



CORPORATE COMBINE

Nevada recognizes that prioritizing economic development and creating a diverse, sustainable economy is critical to Southern Nevada's future by creating stable, good-paying jobs, with upward mobility, and providing localities with more resources to meet our growing community's needs.

While we are making significant inroads in economic development, Super Bowl LVIII provides us with the opportunity to showcase our region to select businesses and companies that can further grow our economy and strengthen our communities.





OVERVIEW

Southern Nevada is in a unique position to use our emerging designation as the “Sports Capital of the World” as a platform to introduce CEO’s from around the globe to our community as a first location of choice for their companies.

The “Governors’ Corporate Combine Committee” for Super Bowl LVIII, is working in conjunction with both the public and private sectors to provide a select group of targeted CEO’s, NFL Sponsors, and supply-line companies a memorable, educational and interactive experience with our Municipal partners over Super Bowl weekend. These targeted companies are valued at more than \$1.8T in market cap.



GOAL

Our Primary Goal is to identify and attract a minimum of 8 CEO's from large market cap companies to attend a 3 day event in Las Vegas prior to the Super Bowl to learn about the advantages of establishing or expanding their business operation to the Greater Las Vegas area, and to build long term relationships and increased knowledge with major corporations (and ultimately their supply chains) about our community that will result in large scale, multi-year investments in Southern Nevada.

PROGRESS

To date we have identified 8 potential target companies in Clean Tech/EV, 5 in Sports and Entertainment and 3 in Healthcare. We also will be coordinating with all Municipal Partner's Offices of Economic Development, to make sure we are all consistent and aligned with target opportunities.

PROGRESS

The 3-day Corporate Combine will focus on a curated introduction to all of the highlights of our Valley, showcasing the quality of life, including, parks, schools, universities, churches, arts and the many other cultural amenities available. A key focus will be introducing potential target CEO's, and their families, to life beyond the Las Vegas Strip, introducing them to all the Valley has to offer. Cities and County Officials will be intricately involved so that they can showcase the "concierge" service we make available to companies looking to relocate in our valley.

The local investment in the 3-day event is expected to be \$2M dollars and will be shared by both Corporate and Municipal partners. The Public sector contribution request will be based on population and is as follows:

INVESTMENT

PUBLIC SUPPORT 50% (1M)



Clark County \$440,000



North Las Vegas \$120,000

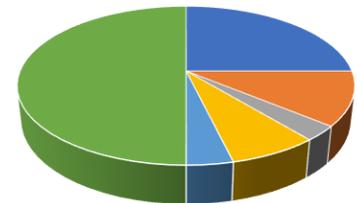


City Las Vegas \$290,000



Henderson \$150,000

PUBLIC/PRIVATE INVESTMENT



- PRIVATE CORPORATE INVESTMENT
- PUBLIC SUPPORT: Clark County
- PUBLIC SUPPORT: North Las Vegas
- PUBLIC SUPPORT: City of Las Vegas
- PUBLIC SUPPORT: City of Henderson
- TOTAL

PRIVATE SUPPORT: 50% (\$1M)



The Corporate Combine is our region's premier opportunity to begin to tell a cohesive story about all of the benefits for relocating business to our Valley. It is a story that has not been told in a collaborative manner in the past and will provide a template for economic development strategic initiatives around major sporting events, including F1 in the future. As we capitalize on the "Sports Capital of the World" with our tremendous array of Professional Sports franchises, we are well-positioned to parlay our sports strength into business diversity and growth through this regional partnership. We look to ensure that this first effort is a tremendous success in bringing new industry to valley.

For More Information, contact:

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