

2020 ANNUAL REPORT

For the Las Vegas Global Economic
Alliance, the Southern Nevada
Regional Development Authority

WHAT OUR INVESTORS SAY



BETSY FRETWELL
SVP OF SWITCH CITIES, SWITCH

As our economy recovers, it will take region-wide partnership to bring us back stronger than ever. I am proud that Switch is part of this effort in the technology industry, and I am proud to lead the LVGEA Board through the strategies and initiatives necessary during this time.

Fostering
region-wide
collaboration
on economic
development

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EXECUTIVE SUMMARY

During an unprecedented and challenging year, our team at LVGEA worked side by side with many partners to provide thousands of businesses with pandemic relief programs and resources. While providing much needed relief services, our team is also laying the groundwork for a robust economic recovery.

We are committed to creating opportunities for the residents of Southern Nevada through economic development, policy, planning and research, marketing and communications outreach, and operational excellence. Each department plays an important role in attracting out-of-market companies and highlighting Greater Las Vegas as a great relocation destination.

The team is focused on diversifying the economy to create an unstoppable Greater Las Vegas region moving forward, a vision we look to accomplish alongside our many partners throughout Nevada. Throughout this report, you will see LVGEA's mission and strategic plan at work through one of our country's most challenging years.



VALUES

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

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.

WHAT OUR INVESTORS SAY



YOLANDA KING, MANAGER, CLARK COUNTY

Clark County wants businesses to know that if they expand in or relocate to Southern Nevada, they will prosper. We're pleased to partner with LVGEA on the Board to deliver this messaging to target markets outside of our region, showing business leaders across the nation why Southern Nevada is a world class environment for living and working.



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.



STRATEGIC IMPERATIVES



METRIC	THRESHOLD	TARGET	STRETCH	2020
GOAL 1: REGIONAL ECONOMIC DEVELOPMENT				
TOTAL NEW JOBS TO SOUTHERN NEVADA	2000	3000	4000	1041
JOBS ATTRACTED	1500	2250	3000	347
JOBS EXPANDED	500	750	1000	694
TOTAL BUSINESSES ATTRACTED OR EXPANDED	20	30	40	8
BUSINESSES ATTRACTED	15	20	25	5
BUSINESSES EXPANDED	5	10	15	3
NEW CLIENT SITE VISITS	50	60	70	26
NEW CAPITAL INVESTMENT	\$200M	\$250M	\$300M	\$16.4M
AVERAGE WAGE (OR NEW PAYROLL)	\$23/HR	\$24/HR	\$25/HR	\$23.32/hr
NEW LEADS	60	80	100	124
ECONOMIC IMPACT (1 YEAR)	\$150M	\$200M	\$250M	\$34M
FISCAL IMPACT (1 YEAR)	\$10M	\$15M	\$20M	\$1.3M
LEAD GENERATION MEETINGS	30	50	70	50
GOAL 2: POLICY, PLANNING & RESEARCH				
STRATEGIC STUDIES & REPORTS	2	3	4	2
POLITICAL OUTREACH MEETINGS	20	30	40	43
STATE FUNDING	\$802,000	\$1,176,000	\$1,550,000	\$1,313,440
GOAL 3: MARKETING & COMMUNICATIONS				
MEDIA COVERAGE VALUE	\$1M	\$1.5M	\$2M	\$3.7M
MEDIA EXPOSURE VOLUME	500	600	700	557
AVERAGE EMAIL OPEN RATE	15%	20%	25%	38.5%
MONTHLY AVERAGE WEBSITE USERS	2800	3200	3600	5096
MONTHLY AVERAGE SOCIAL MEDIA ENGAGEMENTS	4000	5000	6000	4720
GOAL 4: OPERATIONS				
REVENUE (CASH + IN-KIND)	\$3.9M	\$4M	\$4.1M	\$3.37 M
NUMBER OF MAJOR INVESTORS	54	56	58	51
NUMBER OF EMERGENT STAKEHOLDER INVESTORS	55	65	75	22
NUMBER OF NEW SIGNATURE EVENT SPONSORS	25	30	35	N/A

LETTER FROM THE OUTGOING CHAIRMAN



This marks my last letter in the LVGEA Annual Report. It has been an honor to serve LVGEA, the Board, and the Southern Nevada community. I want to reflect on this unprecedented year while also looking back on how far we have come as a region alongside many incredible partners.

In 2018, I became Chairman of the LVGEA 50 Board of Directors, leading a dynamic and diverse group of inspiring members from both the public and private sectors. I am extremely proud of what we have accomplished together in this time. Over the past two years, working with the municipalities in Southern Nevada and community organizations, we have accomplished much to diversify our economy and continue to position Southern Nevada as a great place to work and live.

Now, Betsy Fretwell, SVP of Switch Cities, will step into the role of Chairwoman. I want to warmly welcome her. She will do an incredible job in the role, and it has been a privilege to work alongside her these past two years in her time as Vice Chair. With her expansive knowledge of the community and extensive record as a longtime leader in Southern Nevada, Betsy will be invaluable to the team as we face the challenges ahead of us.

Over the past two years, with help from many partners, our team helped facilitate 37 business expansions and relocations, projecting \$510 million in capital investment, as well as the creation of more than 5,331 new high wage jobs in the region. This will pave the path for so many new opportunities for residents in our region.

We developed the Workforce Blueprint program to project in-demand jobs and guide our region's workforce strategy. In partnership with Workforce Connections, Vegas Chamber,

and all our education partners, we've used the Workforce Blueprint to better align our region's workforce and education systems. Many Board members and partners have adopted this Blueprint to strengthen Southern Nevada's workforce development.

We launched our "Here, You Can" marketing campaign to highlight the remarkable quality of life and business advantages we enjoy in Southern Nevada. This fall, it grew into a talent attraction campaign for remote workers in California, showing them how here, they can thrive instead of just surviving.

In partnership with Vegas Chamber, LVGEA jointly hosted the "DC in LV" virtual event, taking place in person last year and remotely this year. The event created a powerful platform for community leaders to share policy priorities and jointly advocate for the business interests with our members of Congress.

Along with input from hundreds of stakeholders, our team created an entirely new Comprehensive Economic Development Strategy earlier in 2020. And, we're working to update and refine that strategy as a regional economic recovery plan over the next few months.

We want to create opportunities for all. I am proud to have helped initiate and facilitate our first-ever conversations surrounding "Creating Equitable Communities," in which we discussed equity and economic development with the Urban Chamber of Commerce, Vegas Chamber, and hundreds of attendees. We plan to turn these conversations into strategic actions and solutions as we strive for equity for all.

During this time, we also committed ourselves to supporting local businesses. We hosted thousands in virtual PPP webinars with the U.S. Small Business Administration, sharing with them the resources their businesses needed to weather this storm.

But our work is not done, especially here at home. This has been an unprecedented year around the world and around our nation. Once again, our economy and our community have been tested, but we are "Battle Born." Now more than ever, the lessons we have learned, highlighted by the pandemic, have called us to accelerate our efforts and strengthen our resolve to create equitable systems and diversify our economy so all in our region can fulfill the promise of the Silver State.

Southern Nevada is an incredibly resilient community. We have been hard at work doing our part to usher in a thriving economy, and Betsy, Jonas and the team will continue those efforts. I know we have a bright future ahead. And it has been an honor to serve as Chairman for the past two years.



Sincerely,

DERRICK R. HILL

CHAIRMAN, 2019-2020

**VP - COX BUSINESS/ HOSPITALITY
NETWORK, COX COMMUNICATIONS**

LETTER FROM THE PRESIDENT & CEO

In 2020, we faced an unprecedented public health crisis across the globe, resulting in wide-ranging and devastating impacts on our community and economy here at home in Southern Nevada. Simultaneously, we reckoned with social injustice in communities across the nation.

Throughout the year, our team responded to the challenges of COVID-19 by focusing our efforts on connecting businesses with resources needed to weather a difficult economic storm. By partnering with area nonprofits and business leaders as well as local, state and federal government, we were able to help thousands of businesses access critical resources.

As we advance through 2021, we have many reasons to be optimistic. Unemployment rates are declining, major development projects continue to advance, and vaccine availability holds the promise of bringing normalcy back to our community and economy. Perhaps even more importantly, Southern Nevadans are once again coming together to reinvent and reinvigorate our economy.

Our team at LVGEA is looking forward to the challenge of spurring economic recovery. In fact, we'll be working with a broad coalition of partners to envision a new Comprehensive Economic Development Strategy and recovery plan for our region. This planning effort is designed to think big, leverage our many assets and coordinate the work of economic development and recovery.

Additionally, we're continuing to focus on improving workforce development in Southern Nevada. With the launch of HireUp, in partnership with Workforce Connections and Vegas Chamber, we will be able to tap into the power of internships. This new online portal will both simplify the process for employers to reach talented students while enhancing the

work experience for the next generation of young professionals. Later this year, we'll be revisiting our Workforce Blueprint to adjust to new workforce and employer needs.

Southern Nevada is a tight-knit, resilient and diverse region. We believe that the way forward is together. Together, we can unify as a community and create social justice, equal opportunity and prosperity for all residents. Together, we can choose the better way forward. Together, we can become unstoppable.

We thank you, our partners and friends, for being part of this transformation. We look forward to working with you all through this phase of recovery and change in Southern Nevada. It is an immense privilege to be part of this community and to work alongside each one of you on this vision for Southern Nevada.

Sincerely,

JONAS PETERSON

**PRESIDENT
& CEO, LAS
VEGAS GLOBAL
ECONOMIC
ALLIANCE**



WHAT OUR INVESTORS SAY



**LAWRENCE BARNARD, NEVADA MARKET PRESIDENT
& SIENA CAMPUS CEO, DIGNITY HEALTH-ST. ROSE
DOMINICAN**

This past year underscored the critical importance of healthcare infrastructure in our community. Beyond our ability to effectively manage a crisis we must also maintain our ability to meet and provide for the daily medical needs of our families and neighbors. As the healthcare industry continues to expand in Southern Nevada, Dignity Health-St. Rose Dominican is proud to work alongside the LVGEA team as they focus on diversifying our economy and strengthening all industries in our region.

WHAT OUR INVESTORS SAY



**LAURI PERDUE, CAMPUS DIRECTOR,
UNIVERSITY OF PHOENIX (LAS VEGAS)**

University of Phoenix is dedicated to serving our students and our region as we rise out of the challenges of 2020 and into recovery. LVGEA brings impactful information to our business community so we can navigate this time. It is an immense privilege to support the development of Southern Nevada.



2021 EXECUTIVE COMMITTEE



Betsy Fretwell
CHAIRWOMAN
SVP of Switch Cities,
Switch



Clark Wood
VICE-CHAIRMAN/SECRETARY
Market President,
U.S. Bank



Yolanda King
TREASURER,
FINANCE COMMITTEE
CHAIR
County Manager, Clark County



Michael Cunningham
NOMINATING & GOVERNANCE
COMMITTEE CHAIR
EVP – Regional President,
Bank of Nevada



Frank Woodbeck
COMPENSATION COMMITTEE
CHAIR
Executive Director for Grants
& Special Projects, College of
Southern Nevada



Lauri Perdue
BYLAWS COMMITTEE CHAIR
Campus Director, University of
Phoenix (LV)



Jason Bruckman
STRATEGIC PLANNING
COMMITTEE CHAIR
Regional Vice President,
Eastridge Workforce Solutions



Glenn Christenson
PUBLIC POLICY COMMITTEE
CHAIR
Managing Director, Velstand
Investments



Karlos LaSane
COMMITTEE MEMBER AT
LARGE
Regional VP, Government
Relations, Caesars
Entertainment

BOARD OF DIRECTORS

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



Dr. Kumud Acharya
PRESIDENT
Desert Research Institute



Jayne Backhouse
HENDERSON SITE LEAD,
OPERATIONS DIRECTOR
Barclays US Operations



Marc Badain
PRESIDENT & CEO
Raiders



John Bailey
MANAGING PARTNER
Bailey Kennedy, LLP



Lawrence Barnard
CEO
Dignity Health/St Rose
Dominican



Richard Benbow III
REGIONAL VICE
PRESIDENT
Western Governors
University



Shelley Berkley
CEO & SENIOR
PROVOST
Touro University
Western Division



Jeff Brigger
DIRECTOR OF BUSINESS
DEVELOPMENT
NV Energy



Michael Bonner
CO-MANAGING
SHAREHOLDER
Greenberg Traurig, LLP

(Continued on next page)

BOARD OF DIRECTORS



Michael Brown
EXECUTIVE DIRECTOR
Governor's Office of
Economic Development



Kerry Bubolz
PRESIDENT
Vegas Golden Knights



John Cannito
PRESIDENT
The PENTA Building
Group



Cora Case
CFO
Intermountain Healthcare
in Nevada



Justin Jones
COMMISSIONER
Clark County



John J. Lee
MAYOR
City of North Las Vegas



Robert Lewis
PRESIDENT
Lewis Management Corp.



Debra March
MAYOR
City of Henderson



Jorge Cervantes
CITY MANAGER
City of Las Vegas



Rick Crawford
CHAIRMAN/ FOUNDER
Green Valley Grocery



Jaime Cruz
EXECUTIVE DIRECTOR
Workforce Connections



Richard Derrick
CITY MANAGER, CEO
City of Henderson



Frank Martin
PRESIDENT
Martin-Harris
Construction



Kiernan McManus
MAYOR
Boulder City



Kevin Orrock
PRESIDENT, SUMMERLIN
The Howard Hughes
Corporation



Bart Patterson
PRESIDENT
Nevada State College



Hector Fernandez
PRESIDENT OF
AMERICAS
Aristocrat



Brian Formisano
REGION BANK
PRESIDENT, NEVADA
SOUTHERN
Wells Fargo Bank



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



Gregory Gilbert
PARTNER
Holland & Hart LLP



Shannon Petersen
EVP/STATEWIDE
CORPORATE BANKING
MANAGER
Nevada State Bank



Catherine Raw
COO-NORTH AMERICA
Nevada Gold Mines
operated by Barrick



Vince Sanudo
MARKET VICE
PRESIDENT
Republic Services



Brad Schnepf
EXECUTIVE VICE
PRESIDENT
Marnell Properties



Carolyn Goodman
MAYOR
City of Las Vegas



Derrick Hill
VP - COX BUSINESS/
HOSPITALITY NETWORK
Cox Communications



Jesus Jara
SUPERINTENDENT OF
SCHOOLS
Clark County
School District



Mike Jewell
DIRECTOR
Network Operations
Services, CenturyLink



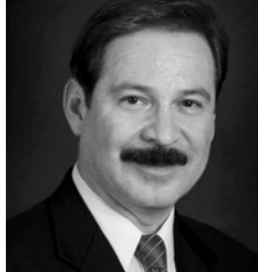
Dr. Keith Whitfield
PRESIDENT
University of Nevada,
Las Vegas



Brian Wolf
BRANCH MANAGER
Manpower Las Vegas



Steve Zanella
PRESIDENT & COO
MGM City Center



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

2020 AT A GLANCE

2020 was a difficult year around the globe and especially here at home in Southern Nevada. While continuing to work toward its goal of diversifying and growing the regional economy, LVGEA was committed to supporting small and local businesses through this trying time. Here is an overview of some of the projects, events, and initiatives LVGEA undertook in 2020:



1 Alongside a statewide coalition of partners, **LVGEA provided thousands of businesses with support and access to COVID-19 recovery resources through Nevada's Business Information Network (BIN).** The BIN webpage was visited more than 12,660 times over the year. Additionally, through a call outreach campaign in conjunction with Clark County, **LVGEA helped connect over 3,000 small businesses** with COVID-19 recovery resources.

2 In 2020, LVGEA assisted in the creation of **1,041 new jobs in Southern Nevada** from attracting businesses to the area as well as assisting with the expansion of local businesses. New companies added to the region include wins such as GigaCrete, Lithion Battery and SafeLife Defense, bringing jobs at an average wage of \$23.32. This resulted in \$16,429,149 in new capital investment with a one-year economic impact of \$1,288,000.

3 To bring **essential information to local businesses** about the Paycheck Protection Program, LVGEA teamed up with the U.S. Small Business Administration (SBA) on numerous webinars. These became the highest-attended LVGEA events ever as over a thousand small businesses were not only able to receive vital updates straight from the SBA but could directly ask their questions to the SBA Nevada District Director.

4 LVGEA hosted its first-ever virtual signature events in 2020, and they were a success. In July, **Perspective celebrated its 40th anniversary** with guest speakers Jim Murren and Jeremy Aguero, broadcasting live to hundreds of virtual attendees. Then, in December, LVGEA once again teamed up with UNLV Center for Business and Economic Research (CBER) on Outlook '21, forecasting the economy into the following year with guest speakers Dr. Christopher Thornberg and Dr. Stephen Miller.

5 Virtual webinars continued with the launch of **"Creating Equitable Communities,"** a conversation hosted in partnership with Urban Chamber of Commerce and Vegas Chamber surrounding the social injustices in minority communities. Leaders from these organizations discussed equity and economic development over the course of two conversations attended by hundreds of local businesses in an effort to advance equity and economic conditions for all in Southern Nevada.

6 The LVGEA 50 Board of Directors proudly **announced a new Chairwoman, Switch Cities SVP Betsy Fretwell**, along with a new slate of executive officers, while also adding two new companies to its ranks, Intermountain Healthcare in Nevada and Dignity Health. Fretwell, who drives strategic development, implementation, and national expansion at Switch, has been serving as vice chair of the LVGEA 50 Board the past two years.

7 LVGEA **advanced Here You Can, a multi-year quality of life campaign** to share the news of Greater Las

Vegas' quality of life, affordable housing, and low taxation for people looking to meet their goals. This fall, LVGEA launched a workforce attraction campaign to entice remote workers in California to relocate, sharing Southern Nevada's strengths through a commercial, relocation guide, and digital advertising.

8 Thanks to a new partnership with Workforce Connections, **LVGEA onboarded a new Workforce Development Director.** While greatly enhancing the services available to businesses, the new position also helped organize our new internship matchmaking service known as HireUp.

9 In the spring of 2020, **LVGEA completed a new Comprehensive Economic Development Strategy (CEDS)** with significant stakeholder engagement. The CEDS report presents a new plan for regional economic development, providing essential guidance to leaders across industry, government, nonprofits, and educational institutions in framing their deliberations on the activities that have strategic economic value for the region. It was developed with broad community participation from many partner organizations, which was essential for developing a shared vision and set of goals for Southern Nevada.

10 The **Vegas Chamber and LVGEA joined forces to host "D.C. in LV"** in September, the first-ever virtual fly-in from the organizations. The event connected attendees with state and federal representatives on issues impacting Nevada's business community. They had the chance to advocate for their organizations and build relationships within the business community. In addition, attendees had the opportunity to hear from an incredible lineup of speakers, including a schedule of LVGEA-led sessions.

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



PERRY URSEM
VP, Business Retention & Expansion



MICHAEL WALSH
VP, Economic Development



CHRIS ZUNIS
VP, Economic Development

MARKETING & COMMUNICATIONS



NICK CLASON
Economic Development Analyst



BREANNA BENSOUA
Senior Director, Marketing & Communications



DANIELLE SMITH
Public Relations Specialist

INVESTOR SERVICES & ENGAGEMENT



ALAINA COWLEY
VP, Investor Services & Engagement



JAKE MCCLELLAND
Director of Workforce Development

OPERATIONS



CHAAD TAYLOR
Special Projects Coordinator

STRATEGIC IMPERATIVE I:

LEAD, FACILITATE, & STEWARD
REGIONAL ECONOMIC
DEVELOPMENT

LVGEA’s mission is to strengthen the regional economy through economic development, which is vital to the region’s recovery. LVGEA’s economic development efforts have brought more than 27,000 jobs and more than \$31.7 billion in economic impact since 2012.

Through a focus on business recruitment, business retention, workforce development, and educational partnerships LVGEA can bring valuable opportunities to Southern Nevada. When we secure new jobs for our residents, it bolsters the community’s quality of life and the tax base, solidifying our community’s position in the global market. We do this through partnership, programming, and outreach.

Lead Generation & Business Development

In 2020, LVGEA’s Business Development Team led strategy and efforts with regional partners to recruit and assist companies as an essential component of recovery, while typical in-person conferences and meetings were replaced by remote calls.

LVGEA is committed to showcasing globally why companies should consider Southern Nevada as their next location, 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.

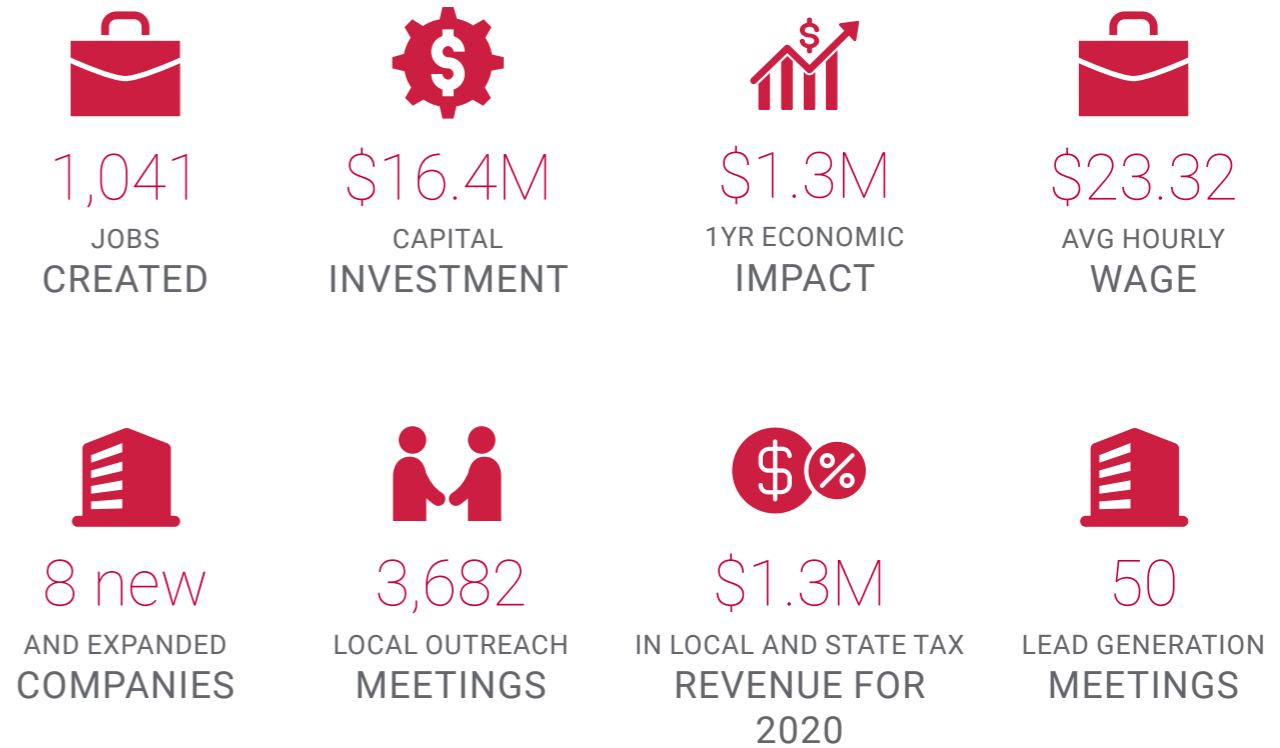
2020 Company Wins

LVGEA’s aggressive business expansion, attraction and retention efforts were an important component to addressing the COVID-19 pandemic as the team sought to aid the Greater Las Vegas economy.

- Ai-RGUS
- REGO-Automotive
- GuineaDad
- Purtec
- Lithion
- GigaCrete
- Safe Life Defense
- Barclays

2020 by the Numbers

LVGEA’s aggressive business expansion, attraction and retention efforts were an important component to addressing the COVID-19 pandemic as the team sought to aid the Greater Las Vegas economy.



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 here. In 2020, this program looked different as it pivoted to supporting businesses virtually.

Through BizCONNECT, LVGEA conducted small business outreach to over 3,100 companies in Unincorporated Clark County, introducing local, state, and federal programs that provide financial relief to local businesses navigating through the pandemic. In addition, BizCONNECT aided more local businesses by providing referral to the Layoff Aversion Program, which helped save hundreds of local jobs. BizCONNECT also assisted out-of-market companies such as Purtec and GigaCrete with expanding into the Southern Nevada market. Combined, these two companies will create more than 250 jobs over the next five years.



Perry Ursem presents check to Pictographics for Layoff Aversion Program.



Chris Zunis meets with Forever Young International to present check from Layoff Aversion Program.

FUTUREADY

LVGEA, in collaboration with Clark County School District (CCSD) and Clark County, hosted one FutuReady speed networking industry tour before the pandemic. The event brings companies and educators face to face to share needs and capabilities. The health-care focused roundtable and tour took place at Southwest Career and Technical Academy. The free event connected local practice managers and human resource professionals from the healthcare sector with CCSD Magnet Schools and Career and Technical Academies, regional universities, and economic development professionals.



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 has collaboration, transparency, and shared strategy, LVGEA formed EDAG in 2012. This group helps LVGEA coordinate and prioritize economic development activities throughout the region. Thank you to the members of EDAG pictured above!

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.



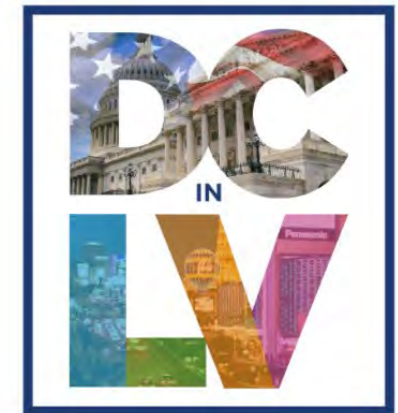
LVGEA partners with numerous organizations to foster and facilitate economic growth and vitality in Southern Nevada. As an extension of those efforts, LVGEA convenes a Council of Chambers in order to help increase collaboration and build consensus around high-level priorities affecting the business community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



AEDO Accreditation

The Las Vegas Global Economic Alliance has been recognized as an Accredited Economic Development Organization (AEDO) from the International Economic Development Council (IEDC). This makes LVGEA only one of 65 economic development organizations to receive the accreditation internationally and only one of two in Nevada.

The AEDO program is a comprehensive peer review process that measures economic development organizations against commonly held professional standards. The program consists of two phases: a documentation review and an on-site visit. Each phase is designed to evaluate information about the structure, organization, funding, programs, and staff of the candidate economic development organization. According to the IEDC, earning the AEDO accreditation distinguishes LVGEA among its economic development peers and shows not only future prospects but the community that LVGEA has attained a measure of excellence and assures that only the most responsible economic development takes place within the community.



"DC in LV" Virtual Event

The Vegas Chamber and LVGEA joined forces once again to host "D.C. in LV" from September 14-17. This year's event took place virtually and was open to all Vegas Chamber and LVGEA members. Participants became part of history with the first-ever virtual fly-in.

This virtual event connected attendees with state and federal representatives on issues impacting Nevada's business community. They had the chance to advocate for their organizations and build relationships within the business community. They also had the opportunity to hear from an incredible lineup of speakers, including a schedule of LVGEA-led sessions.



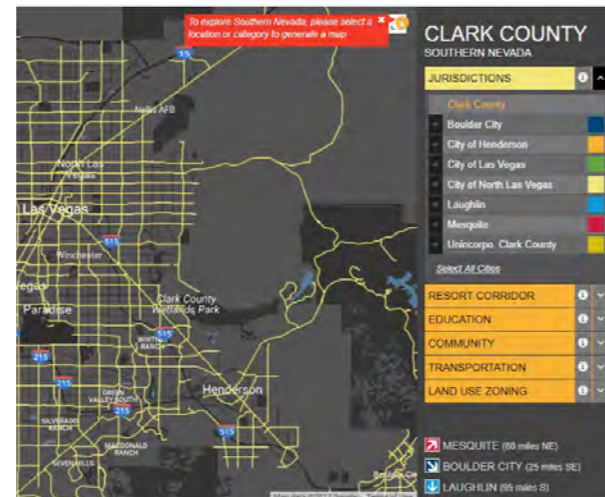
The "DC in LV" event held a socially distanced opening reception at Wynn.

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.



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.



2020 LAS VEGAS 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

Signature Events



STATE OF ECONOMIC DEVELOPMENT

February 13, 2020, Four Seasons Resort

LVGEA hosted the 6th Annual State of Economic Development in February at the Four Seasons Hotel. The signature event brought together elected officials, as well as community and business leaders from Southern Nevada and across the state to celebrate the region's advancements.



VEGAS PERSPECTIVE

July 28, 2020, Virtual Event

More than 1,100 people registered for LVGEA's first-ever virtual Vegas Perspective, marking the 40th anniversary of the publication. Perspective is the region's premier source for community and economic information, analysis and forecasting. The theme centered on "Together, We Can: Partnering on a Path to Recovery."

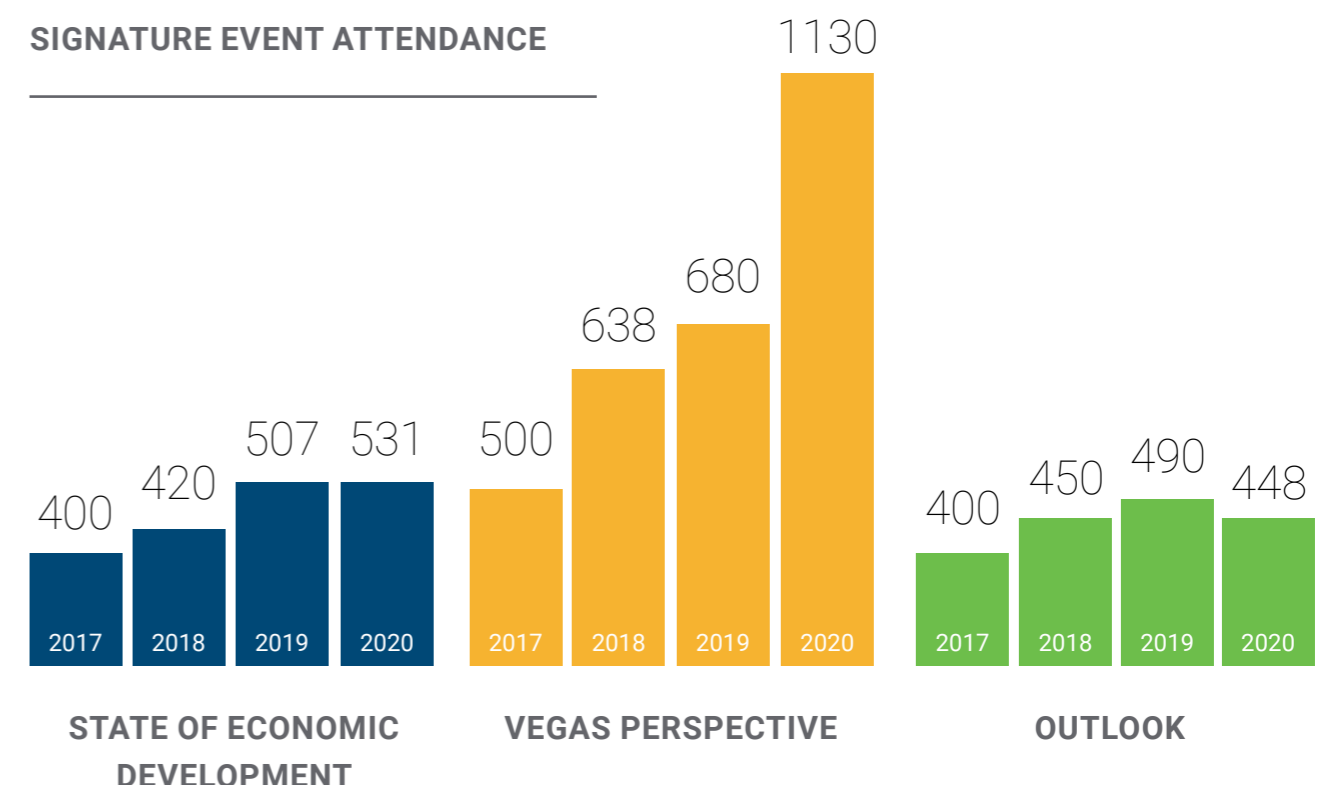


OUTLOOK '21

December 2, 2020, Virtual Event

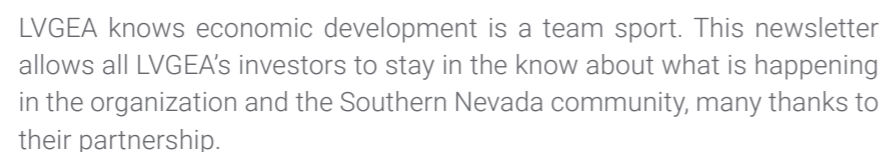
LVGEA and UNLV Lee Business School hosted the fourth Outlook event, providing an in-depth analysis of what to expect heading into 2021 on national and global levels, in addition to a focus on Southern Nevada. Hosted virtually, Outlook '21 brought together leading economists to provide the audience with the data and insight needed to do business in Las Vegas.

SIGNATURE EVENT ATTENDANCE



DELIVER IMPACTFUL MARKETING AND COMMUNICATIONS

Monthly Newsletters



Gensler *Howard Hughes*

In the News

In 2020, the LVGEA was seen and featured in various media publications.



Workforce Connections' Executive Director, Jaime Cruz, and LVGEA's Jonas Peterson install this sign signifying Greater Las Vegas as the largest ACT Work Ready Community in the nation.

Sharing the Story of Economic Development

In tandem with the "Here, You Can" marketing campaign, we released a series of videos spotlighting businesses across various target industries through the year. Each video featured an interview with a successful company that has relocated to or expanded in Southern Nevada, showcasing for businesses around the globe why Greater Las Vegas is an opportune region. This effort will continue into next year as we continue to highlight the accomplishments of our region's business community and partners.



PROMOTING OUR PARTNERS

We are always grateful for our many partners in the community. Partnership was essential during the COVID-19 pandemic as we teamed up with many local organizations and leaders to provide vital resources to businesses and up-to-date information. These initiatives included the Business Information Network, supporting the Layoff Aversion Program, and events such as "D.C. in LV" and Outlook '21.

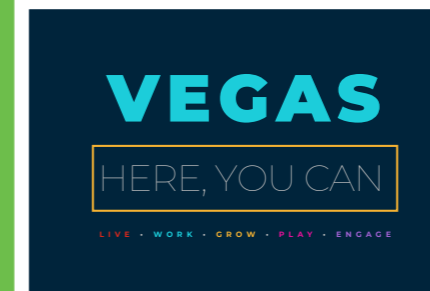


Chris Bullard, CEO of Premier Displays & Exhibits shares why the company moved from California to Southern Nevada

Filming Geotab's "Doing Business Here" spotlight. This series of videos featured companies thriving in Southern Nevada.

Digital Engagement & Social Media

While launching a quality-of-life marketing campaign, LVGEA targeted digital engagement in California markets. These digital ads led California's workers to information about relocating to Southern Nevada and about the opportunities available here. On social media, LVGEA utilized its channels to dispense important information about resources to the local business community throughout the pandemic, including details about the Paycheck Protection Program (PPP).



Along with the Here You Can Campaign Council, LVGEA executed a remote worker relocation campaign as part of a multiyear Quality of Life marketing initiative.

AVERAGE MONTHLY
SOCIAL
ENGAGEMENTS

4,720

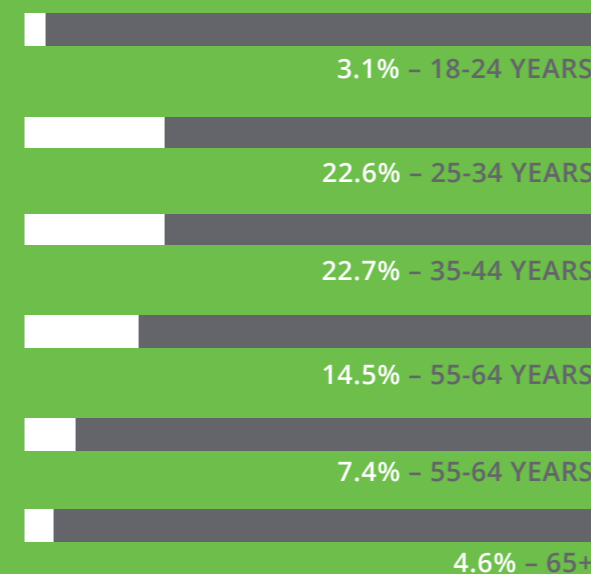
2.2M

TOTAL
IMPRESSIONS

INCREASE IN TOTAL FOLLOWERS
ACROSS PLATFORMS

9.9%

AUDIENCE BY AGE (FB + IG)



'HERE YOU CAN' CAMPAIGN COUNCIL MEMBERS



SOCIAL HANDLES

- Twitter - @LVGEA
- Facebook - @LVGEA
- LinkedIn - Search 'LVGEA'
- Instagram - @lvgea
- Youtube - Las Vegas Global Economic Alliance

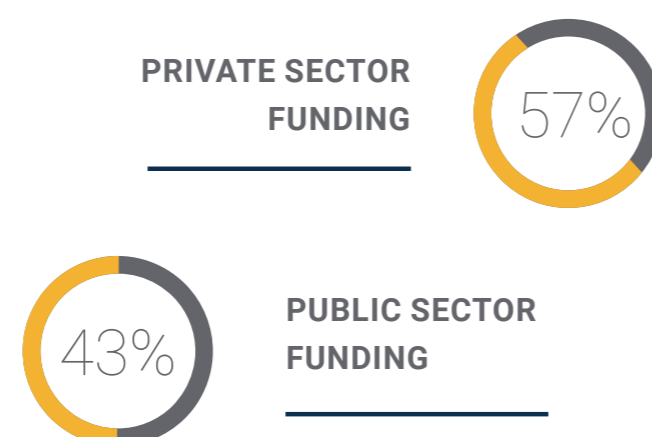
STRATEGIC IMPERATIVE IV:

MAINTAIN OPERATIONAL EXCELLENCE

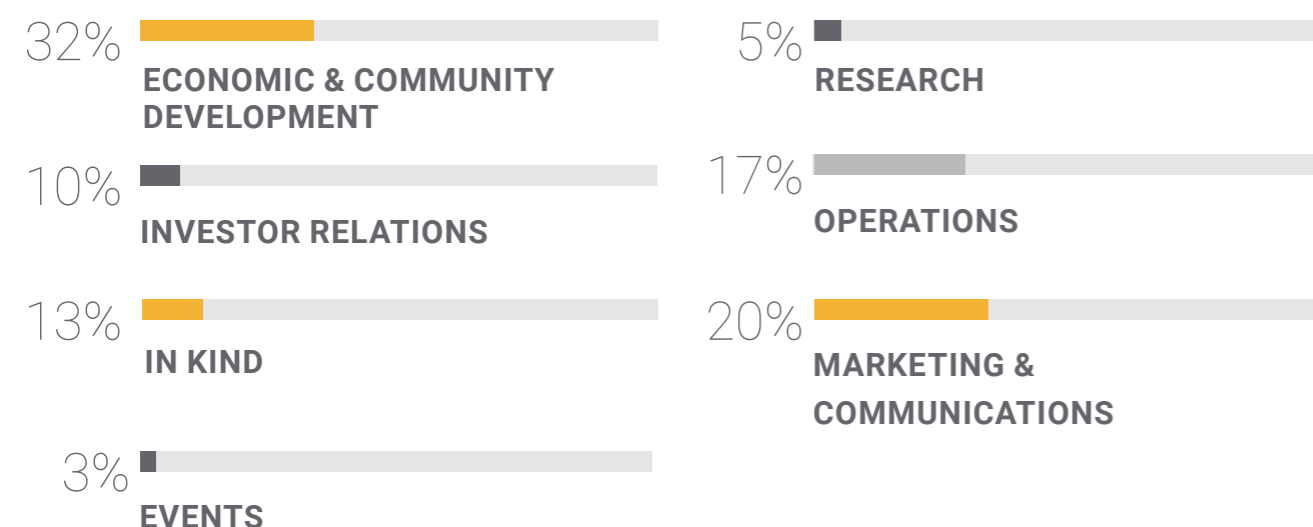
The LVGEA is a public-private partnership and a 501(c)6 membership organization. The organization is funded through private and public investments, grants and donations. The LVGEA holds itself accountable to the Greater Las Vegas community through a commitment to transparency.

2020 Revenue

\$ 3.37 million
2020 TOTAL REVENUE
(Including both cash and in-kind)



2020 Expenses



WHAT OUR INVESTORS SAY

CLARK WOOD
SVP & MARKET PRESEIDENT, U.S. BANK

There is no question that this has been a difficult chapter in Southern Nevada's history. Through my work with both US Bank and LVGEA, I committed to help lead our region through the work necessary to recover. With dedicated and passionate members of the LVGEA team and Board, I know we will come back stronger than ever.

WHAT OUR INVESTORS SAY

**KARLOS LASANE, REGIONAL VP,
GOVERNMENT RELATIONS & COMMUNITY
AFFAIRS, CEASARS ENTERTAINMENT**

Caesars Entertainment is dedicated to each and every community where we are privileged to operate. We are especially proud to support the efforts of the LVGEA in our home state of Nevada to help grow the Southern Nevada economy.

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 able to continue working hard to develop the regional economy through the dedication and generosity of its investors.

Each investor is integral to LVGEA’s success. LVGEA is grateful to the organizations 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.

STATE FUNDING PARTNER

Nevada Governor’s Office of
ECONOMIC DEVELOPMENT
Empowering Success

PINNACLE INVESTOR



Pinnacle Level investor is an elite level that contributes substantially to 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.

LEADERSHIP INVESTORS



PRESIDENTIAL INVESTORS



CHAMPION INVESTORS



PARTNERS

- | | | |
|------------------------|-------------------------------|--------------------------------------|
| • AdvanStaff HR | • Deloitte & Touche LLP | • Regional Transportation Commission |
| • Anexeon | • Nevada Community Foundation | • Southwest Gas |
| • Blue Heron | | |
| • City of Boulder City | • PHRMA | |

STAKEHOLDERS

- | | | |
|----------------------------|-----------------------------------|--|
| • Burke Construction Group | • Mission Support & Test Services | • PaySign, Inc. |
| • CBRE, Inc. | • Nevada Public Radio | • R&O Construction |
| • Hilton Grand Vacations | • Newmark | • TH Foods, Inc. |
| • Konami Gaming, Inc. | • Old Republic Title Company | • USI Insurance |
| • Matter Real Estate | • One Nevada Credit Union | • Western States Petroleum Association |
| • Meadows Bank | | |

EMERGENT STAKEHOLDERS

- | | | |
|--|---|----------------------------------|
| • Airport Concessionaires | • Kaercher Insurance | • Picerne Real Estate Group |
| • Altria Client Services, LLC | • Klai Juba Wald Architects | • Poggemeyer Design Group |
| • Brownstein Hyatt Farber Schreck | • Lotus Broadcasting | • R&R Partners |
| • Community Vision | • Molfetta Industrial Team - Colliers International | • Sky Vista Consulting |
| • Comprehensive Cancer Centers of Nevada | • PABCO Gypsum | • The WalkerLieb Group |
| • IBEW/NECA | • Pacific Premier Bank | • World Trade Center - Las Vegas |

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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