilitate economic growth and vitality in Southern Nevada. As an extension of those efforts, 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.





# Research Center

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, LVGEA is helping the business community gain better insights into economic development in the region.

## Data Portal

Because the LVGEA and all businesses are data driven, the 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.



## 2019 Perspective Community Survey

Accompanying the 39th-annual Perspective book given to attendees during the 2019 Vegas Perspective event, the Perspective Community Survey examines opinions and attitudes on topics including quality of life, infrastructure, workforce, education, business climate and national hot topics. The data shows that diversified recovery remains on track and the economy is steadily improving. It also shows the region must work toward improving key measures such as overall prosperity, inclusivity and educational attainment.

## 2019 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.

Get your copy at [vegasperspective.com](http://vegasperspective.com)



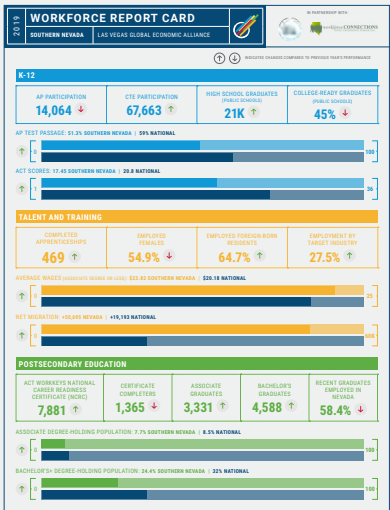
## Workforce Blueprint 2.0

LVGEA, in partnership with Las Vegas Metro Chamber of Commerce and Workforce Connections, released a new Workforce Blueprint, identifying high-demand occupations in Southern Nevada. Among the most in-demand jobs include software developers, civil engineers and registered nurses. It is a roadmap advocating for fully aligned education and training systems, foundational to the region’s economic development success.



## Workforce Report Card

The annual report card contains performance indicators across three distinct categories with clear connectivity to workforce development: K-12 education, postsecondary education, and talent and training. Initial data points for each indicator provide a clear foundation upon which the community can track and measure performance toward workforce development goals, both in quantity and quality.



## Technology Outlook Report

Released during Outlook ‘20, the Technology Outlook Report presents highlights and analysis on this rapidly expanding industry and goes over the implications it is having on the economy here at home.

“

What Our Investors Say:

The LVGEA provides a critical linkage, not only for businesses seeking to expand or relocate into Southern Nevada, but also for countless businesses dependent on a sound and stable local economy. The LVGEA has time and again demonstrated an ability to bring stakeholders together, to initiate important conversations and to be a willing partner in fashioning solutions to challenges we inevitably face. They are an invaluable resource.

- Jeremy Aguero  
Principal, Applied Analysis



# 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 Las Vegas region, and leverage public relations and marketing to advance strategic initiatives and further business attraction efforts.

## Monthly Newsletters



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.



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



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.



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.



LVGEA knows economic development is a team sport. This newsletter allows LVGEA's investors to stay in the know about what is happening in the organization and the Southern Nevada community, many thanks to their partnership.

## Signature Events



### STATE OF ECONOMIC DEVELOPMENT - FEB 6, FOUR SEASONS RESORT

LVGEA hosted the 5th Annual State of Economic Development in February. More than 500 community and business leaders were in attendance to gain insight on the investments being made in Nevada through economic development and job creation, as well as the top projects heading into 2019.



### VEGAS PERSPECTIVE - MAY 14, SOUTH POINT HOTEL & CASINO

In partnership with the Perspective Council, LVGEA hosted its 39th annual Perspective event in May. More than 680 attendees—a record turnout—gathered in South Point's Grand Ballroom to hear about workforce development and talent, as well as Southern Nevada's changing economy.



### ANNUAL AWARDS DINNER - SEPT 26, ARIA RESORT & CASINO

The Annual Awards Dinner is one of LVGEA's biggest events of the year. Amongst more than 600 business and community leaders attended the evening in September to reflect on the year's accomplishments while honoring major names in economic and community development.

### 2019 Annual Awards Dinner Award Recipients



**JEREMY AGUERO**  
APPLIED ANALYSIS

LEADERSHIP AWARD

INNOVATION AWARD

JOB CREATION AWARD

PARTNERSHIP AWARD

CHAIRMAN'S AWARD



**MAYOR JOHN LEE**  
CITY OF NORTH LAS VEGAS



### OUTLOOK '20 - DEC 3, THE M RESORT

For the third year, LVGEA and UNLV Lee Business School teamed up on the Outlook '20 event, providing an in-depth analysis on what to expect from the economy heading into next year on local, national and global levels.

# Community & Public Awareness

## 2019 Awards & Recognition

LVGEA continues to earn recognition for its efforts. In 2019, we received the following awards for President and CEO Jonas Peterson and the marketing/communications team, respectively:

### Economic Developer of the Year Award:

Jonas Peterson, President & CEO  
Las Vegas Global Economic  
Alliance

### Conference Website & Content Marketing Award:

lvgea.org



At the Nevada Economic Development Conference, LVGEA President and CEO Jonas Peterson and Sr. Director of Marketing & Communications Breanna Bensoua took home awards for their work on behalf of the organization.



## Promoting Community Partners

We are always grateful for our many partners in the community. We took extra steps this year to show our appreciation and put our joint work on display on social media. We also invited partners to become integral parts to our initiatives, such as the Workforce Blueprint 2.0 and the Leadership Council for our "Here, You Can" campaign. We are always looking to lift one another up and create more opportunities to be involved.

LVGEA President and CEO Jonas Peterson (left), Governor's Office of Economic Development (GOED) Director Michael J. Brown (center), and LVGEA 50 Chairman and Cox Business VP Derrick Hill (right) at the Economic Development Advisory Group (EDAG) luncheon.

## In the News

In 2019, the LVGEA was seen and featured in various media publications:

LAS VEGAS SUN

VEGASINC

The NEVADA INDEPENDENT  
YOUR STATE. YOUR NEWS. YOUR VOICE.

LAS VEGAS  
REVIEW-JOURNAL

LAS VEGAS  
BUSINESS PRESS

## Social Media

Social media exceeded performance expectations this year. We gave our audience an even closer look at LVGEA behind the scenes, showing off the faces behind economic development. We also increased collaboration and cross-promotion with our partners to highlight the valuable work they are doing in the community and alongside LVGEA. We leveraged it as an extension of the team to bolster community outreach, showing Southern Nevada why they should support economic development and who is personally working to bring jobs to their area.

### Total Followers Across Platforms

19,746

+15.8%

### Increase in Total Followers Across Platforms

55% Male  
45% Female

### Audience by Gender

27% 25-34 years  
29% 35-44 years

### Audience by Age

### Total Impressions (eyeballs on a post)

1.9M

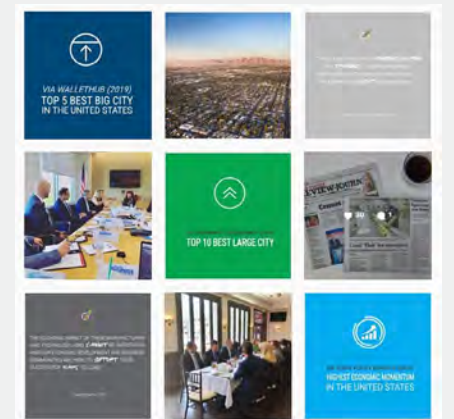
5,190

### Avg Monthly Engagements

Across all LVGEA Social Media Channels

## We Launched an Instagram!

In May 2019, LVGEA launched its first Instagram page to show off economic development and the Greater Las Vegas region to young professionals and millennials. This platform has enabled the team to show off what they do and who they are to an entirely new audience.



## What Our Investors Say:

Alliance on billboard displays. It presents a great opportunity to make the community aware of economic development efforts in the region and all the companies that are involved in making Southern Nevada a great place to live and work.

- Goeff Pratt, Senior Account Executive,  
Reagan Outdoor Advertising

We are always happy to collaborate with the Las Vegas Global Economic

## Social Handles

- Twitter - @LVGEA
- Facebook - @LVGEA
- LinkedIn - @las-vegas-global-economic-alliance
- Instagram - @lvgeanevada
- Youtube - Las Vegas Global Economic Alliance



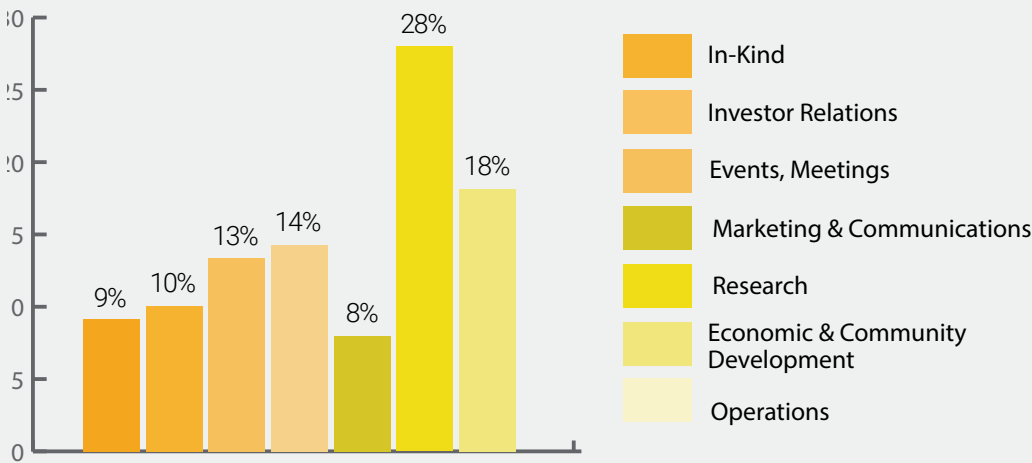
# Strategic Imperative IV: Maintain Operational Excellence

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. LVGEA holds itself accountable to the Greater Las Vegas community through a commitment to transparency.

## 2019 Revenue



## 2019 Expenses



## 2019 Total Revenue

\$3.9 million

LVGEA strives to provide our investors, partners and community with extraordinary service, going above and beyond to meet Southern Nevada's needs. LVGEA works toward achieving operational excellence internally to provide quality service to our community externally.

## New Emergent Stakeholders +47

Created 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 reached 51 board members for our governance level in 2019. 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 Attendance



# Our Investors

Economic development is a team sport. With the commitment and generosity of investors, LVGEA is privileged to continue working toward its mission of strengthening Southern Nevada’s economy. LVGEA is grateful to the businesses that have dedicated themselves to Southern Nevada’s economic development this year. Investing in LVGEA is an investment in addressing the needs of our economy and community.

## 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.

## State Funding Partner



## Leadership Investors



## Presidential Investors



## Champion Investors



## Partners

- |                         |                       |                     |
|-------------------------|-----------------------|---------------------|
| • AdvanStaff HR         | • Lotus Broadcasting  | • RSM US LLP        |
| • Aimbridge Hospitality | • Nevada Public Radio | • Southwest Gas     |
| • Cirque du Soleil      | • PhRMA               | • Tiger Lily Floral |

## Stakeholders

- |                                  |                              |  |
|----------------------------------|------------------------------|--|
| • Anexeon, LLC                   | • Hilton Grand Vacations     | • R&O Construction                     |
| • Burke Construction Group       | • Konami Gaming, Inc.        | • TH Foods, Inc.                       |
| • CBRE, Inc.                     | • Matter Real Estate         | • Western States Petroleum Association |
| • Coldwell Banker Premier Realty | • Meadows Bank               | • Zappos.com, Inc.                     |
| • East West Bank                 | • Newmark Grubb Knight Frank |  |
| • Four Seasons Hotel Las Vegas   | • One Nevada Credit Union    |  |
| • Garder Company                 | • PaySign, Inc.              |  |

## Emergent Stakeholders

- |  |                                  |                                  |
|--|----------------------------------|----------------------------------|
| • Airport Concessionaires                | • EJM Development                | • Noble Studios                  |
| • Altria Client Services LLC             | • Facilitiq                      | • PABCO Gypsum                   |
| • American West Development              | • Golden Entertainment           | • Pacific Premier Bank           |
| • Blue Heron                             | • Gordon Law                     | • Picerne Real Estate Group      |
| • Branch Benefit Consultants             | • IBEW/NECA                      | • Piercy, Bowler, Taylor & Kern  |
| • Brownstein Hyatt Farber Schreck        | • Kaercher Insurance             | • Poggemeyer Design Group        |
| • Business Finance Corporation           | • Klai Juba Wald Architects      | • PricewaterhouseCoopers         |
| • Cashman Equipment                      | • Lee Hecht Harrison/OCM         | • R&R Partners                   |
| • Community Vision                       | • Lobb & Plewe                   | • SA Recycling                   |
| • Compliance Science                     | • Marcus & Millichap             | • SCA Design                     |
| • Comprehensive Cancer Centers of Nevada | • M Con, Inc                     | • Silverton Casino & Hotel       |
| • Cushman & Wakefield                    | • Micone Staffing Resources      | • Synergy Sotheby’s Int’l Realty |
| • Cyberengenuity                         | • The Molasky Group of Companies | • World Trade Center - Las Vegas |
| • Dot Vegas, Inc.                        | • Nextiva                        |                                  |
|  | • The NGO Agency                 |                                  |





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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