Public Purpose/Impact Analysis

City Council/Redevelopment Agency Meeting
December 19, 2007

Title of Project: Commercial Visual Improvement Agreement (CVIP) between the LV Redevelopment Agency and Strata Vegas, LLC (CVIP Participant & Property Owner) (2305 East Bonanza Road)

Project Description: Exterior renovation to the existing Smart & Final building located at 2305 East Bonanza Road (Vegas Plaza)

Sponsor/Developer: Strata Vegas, LLC (CVIP Participant/Property Owner

Assistance Provided by: Redevelopment Agency. Total project cost is approximately $123,333.00. Agency will reimburse the CVIP applicant on a 1:1 basis for pre-approved qualified exterior improvements. The Agency will reimburse the CVIP applicant up to a maximum of $50,000.00 for exterior improvements to the building. Agency will also record a Façade Easement and Building Maintenance Agreement against the property for a period of five (5) years, from date of completion of project.

Number of Direct Jobs Created: Not Applicable

Number of Indirect Jobs Created: Employment is based on those trades that will be utilized to complete this project. Trades to be utilized for this project will include carpentry, electrical, painting, and plumbing.

Number of Direct Jobs Retained: Not Applicable

Pertinent Statutes Used for Public Purpose:

In accordance with NRS 279.486, the CVIP applicant has submitted a signed and notarized Participant Affidavit and Employment Plan which states that without the Redevelopment Agency's assistance, the proposed project would not be completed to a level that would benefit the redevelopment area and the surrounding neighborhood. Any potential job creation opportunities will be advertised within the surrounding neighborhoods for qualified applicants.

How Does the Project Benefit the Public:

Strata Vegas, LLC bought the Vegas Plaza Shopping Center, consisting of two parcels, in August 2006. The shopping center was built in 1957 and the Smart and Final building was built in 1969 and has a dated exterior. Over the years the demographics of the surrounding neighborhood have changed and has shown an increasing Hispanic culture and related businesses residing in that area of the redevelopment area. The improvements to the exterior of the Smart and Final and the shopping center will be similar to what is found in the Summerlin area and

other higher income areas of the city, outside the redevelopment area. With the new improvements, at a major intersection (Eastern & Bonanza), other commercial properties may be interested in making exterior improvements to their property. Additionally, the property owner will be seeking to lease retail space to the types of businesses that serve the surrounding neighborhood.

Quantitative Economic Benefits:

$123,333.00 is being fed into the local economy through the employment of subcontractors for the improvements to the exterior of the building.

Private Investment**:**

Applicant will be funding the entire project cost of approximately $123,333.00. Property was purchased (along with the adjacent parcel) in August 2006 for $9.2 million.

Public Investment:

The CVIP program requires a 1:1 match from the applicant for all pre-approved exterior improvements. Once the project is complete the Redevelopment Agency will record a Façade Easement and Building Maintenance Agreement against the property for a period of five years. At the end of five years, the property is façade easement and building maintenance agreement is removed from the property.

Total direct Economic Impact:

$123,333.00.

Total Indirect Economic Impact:

Not measurable at this time. However, this CVIP has indicated that they will be assessing the renovation and revitalization of an adjacent property that houses a older motel.

Economic Impact Study Performed: Yes ☐ No ☒

Return on Investment Analysis Performed: Yes ☐ No ☒