DTP was founded in January 2012 with the idea that if you accelerate co-learning, collisions, and connectedness in the city’s urban core, that 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 DTP, 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/Far East district 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.

The roughly $200 million in real estate and development includes approximately 45 acres of land in and around the Fremont East and East Village districts and approximately 17 businesses that we wholly own and operate. Additionally, DTP has 688 residential units, and commercial real estate, such as 701 Bridger, John E. Carson, and Sears to name a few.

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

DTP’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 DTP 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.
DTP 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
Green - DTP owned + developable opportunity
Yellow - DTP owned, currently operational
Red - DTP does not own
Teal - Amazon/Zappos Option Land
Blue - Zappos HQ
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.

DTP’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.

DTP’s residential real estate portfolio includes more than 688 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

**NOLANA**  
901 Bridger Ave | 10 Residential Units

**TOWNE TERRACE**  
330 S 7th Street | 50 Residential Units

**SHANGRI LA**  
230 N 7th Street | 7 Residential Units

**CASSIA**  
319 S 9th Street | 16 Residential Units

**FREMONT9**  
901 Fremont Street | 232 Residential Units

**DOWNTOWNER RESIDENCE**  
129 8th Street | 31 Residential Units

*As of publication, portfolio wide occupancy rate of over 95%
The Wolff Company and 901 Fremont, LLC, an affiliate of DTP Companies, have built 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 includes 232 units as well as 15,000 square feet of retail space along Fremont Street. The project is the first of its kind in the emerging Fremont East area.

Fremont9 features a hip resident lounge and resort-style pool, and apartments include premium unit finishes such as quartz countertops, under-mounted sinks, custom tile backsplashes and stainless steel appliances.

**HIGHLIGHTS**
- Modern Studio, One-, Two-, Three-Bedroom and Live/Work Floor Plans
- Private Patios in Select Units
- Resort-Style Lap Pool and Spa
- Outdoor Courtyards with Ping Pong, Fire Pits and BBQ Grills
- Fitness Center

Fergusons is a downtown market square, rooted in community, celebrating music, art, nature and local creatives.

Through the revitalization of the historic Fergusons Motel, our mission is to cultivate a diverse and inviting community that fosters creativity and passion. From the shops of local makers to restaurants and an enchanting green space, Fergusons is a place where you can connect, shop, sleep, eat and explore.

**HIGHLIGHTS**
- 50,768-square-foot lot
- Tiny houses, Airstreams and Micro Apartments
- Big Rig Jig art installation
- Live entertainment and event space
- Food, Beverage & Retail shops
- A focus on local vendors
DTP’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 DTP and Life Is Beautiful. In total, more than 1,570 permanent jobs have been created or supported as a result of DTP.

DTP’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
OWNED & OPERATED
BUSINESSES THAT ARE WHOLLY OWNED & OPERATED BY DTP
FOOD & BEVERAGE
VEGENATION
EAT
CRUSH
BIN 702
CHEFFINI’S HOT DOGS
BOCHO DOWNTOWN SUSHI
CARSON KITCHEN
LA COMIDA
BANGER BREWING
BUNKHOUSE

PRODUCTION
SILVER STATE PRODUCTIONS
CATALYSTCREATIV
LIVESPARK
ROCK SALT SONGWRITERS
RABBIT SHOW

ADDITIONAL PARTNERSHIPS
LIFE IS BEAUTIFUL
9TH BRIDGE SCHOOL
NACHO DADDY
FLIPPIN’ GOOD
FREMONT9
FERGUSONS

RETAIL
11TH STREET

SERVICES
THE HYDRANT CLUB
MINT LOCKER
BOMBSHELL BEAUTY LOUNGE
WHAT WE VALUE

OUR MISSION
We inspire people to live, work, and play through cultivating environments that encourage creativity, discovery, and WOW experiences.

DTP is dedicated to helping revitalize part of downtown Las Vegas through investment in small businesses; tech startups; real estate and development; and arts, culture, and education.

We are doing that by inspiring and empowering people to follow their passions to create a vibrant, connected urban core.

Our goal and purpose is to help make downtown a place of inspiration, entrepreneurial energy, creativity, innovation, upward mobility, and discovery, through the Three C’s of Collisions, Co-learning, and Connectedness in a long-term, sustainable way.

OUR VALUES

DO WHAT’S RIGHT
By Doing What’s Right, we are always respectful of others and allow others to be their diverse, authentic selves. When we are in the wrong, we are humble enough to admit it and act with such integrity that doing the right thing isn’t difficult to do.

MAKE EPIC HAPPEN
By Making Epic Happen, we execute well. We create amazing experiences for our DTLV family and for our guests – We make a difference for those around us.

COME TOGETHER
By Coming Together, we communicate and collaborate with our teams. We welcome people into our spaces and enjoy the company of those around us.

EMBRACE ADVENTURE
By Embracing Adventure, we are courageous in choosing the road less traveled. We are empowered to be resourceful to make the hard decisions. We know our attitudes determine our altitudes and chose to be positive along the way.

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