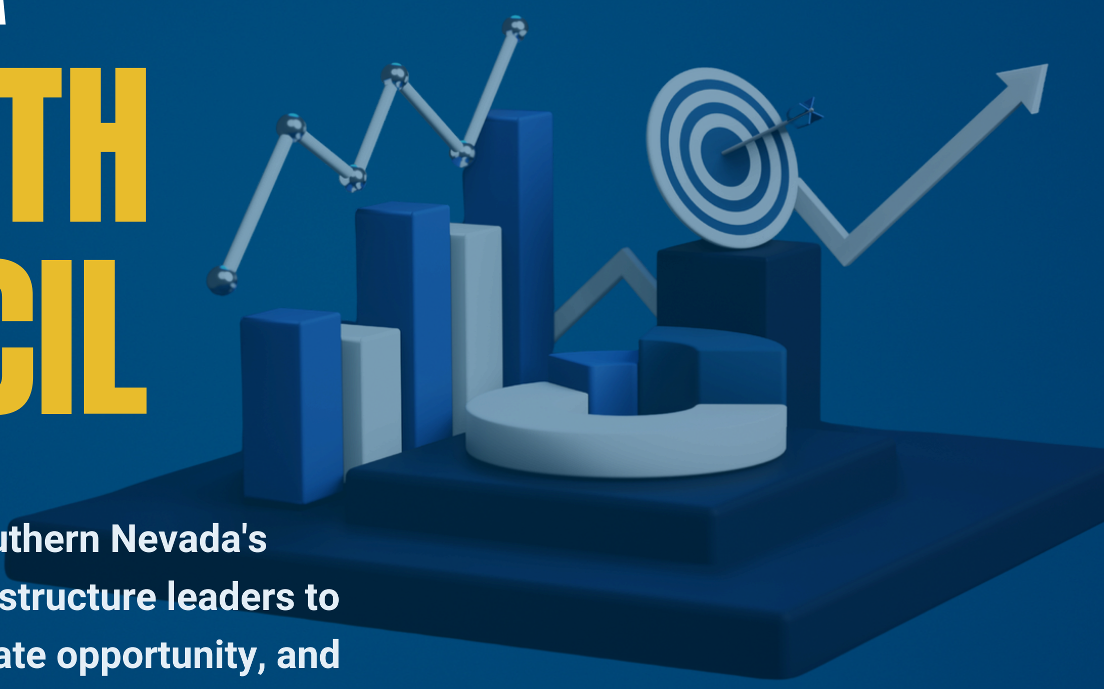
LAS VEGAS
GLOBAL ECONOMIC ALLIANCE

LVGEA GROWTH COUNCIL



The Council unites Southern Nevada's development and infrastructure leaders to align strategy, accelerate opportunity, and strengthen the region's competitiveness.

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MISSION To connect and champion Southern Nevada's economic future as a trusted regional partner, attracting and supporting the businesses that fuel a diverse, resilient, and prosperous economy.

VISION Rooted in our world-class hospitality and powered by innovation, Southern Nevada will lead the next era of growth as the world's capital of reinvention, providing opportunity for all.

WHAT IS LVGEA?

The Las Vegas Global Economic Alliance (LVGEA) is the regional economic development authority for Southern Nevada, bringing together business leaders, public agencies, developers, investors, and community partners to drive the growth and diversification of the Las Vegas economy.

As the region's lead business attraction and expansion organization, LVGEA works directly with companies considering relocation or expansion in Southern Nevada, connecting them with sites, buildings, workforce resources, infrastructure partners, utilities, and key decision-makers throughout the region.

LVGEA partners gain visibility with prospective companies, opportunities to engage with site selectors and corporate decision-makers, and a seat at the table in conversations around economic development strategy, infrastructure, workforce, and regional competitiveness.

WHAT SERVICES DO WE PROVIDE?

LVGEA's core mission is to connect and champion Southern Nevada's economic future as a trusted regional partner, attracting and supporting the businesses that fuel a diverse, resilient, and prosperous economy.

We collaborate closely with:

- Local and state government
- Utility providers
- Higher education institutions and workforce partners
- Private investors and developers
- Site selection consultants and end-user companies

Our primary efforts focus on:

- New business lead generation and outreach
- Existing regional employer expansion & retention support
- Site selection assistance
- Economic research and data
- Regional marketing and branding
- Policy and advocacy analysis support

WHAT'S NEXT

The pages ahead trace one inquiry through LVGEA's regional pathway, from first contact to incentive facilitation, and the seven ways you can partner along the way.

LVGEA DEAL SOURCING & INQUIRY RESPONSE PROCESS

01 SOURCING

- Consultant or end user direct to LVGEA
- GOED receives inquiry
- Local business retention outreach
- Multiplier referral (local or external)
- LVGEA outbound lead generation

02 DISTRIBUTION

LVGEA receives the inquiry and determines proper distribution

PATH A
A
Not yet represented by a local broker, or no site selected.
▶ CONTINUES TO RFI — STEP 03

PATH
B
Already represented by a local broker, or a site is pre-selected.
▶ PROCEEDS TO PROPOSAL — STEP 04

03 RFI ISSUANCE

LVGEA prepares an RFI and circulates it to commercial real estate managing directors, local municipal economic developers, and LVGEA Growth Council members

04 COMPREHENSIVE PROPOSAL

LVGEA prepares a comprehensive regional response, directly or via GOED or the referring partner

05 INCENTIVE FACILITATION

LVGEA determines qualification and supports the project on abatement applications, FTZ designation, and other incentive or resource tools

THE OPPORTUNITY

WHY ENGAGE FORMALLY WITH LVGEA AS A STRATEGIC PARTNER

As Southern Nevada continues to diversify beyond tourism into industries such as advanced manufacturing, aerospace and defense, technology, health and life sciences, and business and financial services, LVGEA serves as a central convener helping align projects, partnerships, and investment opportunities that support long-term regional growth.

Southern Nevada is one of the fastest-growing and most strategically located markets in the United States, but our competitive conversion rate for major corporate projects still trails peer regions like Phoenix, Salt Lake City, and Denver significantly. The opportunity gap represents billions in unrealized capital investment, tax base growth, industrial absorption, and high-wage jobs.

With your engagement, we aim to develop:

- Stronger alignment across sectors
- Faster, more coordinated prospect response
- Improved competitiveness for major deals
- A clear, unified growth narrative

In a recent survey, 25 national site-selection consultants identified:

WEAKNESSES FOR NEW PROJECT ATTRACTION

"Lack of skilled workers; perception the region is solely tourism and hospitality; lack of incentive programs."
"Lack of sites and infrastructure for complex projects; lack of knowledgeable workforce."
"Las Vegas is well-known for entertainment, overshadowing other sectors; competition with gaming."
"Water shortage and infrastructure issues; limited land availability."
"Manufacturing labor force is not well developed."

RECOMMENDED CHANGES LVGEA IS DRIVING

"Incentives to help offset cost for qualified projects."
"Investment-ready industrial sites."
"Outreach and education to site selectors."
"Better manufacturing labor skills and availability."

ACCESS
DIRECT PIPELINE TO PROJECTS AND DECISION-MAKERS

SPEED
FASTER NAVIGATION OF SITES, INCENTIVES, AND PARTNERS

INSIGHT
DATA, WORKFORCE, AND MARKET INTELLIGENCE TO STRENGTHEN PITCHES

EXPOSURE
PROMOTE LISTINGS THROUGH ACTIVE PROJECTS AND MARKETING CHANNELS

EXECUTION
END-TO-END SUPPORT FROM PITCH TO POST DEAL

SEVEN WAYS TO PARTNER

Take advantage of LVGEA's nonprofit services and expertise as we launch our new Strategic Plan

01 AMPLIFY AND ELEVATE SOUTHERN NEVADA'S BRAND

LVGEA leads the regional narrative for Las Vegas and Southern Nevada as a premier destination for business relocation, expansion, and investment. Through coordinated marketing, PR, and thought leadership, we position the region competitively on a national and global stage.

VALUE ADD

Access campaign assets and marketing exposure through LVGEA's platform at lvgea.org.

PARTNER WITH LVGEA TO

- Co-brand press releases for major project wins and announcements
- Contribute to regional industry reports and insights
- Participate in targeted social media campaigns and national exposure efforts
- Leverage LVGEA-led storytelling to elevate your listings and successes

02 LEVERAGE DATA, TALENT INSIGHTS & BUSINESS INTELLIGENCE

LVGEA provides brokers and developers with real-time, data-driven insights to strengthen client pitches and validate business decisions.

VALUE ADD

Use LVGEA's research to clearly articulate why Southern Nevada wins, from cost advantages to workforce scalability and strategic location.

WE OFFER

- Industry-specific market intelligence and target sector insights
- Workforce and talent pipeline data (UNLV, CSN, NSU and other workforce partners)
- Labor analytics, wage benchmarking, and demographic analysis
- Competitive positioning against peer markets

03 UTILIZE OUR CUSTOM TOOLS TO BOOST YOUR PITCHES

LVGEA delivers tailored, confidential support to help you win deals.

VALUE ADD

Project-specific analytics that differentiate your pitch and accelerate decision-making.

OUR CAPABILITIES INCLUDE

- Custom economic impact analysis
- Cost of business and market comparisons across competing regions

04 INCENTIVES ANALYSIS AND PROCESS SUPPORT

As the designated Regional Development Agency, LVGEA serves as the central point of contact for incentives coordination and prospect inquiries in Southern Nevada.

VALUE ADD

We combine multiple incentive tools that help clients determine the true cost of market entry while reducing risk, lowering costs, and moving faster.

WE HELP IDENTIFY AND STRUCTURE

- State incentives through the Nevada Governor’s Office of Economic Development
- Tax abatements and transferable tax credits
- Workforce training grants and programs
- Infrastructure support and local incentives
- Foreign-Trade Zones (FTZ) opportunities
- New Market Tax Credits & Industrial Revenue Bonds

05 MAXIMIZE EXPOSURE ON SOUTHERNNEVADASITES.COM

Increase visibility for your available properties or services through LVGEA’s regional marketing and project pipeline.

VALUE ADD

Promotion to active corporate projects and site selectors evaluating Southern Nevada directly and through social media.

LISTING EXPOSURE

- Listings on SouthernNevadaSites.com, our public-facing database
- Promotion through campaigns, newsletters, and outbound efforts
- GIS mapping, infrastructure data layers, and workforce data

06 EXPAND YOUR NETWORK THROUGH OUTREACH & EVENTS

Join LVGEA in promoting Southern Nevada through strategic outreach and relationship-building by attending trade shows and missions or facilitating introductions.

VALUE ADD

Direct access to site selectors, corporate decision-makers, and deal-flow pipelines.

EXAMPLE ENGAGEMENTS INCLUDE

- SelectUSA Investment Summit
- BIO International Convention
- Consumer Electronics Show (CES)
- CoreNet Global
- Industrial Asset Management Council
- National best practices market visits, trade missions and industry conferences

07 FORMALIZE YOUR PARTNERSHIP THROUGH AN MOU

NO INVESTMENT REQUIRED

MEMORANDUM OF UNDERSTANDING

by and between **LAS VEGAS GLOBAL ECONOMIC ALLIANCE** and ________________

This executed Memorandum of Understanding ("MOU"), dated _________, for reference purposes only is built on trust and in the spirit of regional cooperation among the entities involved. The Las Vegas Global Economic Alliance ("LVGEA") focuses on enhancing the regional business community and recognizes that working in collaboration with regional stakeholders, including the commercial real estate brokerage industry, is of the upmost importance to attract and retain companies, jobs and investment to Southern Nevada.

This document is intended to serve as a guideline for interaction between LVGEA and __________ ("Partner") with regards to projects involving prospective companies ("client") considering the LVGEA region in the following manner:

1. Demonstrate a commitment to the positive promotion of the Southern Nevada Region ("Region") as a globally competitive market with regards to business and talent attraction, investment and sustainable, economic growth.
2. Maintain the highest level of confidentiality with clients. Both parties agree to keep the information shared between them in the highest level of confidence without jeopardizing a client's trust to secure the probability of a successful transaction in the Region. Both parties agree to respect the client's confidentiality and shall assume the existence of a confidentiality requirement, unless communicated otherwise.
3. LVGEA understands that the Partner's fiduciary relationship with its clients is paramount. LVGEA will not share the existence of, will not introduce any client represented by a Partner to any other real estate services provider, and will not to its knowledge compromise the Partner's existing fiduciary relationship with the dient.
4. The role of LVGEA is to support the Partner's efforts to locate clients in the region by providing auxiliary site selection services not within the primary role of the Partner, including but not limited to: a) providing research and data; b) offering public relations support; and c) assisting in the identification of, and negotiations for, local and state incentives. Upon mutual consent by both the Partner, client and LVGEA, LVGEA will act as a liaison to municipalities, utility providers or other public agencies, and/or other business leaders and stakeholders in the region whose actions or support to the parties may be deemed beneficial to executing a successful transaction on behalf of the client and Partner. LVGEA acknowledges that the Partner also may provide each of the above listed services through its own research and marketing departments and specialty practice groups (site selection, government incentives, etc.). Should the client engage the Partner for any of these services it will not be seen as a conflict or breach of the MOU.
5. For active client requirements or client pitch presentations, LVGEA will be available to the Partner for confidential research access, topical expertise, or as a service provider to add value to the community in executing a successful transaction. LVGEA shall make good faith efforts to respond to requests by the Partner or their clients for research, data, and/or materials in a timely manner.
6. The Partner will assist LVGEA in making introductions to its affiliated offices in other markets to increase visibility of Southern Nevada and increase opportunities for regional economic growth. Any requirements originating from referrals directly to LVGEA will be shared with the originating Partner office. LVGEA will also assist the Partner in making introductions to regional stakeholders.
7. Both parties will make an effort to include and invite each other to all events and programs hosted by either party that relate to their respective industry sectors and will look for ways to collaborate on cross-promotional events and marketing campaigns to increase the brand and economic profile of the Region.
8. Following a successful client transaction involving both LVGEA and a Partner, whenever possible, public announcements shall be coordinated among LVGEA, the client, the Partner, the local municipality or county where the transaction occurred to reflect inclusiveness and cooperation of all partners (subject to any confidentiality requirements), and the Governor's Office of Economic Development, upon final approval of the client.
9. LVGEA will make efforts to inform the Partner in advance when they intend to host a client tour which includes properties listed by the Partner In addition, LVGEA will inform the Partner when their listed property has been included in an LVGEA client request for information ("RFI") response or in LVGEA promotional material, via social media feeds, or other digital or printed collateral. The listing agent will be the primary point of contact for the Partner when requesting property information, but LVGEA may also engage with other stakeholders, including but not limited to utility companies, municipalities and/or counties, the property owner, and/or other development partners to acquire additional property information. LVGEA commits to not only informing but reaching out to the Partner listing agent before including the property to ensure its availability, as well as make an effort to contact before compiling the building surveys to ensure any off-market or upcoming opportunities are included.
10. Parties agree to meet and confer in good faith if there is evidence that this MOU has not been observed in a substantial manner or a professional conflict arises that cannot be settled independently between parties.
11. This MOU is intended to serve as a guideline for the conduct of the parties. It is not intended to have any legal effect or enforceability.

______________________ Signature	______________________ Signature
______________________ Printed Name	______________________ Printed Name
______________________ Title	______________________ Title
______________________ Organization	______________________ Organization
______________________ Date	______________________ Date

PARTNERSHIP KICKOFF CHECKLIST

- ✔ Become an MOU strategic partner
- ✔ Share market intelligence and co-market regional wins
- ✔ Align with priority industry sectors and target companies
- ✔ Leverage LVGEA research and workforce insights in your pitches
- ✔ Sign up for our monthly updates, repost and share on social
- ✔ Join as a founding member of the LVGEA Growth Council

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Southern Nevada is entering a defining period of growth and transformation. The LVGEA Growth Council brings together the region's most influential developers, investors, and infrastructure leaders to shape where and how that growth occurs. Convened by LVGEA, this invitation-only group provides a platform for alignment, access, and action, ensuring our region competes for and wins transformative projects.

Why join?

- Gain early insight into major projects and growth corridors
- Receive detailed quarterly updates on circulated RFIs
- Influence regional priorities and development strategy
- Position your organization for strategic opportunities
- Elevate your brand as a leader shaping the region

How is this different?

- Not a networking group, but an action-oriented forum
- Direct connection to economic development strategy
- Focused on projects, sites, and implementation

Program highlights

- Quarterly Growth Council convenings and strategy sessions
- Exclusive wins-and-losses debriefs ("Inside the Deal")
- Detailed pipeline-status briefings on all RFIs

PARTNER LEVEL – $10K

- Monthly Investor Newsletter
- Monthly Pipeline Report
- Quarterly INSIGHT events & investor invitations
- Participation in Familiarization Tours
- Guest column in LVGEA's Newsroom
- Listing in LVGEA's online investor directory

ADDITIONAL BENEFITS

- Quarterly convening as a Growth Council member
- Wins-and-losses exclusive debrief
- Enhanced, customized research and data support
- Listings featured on SouthernNevadaSites.com
- Highlights in quarterly site-selector newsletters

HELP SHAPE WHAT'S NEXT. BECOME A FOUNDING MEMBER.

ANNUAL INVESTMENT: $10,000+

Participation is limited to organizations in commercial real estate, construction, architecture, engineering, development, infrastructure, ownership, and other built-environment sectors.

READY TO GET STARTED, OR HAVE QUESTIONS?

BUSINESSDEVELOPMENT@LVGEA.ORG

LVGEA.ORG | SOUTHERNNEVADASITES.COM