



**AGENDA SUMMARY PAGE**  
**City Council**  
**Meeting of: December 21, 2022**

Agenda Item No.:  
**17**

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**DEPARTMENT: Economic & Urban Development**  
**DIRECTOR: Ryan Smith**

**CONSENT**

**SUBJECT:**

For possible action to approve a Memorandum of Understanding (MOU) between the City of Las Vegas (City) and the Downtown Las Vegas Alliance (DVA) allocating funds for the advancement and promotion of Downtown Las Vegas (\$95,000 - General Fund) - Wards 1, 3 and 5 (Knudsen, Diaz and Crear)

**FISCAL IMPACT:**

Budget Funds Available  
Amount: \$95,000  
Funding Source: General Fund  
Dept./Division: EUD and Office of Strategic Services

**PURPOSE/BACKGROUND:**

City and DVA agree to enter into this MOU for the purpose of the City partnering with DVA to support its continued growth, co-host a series of community engagement and education events, partner on the marketing of Downtown, the "Down to Play" Campaign, and increase communication and coordination between the Parties.

**RECOMMENDATION:**

Approval

**BACKUP DOCUMENTATION:**

1. Memorandum of Understanding