



LVGEA

QUARTERLY REPORT

Q2 2026

A QUARTER OF MOMENTUM AND IMPLEMENTATION

Dear Investors, Partners, and Friends,

The second quarter of 2026 marked an important transition for the Las Vegas Global Economic Alliance as we moved from strategic planning to implementation. With the adoption of our new 3-Year Strategic Plan, we are entering a new chapter — one focused on aligning our region around a shared vision for long-term economic competitiveness, diversification, and opportunity.

Throughout the quarter, our team remained focused on what matters most: strengthening relationships with existing employers, attracting new investment, supporting our regional partners, and elevating Southern Nevada's profile among national site selectors and business decision-makers.

None of this work happens in isolation. Our progress is made possible through the commitment of our Board of Directors, investors, municipal partners, state agencies, and countless community leaders who share a common belief in Southern Nevada's future.

Thank you for your continued partnership and confidence in LVGEA's mission. We are proud of what we have accomplished together and excited for what lies ahead.

Sincerely,



DANIELLE CASEY, CEcD, EDFP
President & CEO



169 DIRECT
NEW JOBS CREATED

\$94.2M NEW CAPITAL
INVESTMENT



**WATCH DANIELLE'S
Q2 VIDEO UPDATE**



A short video overview of
this quarter's results
accompanies this report.
youtu.be/ZFQvDGkxVkw



LVGEA 3-YEAR STRATEGIC PLAN



SOUTHERN NEVADA'S ECONOMIC FUTURE:
ONE REGION. ONE NORTH STAR.

**CREATE A MORE DIVERSIFIED
ECONOMY BY INCREASING HIGHER-
WAGE TRADED-SECTOR INDUSTRIES.**

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.

NORTH STAR TARGETS:

HACHMAN
INDEX

74 TO 77

TARGET SECTOR
JOB SHARE

≥40%

WAGE
PREMIUM

≥1.30* AVG

FOUR GOALS, ONE PLAN

PILLAR 1

BUSINESS DEVELOPMENT

Win more, better-paying projects in fewer, sharper sectors.

Focus on five or fewer target industries

Execute a strong site selector strategy

Launch a focused FDI strategy and leverage FTZ

Build an existing-business support program

Coordinate an AI and tech workforce pipeline

PILLAR 2

MARKETING & POSITIONING

Be known for more than tourism in the markets that decide.

Fund national and global attraction marketing

Rebuild data and research capabilities

Launch a business destination campaign

Expand website content and cluster data

Market airport and visitor assets

PILLAR 3

REGIONAL COMPETITIVENESS

Fix the fundamentals that decide where projects land.

Site readiness and infrastructure advocacy

Modernize incentives and policy toolkit

Anchor a Center of Excellence and Innovation Hub

Close workforce alignment and skills gaps

Attract capital stack and project funding

PILLAR 4

ORGANIZATIONAL EXCELLENCE

Run the region's EDO with clarity, discipline, and one voice.

Identity reset and single regional voice

Define roles alongside state, local, and nonprofit partners

Outcome-driven KPI framework

Protocol clarity with EDO partners

Investment and governance modernization

WHAT SUCCESS
IS WORTH

34,000

new jobs over five years

\$26B

cumulative economic output

+0.4%

annual growth boost, 30%+ above our organic trajectory

TRACKED & REPORTED QUARTERLY AS PLAN IMPLEMENTATION PROGRESSES

PROJECT PIPELINE

≥60% in target industries

SECTOR BALANCE

Increasing diversification

WINS BY SECTOR

≥50% annually

UNEMPLOYMENT GAP

Narrowing in downturns

AVG. WAGE OF WINS

110 to 120% of average

INVESTOR SATISFACTION

Score improvement YOY



HOW TO ENGAGE

Champion the North Star. Open doors to prospects and investors. Advocate for the policies that help us win, and hold us to the metrics. The full plan details our target industries, tactic-level timelines, and measurement framework. Read it at lvgea.org/strategicplan.



SCAN TO READ FULL
ANNOUNCEMENT
SUMMARIES

MAJOR PROJECT ANNOUNCEMENTS

Announced at the Nevada GOED Board Meeting · May 29, 2026

PROJECT	LOCATION	TYPE	DIRECT JOBS	AVG. WAGE	CAP X	2-YR FISCAL	2-YR ECON.
Nuance Medical	Clark County	Adv. Mfg. — Expansion	25	\$37.05/hr	\$589,000	\$458,527	\$19.2M
Redapt	Henderson	Technology — New Ops	75	\$76.59/hr	\$3.76M	\$1.77M	\$87.1M
Taylor Print & Visual Impressions	North Las Vegas	Adv. Mfg. — Expansion	25	\$27.05/hr	\$5M+	\$781,233	\$8M
Edgewood Renewables*	North Las Vegas	Clean Energy — New Ops	0	\$40.71/hr	\$42M+	\$5.4M	\$91.4M
Forge Industries	North Las Vegas	Adv. Mfg. — New Ops	16	\$47.50/hr	\$18.3M+	\$1.26M	\$21.8M

COMBINED IMPACT OF THESE PROJECTS:

141

NEW JOBS CREATED

\$70M+

NEW CAPITAL INVESTMENT

\$9.7M

2-YEAR FISCAL IMPACT

\$227M+

2-YEAR ECONOMIC IMPACT

*No new jobs were created by Edgewood, while \$42.2 million in new capital investment occurred with their May 2026 GOED tax abatement as compared to their previous 2024 GOED tax abatement approval.

RONCELLI PLASTICS

NON-INCENTIVIZED WIN

Roncelli Plastics, a non-incentivized win, brought to fruition through direct, hands-on support from LVGEA. Emma Kesperich connected the company with Workforce Connections and Manpower for hiring and partnered with the City of Henderson on permitting. Roncelli has already hired eight employees and plans 28 new jobs in its first two years; the 40,000-square-foot facility represents a \$2.5 million capital investment at an average wage of \$32/hr.

28

NEW JOBS
PLANNED

8

ALREADY
HIRED

\$2.5M

CAPITAL
INVESTMENT

\$784,884

2-YR FISCAL
IMPACT

\$32/hr

AVERAGE
WAGE

\$18.9M

2-YR ECONOMIC
IMPACT

SPRING SITE SELECTOR FAMILIARIZATION TOUR

MAY 20–22, 2026



5

**SITE SELECTORS
HOSTED**

5

**STATES /
JURISDICTIONS**

3

**DAYS OF
PROGRAMMING**

Southern Nevada's competitive advantages were showcased through coordinated presentations, industry briefings, development tours, investor receptions, and networking with national site selection consultants.

TOUR DELEGATION

Greg Burkart

Walbridge · Michigan

Carol Henderson

Deloitte Tax LLP · Georgia

Larry Gigerich

Ginovus · Indiana

Anthony Schum

Kroll · Texas

Andrew Sloss

Alvarez & Marsal · Washington, D.C.

Larry Gigerich serves as Chair of the Site Selectors Guild.

POST-TOUR SURVEY

"THE INCREDIBLE ALIGNMENT BETWEEN LVGEA AND THE LOCAL ECONOMIC DEVELOPMENT ORGANIZATIONS – VERY CONSISTENT MESSAGING AND NO NEGATIVE SELLING AGAINST ONE ANOTHER."

— **LARRY GIGERICH, GINOVUS
CHAIR, SITE SELECTORS GUILD**

"I WAS IMPRESSED AND SURPRISED WITH THE DIVERSITY AMONG INDUSTRIES IN THE REGION. WE WORK WITH A LOT OF AEROSPACE AND DEFENSE CONTRACTORS, SO SEEING THE EFFORTS BEING MADE TO ATTRACT MORE OF THAT WAS VERY HELPFUL TO ME."

— **ANDREW SLOSS, ALVAREZ & MARSAL**

WHAT RESONATED

The aerial orientation tour, UFC Performance Institute, the Aviators/A's ballpark experience, The Mob Museum, and the Locate Success Stories panel.

WHAT SURPRISED THEM

The diversity of industries beyond hospitality, APEX and regional military talent, and how consistently LVGEA and local EDOs align their messaging.

PROGRESS TOWARD GOALS: Q2 2026

▲ AHEAD OF PACE ▼ BEHIND PACE ◆ FLAT

METRIC	TARGET	YTD ACTUAL	YTD GOAL	PACE	% OF YTD GOAL	STATUS	VS. Q2 2025
Businesses Attracted or Expanded	25	6	13		48.5%	▼	▲
2-Year New Jobs (Direct + Indirect)	1,500	274	750		36.5%	▼	▲
Average Wage (Direct + Indirect)	\$33.00	\$44.31	\$33.00		134.3%	▲	▲
Companies at High Avg. Wage (125% of County Wage)	5	2	3		66.7%	▼	◆
Total Capital Investment	\$400M	\$94.2M	\$200M		47.1%	▼	▲
2-Year Economic Impact	\$500M	\$246.6M	\$250M		98.6%	▼	▲
2-Year Fiscal Impact	\$25M	\$10.5M	\$12.5M		84.0%	▼	▲
Client Site Visits	27	16	14		114.3%	▲	▲

Source: LVGEA Business Development Scorecard, year to date through Q2 2026. Jobs and wage figures include direct and indirect impact. Note: Goals are based on growth assumptions from 2025 results and are likely to be adjusted in alignment with the LVGEA Strategic Plan. "YTD Goal" is the expected year-to-date pace toward each annual goal.

ADDED TO PIPELINE IN Q2 2026



22

NEW PROJECTS
(PIPELINE)



18

NEW LEADS



7

NEW SITE
VISITS

BUSINESS DEVELOPMENT & INVESTMENT ATTRACTION

Q2 HIGHLIGHTS

TARGET INDUSTRY FOCUS

LVGEA represented the region at SelectUSA and BIO International in Q2. BIO International resulted in 75 one-on-one partnering meetings and engagement with more than 400 pavilion visitors as part of the Nevada Pavilion, showcasing Southern Nevada's growing bioscience ecosystem alongside Roseman Bioventures, UNLV's Office of Technology Transfer and Economic Development, Nevada GOED, and the City of Las Vegas.

SITE SELECTOR ENGAGEMENT

One of the quarter's most significant accomplishments was the planning and execution of the Spring Site Selector Familiarization Tour, showcasing Southern Nevada's competitive advantages through coordinated presentations, industry briefings, development tours, investor receptions, and networking, and further strengthening relationships with some of the country's most influential corporate location advisors.

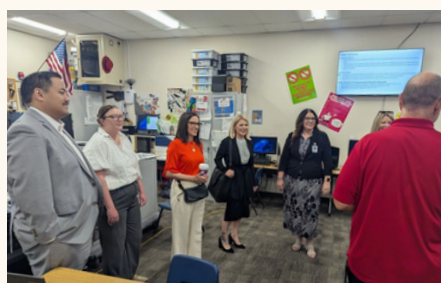
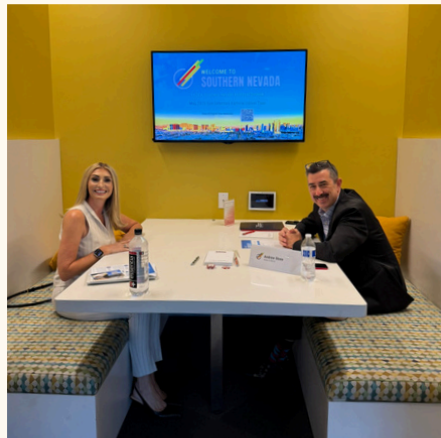
SITE SELECTOR NEWSLETTER

LVGEA's site selector newsletter achieved a 47% open rate this quarter, outperforming the 28.6% industry average by 18.4 percentage points. Site selector-generated leads grew by six since September 2025, with site selectors now accounting for 20% of new deals in 2026, demonstrating strong engagement and growth in deal generation.

BROKERAGE & DEVELOPMENT ENGAGEMENT

LVGEA launched the Growth Council through an inaugural webinar on June 26 for commercial real estate, development and infrastructure partners, centered on SouthernNevadaSites.com and supported by a new Broker MOU process to strengthen alignment with commercial real estate partners.

Q2 SNAPSHOTS



CONFERENCES & TRADE SHOWS

41ST SPACE SYMPOSIUM APRIL 13-16 · COLORADO SPRINGS

Hosted annually by the Space Foundation, the premier international event convened more than 12,000 global space professionals, military leaders, and commercial executives to discuss innovation, policy, and collaboration. LVGEA attended as a scouting mission to better understand the dynamics of the trade show and the approaches taken by other markets, and held a strategic meeting with an active prospect in orbital launch, spacecraft design, and satellite manufacturing to discuss potential expansion in Southern Nevada.

SELECTUSA INVESTMENT SUMMIT MAY 3-6 · NATIONAL HARBOR, MARYLAND



The largest foreign direct investment conference in the United States drew nearly 6,000 attendees: company representatives in priority industries from around the world, government officials, and site selection consultants. LVGEA participated in GOED's statewide booth alongside municipal, state, university, and Northern Nevada partners, hosting more than 40 meetings. The engagement already produced a new project referral from a site selection consultant, a Singaporean company registering its business in Nevada and building partnerships with local innovation players, and a major site selection firm choosing to hold its annual retreat in Southern Nevada later this year.

BIO INTERNATIONAL CONVENTION JUNE 22-25 · SAN DIEGO

As part of the Nevada Pavilion, LVGEA joined Roseman Bioventures, the UNLV Office of Technology Transfer and Economic Development, Nevada GOED, and the City of Las Vegas at the world's largest biotechnology conference (20,000+ attendees) to showcase Southern Nevada's bioscience ecosystem.

75
1:1 PARTNERING
MEETINGS

400+
PAVILION VISITORS

"THE RESPONSE WE RECEIVED THROUGHOUT THE CONFERENCE WAS INCREDIBLY ENCOURAGING. ONE PHRASE WE HEARD REPEATEDLY WAS, 'I HAD NO IDEA VEGAS HAD ALL OF THIS.' OUR REGION IS BUILDING A NATIONALLY COMPETITIVE BIOHEALTH ECOSYSTEM."

DANIELLE CASEY, PRESIDENT & CEO, LVGEA



MARKETING & MEDIA

QUARTER-OVER-QUARTER

METRIC	Q1	Q2	CHANGE
Media Coverage AVE	\$1,625,701	\$3,064,047	▲ 88.5%
Media Coverage Reach	466,598,609	785,943,541	▲ 68.4%
Owned Social Media Posts	330	340	▲ 3.0%
Social Media Impressions	80,988	84,835	▲ 4.8%
Avg. Monthly Website Sessions	6,942	7,246	▲ 4.4%
Average Email Open Rate	36.3%	40.3%	▲ 4.0 pts

Q2 2026 ACTIVITY HIGHLIGHTS

- **Earned media quality surged:** AVE nearly doubled (up 88.5% to \$3.06M) and reach grew 68.4% to 785.9M impressions — despite fewer placements, meaning higher-value coverage.
- **National visibility win:** a CNBC segment on Nevada's workforce and job market drove 88.7M in reach alone, the biggest mention of the quarter.
- **Owned channels grew steadily:** website sessions up 4.4%, email open rates up 4 points to 40.3%, social posts up to 340, impressions up 4.8% to 84,835.

9

MEDIA INTERVIEWS COMPLETED IN Q2

Total impressions across all Q2 coverage are reflected in the 785.9M reach figure; impressions are not broken out per interview.

Q2 MEDIA COVERAGE

DATE	OUTLET	COVERAGE
4/21/26	NEVBEX / SMPS Healthcare Panel	Discussed Southern Nevada's growing healthcare sector and opportunities for continued industry development.
4/27/26	VEGAS INC / Las Vegas Sun	Highlighted Roseman Bioventures and Southern Nevada's growing life sciences and health technology ecosystem.
4/27/26	FOX 5 Las Vegas	Highlighted Southern Nevada's manufacturing growth, workforce demand and LVGEA's efforts to attract companies through Foreign Trade Zone 89.
5/8/26	GYC Podcast*	Discussed LVGEA's economic development priorities, regional growth and efforts to diversify Southern Nevada's economy.
6/6/26	Las Vegas Women Leaders	Recognized LVGEA President & CEO, Danielle Casey, among Southern Nevada's influential women shaping the region's future.
6/8/26	Las Vegas Review-Journal	Highlighted LVGEA's new three-year Strategic Plan and its roadmap for Southern Nevada's economic future.
6/8/26	KTNV	Discussed LVGEA's strategy to diversify Southern Nevada's economy beyond tourism and strengthen key growth industries.
6/9/26	VEGAS INC / Las Vegas Sun	Discussed LVGEA's five target industries and efforts to expand Southern Nevada's economic base.
6/11/26	CNBC	Discussed Nevada's workforce trends, job market and opportunities to strengthen the region's talent pipeline. — top media mention this quarter, 88.7M reach

*GYC Podcast pre-recorded. To be released early 2027

LOOKING AHEAD UPCOMING EVENTS

CONVERSATION WITH THE PRESIDENT & CEO

NOV 12

Danielle Casey and Chairwoman Lauri Perdue will provide updates on progress implementing LVGEA's new Strategic Plan.

ADVISORY COUNCIL GATHERINGS

VARIES

Advisory Council meetings are held throughout the year, with dates and times varying; visit lvgea.org/events for the latest schedule and to learn more.

Q4 INSIGHT

DEC 10

LVGEA's next INSIGHT event will coincide with the Fall Site Selectors Familiarization Tour, featuring site selector perspectives, national and global trends, and key LVGEA updates.

PERSPECTIVE AWARDS DINNER

OCT 15

The PERSPECTIVE Awards Dinner celebrates the people, projects, partnerships, and investments shaping Southern Nevada's economic future and driving regional growth. Buy your ticket at LVGEAawards.org

As we entered the second half of 2026, LVGEA was well positioned to build upon the progress achieved during the quarter. Strong regional partnerships, an increasingly aligned strategic vision, an active business development pipeline, and growing national visibility provide a solid foundation for advancing Southern Nevada's economic diversification and long-term competitiveness.

REGIONAL COMPETITIVENESS

CEDS & REGIONAL PARTNERSHIPS

LVGEA continued its collaboration with TIP Strategies on the Comprehensive Economic Development Strategy (CEDS), with stakeholder engagement kicking off in April. Over the quarter, TIP facilitated 12 roundtables, 16 stakeholder interviews, one LVGEA Board roundtable discussion, and four Steering Committee meetings, engaging private-sector leaders, higher education, regional and tribal leadership, chambers of commerce, and representatives from key industries across Southern Nevada.

STRATEGIC PLAN ROLLOUT

On June 11, more than 100 investor partners, elected officials, and community leaders gathered for LVGEA's INSIGHT event, where Danielle Casey unveiled the new three-year Strategic Plan. A Q2 quarterly webinar on May 7 drew more than 90 investor partners, and the inaugural Growth Council webinar followed on June 26.

NEDA ECONOMIC DEVELOPMENT 101

The Nevada Economic Developers Association is the statewide professional association for economic developers, offering training and certification that strengthens the field's shared knowledge base. This quarter, LVGEA hosted the first NEDA ED101 training program, drawing nearly 60 attendees, and LVGEA staff also completed the ED101 certification.



WORKFORCE & TALENT

65

BUSINESSES COMPLETED
INITIAL MEETINGS

2,899

EMPLOYEES
IMPACTED

During Q2 2026, workforce development efforts brought together employers, workforce systems, education, government, and economic development partners to create practical, measurable workforce solutions that strengthen regional economic competitiveness, including continued participation on the Mesquite/Moapa Valley Workforce Committee and with regional chambers and workforce organizations across Southern Nevada.

TOTAL WORKFORCE FUNDING AWARDED

\$169,032



Combined total of grants awarded across all three programs.

\$117,299

INCUMBENT WORKER TRAINING (IWT)
GRANT

69%

\$41,733

FEDERAL ON-THE-JOB TRAINING (OJT)

25%

\$10,000

INDUSTRY SECTOR PARTNERSHIP (ISP)
GRANT

6%

ORGANIZATIONAL EXCELLENCE

IDENTITY RESET

LVGEA launched its Identity Reset, advancing a foundational repositioning of the organization's name, mission and vision to reflect its evolved scope and ambition as Southern Nevada's regional economic development leader.

INVESTOR STRUCTURE MODERNIZATION

Work is underway to evolve investor tiers, diversify the funding base and build toward a \$4.5 million operating budget aligned with the priorities of the new strategic plan.

REGIONAL PARTNERSHIPS

Regional partnerships remained central to LVGEA's work this quarter, with engagement spanning education, government, transportation, healthcare, utilities, research, and private-sector investors.

GOVERNANCE & FUNDING MODEL

LVGEA began a review of its governing documents in preparation for a potential 501(c)(3) conversion and convened a special Bylaws Task Force of the Board to guide the process.

INVESTOR & PARTNER ENGAGEMENT YEAR TO DATE 2026

94%

RETENTION RATE

+6%

INVESTOR BASE GROWTH

10

NEW INVESTORS

5

INVESTORS LOST

Q2 ACTIVITY

7

NEW INVESTORS

20

RETAINED / RENEWED

1

INVESTOR LOSS

STRENGTHENING THE INVESTOR EXPERIENCE

Responding to Investor Survey feedback, LVGEA is developing an Investor Resource Center — a centralized hub for webinar recordings, Monthly Regional Deal Overview Reports and LVGEA data — and launching an independent Feasibility Study with Resource Development Group. Together with expanded briefings, an enhanced online Investor Directory and the new LVGEA Growth Council, these efforts create more ways for investors to engage.

Q2 NEW & RENEWING INVESTORS

LEADERSHIP LEVEL

Henderson Chamber of Commerce · Athletics Investment Group · Coldwell Banker Premier Realty · Vegas Chamber · Holland & Hart · Touro University · HCA Healthcare · Western State Contracting · Nevada State Bank · Olson Precast Company · The Culinary Academy of Las Vegas · Roseman University · Fisher & Phillips LLP · Sunshine Minting · College of Southern Nevada · 3rd Eye Productions · US Bank

MUNICIPALITIES

Boulder City · Clark County

PARTNER LEVEL

R&O Construction · GFiber · Mark IV Capital · The Mob Museum · Southwest Airlines

STAKEHOLDER LEVEL

PhRMA · RubinBrown, LLP

"I loved the way Lauri and Danielle went into details and explained everything very clearly and concisely."

— STEVE ORRICO, REPUBLIC SERVICES

LVGEA BOARD OF DIRECTORS

LVGEA's work this quarter was guided by the continued commitment of our Board of Directors, whose leadership and governance shape the organization's strategic direction and regional impact. *Correct roster as of June 30, 2026.*

EXECUTIVE COMMITTEE

Lauri Perdue

BOARD CHAIR

University of Phoenix

Brian Kleven

BOARD VICE CHAIR

Dignity Health – St. Rose Dominican Hospital

Denette Suddeth

BOARD TREASURER · FINANCE CHAIR

PNC Bank

Dr. Renee Coffman

NOMINATING & GOVERNANCE CHAIR

Roseman University

Molly Hamrick

POLICY COMMITTEE CHAIR

Coldwell Banker Premier Realty

Ivan Ferraz

STRATEGIC PLANNING / BD CHAIR

Wells Fargo Bank, N.A.

Bryant Thornton

DIRECTOR AT LARGE

Republic Services

Steve Westerman

DIRECTOR AT LARGE

Cox Business

Danielle Casey

PRESIDENT & CEO

LVGEA

BOARD MEMBERS

Dr. Kumud Acharya

Desert Research Institute

Mitch Cloward

Intermountain Health

Dr. Chris Heavey

University of Nevada, Las Vegas

Steven Peralta

Touro University Nevada

Wes Adams

Western States Contracting

Jaime Cruz

Workforce Connections

Mike Janssen

City of Las Vegas

Shannon Petersen

Nevada State Bank

Akosa Akpom

TKO

Miles Dickson

Nevada GrantLab

Commissioner Justin Jones

Clark County

Philip Potamitis

Western Alliance Bank

Marc Badain

Athletics Investment Group

John Entsminger

Las Vegas Valley Water District

Dr. Stacy Klippenstein

College of Southern Nevada

Mayor Michelle Romero

City of Henderson

John Bailey

Bailey Kennedy, LLP

Christina Erling

Barrick Gold

Karlos LaSane II

Caesars Entertainment

Tony Sanchez

NV Energy, Inc.

Mayor Shelley Berkley

City of Las Vegas

DeAndre Esteen

Barclays

Robert Lewis

Lewis Management Corp.

Kevin Schiller

Clark County

Michael Bonner

Greenberg Traurig, LLP

Nikki Fargas

Las Vegas Aces

Dr. Amber Lopez Lasater

Nevada State University

Mary Beth Sewald

Vegas Chamber

Tom Burns

GOED

Stephanie Garcia-Vause

City of Henderson

Frank Martin

Martin-Harris Construction

Kim Sonerholm

United Healthcare Nevada

Jose Bustamante

Howard Hughes

Greg Gilbert

Holland & Hart LLP

Scott Muelrath

Henderson Chamber of Commerce

Jackie Van Blaricum

HCA Healthcare Far West Division

John Cannito

The PENTA Building Group

Jason Gray

MGM Resorts International

Mike Olson

Olson Precast Company

Brian Wolf

Manpower

Justin Carley

Las Vegas Raiders

Mayor Joe Hardy

City of Boulder City

John Penhollow

Vegas Golden Knights

Frank Woodbeck Emeritus,

College of Southern Nevada

STATE & MUNICIPAL PARTNERS



HENDERSON



VIEW OUR BOARD OF DIRECTORS PAGE ONLINE

Scan the code for the complete Board of Directors listing, including each member's biographies, organization and committee role.

