Downtown Project was founded in January 2012 with the idea that if you accelerate co-learning, collisions, and connectedness in the city’s urban core, productivity, innovation, growth, and happiness will fall into place.

Zappos.com CEO Tony Hsieh made a personal investment of $350 million toward helping with the revitalization of part of downtown Las Vegas. His investment became Downtown Project, which has allocated roughly $200 million in real estate and development, $50 million in small businesses, $50 million in technology and startups through VTF Capital, and $50 million in arts and culture, education, and healthcare.

A large portion of our investment was allocated toward real estate and development in the Fremont East/East Village districts of downtown Las Vegas. We own approximately 45 acres, and we’re activating our holdings in an organic way, rather than through a top-down master plan. We’ve purposely activated buildings that are not directly next to one another in order to encourage people to walk a little farther into the neighborhood, which increases opportunities for collisions.

The roughly $200 million to real estate and development includes approximately 45 acres of land in and around the Fremont East and East Village districts, and approximately 11 businesses that we wholly own and operate.

So far we’ve invested in approximately 50 small businesses ranging from restaurants, bars, and a microbrewery to retail, including a bookstore, a record store/recording studio, and a toy store. Downtown Project has also invested in services, from a membership-based dog park and doggie day care to an app-based laundry and dry cleaning business.

Downtown Project’s tech investment arm, VTF Capital, invested in more than 100 tech businesses, with about half of those businesses located in downtown, and half in other markets. Additionally, about 40 percent of the investments were made in businesses helmed by women.

Additional investments by Downtown Project include Life is Beautiful, a three day festival of music, arts, educational and inspirational speakers, and culinary arts; 9th Bridge School, an early childhood education center with a mission to transform education by redefining the experience of school and focusing on a curriculum inspired by innovation and entrepreneurialism.
Downtown Project is the umbrella entity under which our extensive ecosystem of local investments are developed, coordinated, and managed. This ecosystem includes wholly-owned entities, small business partnerships, investments in real estate, technology and startups, and select additional partnerships, largely in the areas of arts and culture, education, community or healthcare.

$350 MILLION INVESTMENT BREAKDOWN
$200 Million – Real Estate and Development
$50 Million – Small Business Investments
$50 Million – Technology and Startup Investments
$50 Million – Arts and Culture, Education, and Healthcare

INVESTMENT CATEGORIES
Food & Beverage
Retail
Services
Production
Fashion
Healthcare
Education
Arts
REAL ESTATE PORTFOLIO
WE ASPIRE TO BE FIRST, UNIQUE, OR BEST IN EVERYTHING WE DO.
Our portfolio of commercial real estate with growth potential includes more than 20 occupied, activated commercial buildings, in addition to seven plots of raw land, eight parking lots, and dozens of additional buildings that are available for redevelopment opportunities. More than $50 million is currently in the development pipeline in Downtown Project’s focus area.

**DIRT/RAW LAND**
- 220 N. 8th Street; 7,000-square-foot vacant lot
- 128 N. 7th Street; 7,000-square-foot vacant lot
- 111 N. 9th Street; 7,000-square-foot vacant land
- 208 N. 10th Street; 14,000-square-foot vacant land
- 10004 Ogden Avenue; 35,000-square-foot vacant land
- 112/116/130 N. Maryland Parkway; 35,000-square-foot vacant land
- 215 S. 9th Street; 7,000-square-foot vacant land

**MOTELS**
- Beverly Palms
  - 218 and 224 S. 6th Street; 10,500 square feet of land, 24,000-square-foot building.
- 7th Street Motels
  - 206, 209, and 221 N. 7th Street; 28,000 square feet of land, 35,000-square-foot building.
- Traveler’s Motel
  - 1100 Fremont Street; 35,000 square feet of land, 10,000-square-foot building
- Lucky Motel
  - 1111 Fremont Street; 28,000 square feet of land, 9,340-square-foot building
- Alicia Motels
  - 1200, 1208, and 1216 Fremont Street; 40,000 square feet of land, 18,971-square-foot property

**Valley/Gables Motels**
- 1301, 1313 Fremont Street; 40,000 square feet of land, 18,100-square-foot building

**Peter Pan**
- 110 N. 13th Street; 14,000 square feet of land

**PARKING LOTS**
- Llama Lot
  - 120,000 square feet, located bordered by 9th and 10th Streets, Fremont Street and Ogden Avenue
- 7th Street Lot
  - 7,000 square feet, located at 7th Street and Ogden Avenue
- Oasis Lot
  - 14,000 square feet, located at the northwest corner of Las Vegas Boulevard and Ogden Avenue
- Downtowner Lot
  - 19,600 square feet, located at the northeast corner of 8th and Fremont Streets
- El Cid Lot
  - 7,000 square feet, located off 6th Street between Carson and Bridger Avenues
- John E. Carson Lot
  - 14,000 square feet, located off 6th Street between Fremont Street and Carson Avenue
- Container Park Lot
  - 23,520 square feet, located off 7th Street between Fremont Street and Carson Avenue
- Gold Spike Lot
  - 29,900 square feet, located at the northeast corner of Las Vegas Boulevard and Ogden Avenue
Close your eyes and imagine living, working, or playing in Downtown Las Vegas. As the original heart of the city, downtown is a walkable, urban environment where innovative new businesses co-exist alongside historic landmarks; where book stores, record stores, coffee shops and restaurants flourish next to cultural institutions, and you’ll find both co-working spaces and an amazing outdoor collection of murals and installation pieces by internationally-recognized artists.

Downtown Project’s biggest residential property is The 211, a 312-unit apartment complex that has been fully renovated. The building offers efficiently redesigned micro-units and some larger studio units, featuring all new flooring, cabinets and countertops, new paint, and resurfaced restroom areas, as well as all new appliances. Additional updates to the building include an outdoor dog park with green space, a hammock garden, hot tub, and fire pit; a large outdoor kitchen with social areas; two indoor community kitchens and private dining rooms; a game room, media room, fitness room, and laundry facility; and a rooftop patio with outdoor seating. Since The 211’s transformation, the building has experienced a rapid lease up, achieving 65 percent occupancy in just 10 months.

Downtown Project’s residential real estate portfolio includes more than 700 units and offers a variety of great options to fit almost any budget.

THE 211
211 N 8th Street | 310 Residential Units

8TH STREET APARTMENTS
210 S 8th Street | 32 Residential Units

DOWNTOWNER
129 N 8th Street | 119 Residential Units

TOWNE TERRACE
330 S 7th Street | 50 Residential Units

SHANGRI LA
230 N 7th Street | 7 Residential Units

*As of publication, portfolio wide occupancy rate of over 90%
The Wolff Company and 901 Fremont, LLC, an affiliate of Downtown Project, are building a groundbreaking mixed-use, multifamily residential project located on 1.3 acres at the intersection of Fremont and 9th Streets in the heart of downtown Las Vegas. The five-story, podium-style building will include 232 units as well as 15,000 square feet of retail space along Fremont Street. The project will be the first of its kind in the emerging Fremont East area.

The property will feature a hip resident lounge and resort-style pool, and apartments will include premium unit finishes such as quartz countertops, under-mounted sinks, custom tile backslashes and stainless steel appliances. Fremont9 is scheduled to open January 2018.

**LIFESTYLE ENHANCEMENTS**

**INSIDE**
- Modern Studio, One-, Two-, Three-Bedroom and Live/Work Floor Plans
- LED Under Cabinet Lighting
- Wood-Stle Plank Flooring
- Quartz Countertops
- Subway Tile Backslashes
- Contemporary Flat-Panel Cabinets
- Natural Gas and Energy Star® Stainless Steel Appliances
- Washers & Dryers
- Walk-In Closets
- Private Patios in Select Units

**OUTSIDE**
- Resort-Style Lap Pool and Spa
- Outdoor Courtyards with Ping Pong, Fire Pits and BBQ Grills
- Clubroom Lounge with Billiards and Music Wall
- Media Lounge with Video Wall
- Entertainment Kitchen and Community Dining Space
- TopBrewer App-Powered Espresso Machine
- Chic Lounge Spaces with Handpainted Murals and Blackened Steel Accents
- 24-Hour Fitness Center with Reclaimed Gym Floors
- Yoga and Spin Studio
- Fully-Equipped Conference Room
- 24/7 On-Demand Parcel Lockers
- Bicycle Storage
- Pet-Friendly Community
Downtown Project’s investments in the community have generated approximately 390 jobs within small businesses, 130 jobs in technology startups, 85 jobs in managing DTPv enterprises, and more than 950 jobs as a result of the visitors brought to the area annually by Downtown Project and Life Is Beautiful. In total, more than 1,570 permanent jobs have been created or supported as a result of Downtown Project.

**DOWNTOWN PROJECT’S IMPACTS INCLUDE:**
- 407 ongoing or completed construction projects
- 61 small business investments in Las Vegas
- An estimated 130,000 annual visitors from the Life is Beautiful Festival and visitors to DTP/DTP-related entities

**TOTAL ONE-TIME CONSTRUCTION IMPACTS**
- 1,700+ person-years¹ of employment
- $91.9 million in salaries
- $272 million in economic output

**TOTAL RECURRING IMPACTS (ANNUALLY)**
- 1,570+ jobs
- $70 million in salaries
- $209.2 million in economic output

¹A person-year of employment is one person employed full time for one year

**Source:** Applied Analysis February, 2017. Economic Impact Study
GOLD SPIKE
Formerly a hotel and casino, the historic Gold Spike has been re-imagined as Downtown’s premier co-working spot by day, and morphs into a giant party by night. An adult playground featuring oversized games and live music several nights a week, Gold Spike also offers food and drinks 24/7.

DOWNTOWN CONTAINER PARK
Anchored by a 35’ tall, fire-breathing praying mantis, Downtown Container Park has become one of Las Vegas’ most unique attractions.

INSPIRE
Inspire is a three-story complex boasting multiple convention/conference spaces, cocktail bars and outdoor patio areas, as well as a 150-seat theater and a climate-controlled rooftop bar.

DOWNTOWN TERRACE
Downtown Terrace is a relaxed, casual restaurant serving sharable small plates, flatbreads, salads and entrees, accompanied by a new world wine list and full cocktail menu.

OAK & IVY
Oak & Ivy is an American craft whiskey bar dedicated to classic mixology, unique handcrafted drinks, seasonal ingredients and homemade, high quality garnishes and mixers.

BIG ERN’S BBQ
Originally exclusive to area farmer’s markets, Big Ern’s BBQ is smoked daily at its first location inside Downtown Container Park and its second location at the Fiesta Rancho.

CORDUROY
A bar reminiscent of the throwback rock ‘n’ roll-style watering holes of the past. Fun and a whole lot of nostalgic flair went into the design of Corduroy.

DOWNTOWNER
Set in an art deco style building, this relaxed motel is a 10-minute walk from the Fremont Street Experience 24-hour mall and entertainment complex, and 2 miles from the Las Vegas Strip.

THE WYLDE
The neon jungle-inspired crash pad located next to the Downtowner features bright animal artwork adorning its walls and serves as Las Vegas’ answer for an affordable, Downtown alternative.

REAL WORLD SUITE
Gold Spike’s 7th floor penthouse suite was featured in the 31st season of MTV’s Real World: Go Big or Go Home, which began airing in March 2016.

FIDDLESTIX
Fiddlestix is a modern cafe featuring a variety of breakfast favorites, a hearty selection of salads, alcoholic milkshakes, and classics like burgers and sandwiches.

OASIS AT GOLD SPIKE
Located on historic Las Vegas Boulevard, Oasis at Gold Spike is a midcentury-inspired boutique hotel.

DOWNTOWN EVENTS
One-stop shopping for event Downtown Project owns and operates a variety of meeting and event spaces in the heart of Downtown.

LAS VEGAS HOSTEL
Las Vegas Hostel is the city’s largest, longest running hostel managed by travelers, for travelers.

DOWNTOWN RANGERS
Founded to “help create the most enjoyable Downtown experience worldwide,” The Downtown Rangers is a cadre of trained individuals whose purpose is to enhance the life of the residents, business owners and visitors in Las Vegas’ Fremont East district.
SMALL BUSINESS
BUSINESSES THAT ARE INVESTED IN BY DOWNTOWN PROJECT

FOOD & BEVERAGE
- VEGENATION
- EAT
- CRUSH
- BIN 702
- THE SMASHED PIG
- CHEFFINI’S HOT DOGS
- CHOW
- BOCHO DOWNTOWN SUSHI
- CARSON KITCHEN
- LA COMIDA
- BANGER BREWING
- BUNKHOUSE

PRODUCTION
- SILVER STATE PRODUCTION SERVICES
- CATALYSTCREATIV
- LIVESPARK
- ROCK SALT SONGWRITERS
- RABBIT SHOW

ADDITIONAL PARTNERSHIPS
- LIFE IS BEAUTIFUL
- 9TH BRIDGE SCHOOL
- NACHO DADDY
- FLIPPIN’ GOOD

RETAIL
- KAPPA TOYS
- THE WRITER’S BLOCK
- 11TH STREET

SERVICES
- THE HYDRANT CLUB
- MINT LOCKER
- BOMBSHELL BEAUTY LOUNGE
- ECLIPSE THEATERS
AWARDS & ACCOLADES
WE ASPIRE TO BE FIRST, UNIQUE, OR BEST IN EVERYTHING WE DO.

2017 STATE OF NEVADA INNOVATION AWARD
Real Estate Award

THRILLIST.COM, THE BEST THINGS TO DO ON FREMONT ST
Container Park

DESERT COMPANION, 2016 BEST OF THE CITY
Best New Bookstore: The Writer's Block
Best Dry Cleaners: Mint Locker
Best Toy Store: Kappa Toys
Best Downtown Attraction: Downtown Container Park
Best Beauty Products: Cala: Bath, Body, Home (Downtown Container Park)
Best Breakfast, Readers Poll: Eat
Best Park, Readers Poll: The Hydrant Club

LAS VEGAS WEEKLY, 2016 BEST OF VEGAS
Reader's Choice: Best Cocktail Lounge – Oak & Ivy
Best Music Hub: 11th Street Records
Reader's Choice: Best Local Brewery – Banger Brewing
Most Indestructible Venue: Bunkhouse Saloon
Reader's Choice: Best Taco Shop – Pinches
Best Local Scene Comeback: Neon Reverb

CITY OF LAS VEGAS, MAYOR’S URBAN DESIGN AWARDS
Building and Environment: Inspire (Bunnyfish Studio)
Historic Preservation and Adaptive Reuse: John E. Carson Building

DESERT COMPANION, 2015 BEST OF THE CITY
Best Green Shopping Experience: Downtown Container Park
Best Intelligentsia Hangout: The Writer's Block
Best Cocktail Theater: 365 Tokyo
Best Chocolate: Jinju Chocolates
Best Candy Shop: Sweet Spot
Best Bar Snack: Spicy Pecans at The Perch

DESERT COMPANION, 2015 NEWCOMER’S GUIDE
Who to Know, Foodies: Chef Natalie Young
Who to Know, Entrepreneurs: Tony Hsieh
Culture Lovers Tip: Bookmark the Writer’s Block

ENTREPRENEUR MAGAZINE, 2015 BUSINESS TRAVEL AWARDS
Best Meeting Destination: Downtown Vegas

LAS VEGAS REVIEW-JOURNAL, BEST OF LAS VEGAS 2015
Best Candy Shop: JinJu Chocolates
Best Doughnuts: O Face Doughnuts
Best New Restaurant: Carson Kitchen
Best Local/Alternative Music Venue: The Bunkhouse Saloon
Best Margaritas: Nacho Daddy

LAS VEGAS WEEKLY, 15 TO WATCH IN 2015
Ronald Corso, Champion of Sound (11th Street Records)
Meredith Spriggs, Hero for the Homeless (Caridad)

LAS VEGAS WEEKLY, BEST OF VEGAS 2015
Best Place to Party Like You’re Still 21: Gold Spike
Best New Cocktails Downtown: Oak & Ivy
Best Reason to Stay Inside: 11th Street Records
Best Literary Hangout: The Writer's Block

THRILLIST.COM, THE THRILLIST AWARDS: BEST OF VEGAS 2015
Best New BBQ Spot: Big Ern's, Fiesta Rancho

VEGAS SEVEN, BEST OF THE CITY 2015
Best of Both Worlds: Glutton and VegeNation
Best Music Hub: 11th Street Records
Best Place to Build Your Startup: The Mill Accelerator
Best Way to Get That Vintage Sound: 11th Street Records/Studio
Best Little Park That Could: The Waiting Game
Best Place to Educate Your Kids: The Writer’s Block, Atomic Liquors

VEGAS SEVEN, RESTAURANT AWARDS 2015
Best Breakfast Sammy: Glutton's Proper Breakfast Sandwich
Best New Spot for Vegetarians: Donald Lepmerle's VegeNation
Best New Late-Night, Off Strip: Flippin’ Good Burgers
Best Bar Snack: Spicy Pecans with Rosemary at The Perch
Best Beer-Friendly Bite: Hamachi Kama at Bocho Sushi
Finest Pack of Mules: Oak & Ivy
THE THREE C’s
COLLISIONS, CO-LEARNING, AND CONNECTEDNESS

COLLISIONS
We have invested in development in a way that is meant to maximize “collisionable hours,” meaning the number of hours that someone is out and about in the neighborhood in a public or semi-public way (for example, sidewalks, parks, bars, restaurants, or cafes) that creates an opportunity for serendipitous interactions.

We prioritize collisions over convenience because we care about walkability and connectivity – just get people to walk one more block, over and over again to foster interactions that can lead to learning and innovation. When people live, work, and play closely together, they interact more frequently, which creates more opportunities for them to learn from each other.

CO-LEARNING
We’ve also invested in businesses that maximize the number of hours when people in the neighborhood are learning from each other, through traditional mentorship, classes, talks, or workshops, as well as through an increased opportunity for daily collisions.

While Downtown Project and its business investments are for-profit entities, we believe you can make a profit and still do a bit of good and encourage co-learning. We’ve invested in several businesses that are ideal for co-working and serendipitous collisions, include Gold Spike, Container Park, and the John E. Carson building’s central courtyard, which all feature free wi-fi and spaces that are perfect for everything from sitting with a laptop and getting in a few hours of work to meetings or team building experiences.

We also invested in an alternative workspace, Work In Progress, as well as several businesses that offer more traditional instruction, like The Writer’s Block’s Codex, a studio offering free literacy programs for Las Vegas students ages five to 18, families and teachers, as well as book clubs, author readings, and more.

CONNECTEDNESS
We also hope to help maximize the number and the depth of connections between people in the neighborhood. That connectedness is developed through repeated, positive interactions within the neighborhood that create a personal and emotional connection to the place itself.

It’s important to Downtown Project to invest in spaces that foster collisions, as well as meaningful, experiential connections. We’ve done that by investing in passionate individual entrepreneurs who are true owner/operators. Unlike chain stores or big businesses, customers can go into the businesses we’ve invested in at almost anytime and actually interact with the owner, learning their story, their inspiration, and their passion.