

2023 ANNUAL REPORT





CONTENTS

Letter from the Chair	4
Mission & Goals	6
Letter from the President & CEO	8
2023 At-a-glance	10
Business Development	12
Marketing & Communications	18
Events & Engagement	24
Policy & Government Affairs	26
Operations	28

APPENDIX

LVGEA Team	30
LVGEA50 Board of Directors	32
Our Partners	36
Our Investors	48

LETTER FROM OUR CHAIRMAN



CLARK WOOD
US Bank

2023 was an exciting year for Southern Nevada, with the opening of the MSG Sphere, named one of the best inventions of the year by Time Magazine, F1 putting a global spotlight on the region, and preparations for Super Bowl LVIII cementing the region's title as the Sports and Entertainment Capital of the World.

LVGEA is feeling a new energy in the community relating to economic development, and the possibilities beyond the region's gaming and hospitality core. In 2023, we experienced a dramatic increase in interest in the level of support for LVGEA's efforts, LVGEA generated \$250,000 in new, annual investor revenues and retention is at an all-time high of nearly 95%. Nine new members joined the LVGEA50 board of directors, which currently has a waitlist.

There was a record level of community engagement from LVGEA, with team members from all departments regularly speaking at community events. The agency has collaborated with Nevada Grant Lab and Workforce Connections on the EDA Recompete Grant, and launched quarterly Chamber Connect meetings with local chambers.

And with 2023 being a legislative session year, I'm happy to say LVGEA had an active and engaged government affairs program, leading economic development efforts for Southern Nevada in Carson City. The team's advocacy efforts led to successful passage of a bill to support small businesses applying for state tax abatements, and to full restoration of funding to all regional development authorities to pre-pandemic levels. LVGEA also has a fully engaged policy committee, meeting every other week during the 120-day session, and hosted a LVGEA advocacy day in the state capital.



The organization has experienced a notable increase in revenue across all categories, with private contributions rising by 30% from 2022. There have also been substantial contributions from both public and private sectors towards the LOCATE initiative. In 2023, we were able to successfully restore funding from GOED to levels seen before the pandemic. This will result in an annual increase of \$420,000 in funding for our organization moving forward. The agency is continuing to execute on \$760,000 GOED APRA grant to enhance the LVGEA Data Portal. This includes the addition of a workforce talent pipeline dashboard and features to support regional economic development initiatives.

LVGEA's executive team is also working to take the organization to the next operational level, implementing the Entrepreneurial Operating System (EOS). This set of concepts and tools is used by companies to clarify, simplify, and achieve their vision. LVGEA has created 1-year, 3-year, and 10-year visions, company and department 'rocks,' a list of organizational core values, and an accountability chart. The organization plans to use the EOS framework to transform our operational effectiveness heading into 2024 and beyond.

I am so proud of what we have accomplished in 2023. As you read through the following pages, you'll see that LVGEA's initiatives and programs are creating positive change in our community.

Given all the exciting things happening at LVGEA, it has been my honor to serve as Chairman of the LVGEA50 Board of Directors this past year, and I look forward to serving in my second year in 2024 as progress on new initiatives continue. On behalf of the entire team at LVGEA and LVGEA50, thank you for supporting economic development in Southern Nevada.

Clark Wood
Chair, LVGEA50 Board of Directors
Market President- US Bank

OUR MISSION

To strengthen the Las Vegas region's economy through intentional business attraction, expansion, and connectivity.



OUR GOALS

LVGEA's goal is to grow and diversify the region's economy and to create quality jobs. That could mean connecting an entrepreneur with the right resources to start their business or assisting a Fortune 500 company relocate their headquarters to the Las Vegas region. LVGEA thoughtfully, diligently, and creatively finds ways to convert business opportunities into tangible outcomes that strengthen the local economy.



Champion the Las Vegas regional business brand

- Leverage our region's value proposition as a great place to live and do business
- Identify areas of focus to increase regional competitiveness
- Synergize efforts with local partners and lead the vision for our community



Lead regional business attraction

- Accelerate relocation and enable growth of good-fit companies to the region
- Convene regional economic development directors and teams
- Strategize with developers, builders, and brokers
- Support site selectors and clients with accurate, timely, and relevant information



Deliver value to our investors and community

- Work with partners to address issues affecting regional competitiveness
- Enhance the local brand awareness and trust in LVGEA
- Develop and share helpful data and research with the local business community
- Be transparent and accountable to our public and private stakeholders by clearly communicating the return on investment to the community



TINA QUIGLEY

LETTER FROM THE PRESIDENT & CEO

When we look back on 2023 in years to come, I believe we will see it as the first year the region started to shift its economic development strategy from quantity to quality.

As the LVGEA evaluates the past year's trends, it's clear the increase in cost of money and real estate impacted the types of companies and industries looking to grow or relocate; compounded by the state's less-than-competitive tax incentive program.

While the region saw a decline in traditional industry projects, we did see success in attracting higher wages and projected quality careers. The 2023 GOED applications included fewer jobs than expected, but the annual average salary was \$76,045, which is **137% higher than the state average wage**.

LVGEA's project pipeline, which in the past has been dominated by manufacturing and logistics companies, now includes more of our target industries, including biotech and fintech companies, and businesses looking to move their regional or national headquarters to the region.

In addition to our quantitative metrics, LVGEA also delivered on other important organizational action items in 2023. We created two new advisory councils, including the Regional Branding Council and Talent Pipeline Council, to provide investors an opportunity to be more engaged in the economic development process. We strengthened relationships and engagement with the region's developer and real estate communities, holding quarterly meetings with SIOR and NAIOP and offering virtual 'LVGEA Demystified' presentations to local brokers.

We restructured our Events Calendar to focus more on intimate events that allow our partners a chance to network, connect, and gain insight into local issues and trends. We engaged a local public relations agency to update our national marketing efforts, securing multiple national media placements highlighting Las Vegas as a great place to do business.

And we doubled down on business development by expanding our team. In 2023, LVGEA added Senior Vice President of Entrepreneurial Development Heather Brown, who is leading the launch of the agency's entrepreneurial program. Mitch Keenan, Vice President Business Development, has already made himself invaluable as a cheerleader for the region's growing biotech scene. Talent Liaison Amy Respini connects prospective companies with the workforce they need, and Data Analyst Ken Flores is helping the agency create more data-driven strategies.

As our expanded team looks ahead to what we hope to accomplish in 2024, we feel confident we have the strategy in place to move the needle on economic diversification in the region. We've created playbooks for each of our target industries that include both outbound sales and investor engagement strategies. We have more than one hundred projects currently in our pipeline, and there is increasing interest in our region from biotech and clean tech companies.

It's thanks to the community's support that we can set ambitious goals for the future. Thank you for your dedication and passion in helping us create a bright economic future for all Southern Nevadans.

Sincerely,

A handwritten signature in black ink that reads "T. Quigley". The signature is fluid and cursive, with a large loop at the end of the last name.

Tina Quigley
President & CEO
Las Vegas Global Economic Alliance

2023 AT-A-GLANCE

1

LVGEA Doubles Down on Business Development with Team Expansion

To bolster the agency's industry attraction and expansion efforts, LVGEA welcomed five new employees in 2023: Senior Vice President of Entrepreneurial Development Heather Brown, Vice President Business Development Mitch Keenan, Talent Liaison Amy Respini, Data Analyst Ken Flores, and Executive Assistant and Board Liaison Katy Evilsizor. LVGEA's investment in growing the team led to the launch of the agency's entrepreneurial program and will allow for more data-driven business development strategies.

2

12 Companies Assisted in Moving to or Expanding in Southern Nevada

In 2023, LVGEA assisted 12 companies with relocating to or expanding in the region, with three of those companies paying a high average wage. These companies will create 727 jobs over the next two years, paying an average annual salary of \$76,045, and generate \$10.8M in local and state tax revenue by 2024. The slow growth this year mirrors what's happening on a national level, as high interest rates have caused companies to pause on making large capital investments.

3

New Communications Initiatives Launched

LVGEA is positioning itself as the leading expert on economic development in the region with additional and consistent communications. The weekly Economic Edge newsletter launched in January, providing a 'top five' things you need to know about the region's economy. The organization also launched a monthly 'TQ Takes' column offering commentary from President and CEO Tina Quigley on LVGEA's strategy, and a guest column opportunity for our regional partners and stakeholders.

4

Customized Investor-Exclusive Events Introduced

In 2023, LVGEA shifted its events and engagement strategy towards hosting smaller targeted events focused on providing informative content for LVGEA investors and stakeholders. The annual State of Economic Development became an investor-exclusive event, with quarterly INSIGHT events offering a behind-the-scenes look into the business development team's strategy. Investors were also invited to a private tour of the Apex Industrial Park and to meet the businesses moving to the region.

5

LVGEA Advocates on Behalf of Economic Development at 2023 Nevada Legislature

With the assistance of Senator Julie Pazina, LVGEA led its first ever bill at the Nevada legislature, SB181, which will help bring small business to our state more quickly. The bill received bipartisan support and was signed into law by Governor Lombardo. LVGEA and its Policy Committee actively monitored nearly 100 additional bills throughout the session; you can learn more about these bills on pages 26-27.

6

Water Investment Rating Tool Promotes Sustainable Business Growth

LVGEA and the Southern Nevada Water Authority jointly developed a new water investment rating tool in 2023, to help start the conversation about water usage with business leaders and foster sustainable business growth. The tool is designed as a comprehensive framework to evaluate the water usage practices of incoming businesses and industries, helping them understand their water footprint and encouraging responsible water consumption.

7

Investor Interest in LVGEA at a Record High

25 new businesses signed on as LVGEA investors in 2023, proving there is a strong appetite in Southern Nevada to strengthen and diversify our region's economy. The organization also notched a record-high retention rate of 95% for investors in 2023, and there is even a waitlist to join the LVGEA50 Board of Directors. Thank you to all our investors for your passion and support – we couldn't do our work without your partnership!

8

New Partnerships Launched with Southern Nevada's Developer Community

LVGEA's business development team conducted 30 'LVGEA Demystified' presentations for local brokers, bankers, and developers in 2023, allowing LVGEA to build stronger relationships with our real estate partners and provide insights into the five unique value adds LVGEA brings to new and expanding businesses. LVGEA also partnered with SIOR's Southern Nevada chapter to create an online bridge connecting businesses interested in the Las Vegas region directly with available open and off-market commercial properties.

9

New Councils Provide Engagement Opportunities for Investors

LVGEA launched three councils in 2023, allowing the community to directly engage with regional economic development initiatives. The Regional Branding Council provides expertise and guidance on the best tactics to market our region. The Talent Pipeline Council focuses on identifying and closing the gaps in the region's talent demand and supply pipelines. And the Economic Development Directors Council convenes the region's municipal economic development directors to ensure alignment on regional economic development goals and initiatives.

10

Business Development Team Develops Target Industry Playbooks

Five target industry playbooks were unveiled in November 2023, one for each of LVGEA's five target industries: battery manufacturing, fintech, biotech, sports tech, and regional and national headquarters. Each playbook includes a market analysis, the Vegas advantage, target client profile, sales strategy, and calendar of outbound sales and investor engagement opportunities. These playbooks will guide the business development team's spear-fishing business recruitment strategy throughout 2024.



BUSINESS DEVELOPMENT

In 2023, LVGEA took a more intentional and strategic approach to economic development.

Not all companies are a good fit for our region, and LVGEA modified its recruiting strategy to target those companies whose operations and missions complement the resources available in Southern Nevada. Here's what LVGEA's new strategy looks like:

- 1 No longer will LVGEA cast a wide net; instead, we'll be spearfishing for good fit companies that bring value to our region.
- 2 We are taking a proactive approach to lead generation, utilizing data driven analysis and AI to identify companies looking to grow.
- 3 We're focusing on the quality of the jobs we attract, not just the quantity, targeting high-paying, high-skilled careers.

LVGEA's business development team had a constructive year operating under the updated strategy, starting with redefining the agency's target industries, and then developing playbooks and business-use cases for each industry.

The team also increased engagement with local industry and trade organizations, building trust with the local commercial real estate industry through a 'LVGEA Demystified' webinar that was presented to more than 30 local broker and real estate groups. And a new partnership with SIOR led to the creation of an online bridge connecting businesses interested in the Las Vegas region directly with available commercial properties. Team members leveraged in-market conferences to connect with company executives in targeted industries and led regional out-of-market trips to conferences and related events to increase touchpoints with prospects.

The addition of Senior Vice President of Entrepreneurial Development Heather Brown in spring 2023 allowed the agency to launch an entrepreneurial program and assist in development of the region's startup ecosystem. The team also gained a new talent liaison, Amy Respini, to assist with the workforce needs of attracted companies, Mitch Keenan, Vice President of Business Development who is helping expand attraction efforts, and Ken Flores, a Data Analyst who is developing the team's data-driven business development strategies.

Overall, LVGEA assisted 12 companies in 2023 with relocating to or expanding in the region, with three of those companies paying a high average wage. These companies will create 727 jobs over the next two years, paying an average annual salary of \$76,045, and generate \$10.8M in local and state tax revenue by 2024. Additionally, the team conducted 29 site visits with new clients, and connected with 132 business leads in 2023.

The economic landscape in Southern Nevada mirrors what's happening on a national level. High interest rates have caused companies to pause on making large capital investments. To address this trend, LVGEA shifted its focus to attracting high-skill, high-wage careers that, while may result in small job counts, prove to attract careers that are paying higher than then annual average salary – by 137% in fact. LVGEA's project pipeline, which has been dominated in the past by manufacturing and logistics companies, is now seeing an uptick in our target industries of biotech, fintech, battery manufacturing, and corporate headquarters.

2023 BY THE NUMBERS


727
JOBS CREATED


12
ATTRACTED AND
EXPANDED COMPANIES


\$32.13
AVERAGE HOURLY WAGE


\$656M
2YR ECONOMIC IMPACT


\$82.1M
NEW CAPITAL
INVESTMENT


3
COMPANIES AT HIGH
AVERAGE WAGE
(125% OF COUNTY AV.)


\$10.8M
IN LOCAL AND STATE
TAX REVENUE FOR 2023/24


29
NUMBER OF CLIENT
SITE VISITS

AVIATION TRAINING CENTER OPENS ACROSS FROM HARRY REID AIRPORT

International aircraft simulation software maker CAE opened the company's first west coast training center in Clark County in April 2023. The 50,000 square foot facility sits across from Harry Reid International Airport and boasts seven state-of-the-art flight simulators and classroom space to educate more than 2,000 pilots a year.

"We're so happy to be here in Las Vegas," says Marc Parent, President and CEO of CAE. "When I was presented a proposal for a Las Vegas facility, I thought it was a fantastic idea, but I still needed to see a good business case. What I found was a business-friendly environment and a highly skilled workforce."

LVGEA connected with CAE in 2021 and guided the company through the state tax incentive process. "This is a great example of how we can successfully diversify our community's economy," says Tom Burns, Executive Director of the Governor's Office of Economic Development (GOED). "In order to build a resilient economy, we need to attract high wage, high skilled jobs just like these."

The company boasts an average hourly wage of more than \$55 and has already hired more than 100 employees in the first few months of operation, beating their 5-year hiring goal four years early.



 Scan for full article on
LVGEA's News Center

2023 COMPANY ASSISTS



The leading independent distributor of data center products plans to establish a 50,000 sq. ft. headquarters, distribution, and fulfillment facility in Henderson.

54
JOBS CREATED

\$38.61
AVERAGE WAGE

\$80,309
AV. ANNUAL SALARY



The company plans to establish a pharmaceutical research, development, and manufacturing facility within the Las Vegas Medical District. Thanks to GOED and the City of Las Vegas for their assistance with this project.

100
JOBS CREATED

\$34.20
AVERAGE WAGE

\$71,136
AV. ANNUAL SALARY



A global services company that manages the logistics for supplying data centers across the U.S., and recently opened a new 464,000 sq. ft. logistics hub in North Las Vegas.

26
JOBS CREATED

\$23.30
AVERAGE WAGE

\$48,464
AV. ANNUAL SALARY



The provider of cutting-edge rechargeable energy solutions plans to expand its existing Clark County facility from 8,000 sq. ft. to 20,000 sq. ft. Thanks to Quantum Copper for this lead, and to Amy Ogden at LOGIC for their partnership on this project.

88
JOBS CREATED

\$28.50
AVERAGE WAGE

\$59,280
AV. ANNUAL SALARY



The food packaging company designs and manufactures custom contract packaging solutions for consumer-packaged goods clients. LVGEA partnered with Ann Harts with Cresa and Jarrad Katz with the MDL Group to assist in the opening of the company's new 200,00 sq. ft. co-packing production facility in North Las Vegas.

89
JOBS CREATED

\$29.33
AVERAGE WAGE

\$61,006
AV. ANNUAL SALARY



The mobile video game platform plans to relocate its headquarters from San Francisco to Clark County, citing the region's better quality of life, lower cost of living and access to western U.S. markets. CBRE played a crucial role in generating this lead.

175
JOBS CREATED

\$54.33
AVERAGE WAGE

\$114,046
AV. ANNUAL SALARY



The private-label water bottle manufacturer plans to open a 20,000 sq. ft. production facility in Clark County, with the finished product being shipped to the company's other locations to be filled.

20
JOBS CREATED

\$29.58
AVERAGE WAGE

\$61,526
AV. ANNUAL SALARY



The Canadian company is a leading supplier of promotional products and recently moved its new North Las Vegas facility, its first U.S.-based operation. LVGEA also assisted Spector with activating a Foreign Trade Zone operator agreement for the facility.

32
JOBS CREATED

\$19.39
AVERAGE WAGE

\$40,331
AV. ANNUAL SALARY



This full-service boutique tax firm opened a Nevada office in 2021, and recently decided to move its corporate headquarters from California to Clark County. Jayne Cayton with Avison Young brought LVGEA this lead.

80
JOBS CREATED

\$36.22
AVERAGE WAGE

\$75,338
AV. ANNUAL SALARY



The national manufacturer and distributor of cleaning and absorbent products for commercial applications is planning to expand its Nevada presence with a new facility in North Las Vegas. This lead was generated via a national site selector.

18
JOBS CREATED

\$28.28
AVERAGE WAGE

\$58,822
AV. ANNUAL SALARY



The concrete pump manufacturer is opening a new manufacturing facility in Clark County. Its pumps are used in concrete pumping apparatus assembly on commercial truck chassis.

15
JOBS CREATED

\$25.00
AVERAGE WAGE

\$52,000
AV. ANNUAL SALARY



The eyewear brand plans to expand its state-of-the-art optical lab and manufacturing facility in Clark County, home to its west coast manufacturing and customer experience operations. LVGEA partnered with GOED to assist with the company's expansion.

30
JOBS CREATED

\$25.37
AVERAGE WAGE

\$52,770
AV. ANNUAL SALARY

INDUSTRY PLAYBOOKS DEVELOPED

In 2023, LVGEA identified five target industries that are good fits for the region's economy: battery manufacturing, fintech, biotech, sports tech, and regional and national headquarters.

The business development team conducted extensive research on each of these industries throughout 2023, with the goal of creating sales playbooks that includes both outbound sales and investor engagement strategies.

The business development team is also working to identify local business champions in each target industry to support relocation and attraction efforts, and to connect with LVGEA investors to build investor referrals and warm introductions to targeted companies.



If you have a referral or warm lead, scan this code to connect with our team

The five industry playbooks were unveiled at an investor-exclusive INSIGHT event in November 2023. **Each playbook includes:**

- 1** Market analysis exploring the size of the target industry in both Southern Nevada and globally.
- 2** Report on the Vegas advantage, including key regional assets and reasons why the industry is a good fit for the region.
- 3** Target client profile and sales strategy, including potential target companies.
- 4** Calendar of events highlighting outbound sales opportunities, in-market conferences, and investor engagement opportunities.



LVGEA HOSTS TWO FAM TOURS

LVGEA and its regional partners hosted nine site selectors during two familiarization (fam) tours in 2023. The fam tours are an opportunity for site selectors, who represent domestic and international companies looking to expand or relocate their businesses, to learn more about the benefits of doing business and living in Southern Nevada. Attendees were able to engage with community members during a welcome event, and spoke directly with the region's mayors, economic development directors, higher education leaders, utility providers, and workforce training partners during roundtable and intimate breakout sessions.



FOREIGN TRADE ZONE PROVIDES A COMPETITIVE EDGE

With four activations in 2023, Foreign Trade Zone (FTZ) #89 now has more than double the number of operators it had in 2021, and the largest number of operators since the program began in the 1980s.

The FTZ designation allows businesses who source raw materials or products from another country to defer duties and tariffs until the product is purchased by the customer. If the company is re-exporting its finished products, they're able to eliminate the duties and tariffs altogether.

There are now nine FTZ company operators in the Las Vegas region, including the four that activated in 2023 and one that activated in 2022. One additional company started the application process to obtain FTZ operator status in 2023, and four companies are in the cost-benefit analysis stage.

In December 2023, LVGEA hosted an FTZ Operators' Appreciation Luncheon, to thank local business leaders for being part of the program. Attendees had a chance to connect with other local operators as well as have a direct conversation with local U.S. Customs and Border Protection representatives about how the program benefits their business.

Attendees also received updates from the annual North American FTZ Conference from ITC Diligence's David Harlow, LVGEA's FTZ consultant for the past seven years. David also received an appreciation award from the LVGEA team for his commitment to helping grow the program.

As the grantee, LVGEA oversees and promotes Foreign Trade Zone #89 to businesses throughout Southern Nevada and assists companies through the application process. Applicants must be approved by both the Foreign Trade Zone Board and U.S. Customs and Border Protection.



Learn more about how
your business could
benefit from the FTZ





MARKETING & COMMUNICATIONS

LVGEA continues to lead the conversation about economic development in the region, while expanding communications and public relations efforts in 2023 to elevate the organization's brand and presence both regionally and nationally.

All LVGEA communications and outreach are conducted through a lens of regional partnership. To that end, LVGEA launched a Regional Branding Council in July 2023, comprised of marketing leaders from a variety of local businesses and industries. The council's purpose is twofold: serve as a focus group for upcoming LVGEA branding campaigns and provide expertise and guidance on the best tactics to successfully market our region to out-of-town business leaders.

The branding council met multiple times in the second half of 2023, providing valuable feedback on a redesign of the LVGEA website, a major marketing initiative that is expected to wrap up in Q2 2024 when the new website goes live. Not only did the council provide guidance on the new website's design elements, but they also assisted in crafting new messaging that LVGEA is already beginning to include in both in- and out-of-market marketing campaigns.

Along with the redesign of LVGEA.org, the marketing team also worked with data analytics partner Applied Analysis in 2023 on an overhaul of the organization's Data Portal. The redesign includes making the platform more user-friendly, and incorporating additional data points about our region, making the portal an even more valuable resource to both local and national business owners looking to learn more

about living and doing business in Southern Nevada. Both projects are expected to launch in Spring 2024.

LVGEA dramatically expanded its content offerings in 2023, starting with the launch of the Economic Edge in January. The weekly newsletter, delivered to subscribers' inboxes every Wednesday, provides a 'top five' things you need to know about business and economic growth in the region.

The organization also launched the monthly 'TQ Takes' column, written by LVGEA President and CEO Tina Quigley. The not-to-be-missed commentary highlights the inner workings of LVGEA, including business attraction efforts and key initiatives, plus puts the spotlight on regional and national issues impacting economic development in the region. And, LVGEA launched a guest column opportunity for our regional partners and stakeholders, providing a space for local organizations to highlight initiatives helping promote growth in Las Vegas.

To elevate the organization's brand and presence, LVGEA expanded communications and public relations efforts in 2023, increasing both in- and out-of-market public relations efforts. These efforts focused on Las Vegas' benefits as a business destination, as well as highlighting the region's assets in certain target industries. The organization received notable media coverage based off these efforts, including being featured, quoted, or mentioned in national publications such as Business Insider, The Messenger, and ABC News. Plans are in place to continue the national and local media outreach throughout 2024.

TOP STORIES



September 12, 2023

Three new companies bring 350+ new jobs to the Greater Vegas region



Outlet: Yahoo! Finance
Reach: 45.8M



September 15, 2023

Las Vegas is asking companies that want to move or expand there to show how much water they plan to use



Outlet: Business Insider
Reach: 40.4M



March 2, 2023

The economy has delivered good news. Are recession fears over?



Outlet: ABC News
Reach: 6.6M



October 6, 2023

Tech Summit aims to turn Las Vegas into the next tech hub



Outlet: Biz.Crast.Net
Reach: 1.7M

In 2023, LVGEA increased both in-market and out-of-market public relations efforts, leading to LVGEA being featured, quoted, or mentioned in more than 1,600 local, regional, and national media publications, including:



BY THE NUMBERS



\$11.1M

MEDIA
COVERAGE
VALUE



1,645

MEDIA
EXPOSURE
VOLUME



3,500

AVG MONTHLY
WEBSITE USERS



5,457

AVG MONTHLY
SOCIAL MEDIA
ENGAGEMENTS



1.05M

TOTAL
SOCIAL MEDIA
IMPRESSIONS

TOP SOCIAL POSTS OF 2023

1



LinkedIn
**Annual Award
Dinner Winners**

2



Twitter
**Las Vegas Top City
for Pre-IPO Startups**

3



Facebook
**LVGEA Welcomes Four
New Board Members**

4



Instagram
**LVGEA's Tina Quigley
Appears on Politics
Now Show**

5



YouTube
**Sephora Company
Highlight Video**

LVGEA SOCIAL



LINKEDIN: 11,158 Followers



FACEBOOK: 10,577 Followers



TWITTER: 4,533 Followers



INSTAGRAM: 1,541 Followers



YOUTUBE: 315 Subscribers

LVGEA NEWS CENTER

LVGEA regularly publishes content to its News Center discussing the work the organization is doing, highlighting the businesses choosing to do business in the region, and exploring the region’s assets.



Economic Edge The weekly newsletter, delivered to subscribers’ inboxes every Wednesday, provides valuable business and economic news to LVGEA’s supporters. The Economic Edge was originally launched as a bi-weekly newsletter in September 2022, and transitioned to weekly in January 2023.



TQ Takes In an effort to be more transparent with the community about the value LVGEA brings to the region, the organization launched ‘TQ Takes’ in January 2023. In the monthly column, LVGEA President and CEO Tina Quigley digs deeper into the inner workings of LVGEA, highlighting business attraction efforts, and spotlighting issues impacting economic development in the region.



Guest Columns LVGEA launched a guest column in February 2023 as an opportunity for our regional partners and stakeholders to highlight their initiatives relating to the region’s growth and to celebrate regional achievements.



Doing Business Here These articles explore the benefits of doing business in Southern Nevada. Stories include first-hand accounts from business owners on why they choose Las Vegas for their business, along with information on the region’s assets that are shared with businesses considering locating in the region.



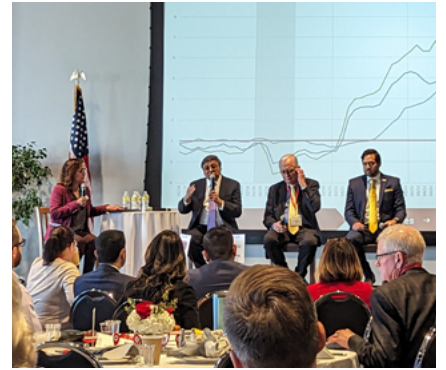
Living Here Want to learn more about all the amazing things to do in Southern Nevada? Check out our Living Here series, which highlights the endless supply of fun adventures that await residents at the end of their workday.



Data Portal The Data Portal provides advanced regional mapping tools and thousands of economic indicators updated in real time to deliver information about Southern Nevada’s vibrant economy. The Data Portal allows users to visualize how the region is trending and compare the market to others around the US. The portal is free to use, with a premium version available with even more content.



Las Vegas Perspective The annual Las Vegas Perspective data book is the region’s premier reference guide for Las Vegas’ economy. The publication provides information on demographics, education, healthcare, business, real estate, and tourism, and has become a valuable resource for a diverse group of companies, ranging from small business entrepreneurs to some of the largest businesses in Nevada.





A group of people are networking at a conference. They are standing and talking to each other in a well-lit room.

EVENTS & INVESTOR RELATIONS

LVGEA investors help strengthen the region's economy and build a globally competitive community. Investment directly increases LVGEA's ability to:

- 1 Grow jobs through new and existing businesses
- 2 Align public, private, and educational leaders
- 3 Support the region's Comprehensive Economic Development Strategy
- 4 Advance business-friendly policies at the federal, state, and local levels of government
- 5 Promote Las Vegas globally as a leading business location
- 6 Provide insightful research, data, analysis, and forecasting

EVENTS BY THE NUMBERS



16
EVENTS HOSTED



2,500+
EVENT ATTENDEES



73
EVENT SPONSORS

LVGEA offers a robust investor benefits plan designed to involve and engage investors through a variety of leadership opportunities, events, resources, and communication tools. In 2023, LVGEA shifted its events and engagement strategy towards hosting smaller targeted events focused on providing informative content for LVGEA investors and stakeholders.

The annual State of Economic Development became an investor-exclusive event, while both the organization's signature events, Las Vegas Perspective and Annual Awards Dinner, remained open to the public.

LVGEA also added a series of investor-exclusive events to provide a behind-the-scenes look at the organization's strategy and key initiatives. These events also provided opportunities for investors to meet businesses expanding in or moving to the Las Vegas region.

SIGNATURE EVENTS

2023 Perspective

Las Vegas Perspective | June 15, 2023 – The M Resort

With 860 attendees, the 43rd annual Perspective became the most attended in-person event in LVGEA's history. Las Vegas Perspective, powered by the Perspective Council, is the region's go-to source for community and economic development information, analysis, and forecasting. The 2023 program highlighted Las Vegas's journey to becoming a global leader in conservation and the sustainability opportunities within the region's growing sports industry.



Annual Awards Dinner | October 19, 2023 – Aria Resort & Casino

More than 570 attendees celebrated the local businesses and individuals driving economic development and industry diversification in the Las Vegas region. "The Colors Gala" recognized regional excellence in LVGEA's core values: **leadership**, **innovation**, **job creation**, and **partnership**. Guests were encouraged to dress in their favorite core value color.

2023 Award Recipients:

Leadership Award: Dr. DeRionne Pollard

Innovation Award: Las Vegas Grand Prix, Inc.

Job Creation Award: CAE

Partnership Award: Nevada Grant Lab

INVESTOR EXCLUSIVE EVENTS



State of Economic Development | February 23, Vu Studios

This annual event shifted from a public event to an investor-exclusive program in 2023, but still brought together key private and public stakeholders to provide insights into economic investments being made in the Las Vegas region. The event included remarks from the region's economic development leaders, current and former GOED directors, and a panel discussing the economic development opportunities surrounding Super Bowl LVIII.



INSIGHT with LVGEA | Hosted Quarterly

This investor-exclusive event offers a behind-the-scenes look into the inner workings of LVGEA, including the organization's business development efforts, targeted industries, key initiatives, and strategy. April's event focused on the organization's project pipeline; July featured an industry-led panel discussion on the opportunities and obstacles facing the region's lithium battery industry; and attendees at November's event got a preview of LVGEA's lead generation efforts for 2024, including the unveiling of industry playbooks for each of the region's five targeted industries – battery manufacturing, biotech, fintech, sports tech, and corporate headquarters.



Apex Industrial Park Tour | July 19 – City of North Las Vegas

In partnership with the City of North Las Vegas, Western States Contracting and Martin Harris Construction, LVGEA hosted a group of investors and key stakeholders for an exclusive tour of the Apex Industrial Park in North Las Vegas, the region's largest available industrial park. Participants received a short presentation at North Las Vegas City Hall before taking a bus tour of the site.



Chairman's Luncheon | Hosted Quarterly

Held in conjunction with the quarterly Governor's Office of Economic Development board meetings, these invite-only luncheons are designed to give LVGEA50 board members an opportunity to meet with the businesses relocating to or expanding in the region and welcome them to the local business community. 2023's luncheons were hosted on June 29, September 12, and November 20.

REGIONAL WORKFORCE SUMMIT

Regional Workforce Summit Bridges Gap Between Talent Supply and Demand

Workforce Connections and LVGEA hosted an industry-driven regional Workforce Talent Pipeline Summit on December 12, 2023 at The M Resort. The half-day event brought together more than 200 industry, education, and workforce partners to discuss workforce trends, highlight employer needs and examine successful training programs. The event featured panel discussions on workforce supply and demand, interactive breakout sessions, and a keynote speech by Wall Street Journal bestselling author Ryan Jenkins, an expert on team connection.

During the event, stakeholders received an exclusive preview of a new regional talent pipeline dashboard tool currently under development by data analytics firm Applied Analysis in partnership with the Governor's Office of Workforce Innovation. The dashboard is a first-of-its-kind online database of workforce development and higher education programs in the region designed to help business owners envision the region's future talent pipeline.

PUBLIC POLICY & GOVERNMENT RELATIONS

As one of eight designated Regional Development Authorities in Nevada, LVGEA leads the economic and community development activities for Southern Nevada, including working with federal, state, and local governments to advance policies that spur regional economic development.

LVGEA ADVOCATES ON BEHALF OF ECONOMIC DEVELOPMENT DURING 2023 NEVADA LEGISLATURE

With a new gubernatorial administration, a record 75 vetoes and two special sessions, the 2023 Nevada Legislative session was an active one, producing both wins and losses for economic development.

During the buildup to the session, LVGEA and Carrara Nevada, a full-service government affairs and lobbying firm, met with legislative leadership and key committee members to educate elected leaders on the importance of economic development and regional priorities.

LVGEA's efforts to expand and grow its relationships bore fruit when LVGEA President & CEO Tina Quigley was added to Governor Joe Lombardo's transition team to help shape his economic development agenda.

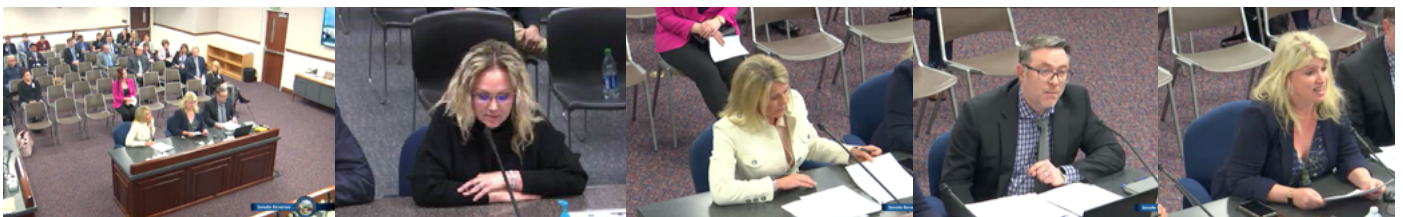
These efforts were further illustrated with Senator Julie Pazina (D) expressed a desire to sponsor legislation increasing the threshold for the GOED Director to approve certain abatements from \$250,000 to \$500,000. The bill, SB181, received bipartisan support and was signed into law by Governor Lombardo.

Legislators addressed several other positive economic development bills this session, like AB484, which restored RDA funding to pre-pandemic levels, and AB77 that established the Office of Entrepreneurship. Other bills, such as SB349, would have essentially eliminated the state's promotion of economic development, but thankfully was not supported and did not pass.

LVGEA's Policy Committee, comprised of various LVGEA50 board members, met regularly during the session to review, discuss, and work on pieces of legislation that directly impact the region's economic competitiveness. Members of the committee also traveled to Carson City in March 2023 as part of LVGEA's Legislative Day.

Even though the 2023 session isn't far behind us, LVGEA is already looking ahead to the 2025 session.

"We are a state that hasn't prioritized economic development in the past," says LVGEA President and CEO Tina Quigley. "For us, the next session starts right now. It's important to get in front of our legislators now and explain to them that economic development is a competitive sport. If we are going to be truly serious about attracting new businesses, we need to have a seat at the table, and we need to fund it."



KEY BILLS IN THE 2023 LEGISLATIVE SESSION

LVGEA and its policy committee actively monitored nearly 100 bills throughout the session, including:

AB484: provides \$700k per biennium to regional development authorities, returning to pre-pandemic levels of funding. The bill was signed by the Governor.

SB181: Senator Julie Pazina's proposal to cut red tape for approval of abatements less than \$500,000. The bill was signed by the Governor.

SB429: required paid leave for businesses qualifying for abatements. Governor Lombardo vetoed the bill, but the language was later added to SB1 during the second special session.

SB226: Senate Majority Leader Nicole Cannizzaro and Assembly Speaker Steve Yaeger's prevailing wages on public works project bill, was amended to largely remove the overarching prevailing wage application to economic development projects.

SB431: Governor Joe Lombardo's Government Modernization & Efficiency Act, which included the Nevada Way Account. LVGEA testified in support of the bill. The bill was significantly modified, and the Nevada Way Account was removed.

SB394: Senator Dina Neal's proposal, originally focusing on property taxes related to school funding, then later supplanted with language to prohibit the Governor's Office of Economic Development board from approving tax abatements greater than \$500k. The bill died in committee.

SB496: Senator Lange's Nevada Film Studio Infrastructure Act, which would have provided tax credits to film studios in Southern Nevada. The bill died in committee.

ANNUAL DC FLY-IN GIVES NEVADA BUSINESS COMMUNITY A VOICE IN NATION'S CAPITAL

LVGEA joined the Vegas Chamber as a major sponsor and partner for the 2023 DC Fly-In, an annual event providing Nevada business leaders an opportunity to advocate for and meet with policy makers on federal issues impacting Southern Nevada.

More than 250 business and community leaders, including nearly three dozen LVGEA50 board members and investors, attended the week-long program September 18-22 in Washington, D.C. The event included discussions with Congressional members, national trade organizations, and policy groups, with afternoon and evening receptions allowing attendees to further build relationships with Congressional leadership and connect with one another. LVGEA team members were also able to attend multiple off-site meetings on The Hill to discuss economic development with federal leaders and met individually with members of the Nevada Legislature and state constitutional officers to explain the value of economic development to all Nevadans.



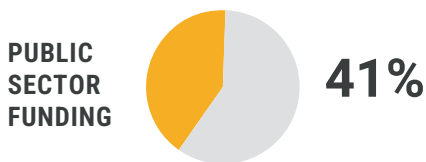
Learn more about the trip on our News Center

OPERATIONS

LVGEA is a public-private partnership and a 501(c)(6) membership organization. The organization is funded through both public and private investments, including grants. LVGEA holds itself accountable to the Las Vegas community through a commitment to transparency, including sharing our revenue and expenses in the organization's annual report. Please note, the 2023 numbers noted below are estimated and unaudited.

2023 REVENUE

\$5.9M
2023 TOTAL REVENUE
(Including both cash and in-kind)



2023 EXPENSES





LVGEA TEAM

EXECUTIVE TEAM



TINA QUIGLEY
President & CEO



AMBER STIDHAM
Chief Strategy Officer

BUSINESS DEVELOPMENT



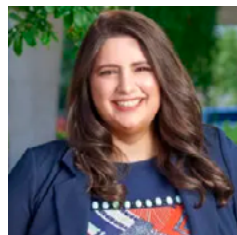
PERRY URSEM
Senior Vice President,
Business Development



MICHAEL WALSH
Vice President,
Business Development



MITCH KEENAN
Vice President,
Business Development



HEATHER BROWN
Vice President,
Entrepreneurial
Development



AMY RESPINI
Talent Liaison



INVESTOR RELATIONS & EVENTS



BROOKE MALONE
Vice President of Investor
Relations



JASON BERTHIAUME
Engagement &
Events Manager



DAUGHN GREENING
Administrative Assistant

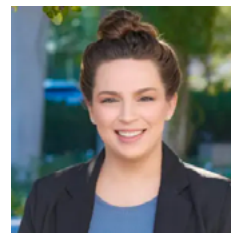
MARKETING & COMMUNICATIONS



KEEM IBARRA
Marketing & Communications
Specialist



KEN FLORES
Data Analyst



AMANDA NORTHROP
Graphic Designer

OPERATIONS



JOAN BLAIR
Controller



KATY EVILSIZOR
Executive Assistant
& Board Liaison



**KEVIN OSORIO
HERNANDEZ**
Government Affairs Intern

BOARD OF DIRECTORS

2023 EXECUTIVE COMMITTEE



CLARK WOOD
Chair

Market Leader-
Nevada & Arizona,
US Bank



LAURI PERDUE
Vice-Chair/Secretary

Campus & Academic
Director, University of
Phoenix



MICHAEL BONNER
Governance &
Nominating Committee
Chair

Co-Managing
Shareholder, Greenberg
Traurig, LLP



**GLENN
CHRISTENSON**
Public Policy
Committee Chair

Managing Director,
Velstand Investments



JOHN CANNITO
Business Development
Strategy Committee Chair

President, The PENTA
Building Group



KERRY BUBOLZ
Committee Member
At Large

President, Vegas
Golden Knights



**DR. KUMUD
ACHARYA**
Committee Member
At Large

President, Desert
Research Institute



MIKE OLSON
Committee Member
At Large

President,
Olson Precast



KARLOS LASANE
Committee Member
At Large

Regional VP, Government
Relations, Caesars

FULL BOARD

The LVGEA Board of Directors is a diverse group of public and private sector leaders that are passionate about creating a brighter future for all Southern Nevadans. Together, the group works to advance an ambitious economic development strategy designed to strengthen the Greater Vegas region, create high-paying jobs, and spur capital investment. Collectively, the LVGEA50 is the largest business board of its kind in Nevada.



JASON ADAMS
President, Bex
Sunglasses



WES ADAMS
Western States Co



SCOTT ACTON
Chief Executive
Officer, Forté Specialty
Contractors



JAYNE BACKHOUSE
Henderson & Hamilton
Site Lead & Virtual
Channels Operations Dir.
Barclays US Operations



JOHN BAILEY
Managing Partner, Bailey
Kennedy, LLP



**RICHARD
BENBOW III**
Regional Vice President,
Western Governors
University



JEFF BRIGGER
Director, Business
Development,
NV Energy



TOM BURNS
Executive Director,
Governor's Office of
Economic Development



JUSTIN CARLEY
SVP & General Counsel,
Las Vegas Raiders



**RICHARD
CRAWFORD**
Chairman/Founder,
Green Valley Grocery



JAIME CRUZ
Executive Director,
Workforce Connections



RICHARD DERRICK
City Manager/CEO,
City of Henderson



**JOHN
ENTSMINGER**
General Manager,
Southern Nevada Water
Authority



**CHRISTINA
ERLING**
Vice President,
Government Affairs,
Barrick



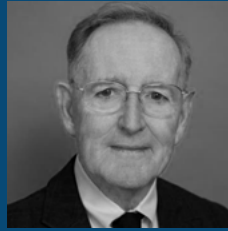
**HECTOR
FERNANDEZ**
Chief Executive Officer,
Aristocrat Gaming



IVAN FERRAZ
SVP, Head of Nevada
Commercial Banking,
Southwest Division,
Wells Fargo



BETSY FRETWELL
COO, Las Vegas
Grand Prix Inc.



GEORGE GAULT
Board Member, Mesquite
Works



**DONALD
GIANCURSIO**
Chief Executive Officer,
United HealthCare,
NV, UT, & ID



GREG GILBERT
Partner, Holland
& Hart LLP



**CAROLYN
GOODMAN**
Mayor,
City of Las Vegas



**PAMELA
GOYNES-BROWN**
Mayor,
North Las Vegas



KAREN HALLER
President & CEO,
SW Gas



MOLLY HAMRICK
President & COO,
Coldwell Banker
Premier Realty



JOE HARDY
Mayor,
City of Boulder City



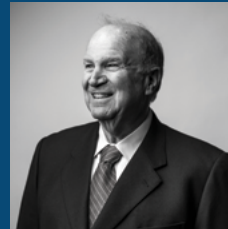
**DAVID
HIRSCHFELD**
President & Chief
Investment Officer,
Fiume Capital



MIKE JANSSEN
City Manager,
City of Las Vegas



RYANN JUDEN
City Manager,
City of North
Las Vegas



ROBERT LEWIS
President, Lewis
Management Corp.



FRANK MARTIN
President, Martin-Harris
Construction



ROSS MILLER
Commissioner,
Clark County



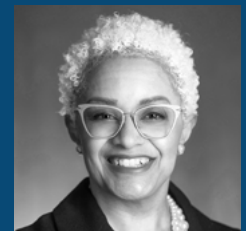
SCOTT MUELRATH
President & CEO,
Henderson Chamber



KEVIN ORROCK
President, Summerlin,
The Howard Hughes
Corporation



**SHANNON
PETERSEN**
EVP & Statewide
Corporate Banking
Manager, Nevada
State Bank



**DR. DERIONNE
POLLARD**
President, Nevada
State College



ANDREW PRIEST
President & Provost,
Touro University



MICHELLE ROMERO
Mayor,
City of Henderson



KEVIN SCHILLER
County Manager,
Clark County



MARY BETH SEWALD
President & CEO,
Vegas Chamber



NATALIE STEWART
Sr. Vice President of
Government & Public



DENETTE SUDDETH
Regional President & Head
of Commercial Banking,
Nevada, PNC Bank



BRYANT THORNTON
Market Vice President,
Republic Services



MIKE VERVILLE
Partner, Eide Bailly



STEVE WESTERMAN
Vice President, Cox
Business Las Vegas



DR. KEITH WHITFIELD
President, UNLV



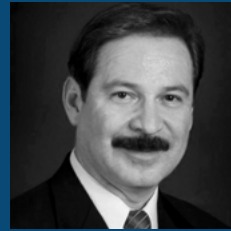
BRIAN WOLF
Branch Manager,
Manpower Las Vegas



FRANK WOODBECK
Executive Director
for Grants & Special
Projects, College of
Southern Nevada



STEVE ZANELLA
President & COO,
MGM City Center



DR. FEDERICO ZARAGOZA
President, College of
Southern Nevada

OUR PARTNERS



NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

LVGEA has been designated as one of eight Regional Development Authorities (RDA) in Nevada by the Governor's Office of Economic Development (GOED) for 2023-2024. Each RDA receives oversight and financial support from GOED.



BOARD MEMBERS & INVESTORS

The LVGEA50 Board of Directors is a diverse group of public and private sector leaders passionate about creating a brighter future for all Southern Nevadans. Collectively, the LVGEA50 is the largest board of economic development leaders in Nevada. Additionally, LVGEA receives ongoing support of varying investment levels from 100+ Southern Nevada businesses who are committed to supporting regional economic growth and diversification in Southern Nevada.



POLICY PARTNERS

LVGEA partners with Carrara Nevada, a local government affairs and lobbying firm, to advocate for economic development policies. The group acts as a voice for economic development priorities during the state legislative session and makes important connections for the organization with state leaders and elected officials. On federal economic development matters of interest, LVGEA partners with the Porter Group. LVGEA also partners with the Vegas Chamber each fall as a sponsor of the DC Fly-In, allowing LVGEA board members and an opportunity to network with national leaders on economic development policy issues.



RESEARCH PARTNERS

LVGEA partners with several local research organizations who assist in collecting and analyzing national, regional, and local data and economic indicators as it relates to economic development in the region. Las Vegas-based Applied Analysis powers the organization's Data Portal and provides invaluable expertise on local economic trends. Both RCG Economics and UNLV's Center for Business and Economic Research (CBER) regularly conduct applied and data-driven research for LVGEA and our community partners.



COMMUNITY PARTNERS

To ensure the region is collaborative, transparent, and has a shared strategy, LVGEA regularly meets with community partners to prioritize and coordinate economic development activities. These partners help make our work possible.



CHAMBERS OF COMMERCE

LVGEA works closely with all the local chambers of commerce to increase collaboration and build consensus around high-level priorities affecting the region's small business community.



OUR INVESTORS

PINNACLE



A Pinnacle Level investor is an elite level that contributes substantially to LVGEA. In addition to contributing financially, a Pinnacle Level member is recognized with this honor because its efforts remove barriers and provide access to services that the LVGEA would not be able to receive otherwise.

STATE FUNDING PARTNER



PRESIDENTIAL



CHAMPION



PARTNER

AdvanStaff HR
 BPM LLC
 Codingscape
 Coreprime
 Deloitte & Touche LLC
 ERGOS

First Federal Realty
 Home Foam
 Kristi Staab
 LOGIC CRE
 McCarthy Building
 Companies Inc.

Noble Studios
 Pacific Group
 PhRMA
 R&O Construction
 Regional Transportation
 Commission of Nevada

Team Construction
 The Abbi Agency
 The Korte Company
 TSK Architects
 United Way
 Zoox

STAKEHOLDER

Airport Concessionaires
 Altria Client Services, LLC
 Akers Enterprise
 Amazon
 Anexeon, LLC
 Blue Heron Design & Build
 Brownstein Hyatt Faber
 Schreck LLP
 Burke Construction
 CBRE, Inc

Community Vision
 Comprehensive Cancer
 Centers of Nevada
 Cushman Wakefield
 Dragonfly Energy Corp.
 Enterprise Bank
 Four Seasons Hotel
 Helix Electric
 Hilton Grand Vacations
 IBEW/NECA

KB Home
 Klai Juba Wald Architects
 KCP
 Konami Gaming, Inc.
 Lotus Broadcasting
 Meadows Bank
 Mission Support & Test Services
 Nevada Public Radio
 One Nevada Credit Union
 PABCO Gypsum

Picerne Real Estate
 Poggemeyer Design Group
 Protective Force Int.
 R&R Partners
 Switch
 TH Foods, Inc.
 Tiger Lily Floral
 USI Insurance Services
 World Trade Center- LV
 XIT

LEADERSHIP





LAS VEGAS GLOBAL ECONOMIC ALLIANCE

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