

DOWNTOWN PROJECT

WE ARE A GROUP OF **PASSIONATE PEOPLE** COMMITTED TO TRANSFORMING **DOWNTOWN LAS VEGAS** INTO THE MOST **COMMUNITY-FOCUSED LARGE CITY** IN THE WORLD. WE ARE DOING THAT BY **INSPIRING** AND **EMPOWERING** PEOPLE TO FOLLOW THEIR **PASSIONS** TO CREATE A **VIBRANT, CONNECTED URBAN CORE**.

WE AIM TO:

- **Build** the most community-focused large city in the world...in the city you would least expect it.
- **Create** the coworking capital of the world for communities interested in technology, fashion, entrepreneurship, music, and more.
- **Inspire** people to follow their passion.
- **Do** it in less than five years.

WE BELIEVE:

- Urban residential density of at least 100 people per acre combined with ground-level gathering places such as cafes, interesting small businesses, and public spaces increases economic output and happiness.
- Community development is more about the people than real estate. We want our physical spaces to reflect our community's values.
- We have the opportunity to build a sustainable community that embraces nature and reduces the community's dependency on cars.



WE'RE FOCUSED ON A FEW VERY IMPORTANT OBJECTIVES:

COMMUNITY & COWORKING:

The foundation of our mission is to create the most community-focused large city in the world. Through deliberate seeding of community initiatives, we're helping to provide the spaces and reasons for people to come together and inspire each other. Our initiatives are focused on accelerating the potential for serendipity and learning in spaces dedicated to professional, civic, and community growth. We're initially focused on communities passionate about Technology, Fashion, Photography, Art, Entrepreneurship, Food, Music, Faith, Outdoor and Recreation, Education, and more. We are inspired by the coworking movement and by creating spaces for work based on community values. We've already created one space, /usr/lib, a community space with a library of technical books for members interested in growing their technology skills. It is located in the Emergency Arts building downtown, both a coworking space and art collective. In the Spring of 2012, we plan to open two more coworking spaces.

ARTS, MUSIC, AND CULTURE:

At the very heart of a great city is an active and thriving art, music, and creative culture. As a global entertainment capital, Las Vegas has more artists per capita than New York. It however lacks the connectedness that allows artists of all types to follow their personal passions and refine their talent through a larger network of peers. We aim to be a part of changing that by investing in events, spaces, and people that provide a creative outlet for one of the largest existing communities of creative people in the world—Las Vegas.

TECHNOLOGY:

We're investing in start-ups and fostering community development efforts that help to build a collaborative, innovative technology hub. The #VegasTech community is a collaborative network of technologists, developers, designers, and entrepreneurs. We believe in investing in programs, ideas, entrepreneurs, and building the spaces that help accelerate learning, encourage collaboration, and elevate Las Vegas as a national startup hub. We believe that you can change the world with a laptop.

ENTREPRENEURSHIP:

A sustainable, passionate community should be made up of entrepreneurs following their passions. We aim to invest in 100-200 entrepreneurs, build programs to help them avoid many of the basic mistakes new entrepreneurs make, and, combined with our urban development plans, help them build the perfect space to follow their passion.

URBAN DEVELOPMENT:

Building physical spaces, infrastructure and connectivity that encourage serendipitous interactions provides opportunities to engage with nature and meet fellow citizens in an urban context. This includes innovative residential, business, and community spaces. Our primary goal is to create an environment that encourages serendipity for many groups of people, creating the opportunity to unexpectedly connect with people from different backgrounds. Serendipity encourages people to engage with each other, exchange ideas and ultimately learn from one another.

EDUCATION

Investing in public, private and alternative innovative education opportunities that support the development of our community as a supportive environment for families is an important objective for Downtown Project.

Education is the bedrock on which a truly great city is built. We believe a rock-solid education system builds healthy communities by helping intelligent people to do amazing things. It creates opportunities for people to explore new ideas and develop new passions. For our city to thrive, families must not only aspire to live here but also to educate their children here. Investment in public and private education programs is critical to the community as a whole.

Teach For America - Zappos.com - Downtown Project

Downtown Project is also partnering with Teach for America to improve the quality of education in our city and Downtown Las Vegas. Tony Hsieh and Zappos.com have donated \$1.5 Million to support Teach for America's efforts as they work to attract talented individuals, like you, to Las Vegas.

We are collaborating with Teach for America and investing in the Clark County School District by exploring innovative ideas, pedagogic insights, new techniques in teaching. Our current investment plans include developing a private or charter school in Downtown Las Vegas. We've designated \$50 Million for Downtown Project Education initiatives. An early childhood education center and many lecture series to share our ideas with the community are among some of the very early ideas we are exploring in our journey.



THAT'S WHERE
YOU
COME IN.

We're partnering with Teach for America to not only assist them in their efforts, but to improve the quality of education in our city.

In our work with Teach for America, we're also planning to engage corps members and alumni to become more deeply involved in our community Downtown. We hope Downtown becomes a hub of activity for educators and thinkers like you, a place where you can serendipitously interact with others in a way that enriches your life and our community.



SO WHY
SHOULD
YOU

COME TO DOWNTOWN LAS VEGAS?

Why wouldn't you? We have a virtually unprecedented opportunity to re-imagine what our city can be. To achieve that possibility, we need bright, creative, thoughtful people from all kinds of backgrounds to join us in our efforts.

Of course, the long-term value of what you give our community through your efforts as educators is immeasurable. As we grow into the most community-focused large city in the world, we'll need an ongoing supply of new thinkers, new innovators, and new leaders. You can inspire the kids of Las Vegas to become those people.

If you want to know more about
DOWNTOWN PROJECT,
check out our website
www.downtownproject.com.

To learn more about the
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