



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

Agenda Item No.:
17

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