



Mayor's Fund for Las Vegas LIFE



Year Three: The Mayor's Fund 2021

Las Vegas' Return on Investment

REPORT TO THE COMMUNITY



Mayor's Fund for Las Vegas LIFE



Opportunity lies ahead

In hindsight, we can now see that the Mayor's Fund for Las Vegas LIFE was launched just in time to help Southern Nevada residents when needs became greatest. With strong collaboration among community partners and City staff over the past three years, the Mayor's Fund is fortuitously positioned now to advance important City initiatives that improve the quality of life, especially for our most vulnerable residents. With 2021 filled with unprecedented challenges, the Mayor's Fund was gratefully able to leverage public and private resources to initiate and execute a variety of programs and services described herein.

As we look to 2022, we have established three primary goals embodied in these key initiatives: 1) "Hired, Housed, and Healthy" is a multi-faceted initiative to help our homeless citizens find employment, secure reliable and affordable housing, and get healthy; 2) The Las Vegas Cultural Arts Fund will provide critical funding to continue to enhance quality of life through public art, arts education, and programming; and 3) The Strong Start GO! Las Vegas program will continue to improve access to early childhood education, particularly in underserved neighborhoods.

With an eye on these goals, the Mayor's Fund in 2022 will endeavor to support key programs for the Courtyard Homeless Resource Center, the Las Vegas Book Festival, the ReInvent Schools program, youth sports, and a citywide initiative to add thousands of trees in public areas to improve the health and well-being of residents.

Read on to learn more about the community-wide impact of The Mayor's Fund for Las Vegas LIFE during 2021. We remain forever grateful to our many partners whose support has helped to advance critical city initiatives and priorities.

– Mayor Carolyn G. Goodman, city of Las Vegas



2021 Advisory Committee

Pictured from left to right.

Andy Abboud
Las Vegas Sands Corporation

Richard Worthington
The Molasky Group of Companies

John Tippins
Northcap

Bruce Ford
City National Bank

Kristine Creel
Community Leader and Philanthropist

Cindy Ellis
Nevada Women's Philanthropy

Allan Creel
Creel Ventures

Christina Ellis
Ellis Island Hotel, Casino & Brewery

Derrick Hill
Cox Communications

Mayor Carolyn G. Goodman
city of Las Vegas

Dr. Gard Jameson
Jameson Family Trust

Maria Gatti
MGM Resorts International

Brian Formisano
Wells Fargo

Ann Simmons Nicholson
The Simmons Group

Dr. Roy Whitmore
University of Phoenix

Julie Murray
*Moonridge Group
Mayor's Fund
Philanthropy Advisor*

Gian Brosco
Nevada Community Foundation

NOT PICTURED

Ivette Fernandez
UFC / Endeavor

Brian Kunec
KB Home

Rose McKinney-James
McKinney-James & Associates

Justin Micatrotto
Luna Foundation

Tony Sanchez III
NV Energy

Tom Thomas
Thomas & Mack Co.



About The Mayor's Fund for Las Vegas LIFE

The Mayor's Fund for Las Vegas LIFE provides a vehicle for companies and individuals in the private sector to support key city initiatives. It was established in September 2018 to target specific community needs in the areas of **Livability** (homelessness, youth sports, arts and culture); **Innovation** (increasing access to the Internet, technology); **Future** (workforce development); and **Education** (Pre-K and other learning programs). The Fund, now entering its fourth year, is guided by an advisory committee comprised of exceptional and inspired leaders from Las Vegas' business, nonprofit and philanthropy sectors. Nevada Community Foundation, a public charity under Section 501 (c)(3) of the Internal Revenue Code, serves as the Mayor's Fund fiscal agent, receiving all private donations.

Our Impact

In its third year, the Mayor's Fund programs made great strides to support residents across the city.

Generous community supporters enabled the following impact:

	Program	Progress & Impact
LIVABILITY	Las Vegas Book Festival	The valley's largest event that promotes reading, literacy and celebrates local authors, returned as an in-person event in 2021 with readings and sessions available online year-round. More than 10,000 people attended.
	The Courtyard Homeless Resource Center	Served 6,979 unique guests in 2021, receiving services ranging from access to mail and storage bins to documentation assistance, a safe space to stay overnight and more. The Arrow is a shuttle service of the Courtyard that launched in July 2021 to provide no-cost transportation for people experiencing homelessness to access more than 20 essential services, assisting 704 unique clients thus far. The Recuperative Care Center (RCC) is a 38-bed medical respite facility that provides people experiencing homelessness with a safe place to heal from injuries and illness, treating 284 patients in 2021 alone.
	Public Art	Launched Historic Westside Mural Project in 2021 and completed installation of Queen of the Arts sculptures at West Las Vegas Arts Center.
	Youth Sports	Hosted the Darren Waller Youth Football Camp in July for 100 youth from underserved areas of the city; hosted a second youth football camp in partnership with the Las Vegas Raiders for 60 youth; completed a \$200,000 renovation of two basketball courts at the Doolittle Complex, now called The Shaq Courts at Doolittle.
	Urban Farming Facility	Began development of an Urban Farming Facility at James Gay Park in the Historic Westside with the purchase of two farming shipping containers scheduled for delivery in early 2022. They will be used to grow produce and provide training for jobs in the urban agriculture sector.
INNOVATION	Strong Future Technology and Training Center	More than 3,000 attendees received workforce development resources, attended technology-related classes, esports training and events, robotics programming, and learned new skills at the Cox Innovation Lab in the Historic Westside School. This included 2,093 in-person participants and 907 virtual participants, of which 852 participants received specific training in graphic arts, cybersecurity, web programming, video design, software, esports, coding, computer basics, robotics, and more.
	Batteries Included NextGen Program	Hosted a campus tour of Northern Arizona University for 40 teens enrolled in the Batteries Included program. Students learned about college programs, tuition rates, scholarship opportunities, campus culture and campus history.
FUTURE	Connected Roadway Solutions	Completed the hardware installation phase that is now collecting data. This project, in partnership with Cisco, will collect data that will be analyzed by city leaders with the hope of increasing safety and improving traffic flow within downtown Las Vegas.
	OnGo Mobile Network	Officially launched in partnership with Ubiqquia® and is now providing expanded wireless connectivity throughout the Las Vegas Medical District and Historic Westside. An outreach effort will be undertaken to assist the community to utilize this free connectivity.
EDUCATION	Reinvent Schools Las Vegas	Provided much-needed support for approximately 200 students/family members who attend the Reinvent Schools Las Vegas elementary schools by purchasing shoes. Students who received new shoes showed an increase in self-esteem and physical activities, as well as improved behavior and attendance during the school day.
	Strong Start GO! Mobile Pre-K Bus	Provided digital access to online education supports and community resources for 40 children and their families, including new Chromebooks for each child, online educational resources for family engagement through Ready Rosie, and literacy supports through Epic Reading for all children and families.
	Little Free Libraries	Marketing materials were purchased to help bring awareness to the Little Free Libraries initiative and its locations at senior centers, the Historic Westside School for the Strong Start Mobile Pre-K program, Clark County School District elementary schools and other sites.

Thank you to our generous 2021 donors

\$200,000 - \$500,000

MGM Resorts International Operations, Inc.
The Shaquille O'Neal Foundation/
Icy Hot®
Zappos*

\$50,000 - \$199,999

SilverSummit Healthplan
Wells Fargo Foundation

\$10,000 - \$49,999

Anthem, Inc.
Courtyard Homeless Resource Center Assistance
Crystal View Capital Management
LVMC Development, Inc.
San Manuel Band of Mission Indians
The Howard Hughes Corporation®
The Milagro Foundation

\$5,000 - \$9,999

AT&T
Las Vegas-Clark County Library District
Las Vegas Raiders
Toyota Financial Savings Bank
*In Kind

2021 Donations to The Mayor's Fund:

\$1,302,348

- \$902,348 - Cash
- \$400,000 - In-Kind Goods and Services

Donations to The Mayor's Fund since Sept. 2018 Inception:

\$2,998,204 - Cash

\$5,432,976 - In-Kind Goods and Services

EXCEPTIONAL PARTNERSHIP:

The Howard Hughes Corporation®



One 2021 standout donor to The Mayor's Fund is The Howard Hughes Corporation® (HHC). In addition to contributing \$40,000 to complete and install the Queen of the Arts sculptures at the West Las Vegas Arts Center, HHC underwrote the Darren Waller Youth Football Camp for 100 Las Vegas kids and teens at All-American Sports Park. The national developer with a big presence in Las Vegas also underwrote the 3-on-3 basketball tournament and community celebration following the dedication and reveal of The Shaq Courts at Doolittle. And when Shaquille O'Neal made a spontaneous promise to deliver new laptops to the 100 youth who attended the dedication based on the success of a free throw by one of the kids in attendance, HHC immediately said yes to joining Icy Hot® to purchase the laptops. In fact, HHC tapped its technology partner, Dell, to source the laptops and ensure delivery before Christmas. Thank you to The Howard Hughes Corporation for its exceptional partnership!



Mayor's Fund for Las Vegas LIFE



Youth Sports Donor Spotlight:

The Shaquille O'Neal Foundation and Icy Hot® – The Shaq Courts at Doolittle

The Shaquille O'Neal Foundation, in partnership with Icy Hot®, donated \$200,000 to refurbish two basketball courts at the Doolittle Complex in the Historic Westside. The newly renovated courts, renamed The Shaq Courts at Doolittle, are part of the "Comebaq Courts" initiative of The Shaquille O'Neal Foundation and Icy Hot that refurbishes existing public basketball courts throughout the country to ensure

young athletes can get back in the game. Improvements included new surfacing, custom colors and floor graphics, shade structures, seating areas, new basketball standards and a state-of-the-art Daktronics LED scoreboard. Two special art installations – a life-sized pair of "Shaq" shoes and a six-foot LED-lighted basketball – create fun and signature visuals for community enjoyment as well as aesthetic enhancement of the area.

Youth Sports



Livability Donor Spotlight:

MGM Resorts International Operations, Inc. – Historic Westside Farming Facility

In 2021, Las Vegas' Historic Westside became the first neighborhood in the city to plan to have a community-based urban agriculture farming facility, thanks to a \$500,000 donation from MGM Resorts International. The Historic Westside Farming Facility, currently under development, will establish a new, local food source and help to tackle food insecurity rates in the area, while addressing unemployment and building community wealth.

The Historic Westside community has consistently struggled with reliable access to healthy food, experiencing 25.5% food insecurity – the highest in the Las Vegas valley. Located in James Gay Park, the urban farming facility will be housed in climate-controlled, pre-built shipping containers that provide vertical growing space to produce 8 tons of produce each.

Livability



Public Art Donor Spotlight:

The Howard Hughes Corporation® - Queen of the Arts Sculptures

This year, the West Las Vegas Arts Center was graced with the installation of two magnificent 15-foot sculptures, "Queen of the Arts," created by renowned international artists, Gus and Lina Ocamposilva, and selected by West Las Vegas community members. Completion and installation of the sculptures were funded by a gift of \$40,000 from The Howard Hughes Corporation®, developer of the Summerlin® master-planned community, its urban core

of Downtown Summerlin® and Las Vegas Ballpark, and owner of the city's professional baseball team, Las Vegas Aviators. The sculptures have already become part of the area's cultural fabric, contributing to the rich African-American history of the Historic Westside and heralding entrance to the West Las Vegas Arts Center, an important gathering place for the local community.

Public Art