



Downtown Vegas Alliance and the city of Las Vegas 2022 Recap

Submitted at Meeting
Date: 6/7/2022 Item: 5
by Staff



Downtown Vegas Alliance 2022 Highlights

- Brought back in-person events and networking opportunities
- Drove thought leadership and collaboration with new partners including technology companies, diverse chambers of commerce and CDFIs
- Continued to grow membership to 75 members (up from 66 in 2021)



SUCCESSES & INSIGHTS: The Covid Murals

Featured murals that were part of CLV's Business Protection Program with speakers from EUD and the Arts District



SUCCESSES & INSIGHTS: FUTURE OF LVMD

Shared plans for the Las Vegas Medical District and surrounding business and community impact



PLAYcation Reboot

Partnering with downtown businesses to create content, offers and suggested itineraries that are shared on DVA's Playcation website to help drive visitation to DTLV.



SHOW YOUR L
DOWNTOWN



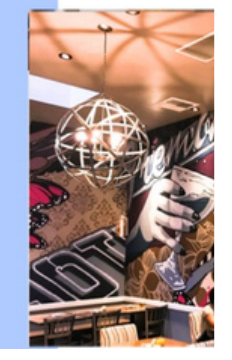
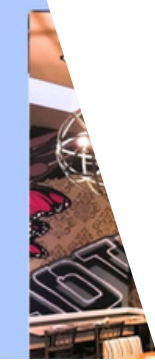
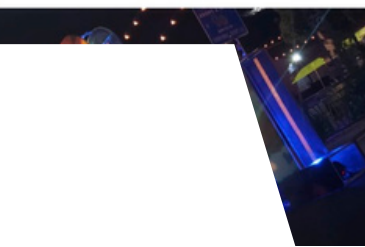
TLV WITH RTC
SHARE!
al Offer
DTLVPLAY at



E DTLV WITH RT/
BIKE SHARE!
Special Offer



SNAP A SELFIE AT
THESE ICONIC
LOCATIONS



DIGITAL TWIN: MAPPING DTLV

Partnering with EUD and PAM Wayfinding to create a digital twin map of downtown Las Vegas to help build traffic to businesses

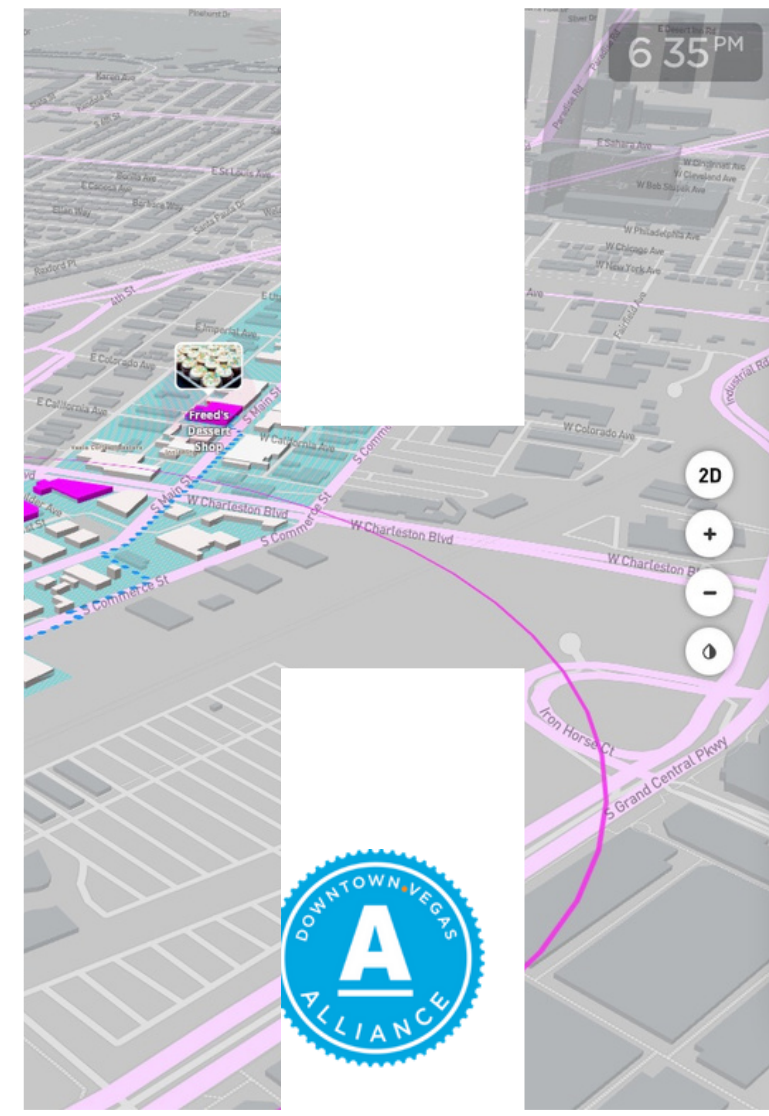
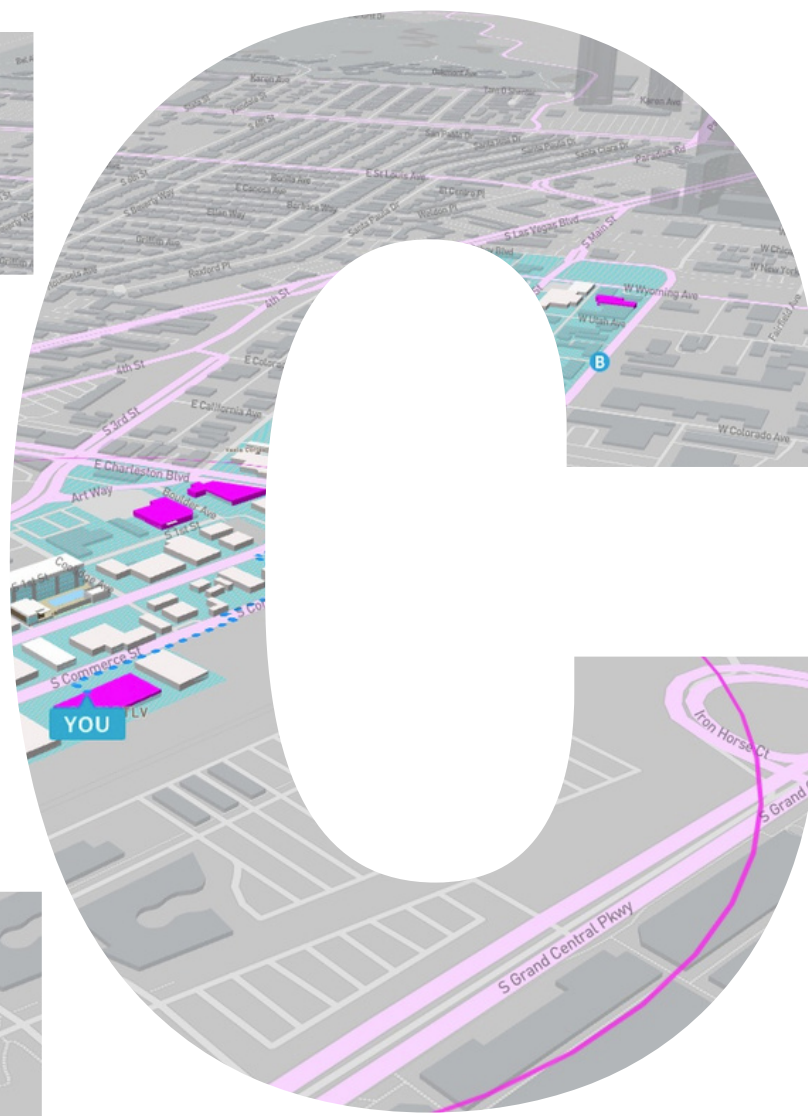


et, Arts District, Downtown Las Veg
1899

SING SOON Closes - 7:00pm

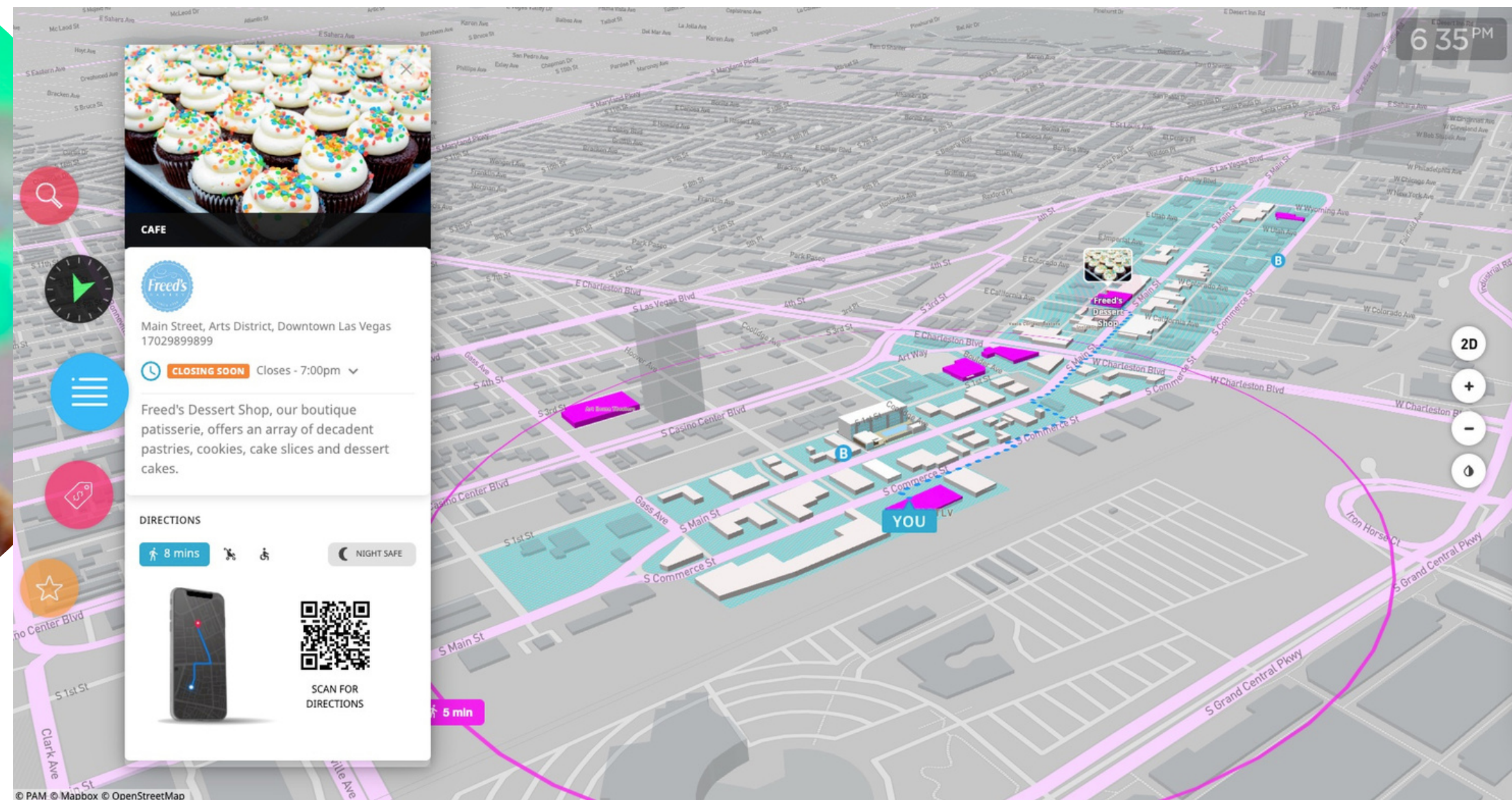
Dessert Shop, our boutique
ie, offers an array of decadent
, cookies, cake slices and desse

VS
TS
NIGHT



DIGITAL TWIN: MAPPING DTLV

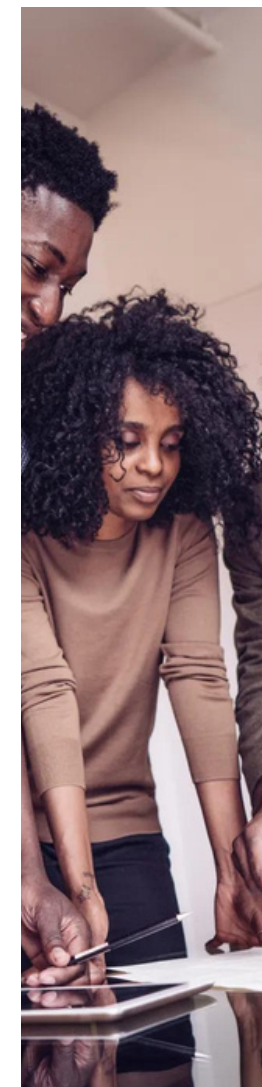
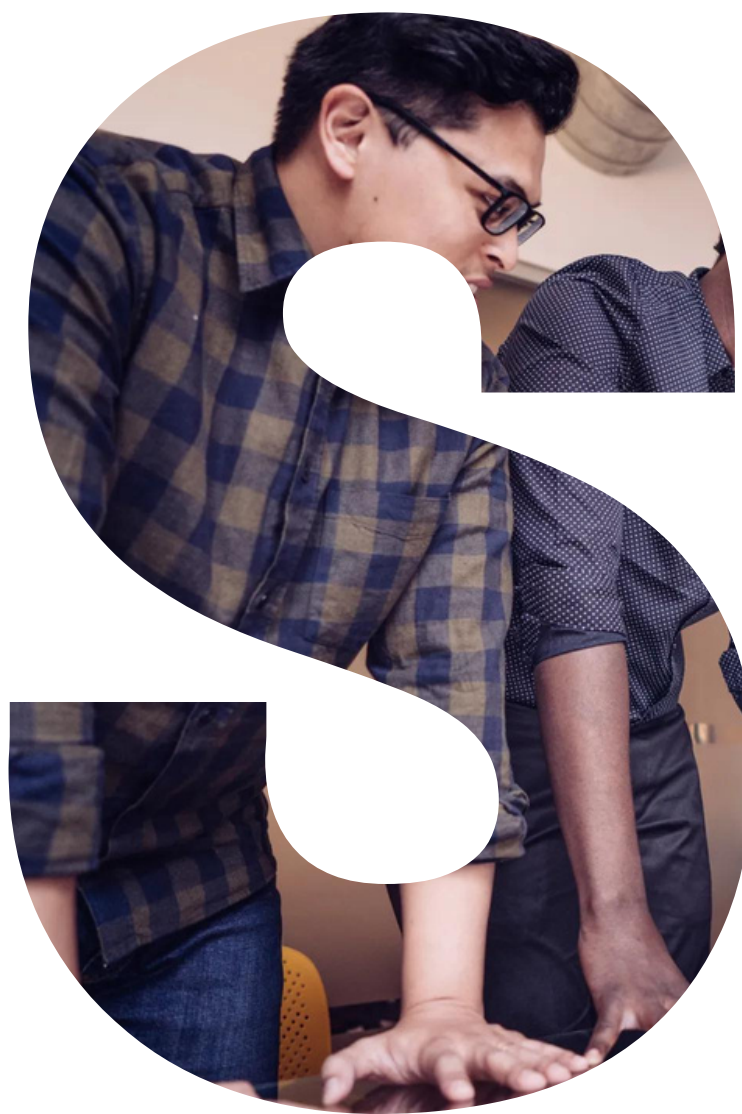
Wayfinding through downtown and PLAYcation with REAL TIME information about businesses!



BUSINESS INCUBATION: BEYOND CAPACITY



Collaborative Small Business Incubation Program
which connects CAPACITY to access to CAPITAL
and CONTRACTS for minority businesses



CONNECTING MEMBERS AND STAKEHOLDERS

Membership meetings help businesses connect to each other and community leaders through in-person events and webinars



LOOKING AHEAD

The DVA's goal is to continue to grow membership and strengthen our position as the voice of downtown businesses as we execute our MOU and grants for our 2023 programs.



WELCOME

Flamingo

THANK YOU

NEVADA

