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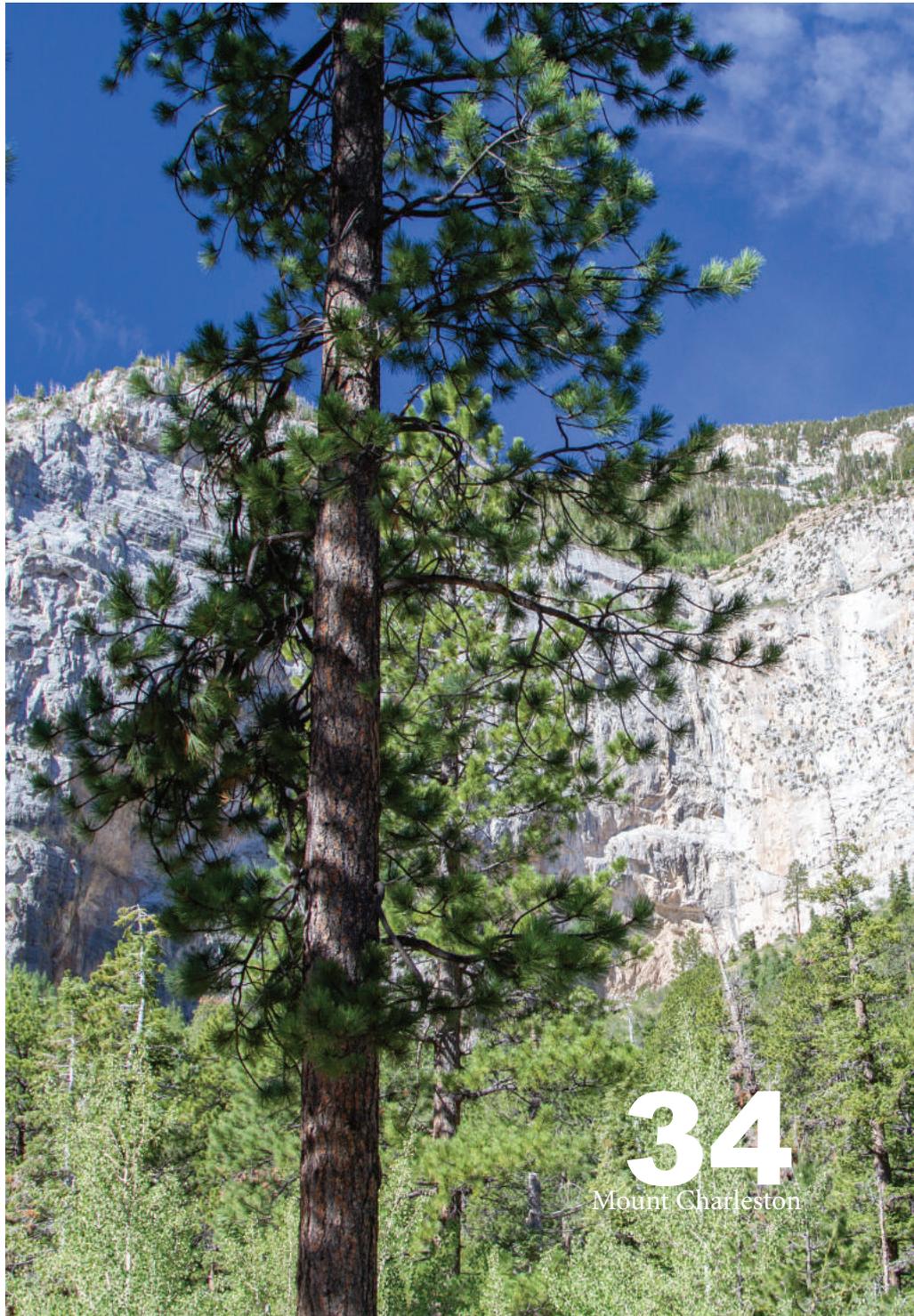
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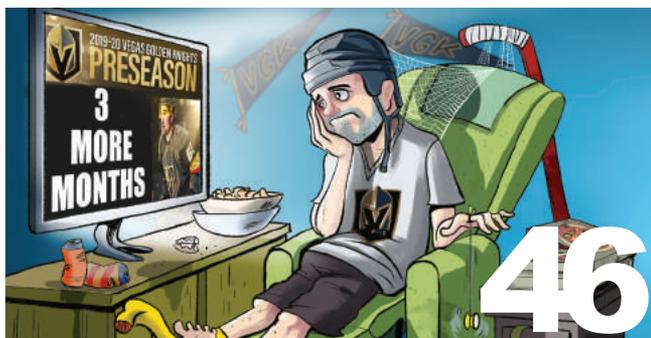
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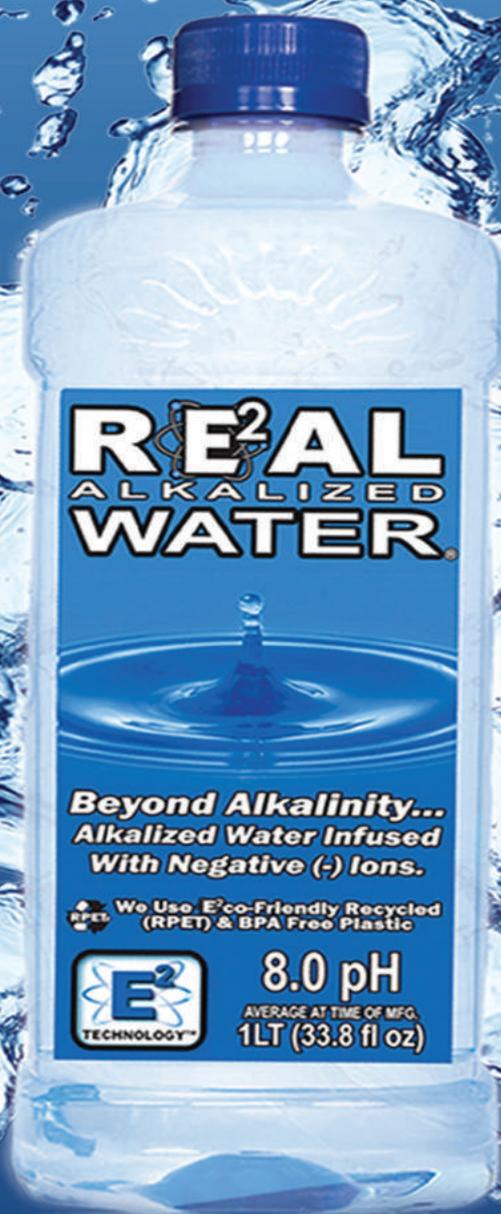
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Project Neon

The Largest Public Works Project in Nevada History

Text By Staff

Photo by NDOT

Nearly two decades in the making, Project Neon is the largest public works project in Nevada history. Project Neon will widen 3.7 miles of Interstate 15 between Sahara Avenue and the “Spaghetti Bowl” interchange in downtown Las Vegas. It’s currently the busiest stretch of highway in Nevada with 300,000 vehicles daily, or one-tenth of the state population, seeing 25,000 lane changes an hour. Resulting in an average of 3 crashes a day. Traffic through the corridor is expected to double by 2035.

Project NEON is being primarily funded through state revenue bonds. The Nevada State Transportation Board approved Project NEON construction bonds in November 2015. Bonding is a cost-effective tool for advancing projects without disrupting funding for other critical work. Federal funds will help retire the bond debt. Also, the city of Las Vegas is contributing about \$75 million in locally obligated federal highway funds towards the project. ■

FACTS at a Glance

Project cost

Project Neon represents an almost \$1 billion investment.

Project Neon Cost Breakdown

Preliminary Engineering	\$25 million
Right-of-Way	\$250 million
Construction	\$559 million
Construction Administration	\$60 million
Total Expense	\$900 million

How will commutes improve?

For NB I-15 (from approximately the WB Spring Mountain on-ramp to the Spaghetti Bowl):

Future traffic without Project Neon improvements:

Average speeds on NB I-15: 28 miles/hour

Future traffic with Project Neon improvements:

Average speeds on NB I-15: 60 miles/hour

From US 95 SB at Rancho to I-15 SB at Sahara:

Today, during the AM and PM peak hours, the average speed is 18 miles per hour. With Project Neon improvements, the average speed will increase to 56 miles per hour.

www.ndotprojectneon.com

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A Taste of Southern Style

Ricks Rollin' Smoke Barbeque

Text by Avery Simone
Photos by Bryant Arnold

From down home country sides to fall off the bone hickory smoked barbeque, Ricks Rollin' Smoke Barbeque prides themselves on mastering the amazing taste of southern style prepared meals. RRSB came to fruition when Pawn Stars star, Rick Harrison joined forces with Rollin' Smoke BBQ to bring authentic southern cuisine to Las Vegas. The restaurant is located at the Pawn Plaza so fans of the show can get a truly fulfilling meal while visiting the World Famous Gold & Silver Pawn Shop. Their main pit-master Erik has been a pit-master for over 16 years, "I start my day at 6 a.m. to check on the brisket and start cooking the chicken and ribs for the day," says Erik. Smoking barbeque is an art created by slowly cooking the meat over indirect fire. The cooking over low temperature over a

long period of time breaks down the components of the meat that makes it tough. To achieve this succulence, one just doesn't throw the meat on the grill to cook it. It requires a slow and steady process to gain the perfect tender, smoked, savory flavor. The result is cooked meat that is tender to the bone. Thank the slow burning of the hardwood for the bbq's unmistakable flavor as it infuses the meat with those earthy, juicy flavors everyone loves. This technique is especially important when it comes to their award-winning brisket, "which must be smoked over indirect wood fire for a minimum of 15 hours," says Michael, Ricks Rollin Smoke Manager. On Wednesdays the menu changes slightly "I get to pick a special item to feature as the pit-masters special which is my time to get creative and have fun," explained Erik. Their smoked macaroni and cheese is unique to Ricks because "we add our special spice rub, a little garlic pow-

der, then throw it in the smoker to get the juices from the brisket while its cooking, it's really phenomenal," added Michael. There is no love more heartfelt than the love for food and here at Rick Rollin' Smoke Barbeque they feel the same way.

The downstairs restaurant is open to all ages. While upstairs is where you will find the 21 and up tavern, consisting of 16 delicious beers on tap including several local favorites, signature cocktails, and a full bar. You can even order everything on the menu from the bar upstairs. Looking for a local deal? Locals get the happy hour special all day everyday (\$4 wells, \$4 wine, \$5 draft beers, \$8 signature cocktails and 20% off food). RRSB is located at Pawn Plaza, 725 Las Vegas Blvd. The BBQ restaurant is open daily from 10 a.m. to 10 p.m. and the Tavern upstairs is open every day from 10 a.m. to 2 a.m. Who knows? You might even get to see Rick Harrison showing off some cool bartending skills. ■

www.rrsbbq.com





Dice & Beans

Text by Xiara Arroyo
 Photos by Farayi Dete

Entering the moodily lit café nestled in University Plaza, Dice & Beans feels whimsical in a sense—perhaps embodying the feeling Alice experienced while peering down the rabbit hole.

The interior design is modern while the décor is retro. The soft blues and reds communicate a welcoming coordination. The name doesn't automatically convey a board game themed restaurant. Factoring in its Las Vegas location, one might conjure ideas of craps or other gambling images. Pun-based business names are everywhere.

Discovering the customer tables and nearby shelves covered in family board games brings a dawning understanding of the pun 'Dice & Beans'. A cozy atmosphere which

encourages social interaction through good old-fashioned board games, coupled with the sweet and savory aromatics of fine coffee is almost irresistible.

Unlimited access to a variety of games become available once you pay a small \$3-\$5 fee, making it a perfect place for game night with friends or family.

Although Dice & Beans is a part of the surrounding UNLV community, there is no need to worry about rowdy college students interfering with your visit. A family-friendly space, kids will definitely appreciate the experience. If your family tends to schedule game night at home, you'll be forever grateful you rolled the dice on this change of venue.

Dice & Beans provides a calm and chill atmosphere where the servers are polite and will answer any questions you might have. The tables are designed to maximize game space while minimizing possible spills.

Staff will even help you clean up once you want to switch your game or are ready to leave.

The menu includes your typical café choices; muffins, breakfast sandwiches, snacks and salads—something for everyone. A large banana nut muffin—a café classic—is so warm it melts away at the first bite. Try pairing your sweet muffins with the Spirit Island Ice Tea flavored by pomegranate and citrus. Each month the café creates drinks to add to their menu, so make sure to stop by to find out what the new and fantastic drink of the month might be. ■

dice-and-beans-board-game-cafe.business.site

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Solid As A Rock

Text by Avery Simone

Photos by Jessica Johnson

The competitive dance world in Las Vegas might be small but these tiny dancers are making a lot of noise. Not only do these hard-working professionals train for almost eight hours a day six days a week and are also between five and seventeen years old. The Rock Center for Dance located in Las Vegas is recognized internationally as a premiere training center for dancers of all ages and is ranked #1 in Top 50 Dance Studios in USA to Watch. Their goal is to provide and prepare the dancers with the best training and experience while cultivating love and respect for the highest standard in dance.

Owner and Art Director Quinn Callahan is a 25 year veteran of dance and declares, “I’ve been obsessed with dance from as young as I can remember, I know it might sound strange, but I feel as though I danced in a past life because I knew so much intuitively and creatively,” says Callahan. By tirelessly training to become more versatile in the dance world Callahan would study ballet, jazz, tap and other forms of dance. Although she loved performing, Callahan discovered her talents for choreography and teaching, taking her life in a new direction.

“The Rock Center for Dance” aka “The Rock”,

celebrated its 10th year anniversary on December 1, 2018 and “The Rock Company” was established a few years after the studio opened and is a dance company within the studio made up of kids who train at





the “The Rock”, compete and perform as a youth company. Rock dancers are honored for their top-notch technique, strength, choreography, professionalism, and sportsmanship. Many of the kids in the Rock are type-A personalities and are either home schooled or attend a dance focused charter school like Las Vegas Academy of the Arts. “A lot of people don’t know competitive dance exist in Las Vegas and so many kids are devoting their lives to it,” she says. Out of 20 studios in Clark County the top 10 studios travel and compete regionally and nationally, while only the Rock competes internationally. Through winning regional and national titles, The Rock Company has ignited fierce competition within the dance world in Las Vegas.

The Rock Company has been on the rise as one of the top dance studios in the United States for years and they showcased their talents on Season 2 of NBC’s World of Dance which aired August 2018. One of the older stu-

dents, Christian Smith who narrowly exceeded the age limit at the time of competition, was ineligible to compete “He came to me and said, Quinn, we must show people who we are and what we do so that made me say yes to doing the show,” added Callahan. This talented group of dancers entered the competition with an emotionally captivating routine inspired by the tragedy we all experienced in October 2017 at Mandalay Bay. Callahan used this inspiration to highlight the exceptional level of dance these kids are capable of, “I know the kids so well and I know what they are capable of. So, I thought if I’m going to expose them to an international audience, I wanted to

show them off as best as I could” says Callahan. Their talents took them far in the competition, but unfortunately, they were cut after the divisional finals, only one round away from winning \$1 Million Dollars. What’s next for The Rock Company? “We didn’t want to do World of Dance two years in a row, and we might do something like it in the future...I’m not planning anything, but we will see” added Callahan. ■

www.therockcenterfordance.com

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Upgrading the Las Vegas Strip

Text by Avery Simone
Photos by Bryant Arnold

The Las Vegas Strip has seen a major upgrade with their digital signage recently, more specifically Caesars Entertainment property, The LINQ. Samsung has created a seamless integration of how their digital signs work and how to operate them from the inside out. LVNM had the opportunity to interview the Director of Sales-Enterprise Business Division at Samsung Electronics, Shawn O'Connell, about the new changes and upgrades. Shawn has been with Samsung for almost seven years and he mainly focuses on national casino businesses, the western half of the United States, cruise lines, and hotels.

What's been the biggest change in digital signage boards on the Strip in the last 10 years?

The shift into UHD and 4K content without a doubt, but more importantly the convergence of these networks to be able to manage and control these things is a major, major change. Most hotel or casino operators don't have the ability to replace everything all at once, so they must put a capital plan in place that allows them to slowly but competently change their infrastructure and get into the digital age.

How long does a typical upgrade take? For example, The Linq?

To do it right you never really finished. Things are always changing, so you must put the right infrastructure

in place to be able to scale and evolve over time. This is a classic example; Caesars had a product that was a little bit stale and a little outdated that wasn't meeting the needs of the consumer. So, what they wanted to do was make sure their next generation solution was going to be immersive and engage with that consumer in new and different ways. They wanted to start with the fan cave, where the consumer can control the whole digital experience and they wanted to do it in phases. Slow and steady.

What were the challenges in creating the Fan Cave?

What do we have to do to make it current? What do we have to do to make sure we're going to engage with the consumer in the right way, make



Shawn O'Connell, Director of Sales - Enterprise Business Division at Samsung Electronics



it meaningful, keep them here, keep them spending, keep them happy, keep them gambling whatever it takes?

When Caesars came to us they said, “We want to use as much as the Samsung / Prism View/ Harman ecosystem as much as we can—to create the experience. There are a lot of noise challenges. How do you carry on a conversation, listen to a football game, have music pumping but do it in a way where it’s not intrusive to the point that someone can not enjoy themselves? A lot of work and thought went into this.

How does The Fan Cave make the consumer experience feel like they’re at home in the middle of a casino?

They should be able to get a drink from their fridge, sit on the couch, enjoy the game and listen to music or whatever the case may be. Consumers must reserve this area and depending on what game is on, it’s a different price sign that says ‘Come rent out

this fan cave zone.’ You can have one group here, one group here and one group here, because the way the audio is structured, if this group has 3 different games on with one audio source going, it’s not going to interfere with the audio that’s going on over here. The do-it-yourself model is used through a wireless tablet, then the consumer can control what plays on the screen, just like at home. It’s interactive, it eliminates the ‘let’s just sit and watch, and maybe aimlessly talk, or not let’s just watch the screen.’ You can really interact with each other and have fun!

What demographic was the Fan Cave made for?

Its more so about psychographics than a demographic. Even older guys like me want to hang out and play video games, watch sports, and experience VR. Everyone is going after the psychographic mind set, it’s no longer about, “well we’re going to tailor this to the millennial.” It’s about anyone who is interested in experiencing this. ■

www.caesars.com/linq



Citrus Grand Pool Deck

Pools With A Twist

By Avery Simone

Cosmopolitan Dive-In Movie Night

What if a Las Vegas resort pool transformed into a movie theater?

The Boulevard pool located inside the Cosmopolitan has you covered this summer. The Marquee acts as the movie screen showing your favorite films high above the Las Vegas Strip and the bar serves movie-inspired cocktails. Every Monday evening until Labor Day the Cosmopolitan will feature classic films and modern blockbusters, take a dip or lounge pool side and enjoy creative movie snacks under the stars.

Doors open at 7 p.m. and the movie begins at 8 p.m. Price is \$7 for non-hotel

guests, complimentary for hotel guests, entrance is on level three, via boulevard tower escalators. Daybed and Cabana reservations are available with a food & beverage minimum. Reserve online or call 702.698.6797.

Movie Schedule

- Top Gun | July 1
- A Star is Born | July 8
- The Breakfast Club | July 15
- Aquaman | July 22
- Grease | July 29
- Avengers: Infinity Wars | August 5
- The Notebook | August 12
- Jurassic World:
Fallen Kingdom | August 19
- Ferris Bueller's Day Off | August 26
- Jumanji: Welcome to the Jungle |
September 2

Citrus Grand Pool Deck @ The Downtown Grand Hotel & Casino

Looking for the citrus oasis to beat the heat in downtown Las Vegas? Look no further than the Citrus Grand Pool Deck; the biggest rooftop pool party around, located on the third floor of the Casino Tower at The Downtown Grand Hotel & Casino. Dance on the rooftop with local DJs performing Friday-Sunday 12 p.m. – 6pm. Citrus also features a daily happy hour from 5 p.m. – 7 p.m. offering ½ price specialty cocktails, draft beer, flatbreads and soft serve ice cream. The food and beverage menu are made with the freshest



ingredients, created by Celebrity Chef Scott Commings—winner of Hell’s Kitchen Season 12. To stay true to using fresh ingredients, Citrus Grand Pool Deck has planters around the pool deck growing different herbs and spices, used in the drinks as well. Clever!

The citrus pool-party paradise showcases more than 35,000 square feet of entertainment/ special event space, a sparkling infinity pool, cabanas, fire pit, backyard games, grassy seating area complete with umbrellas and outdoor day beds. Casually fun, enjoy a refreshing and relaxing day splashing around or lounging poolside and experience an amplified pool party under the starry skies at night. There is never a cover fee to enjoy the Citrus Pool Deck—unless there is a special event. Anyone is welcome . . . locals, hotel guest, non-hotel guests and visitors ages seven and up. There’s no excuse, get down and enjoy!

Hours of Operation:

Open daily at 9 a.m.-7 p.m.

Kitchen hours: 11 a.m.- 6 p.m.

Cabana reservations are available by email at CitrusCabanas@downtowngrand.com or by phone at 702-719-5222.

Daydream- The Pool Club at The M Resort

The DayDream pool club at The M Resort offers the one of the hottest pool parties with live, poolside entertainment. Tucked away from the Strip this DayDream gives a very different vibe than the wild party scene you’ve come to expect from Las Vegas pool clubs. Attention to detail and little luxury flourishes are a big deal at M Resort, and the pool club is no exception. It has a totally different vibe than most other pool clubs, but that’s exactly what they’re going

for. If you’re over the whole rowdy and crazy party scene but enjoy a little bit of energy poolside, you’ll find this club to be one of the best.

Hours of Operation

Saturday, Sundays and Holidays: 11 a.m. - 7 p.m.

Cost:

Complimentary access for Hotel Guests

\$20 Admission includes access to M Resort Pool (Family Friendly) and Daydream Pool Club (21 and up).

Local ladies receive free admission before noon, local men receive 50% off admission before Noon.

Valid local ID is required at check-in to receive offer.

Reserve your VIP cabana or daybed online or by calling 702-797-1808. DayDream hosts will reserve exclusive seating for you in a cabana, daybed or stage-side couch set.



DayDream Pool at M Resort



A Place To Call Home

An Interview with Henderson Mayor Debra March

Text by Steve Schorr
Photos by Bryant Arnold

Five words that tell the story of what the City of Henderson is seeking to be, now and in the future, “A Place to Call Home”. In an exclusive interview with LasVegas.Net Magazine the Mayor of Henderson, Debra March, says making her community, the second largest City in Nevada, “A Place to Call Home”, is the driving force behind the things they do. Mayor March, who first took office as Mayor in 2017 said the dedication of community leaders is to continue to raise the quality of life in Henderson. “We embrace the need of a quality of life,” says March, “it is part of our DNA as a community.”

The Mayor admits that often those words are easier said than done but that’s why the City adopted what they label as the five pillars of the future. Those five include Transparency and Communication, Strengthening the Economy, Improving Public Safety, Improving the Quality of Life for residents and Improving Education for Children. Of the five pillars the one effort undertaken by Henderson City Officials that has gained headlines of late has been their determination to improve the education of children in the community. “To that end,” says March, “We have earmarked specific funds to help schools in Henderson.” What is unique is that Henderson is using money gained from the marijuana tax to help schools and their needs. One of the few communities to do so, Henderson has dedicated

\$1.2 million in the current fiscal year for educational needs and another \$2 million in the 2019–2020 school year again for 32 schools. As March explains, “We want to make sure we are moving the needle to get better outcomes, to set goals and priorities and then to monitor them year after year to make sure we are getting results!”

Some of the largest economic changes, the Mayor admits, have come from great partnerships that have been developed with two of the premiere major league sports franchises now calling Las Vegas

“We embrace the need of a quality of life,” says March, “it is part of our DNA as a community.”

and Southern Nevada Home. Henderson will not only become home for the headquarters of what will become the Las Vegas Raiders but the City has also inked a deal for the creation of an ice center and community facility in downtown Henderson in partnership with the Vegas Golden Knights. The Mayor admits that in the past Henderson was like the bedroom community of Las Vegas but the Mayor says no more! She boasts of a population of over 314,000 people and said because of its growth the City was able to attract the likes of the Raiders and Golden Knights. The Raiders headquarters

and practice facility, says the Mayor, will mean another 250 jobs for the City. The state-of-the-art facility will house three outdoor practice fields and one-and-a-half indoor practice fields plus the corporate headquarters for the Raiders. Says Mayor March, “Just in the next 30 years we will see over \$14 Million dollars in property tax revenue from the Raiders facility and that will benefit the entire community.”

The Mayor admits meeting the needs of the future of Henderson will not be easy. As she says, it needs to take dedication to the community and the issues and efforts demanded by the people. The newly passed legislation signed by the Governor to move dates of local municipal elections will mean she will stay in office and not need to run for re-election until the end of 2022. Says March, “It puts more pressure on myself and other elected officials to make sure we meet the needs of this growing community, from safer streets and roadways, to improved critical services to even making sure fire and public safety hold themselves to a higher standard.” By 2030 the expectation is Henderson will be home to another 100,000 people bringing the total population to over 400,000. “In the end,” says March, “Just saying Henderson is ‘A Place To Call Home’ is only meaningful if community leaders do their job to make the City what it needs to be for the Future.” ■

www.cityofhenderson.com



AMAZING LAS VEGAS COMIC CON!

Text and Photos by
Jessica Johnson

Amazing Comic Conventions is a brand with over 20 years' experience, bringing the Architects of Pop culture together under one roof for a family friendly, fun convention-owned and operated by Jay Company Comics, one of the largest comic book dealerships in the country,

Amazing Comic Conventions is a

family owned and run business which prides itself on its professionalism, work ethic, and family values. Amazing Comic Con Las Vegas is the longest running pop culture event of its kind in Las Vegas and had over 35,000 attendees in 2018.

ALVCC prides itself on celebrating the people who created and brought

to life the characters that we love, and this year is no different. Gerry Conway, the creator of MS Marvel/Captain Marvel, Punisher and many more, made his ALVCC debut. He was joined by HBO's Game Of Thrones artist Mog Park, who celebrates Game Of Thrones



Epic final season, TMNT creator Kevin Eastman who is bringing his Teenage Mutant Ninja Turtles together with Batman this summer for an epic animated movie *Batman vs TMNT*. Making their first ever West Coast Appearance together in 29 years, the original writers, creators and artists of *The Infinity War* Saga Jim Starlin, Ron Lim, George Perez and Joe Rubinstein came together to celebrate *Avengers: Infinity War* and *Avengers: Endgame*. The Marvel Cinematic Universe films based on their creations that have shattered all box office records over the past year.

ALVCC also celebrated the illustrious career of George Perez, as he made his final-ever West Coast convention appearance. Fans were able to get up close and personal with Perez, whose legacy of work includes the creation of the *Infinity Gauntlet* Series at Marvel, the creation of DC's *Teen Titans/Deathstroke* and whose work on *Crisis on Infinite Earths* and *Wonder Woman* made him a fan favorite. ■

Costumes and cosplay are an integral part of ALVCC, as it showcases the fusion of fandom meets craftsmanship. "Cosplay," a term derived from costume and play, is a growing industry and fandom phenomenon in which individuals cut, paste, sew, and mold their dreams into reality. What originated as an ode to Japanese anime has developed into an art-form all its own. Whether you are dressing up, or just admiring, hardcore accurate with your costumes or completely casual,

there was a mix of it all.

Throughout the weekend ALVCC hosts cosplay parades and contests with fierce competition; cosplayers dissected their outfits for a panel of judges, explaining how each element was created. Some attendees spent months planning and constructing their respective costumes, while others threw together their characters with thrift store finds and hot glue, and enthusiasm was never in short supply. ■



The ALVCC returns to Las Vegas next June 2020.
www.amazingcomiccon.com



ALTERNATIVE FITNESS

Text by Jessica Johnson

Yoga has come a long way from its beginnings a couple thousand years ago. From the fringes of society in the 1950's to mainstream, yoga has now veered off into dozens of bizarre interpretations and experiments. Modern yoga means modern advancements, techniques, and tools. This month we examine just a few of the more recent yoga varieties.

Pole Fitness

Pole Dancing has certainly evolved from its days in strip clubs. Pole Fitness training is anaerobic, aerobic and improves flexibility. The benefits of pole fitness go much deeper than just developing physical attributes such as strength and agility. You get an anaerobic workout from using your own body weight as resistance. Flexibility is improved from the warm-up and cool-down which includes an emphasis on flexibility

training. You will get an aerobic workout from consistently using large muscles continuously and rhythmically. Pole fitness can also empower you to embrace the sensual side of fitness, in a fun and exciting way! Pole dance fitness encompasses basic athletic maneuvers, simple to more advanced climbs, spins, hip flexibility, and upper body and core strength.

www.polefitnessstudio.com/schedule

www.crashacademylv.com

Acrobalance

It may look a lot more like a circus act than a workout, but Acrobalance has been gaining popularity across the valley as well trending on social media. Acrobalance is a form of exercise involving two or more people performing balances without the use of any props. Typically, the person on the bottom or doing the lifting is called the base and the person on the top or being lifted is called the flyer. Acrobalance is an all-levels calisthenics class, which focuses on devel-

oping power along with spacial awareness and body control. Acrobalance focuses on core strength, lower and upper body stability, and dynamic movement.

shinealternativefitness.com/acro-balance

AntiGravity Fitness

Antigravity fitness is a fitness technique that combines silk hammocks with yoga practices, pilates, ballet barre exercise, and traditional strength training techniques into different exercise curriculums. Its ideal for the inversion enthusiasts. This Anti-Gravity class by Shrine Alternative Fitness varies from the others because its focus is more on the 'workout' element found in the technique. The zero compression inversions will still be present, while the meditative aspect will not. A student can expect to target major/minor muscle groups, improve their grip strength and hone in on their awareness of body form.

www.shinealternativefitness.com/anti-gravity-fitness



Goat Yoga

Vegas has a unique fitness trend to escape the norm. Get outside and have a fun, enlightening experience with yoga and baby goats! Yes, that's right actual live baby goats. No matter what your age or your yoga skill level, GYLV is for you. Their certified instructors make sure that all of their guests feel comfortable and enjoy their goat yoga experience. More importantly, their baby goats make sure you leave with a smile from ear to ear. Their instructors will be there to help you feel welcome and get you settled with the goats. After class has finished, everyone is encouraged to take as many goat selfies as they like. Guests are welcome of all skill levels.

www.goatyogalv.com

Salt Room Las Vegas

Salt Therapy, also referred to as Halotherapy, is a drug-free holistic therapy that recreates the microclimate of a salt cave and helps treating respiratory conditions such as cold, flu, allergies, asthma, bronchitis, cystic fibrosis, sinus infections, sinusitis, rhinitis, hay fever and emphysema. In addition, the anti-bacterial and anti-inflammatory properties of salt therapy effectively treat skin conditions such as eczema, dermatitis and psoriasis. Salt Therapy can dramatically enhance sports and singing performances and improve lung function by increasing lung capacity and stamina. It has no side effects and helps build your immune system. Salt Room LV offers Anusara yoga classes in their salt cave to help give a more breathable and peaceful space to work out in. ■

www.saltroomlv.com



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Nurture Your Nature

Text and Photos by
Bryant Arnold

It's one-hundred-plus degrees as you swelter in daily traffic, mesmerized by the heat waves rising off the blacktop streets. The weekend is approaching and you're daunted by the too few options for keeping cool yet escaping the cold and fake breeze your air conditioning provides at home. This is the moment you realize how fortunate you live in Las Vegas. Wide open spaces, beautiful rolling meadows, and spectacular vistas scented with pine are mere minutes away.

Mount Charleston, Nevada is less than 30 minutes from the Northwest side of town but still worth the extra distance if you live in Henderson. Mount Charleston peak tops out at a stunning 11,916 feet (8th tallest in the U.S.) and is accessible by a couple

of the 60 miles of beautifully maintained trails surrounding the mountain. Most of the trails available start at nearly 6000 feet to begin with, meaning your various trailheads will be 20 or more degrees cooler than the blistering hot floor of the Las Vegas Valley. Looking for free, family fun? Looking for a solo hike through awe-inspiring nature trails? Looking for an afternoon away from technology? Look no further...Mount Charleston always leaves you wanting more and never leaves you disappointed.

How to Get There

Head north out of town on Highway 95. Due to Las Vegas' sprawl, the left turn onto Kyle Canyon Road is minutes from developed neighborhoods near Grand Teton Drive. Take Kyle Canyon west; it's a 2-lane road. This winding, swooping, and gently climbing entrance to the mountain is

a beautiful opening act to the main event. Don't hurry along this neatly cut road through the surrounding hills. Watch out for motorcycles, animals and parked cars. About 20 minutes up Kyle Canyon Road you'll begin entering the town of Mount Charleston and the lower trailheads and picnic areas.

The Town of Mount Charleston

Mount Charleston is an unincorporated town with a population less than 500. The Retreat on Charleston Peak is a rustic Hotel/Lodge sitting at 6680 feet and you pass it on the way to the peak and trailheads. Continuing through the town and up the mountain road to its end is the Mount Charleston Lodge at 7,700 feet. The Lodge is a perfect spot for a break, lunch, or a selfie at the overlook.

What to Bring

If you're just driving, bring noth-



ing but a thirst for vistas and take nothing but pictures and memories. If you're hiking, bring a hat, water, a camera, and leave nothing but footprints. Dogs on a leash are allowed in most areas but check at your trailhead sign. Cell phones have slim to zero chance of working in much of the area so whether it be by the hand of nature or by design, don't expect the world to get a hold of you. There are no gas stations on the mountain so gas up before you go.

Extended Hikes

If you're a hiker setting off on one of the five-plus-mile hikes you already know what to pack in and pack out. If you aren't an experienced hiker, or haven't encountered the stressors of high-altitude, stick to the easy stuff and just enjoy your day in the heart of this sleeping gem. ■



Text by Jessica Johnson

A new Direct to consumer beauty show is coming to Vegas.

Trade show veteran Daniela Ciocan, winner of multiple awards for innovation in exhibition marketing has created, and is bringing to market, a new powerful DTC concept—UNFILTERED EXPERIENCE. The experiential event delivers a 360 degree marketing approach for brands focused on the DTC business model as well as companies interested in strengthening their social media content, reach, and relationships with key influencers and media.

UNFILTERED EXPERIENCE is a one-day, pop-up event hosted in cool spaces with arresting visuals and Instagrammable moments for DTC brands bringing them face to face with influencers, media and a multitude of tools and opportunities for growth and expansion. The event will allow beloved brands and those not readily available in retail to expand their database with leads, connect face to face with qualified consumers to educate them on product attributes, sample, as well as sell products.

Ciocan steered the growth of Cosmoprof North America, an event she left after the last and most successful edition to date in 2018. While there for 11 years, her work and insights were tested and proven, winning awards for innovation in marketing and best exhibitor ROI. She's now applying those insights to a unique model creating a powerful platform delivering to participants multiple monetization opportunities and the next generation in digital technology to drive value and conversion. The experiential pop-up features emerging beauty trends, a generous sampling of the newest product offerings, education by sought after influencers

and a host of tools and networking activities designed for all attendees to meet the right people and organizations, build their business and reach their highest potential.

Special trend-focused areas will highlight products across various categories, such as: beauty, ingestibles and wellness, alongside tools and resources to help attendees become the best version of oneself. The popup is meant to surprise and delight attendees, while allowing them to connect with brand founders, discover

Beauty and Wellness Come Full Circle



new products, expand their knowledge, meet favorite influencers, get personalized gifting and delight in the visual presentations embedded throughout the event.

LasVegas.Net Magazine had an exclusive interview with the founder to find out all the details of this new concept tradeshow.

Where did the idea/inspiration of this event come from? The event came out of a keen understanding from running and building for 12 years the largest B2B for beauty in the US. I see the shift happening in the beauty industry whereby hundreds of entrepreneurs are coming into the market and all are launching as direct to consumer first by selling their products on their website and using social media to drive awareness. Social media influencers are key in spotlighting trends happening in beauty and highlighting new beauty products. Plus beauty is nowadays well rounded to include a more integrative wellness approach. I wanted to create an event to answer all these trends.

What is so different about a DTC concept show? A DTC event allows brands and their founders to connect directly with smart consumers. Today's consumers are savvy and more involved than ever with what the brands they buy from: they want to know what they are using and where its coming from, whats the social impact, etc.

What is Ciocan's experience in the tradeshow/exhibit industry? Ciocan is one of the most awarded trade show executives in the country having created many unique programs that impacted the beauty industry and helped startup brands become staples in beauty makeup bags of consumers throughout the country.

Where else is the unfiltered experience traveling to? UNFILTERED EXPERIENCE has a planned stop in LA and from there is set on going into markets throughout MidWest.

What has been the biggest challenge in pioneering a new show like this? The hardest part is getting the word out to the Vegas beauty lovers - Las Vegas has never had an event of this caliber focused on beauty where major Instagrammers get together for one day to meet with fans and showcase some of their techniques and talk candidly about social media and their journey.

Will this be a growing show each year or do you plan on keeping it a more intimate event with influencers and brands? After having built the last exhibition I managed and doubling its size I realize that keeping things at a certain scale is crucial to the overall experience of the attendees. The event will grow but it will never be more than a few hundred companies at one event.

The first UNFILTERED EXPERIENCE debuts in Downtown Las Vegas on Saturday July 27, 2019. The popup will be traveling around the country hosted in various cities. The event is open to the public and industry alike. ■



Daniela Ciocan

For event updates and additional information please visit www.unfilteredexperience.com.
www.hollywoodmotionpictureexperience.com



Breathing New Life

Text by Jackie Brett

It's easy and natural to be attracted to something shiny and new. No other city knows it better than Las Vegas, which excels at keeping a pulse on trends and staying ahead of the times. But what if something is old like a motel or hotel and part of Las Vegas' history? Some historical properties have found updated retrospect solutions.

Las Vegas officially became a city on May 15, 1905, when land was auctioned in what is now downtown. Visitors today relate downtown to the Fremont Street Experience and emerging Fremont East District. Some folks think when they are visiting the Las Vegas Strip they are downtown and don't realize the actual city of Las Vegas ends or begins, depending on the direction traveling, at Sahara Avenue. From the standpoint of history, it makes sense some of the oldest properties still in existence may be found in the down-

town area.

The hotel with the longest history, and one which readily and with pride promotes its ties to the past, is the Golden Gate Hotel & Casino, which was the first hotel in Las Vegas. Located on the corner of Fremont and Main Street, it remains today; but, looking wildly different than when it was called Hotel Nevada in 1906 and charging \$1 per day for room and board. Even then it was considered "first class" with its electric lighting, ventilation, and steam heat radiators. After modern updates, the original rooms are still in use.

In 1955, a group of Italian Americans from San Francisco came to town to build and operate the Golden Gate Casino and for nearly 40 years. In 1959, they created the famous shrimp cocktail, which for years was 50-cents and served in a tulip sundae dish. Today, the promotional focal point is the extended outdoor OneBar, added under the Fremont Street Experience canopy, and is the longest bar downtown.

When the landmark property renovated and expanded in 2012 adding brand-new luxury suites, it decidedly kept a welcome vintage-inspired look with Art Deco accents and Swing-era inspired interior and included a display of artifacts in the new lobby. Along with the new casino floor, reimagined façade, and upgrades, a dramatic new entrance modified an alley and space separating the property from its neighbor the former Coin Castle once exist-



ed. The Golden Gate Casino is an example of an impressive makeover.

Down the street in the area called Fremont East District since 2007, is the El Cortez with its rich history. It was built in 1941 for \$245,000 with a Spanish Ranch theme and became Downtown Las Vegas' first major resort with 59 rooms, which was a tiny number compared to the explosion of mega-resorts on the Strip in the 1990s.

In 1946 there was an expansion, which included a barber shop, nightclub, swimming pool and a four-story wing. Another remodel happened in 1950 with the grand reopening being held in 1952. This was when the neon arrow, marquee, and signature large roof sign, which still exists, were installed. Jackie Gaughan, a prominent Las Vegas pioneer, purchased the hotel in 1963 for \$4 Million. Guest Tower II was built in 1980 bringing the overall room count to 297. Keeping the property fresh, the most recent renovations were in 2006 and rooms again in 2018.

In 2009, the El Cortez took over the former Ogden Hotel across the street, changed the name to Cabana Suites and remodeled the entire property with eye-popping stylish suites featuring black and white designs accented by strong neon colors and custom retro furniture. The 64 boutique-style rooms with chic motifs brought the combined room count of the El Cortez and Cabana Suites to 364.

Another interesting vintage property hidden in plain sight between the Strip and Fremont Street. New owners

purchased the former unremarkable Aruba 100-room motel at 1215 Las Vegas Blvd. So. in 2016, invested \$5 million, and completely revamped it into the charmingly retro-chic classic Thunderbird Boutique Hotel. Although this place has no relation to the former Strip hotel also called the Thunderbird, historic photos in public areas give a nod to the original.

The reimagined resort has rooms with reclaimed wood furnishings and rain showers along with a large social lounge offering bar-top gaming, pool, beer pong and a full bar as well as an outside patio. Special features are the Royal Showroom, which is great for receptions and events, and the Royal Wedding Chapel with two stylized chapels including the emotional-appealing Garden of Love Chapel built around a 100-year-old tree, and the intimate Crystal Wedding Chapel. This resort is a welcome surprise.

The most recent reveal is the Downtowner, a historic property which originally opened in 1963, and just completed a \$2 Million remodel. Around the corner from the El Cortez, the fun reenergized design of this property at 129 N 8th Street unveiled 88 freshly renovated rooms with upgraded bathrooms and a six-hole professional putting course in the socially inviting courtyard. There are fun visual elements like custom art pieces, a vintage Harley Davidson golf cart, and other Instagrammable moments like vibrant interactive wall art, kitschy decorative lawn flamingos, and a central color-changing fire pit.

A real fun element to this newly renovated mid-century modern motel, which used to be apartments and even the sign on the roof still reflects the fact,



*Thunderbird Boutique Hotel
Wedding Chapel*

is the way you check in. The remodel which included adding a 24-hour full bar at the corner with big inviting windows has the bartenders doubling as hotel check-in clerks.

It's exciting to watch the creativity backed by money going into breathing life back into retro properties. Each has been updated by replacing carpets with tile or wooden floors, modernizing bathrooms, and installing space saving flat screen TVs. Even when a room may be small, it is clean and inviting. When old or historic properties are updated, they can be a refreshing alternative for a visit. ■



Downtowner Courtyard



El Cortez



Here Comes Raider Nation

Text by Brian Dodd

Illustration by Bryant Arnold

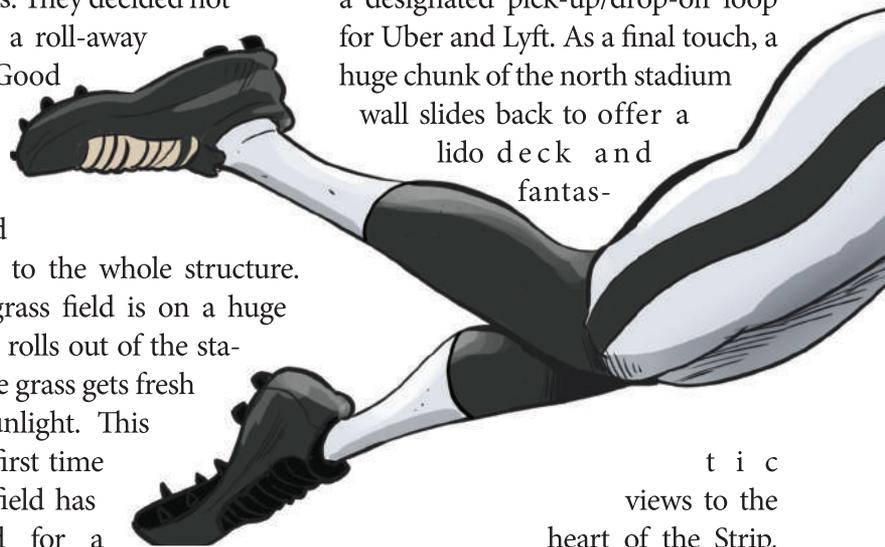
In the spirit of full disclosure, let me just say I don't follow the Raiders. In fact, I don't watch football at all. So I'm not for or against any team. But that being said, I've gotta say I'm getting excited to see what happens with the new Las Vegas Raiders Stadium.

Architecturally, this is a huge project: \$1.8 Billion, plus they recently announced that they're tossing forty million more into the pot (for 20 more party suites and a field level club) in order to lure the Super Bowl here in 2025. Half the stadium is underground, which makes sense from an engineering point of view – it needs less concrete for support structures and sinking the stadium into the ground makes it easier to heat and cool. The walls and roof of the

stadium are semi-transparent, providing a view of the Strip from the upper decks. They decided not to go with a roll-away roof. Good

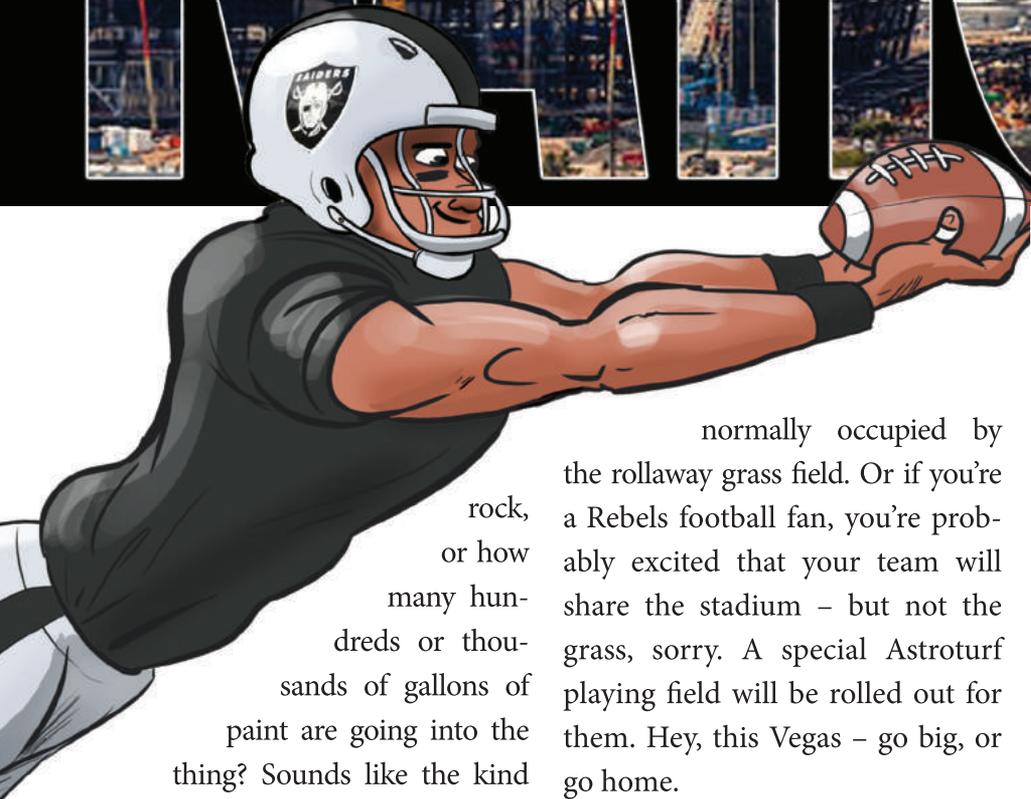
thinking, as it adds a lot more cost and complexity to the whole structure. Also, the grass field is on a huge platter that rolls out of the stadium so the grass gets fresh air and sunlight. This is not the first time a roll-out field has been used for a stadium. The State Farm Stadium in Glendale, Arizona has one, so the tech is proven – but it's still impressive. When the Raiders aren't using the field, it will be home to the UNLV Rebels football team as well as being available as a concert

venue and general-purpose stadium. In a first for the NFL, there will be a designated pick-up/drop-off loop for Uber and Lyft. As a final touch, a huge chunk of the north stadium wall slides back to offer a lido deck and fantas-



tic views to the heart of the Strip. And all for a measly \$2 billion dollars.

I mean, do you really care that something like 90 million pounds of steel and concrete are going into this behemoth project? Do you really want to know how many acres of sheet



rock, or how many hundreds or thousands of gallons of paint are going into the thing? Sounds like the kind of thing a tech geek would be into. No, you're probably excited about the fact that there's ten viewing decks for a total of around sixty-five-thousand seats. Or that the lighting, sound equipment and internet presence is going to be top-of-the-line, state-of-the-art from start to finish. Maybe you're excited to know that there will be a specially designated area for the Raider Nation to have tailgate parties – it's actually going to be in the space

normally occupied by the rollaway grass field. Or if you're a Rebels football fan, you're probably excited that your team will share the stadium – but not the grass, sorry. A special Astroturf playing field will be rolled out for them. Hey, this Vegas – go big, or go home.

And of course, Raiders fans are thrilled to have a new stadium. A Las Vegas location is just icing on the cake.

All features and amenities aside, I'm excited to see the new stadium for a different reason. I feel like I'm watching the city of Las Vegas blossom in front of my eyes. Compared to cities like New York, Los Angeles, Chicago, even Seattle or Kansas City, this has

always been kind of a one-note town. Las Vegas has historically been solely about entertainment – specifically gambling. This is the place people come to play, but not to stay. But now everything is changing right in front of us. First the Golden Knights, and now the Raiders, are turning this into a city with real sports teams, not just sports betting. We're turning into a real city, even (dare I say it) into becoming one of the Great Cities of America. The arts are growing strong here, tech start-ups have begun seeing the sense of moving here, and I believe it's only a matter of time before huge companies and important people start calling Las Vegas home.

If you've ever wanted to watch the rise of a Golden Age, then watch Las Vegas closely. This is the place, and this is the time. ■

www.raiders.com/lasvegas

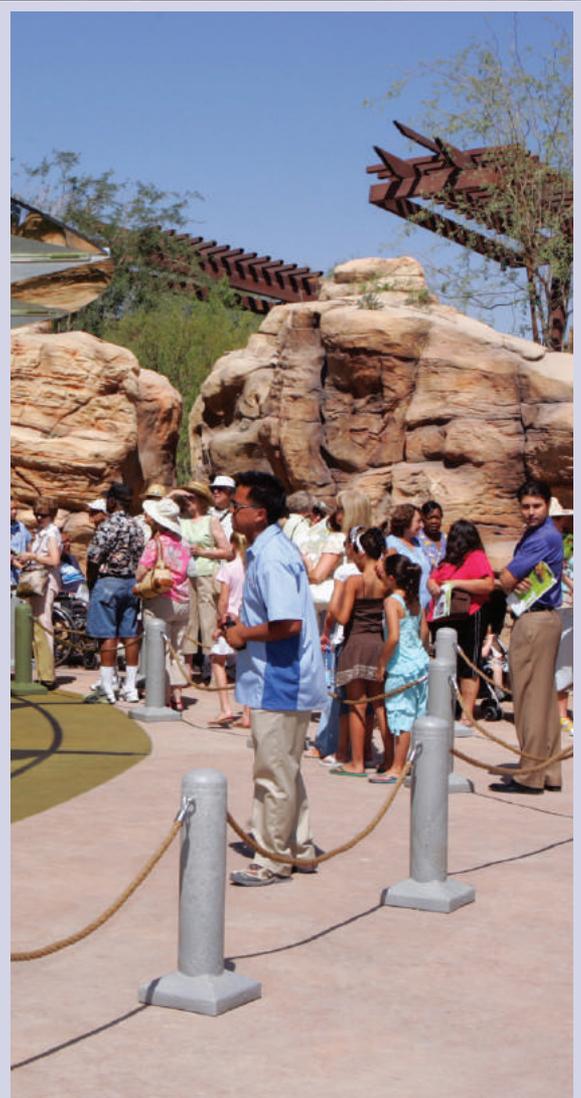


Jojo's Jerky

With a passion for food and a dream, Hans Hippert started Jojo's Jerky in 2004. One day, Hans brought his tasty treats to a friend's house, where his friend's family would always appreciate and enjoy the jerky, especially his friend's son Jonathan. Jonathan would go crazy for the jerky, always asking, "When is Uncle Hans going to come over and bring me some more jerky." It came to pass that Jonathan (nicknamed "JoJo") became Hans' number one taster. Hans tested countless jerky recipes out on little Jonathan until it was perfected. The promise to JoJo was that when the company would come to be it would be proudly named after him, that and all the jerky he could ever want. Hans's constant drive to be the best, using only the freshest, all-natural ingredients and never using preservatives, has created the most authentic jerky in Las Vegas. Jojo's jerky is made locally with options for vegan and dog friendly treats. So, share some with your family and friends and make some great memories of your own.

jojosjerky.com

Photos: Jessica Johnson



Springs Preserve

Join the experts at Springs Preserve for a free 45-minute guided walk through their beautiful Botanical Garden at 10:30 a.m. and 12:30 p.m. on select Saturdays and Sundays.

Location: Botanical Garden (Meet up at the Gardens Center near the entrance to the Gardens.)

Admission:

FREE for members or with paid general admission.

RSVP: No reservations required.

Please note: Tour dates and times are subject to change, based on special events and staff availability. Please confirm times on-site at ticketing or garden entrance.

www.springspreserve.org



Helping First Responders

Taking care of those who take care of the community. That was the feeling as local business leader Walker Furniture delivered new mattresses for firefighters at Clark County Fire Station 33. Walker's will be replacing the mattresses in all of Clark County's 30 fire stations. In many of the fire stations mattresses for firefighters, who live at the stations during their shifts, have not been replaced in as much as ten years. Walker's has delivered nearly 70 mattresses at eight fire stations since their effort began

www.walkerfurniture.com/en/in-the-community

Photos: Bryant Arnold



Montelago Village Resort Beer Fest

Sampling beer by the lake is exactly what summer is about. The 2019 Montelago Beer Fest was hosted at The Village at Lake Las Vegas. There were over 100 beers from over 40 breweries for 2000 beer lovers to sample. Within the 40 breweries two local breweries were at Beer Fest, Boulder Dam and Sierra Nevada sharing some of their summer classics. Even though the goal is to produce a first-rate beer festival annually, it's also important to help raise funds for a non-profit organization. KUNV is a commercial free, non-profit, jazz-oriented campus radio station dedicated to providing quality radio programming daily, broadcasting on 91.5 FM from Greenspun Hall on the campus of University of Nevada, Las Vegas. Celebrating 38 years in 2019, KUNV features several favorite local shows including Jazz & More with the very best of contemporary jazz daily. On the weekend listeners tune in for the Little Grass Shack bringing the Spirit of Aloha, Reggae Happenin's, Nothin' but the Blues, and The Lyons Den, all providing some of the best musical programming options in Nevada!



Photos: Bryant Arnold



Knights Off-Season

Text by Jessica Johnson
Illustration by Bryant Arnold

After a long hard-fought season what is a Knight to do? Our beloved team remains a pillar in the community from a fan focused season closer event to charity soft ball games, here is what the team has been up to while we anticipate their return to the ice this September!

Coat the Fortress: With a large blank canvas of ice, the Golden Knights held a “Coat The Fortress” event in May for season ticket members. Participants were give red, gold and black paint to write messages and paint pictures. This provided a fun way to close out the season and gather in the Fortress for one last event. The event provided an opportunity for fans to show their creative side at the close of night, the T-Mobile Arena ice never looked more beautiful.

First Kids Club: This past June the Knights participated in The First Kids

Club presented by Raising Cane’s, Richard Harris Law Firm, and the Valley Health System. The skate took place at City National Arena with members joining for an afternoon full of skating, snacks and coloring. Over 250 kids came to skate with mascot Chance and members of the Knights Guard presented by the Cosmopolitan.

Vegas Charity Softball: The first-ever Battle for Vegas Charity Softball Game hosted by Reilly Smith took place at the new Las Vegas Ballpark in Downtown Summerlin in June. Fans got the chance to watch their favorite stars in action as the teams “battle” it out for Las Vegas’ ultimate bragging rights, all for a good cause. The softball showdown featured two all-star teams of professional athletes, celebrities and media personalities, led by Reilly Smith of the Vegas Golden Knights and his teammates and Pro Football Hall of Famer Marcus Allen and friends from the Raiders. The Battle For Vegas Charity Softball

Game proceeds were donated the Tyler Robinson Foundation, the nonprofit foundation of Imagine Dragons, dedicated to providing financial support to children and their families battling a pediatric cancer diagnosis. Allen’s team ended up taking the game 20–16.

June 18, the club’s official seven-game 2019 preseason schedule, beginning on Sunday, September 15 against the Arizona Coyotes at T-Mobile Arena. All seven preseason games will be broadcast locally by KTNV Channel 13 in Las Vegas. The team also announced the preliminary schedule for their 2019 Rookie Camp presented by NextGen, which begins on Thursday, September 5, and their 2019 Training Camp, which begins Thursday, September 12. The full rookie camp rosters, training camp rosters, practice times and locations will be announced at a later date. Please note that the schedule is subject to change. ■

www.nhl.com/goldenknights



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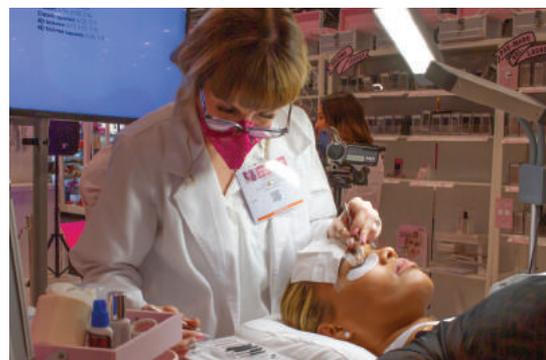


The International Beauty Show aims to connect serious beauty professionals with the best in the industry! On June 15-17, 2019 IBS Las Vegas brought over 350 of the top beauty brands together under one roof at the Las Vegas Convention Center. Exhibitors were given the opportunity to reach 21,600+ enthusiastic beauty professionals looking to learn new techniques, refine their skills and stock up on products and tools. IBS had incredible education by industry legends, along with plenty of free educational classes for beauty professionals looking to expand their knowledge and grow their career, with tons of exclusive show-floor discounts

TWO SHOWS FOR THE PRICE OF ONE

The International Esthetics, Cosmetics & Spa Conference Las Vegas co-locates with IBS Las Vegas and featured an extensive exhibit hall with leading companies and experts in the field of dermatology, spa services, equipment and massage techniques. IBS Las Vegas attendees got the opportunity to attend the IECSC show floor for FREE with their IBS admission ticket! So make sure to set your reminders - IBS Las Vegas 2020 takes place June 27-29.

www.ibslasvegas.com



LEXICON Las Vegas took place this last May 17th-19. It served as a two-day Social Media and Digital Marketing conference featuring top keynote speakers from various areas of marketing to educate, inform and inspire the public on how to properly market their business on a digital scale. The conference name root “lexi” means knowledge, which was the creators of the event, Sofa King Creative Group’s overall goal of the event- to share knowledge.

The conference included speakers and influencers in various industries on the digital marketing world such as local influencer and comedian, Sarah Buckley, Executive Director of the Raiders Foundation, Chris Mallory, and Brian Killingsworth, Senior Vice President and Chief Marketing Officer for the Vegas Golden Knights.

www.lexiconvegas.com



Licensing is much more than just branded t-shirts and toys—it reaches across various categories ranging anywhere from housewares to sporting goods and more. Licensing, at its core, is the process of ‘renting’ a well-known brand and using it on products. For more than 35 years, Licensing Expo has connected the world’s most influential entertainment, character, art, and corporate brand owners and agents with consumer goods manufacturers, licensees and retailers. This is the meeting place for the global licensing industry. Whether you are looking to spot trends, build strategic partnerships, or secure the rights to brands for your products, Licensing Expo has your answer. Licensing Expo is free to attend and returns next year at Mandalay Bay Convention Center May 19–21, 2020

www.licensingexpo.com



NIGHTCLUB & BAR EXPO



Changing Skylines

What's coming to the Las Vegas Valley

Text by Hermann Brumm

Coming soon is the Grand opening of the East Las Vegas Library. Located at 2851 East Bonanza Road, the 41,051 square-foot facility will feature a materials collection of approximately 45,000 items, a computer center with 20 laptops and ten iPads available for checkout, a homework help center, adult and teen learning centers, a children's story room, a technology lab, conference rooms, a café, and an outdoor play area.

Encore pulls Parking Fees: An official release by Wynn Resorts confirms its two Las Vegas properties, Wynn and Encore, have done away with its self-parking fees altogether. Valet parking will remain free for overnight hotel guests and will be waived for non-hotel guests with validation.

The Pinball Hall of Fame is slated to receive a new home. Owner and operator Tim Arnold has confirmed plans and details for the new 1.76 acre South Strip location at 4915 Las Vegas Blvd. near Russell Road. At 26,880 square feet, the proposed facility will be roughly three times that of the current one and will feature 50-foot vaulted ceilings, a 71-foot tall

animated sign, and between 600 to 700 pinball machines on the floor. Parking and admission will be free. Construction is said to begin momentarily and will take 12 to 18 months to complete.

The University of Nevada Las Vegas, in collaboration with Caesars Entertainment, introduces Black Fire Innovation, a new technology hub slated to open by the



year's end. Located at the 122-acre mixed-use Harry Reid Research and Technology Park in the southwest Las Vegas Valley, the 43,000 square-foot facility aims to advance current trends in gaming and hospitality and will feature mock hotel rooms, a sportsbook, and a casino floor.



Research efforts will also focus on artificial intelligence, virtual reality, and blockchain.

The Lucky Dragon: Don Ahern, Chairman and Chief Executive Officer of Las Vegas construction-equipment firm Ahern Rentals, has announced his plan to reopen the hotel portion of what use to be the Lucky Dragon in approximately two months. Ad-



ditionally, the casino portion will be transformed into a convention space and is slated to open around Thanksgiving. A new name for the resort has yet to be selected.

Golden Knights: A lease agreement with the Las Vegas Golden Knights was approved unanimously by the Mayor and Council of Henderson, Nevada to build and operate an indoor ice hockey facility on 3.2 acres in the city's Water District. The facility will feature two National Hockey League regulation-size ice rinks, retail space, a full-service restaurant and approximately 5,000 square feet of meeting space. A completion date has been

scheduled for July 2020.

Major League Soccer Team: Numerous independent sources have revealed that the owner of the Golden Knights, Bill Foley, has engaged in several discussions over the past few months and is leading a fresh bid to bring Major League Soccer to either the Raiders Stadium or an entirely new facility yet to be constructed. Various site plans have already been proposed. ■



How Do YOU Vegas?

We asked local Aviators Baseball players our tagline question, "How do YOU Vegas?"

Pitcher, Ryan Dull #11, "I Vegas by hitting the Strip but also going out and enjoying the outdoors hiking at places like Red Rock and Mt. Charleston."

Catcher, Jonah Heim #13, "I Vegas by hitting the craps tables. I'm a big fan of Fremont Street and I love the shows!"



Formerly of the Aviators, Brian Schlitter #47, "I Vegas by finding local coffee roasters and checking out the more mom and pop restaurants."

Las Vegas.Net

MAGAZINE

www.LasVegas.Net/Pool

Daylight @ Mandalay Bay

Bare Pool Lounge @ The Mirage

Encore Beach Club @ Encore

Wet Republic @ MGM Grand

Tao Beach @ Venetian

Marquee Dayclub @ The Cosmopolitan

Rehab @ Hard Rock Hotel & Casino

DayDream @ The M Resort

Drai's Beach Club @ The Cromwell

Liquid @ Aria

WET @ W Las Vegas

Go Pool Dayclub @ The Flamingo

Foxtail Pool @ SLS Las Vegas

Venus European Pool Lounge (Topless) @ Caesars Palace

Sapphire Pool and Dayclub (Topless) @ Sapphire

Beach Club Pool @ Caesars Palace

Delano Beach Club @ Delano Las Vegas

Azure @ Palazzo

Naked @ Artisan Hotel

Kaos Dayclub @ The Palms

The Hideout @ Golden Nugget

Sandbar @ Red Rock





Gwen Stefani



Blue Man Group



Piff The Magic Dragon

Live Shows

ARIZONA CHARLIE'S DECATUR- 702-258-5200

Jerry TiffeFri

BALLY'S HOTEL & CASINO- 702-967-4111

Paranormal-Mind Reading Magic.....Nightly
The Miss Behave GameshowSun, Wed, Thurs, Fri, Sat
X RocksSun,Thurs, Fri, Sat
Xavier Mortimer's Magical DreamNightly
Potted PotterSat-Wed, Fri

BELLAGIO HOTEL & CASINO- 702-693-7111

Cir Du Soleil "O".....Sun, Wed-Sat

BINION'S GAMBLING HALL & HOTEL- 702-382-1600

Kevin Lepine- Hypnosis UnleashedFri- Tues

BOULDER STATION HOTEL & CASINO- 702-432-7777

Updog.....Fri-Sat
Bailongo A LA Mexicana.....Fri
Mariachi QuartetSat

BUFFALO BILL'S RESORT & CASINO (PRIMM)- 702-386-7867

Guillermo's.....Fri-Sat
Stage Bar.....Fri-Sat

CAESARS'S PALACE- 702-731-7110

Absinthe.....Nightly
Wayne Newton.....Mon, Tue, Wed, Thurs, Sat
Reba, Brooks & Dunn: Together in Vegas... Wed, Fri, Sat

CIRCUS CIRCUS HOTEL & CASINO- 702-734-0410

Neon Nights at the Adventure DomeFri-Sat
Circus Acts.....Daily

COSMOPOLITAN RESORT & CASINO- 702-698-7000

Opium.....Sun-Mon, Wed-Sat
Rose. Rabbit. LieSun,Wed-Sat

DOWNTOWN GRAND HOTEL & CASINO- 702-337-2494

Freedom Beat.....Fri-Sat
Grand Casino DJ Lineup.....Fri-Sat

EXCALIBUR HOTEL & CASINO- 702-597-7777

The Australian Bee Gees Show.....Sun-Thurs, Sat
Hans Klok: The World's Fastest Magician.....Sat-Thurs
Thunder from Down UnderNightly
Ultimate 4-D Experience.....Nightly
Tournament of KingsSun-Mon, Wed-Sat
Fun Dungeon.....Daily

FIESTA HENDERSON HOTEL & CASINO- 702-558-7000

Mark Aston.....Wed, Fri-Sat
Tammy Graham Band.....Thurs

FIESTA RANCHO HOTEL & CASINO- 702-631-7000

DJ at the Ice Rink.....Fri-Sat

FLAMINGO LAS VEGAS HOTEL & CASINO- 702-733-3111

Donny & Marie.....Tues-Sat
Piff the Magic Dragon.....Nightly
X Burlesque.....Nightly
XBU: X Burlesque UniversitySat

FOUR QUEENS RESORT & CASINO- 702-385-4011

Mike Hammer.....Tue-Sat
Spirit of the King.....Tue-Sat

FREMONT STREET EXPERIENCE- 702-678-5777

Eli Young Band.....7/4
Fuel, Toadies, and Sponge7/20
Pop 2000 Tour7/27
Collective Soul.....8/10
Buckcherry8/17
Cheap Trick8/24
The Wallflowers8/30

GREENVALLEY RANCH HOTEL & CASINO - 702-862-3154

DJ Vibratto.....Fri
DJ Benny Black.....Sat

HARD ROCK LAS VEGAS HOTEL & CASINO- 702-693-5000

Magic Mike Live.....Sun, Wed-Sat
Raiding the Rock Vault.....Sun-Wed, Sat

HARRAH'S LAS VEGAS HOTEL & CASINO- 1-800-214-9110

Mac King Comedy Show.....Tues-Sat
Tape Face.....Sun, Tue-Sat
Menopause The Musical.....Mon-Sat
X Country.....Sun, Mon, Thurs-Sat
John Caparulo: Mad Cap Comedy ..Sun, Mon, Wed-Sat

HOOTER'S CASINO & HOTEL- 702-739-9000

Gordie Brown.....Sun-Mon, Wed-Thurs, Sat
Hilarious 7.....Tue, Fri
Motown Review.....Sun, Wed-Sat
Karaoke in the Underground Lounge.....Sun, Thur-Sat

THE LINQ HOTEL & CASINO- 1-800-634-6441

Matt Franco.....Nightly
The Bronx Wanderers.....Nightly

LUXOR LAS VEGAS HOTEL & CASINO- 702-262-4444

Blue Man Group.....Nightly
Carrot TopWed-Mon
Fantasy.....Nightly
Terry Bradshaw8/1-8/4

MANDALAY BAY HOTEL & CASINO-702-632-7777

Michael Jackson One.....Sun-Mon, Thurs-Sat

MGM GRAND HOTEL & CASINO- 702-891-7777

Cirque Du Soleil- Ka.....Sun-Wed, Sat
David CopperfieldSat, Sun

MIRAGE LAS VEGAS HOTEL & CASINO- 702-791-7111

Cirque Du Soleil- Love.....Tue-Sat
Terry FatorMon - Thurs
Beatles LoveTues-Sat

NEW YORK NEW YORK HOTEL & CASINO- 702-740-6969

Cirque Du Soleil- Zumanity.....Sun-Tue, Fri-Sat

PALMS CASINO RESORT - 702-942-7777

Apex Social Club.....Sun, Thurs-Sat

PARIS HOTEL & CASINO- 702-946-7000

Sex Tips for Straight Women From A Gay Man...Nightly
Anthony Cools.....Sun, Tue, Thurs-Sat
Jeff Civillico.....Wed
Ilusion Mental.....Sun, Mon, Thurs-Sat

PLANET HOLLYWOOD- 702-791-7827

Gwen Stefani.....Wed, Fri, Sat
Crazy Girls.....Sun, Mon, Tue, Thurs-Sat
Cris Angel MindfreakSun,Wed- Sat
Tenors of Rock.....Nightly

RED ROCK CASINO, RESORT & SPA- 702-797-7777
 DJ Dig DugThurs, Fri-Sa

RIO ALL-SUITES HOTEL & CASINO- 702-734-5110
 Penn & TellerSun-Wed, Sat
 Comedy CellarNightly
 Chippendales.....Nightly
 Wow- The Vegas Spectacular.....Fri-Sat

SANTE FE HOTEL & CASINO- 702-658-4900
 Cornell Gunster's Coasters.....Wed

SLS LAS VEGAS HOTEL & CASINO- 702-761-7000
 Totally Outrageous BrunchSun, Sat
 The Eddie Griffin experience7/1 - 7/15
 Mo'Nique Does Vegas7/4- 7/27

SOUTHPOINT HOTEL & CASINO- 702-796-7111
 Gregg Austin's M Town & More..... Tue
 Déjà vu.....Wed
 The Dennis Bono ShowThurs
 Frankie MorenoThurs
 The Spazmatics.....Sat

STRATOSPHERE HOTEL & CASINO- 702-380-7777 ..
 CelestiaSun, Wed-Sat
 MJ Live.....Nightly
 Redneck Comedy.....Sun-Mon, Wed-Sat

SUNCOAST HOTEL & CASINO- 702-636-7111
 Line Dancing Mon-Tue, Thurs and every other Wed

SUNSET STATION (CLUB MADRID) - 702-547-7777
 Yellow Brick Road.....Fri
 Jeremy James.....Sat
 Blue String Theory.....Sat

TEXAS STATION HOTEL & CASINO- 702-631-1000
 Jeremy James.....Fri
 Gregg Austin's M-Town & MoreFri

TREASURE ISLAND HOTEL & CASINO- 702-894-7111
 MystereWed-Sat
 Drag Brunch & Supper Club.....Sun, Fri-Sat

TROPICANA HOTEL & CASINO- 702-739-2222
 Rich Little.....Sun-Wed
 Laugh Factory.....Fri-Sat
 Purple ReignTue-Sat

TUSCANY HOTEL & CASINO- 702-893-8933
 The Rat Pack Mon-Sat
 Laura Shaffer & The Noir Nightingale Trio Mon
 Ashley Fuller Tue
 Kelly Clinton.....Wed
 Jonathan Karrant..... Thursday
 Kenny Davidsen's Celebrity Piano Bar Fri
 Nik At Nite Sun

WESTGATE HOTEL & CASINO- 702-732-5111
 Barry ManilowThurs-Sat
 George Wallace..... Tue-Sat
 The Magic of Jen Kramer.....Wed-Sat
 Sexy the ShowWed-Sat

WYNN RESORT & CASINO- 702-770-7100
 Le Reve- The Dream.....Sun-Tue, Fri-Sat
 Lake of DreamsNightly

Sporting Events

Las Vegas Motor Speedway

Night Of Fire At The Bullring..... 7/3
 O'Reilly Auto Parts Midnight Mayhem #7..... 7/12
 O'Reilly Auto Parts Midnight Mayhem #8..... 8/9
 Back To School Night Presented By Whelen Engineering..... 8/24
 Pack The Track Night Presented By K&N Air Filter..... 8/31

MGM Grand Garden Arena

Manny Pacquiao Vs. Keith Thurman 7/20

Orleans Hotel & Casino Arena

NWorld Team Tennis- Vegas Rollers 7/20-7/30
 The Original Harlem Globetrotters 8/25

Sam Boyd Stadium

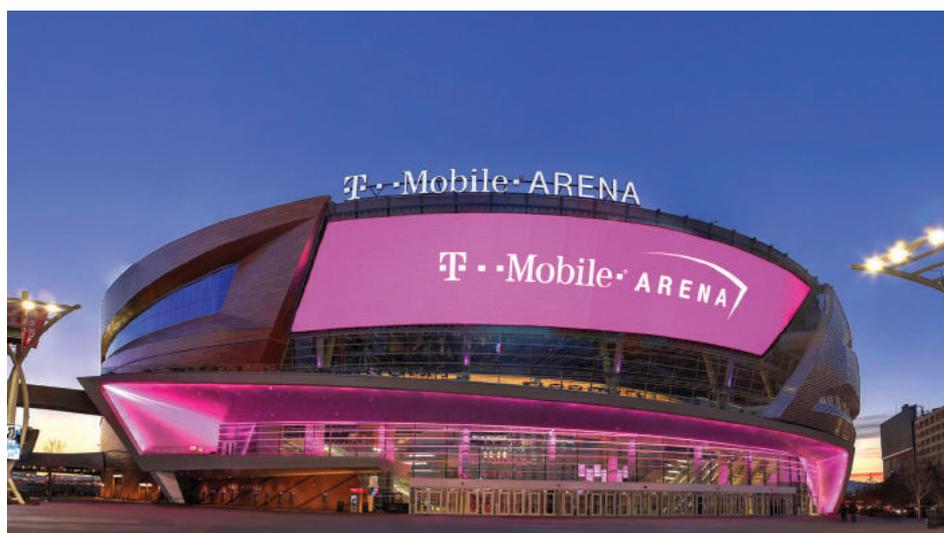
Rebel Football 8/31

Thomas & Mack Center

NBA Summer League 2019..... 7/05-7/15

T-Mobile Arena

UFC 239: Jones Vs. Santos 7/6
 USA Basketball 8/9





PERFORMING ARTS

- Bellagio Conservatory & Botanical Gardens 702-693-7111
- Bellagio Gallery Of Fine Art 702-693-7871
- Charleston Heights Arts Center 702-229-6383
- Clark County Library 702-507-3400
- Clark County Museum Guild 702-455-7955
- Discovery Children's Museum 702-382-3445
- Elvis-A-Rama- Museum 702-309-7200
- Enterprise Library 702-507-3760
- Galleria Library 702-207-4259
- Gibson Library 702-565-8402
- Las Vegas Natural History Museum 702-384-3466
- Mob Museum 702-229-2734
- National Atomic Testing Museum 702-794-5151
- Neon Musuem 702-387-6366
- Pinball Hall Of Fame (702) 597-2627
- Rainbow Library 702-507-3710
- Sahara West Library 702-507-3630
- Smith Center 702-749-2012
- Springs Preserve 702-822-7700
- Spring Valley Library 702-507-3820
- Summerlin Library 702-507-3860
- Sunrise Library 702-507-3900
- West Charleston Library 702-507-3860

Theaters

- Eclipse Theaters 814 South Third St, Las Vegas, NV 89101
- Brendan Palms Casino 4321 W Flamingo Rd, Las Vegas, NV 89103
- Century Orleans 18 4500 West Tropicana Avenue, Las Vegas, NV 89103
- The Dome at Container Park 707 Fremont St, Las Vegas, NV 89101
- Regal Texas Station Stadium 18 2101 Texas Star Lane Las Vegas, NV
- AMC Town Square 18 6587 Las Vegas Blvd South LAS VEGAS NV 89119

- West Wind Las Vegas 6 Drive-In 4150 West Carey Avenue Las Vegas NV 89030
- Regal Boulder Station Stadium 11 4111 Boulder Highway Las Vegas, NV
- Century 18 Sam's Town 5111 Boulder Highway Las Vegas, NV
- AMC Rainbow Promenade 10 2321 N Rainbow Blvd, Las Vegas, Nevada 89108
- Regal Red Rocks Stadium 16 & IMAX 11011 West Charleston Boulevard Las Vegas, NV
- Century 16 Suncoast 9090 Alta Drive, Las Vegas, NV 89145
- Regal Village Square Stadium 18 9400 West Sahara Avenue Las Vegas, NV
- Regal Colonnade Stadium 14 8880 South Eastern Avenue Las Vegas, NV
- Regency Tropicana Cinemas 3330 E Tropicana Ave, Las Vegas, NV 89121
- Regal Aliante Stadium 16 & IMAX 7300 Aliante Parkway North Las Vegas, NV
- Galaxy Cannery 2121 E. Craig Rd, North Las Vegas, NV 89030
- Regal Cinemas Summerlin Luxury 5 2070 Park Center Drive Las Vegas, NV
- Century 16 Santa Fe Station 4949 N Rancho Dr, Las Vegas, NV 89130
- Regal Cinemas Green Valley Ranch 10 2300 Paseo Verde Pkwy, Henderson, NV 89052
- Cinemark Century 16 South Point and XD 9777 S Las Vegas Blvd, Las Vegas, NV 89183

Dispensaries

- Acres Cannabis (702) 399-4200
- Apothecarium (702) 778-7987
- Blackjack Collective (702) 545-0026
- Blüm - Decatur (702) 627-2586
- Blüm - Desert Inn (702) 536-2586
- CannaCopia (702) 487-6776
- Canopi - Blue Diamond (702) 420-7338
- Canopi - Downtown (702) 420-2902
- Canopi - North (702) 420-2113
- Cultivate Dispensary (702) 778-1173
- Essence - Henderson (702) 978-7687

- Essence - The Strip (702) 978-7591
- Essence - West (702) 500-1714
- Euphoria Wellness (702) 960-7200
- Exhale Nevada (702) 447-1250
- Exhale Nevada - Western (702) 463-2866
- Inyo Fine Cannabis (702) 707-8888
- Jardin Premium Cannabis Dispensary (702) 331-6511
- Jenny's Dispensary - Henderson (702) 718-0420
- Jenny's Dispensary - North (702) 718-0420
- Las Vegas ReLeaf (702) 209-2400
- Medizin - Las Vegas (702) 206-1313
- MedMen (702) 527-7685
- MedMen Las Vegas (702) 405-8597
- MMJ America (702) 565-9333
- Nevada Made Marijuana (702) 737-7777
- Nevada Wellness Center (702) 470-2077
- NuLeaf - East Twain (702) 297-5323
- NuWu Cannabis Marketplace (702) 844-2707
- Oasis Cannabis (702) 420-2405
- Pisos - The Strip (702) 367-9333
- Planet 13 Las Vegas Marijuana Dispensary (702) 206-1313
- Reef - Las Vegas Strip (702) 475-6520
- Reef - North Vegas (702) 410-8032
- Sahara Wellness (702) 478-5533
- Shango - Las Vegas (702) 444-4824
- ShowGrow - Las Vegas (702) 227-0511
- Silver Sage Wellness (702) 802-3757
- The Apothecary Shoppe (833) 468-4372
- The Dispensary - Henderson (702) 827-4984
- The Dispensary - West Las Vegas (702) 827-4979
- The Grove - The Strip (702) 463-5777
- The Source (702) 708-2000
- The Source - Henderson (702) 708-2222
- Thrive - Downtown (702) 776-4144
- Thrive - North Las Vegas (702) 776-4144
- Top Notch THC (702) 418-0420
- Zen Leaf (702) 462-6706



Special Events

ALIANTE STATION HOTEL & CASINO- 702-682-7777
 Reckless in Vegas.....7/13
 Candlebox.....7/27
 Vegas McGraw.....8/17

ARIA HOTEL & CASINO- 702-590-7111
 DJ Karma.....7/1
 DJ Irie.....7/5, 8/02
 Generation Now: DJ Drama.....7/6, 8/16
 LIL JON.....7/08, 7/27, 7/29
 Tory Lanez.....7/12, 8/3, 8/17
 Chantel Jeffries.....7/26-8/23
 Tyga.....8/24-8/31
 Playboi Carti.....8/30

BUFFALO BILLS STAR OF THE DESERT ARENA (PRIMM) - 702-386-7867
 Lyle Lovett and His Large Band.....7/13
 Dwight Yoakam.....7/27

COSMOPOLITAN HOTEL & CASINO- 702-698-7000
 Kacey Musgraves.....8/20

COX PAVILION- 702-739-3267
 NBA Summer League.....7/5-7/15

EASTSIDE CANNERY HOTEL & CASINO- 702-507-5757
 Vince Neil of Motley Crue.....7/6
 Celeste Barber.....7/12
 Howard Jones.....7/13
 Clifton James.....7/26-7/27
 Jimi Brent.....8/2-8/3

ENCORE RESORT- 702-770-7000
 Robbie Williams.....7/3-7/6
 Pat Benatar & Neil Giraldo.....8/2-8/3
 Lionel Richie.....8/9-8/10
 Diana Ross.....8/14-8/24

GOLDEN NUGGET LAS VEGAS HOTEL & CASINO- 702-385-7111
 FireHouse.....7/5
 Steven Adler of Guns N' Roses.....7/12
 The Babys.....7/19
 The Grass Roots.....7/26, 8/16
 Ambrosia.....8/2
 Rick Derringer.....8/9
 BJ Thomas.....8/23
 Lita Ford.....8/30

HARD ROCK LAS VEGAS HOTEL & CASINO- 702-693-5000
 Godsmack.....7/5
 Leilani Wolfgramm.....7/12
 Shane Smith and The Saints.....7/25
 Cedric The Entertainer.....7/27
 Born of Osiris.....8/2
 Mary J. Blige.....8/16, 8/17
 Brian Wilson and The Zombies.....8/31

M RESORT & CASINO- 702-797-1215
 Martina McBride.....8/3

MANDALAY BAY EVENTS CENTER- 702-632-7777
 Pentatonix.....7/6
 JoJo Siwa With The Belles.....8/10
 Psycho Las Vegas.....8/16- 8/18

MANDALAY BAY- (HOUSE OF BLUES) -02-632-7777
 Jon Bellion.....7/6
 Intocable.....7/7
 Strange Days: A Tribute To The Doors.....7/12
 Thigh Voltage: Tribute To AC/DC.....7/13
 Dreams Never Die.....7/19
 Festival De Mariachi Y Folker De México.....7/20
 Hinder.....7/21
 Pouya: Liquid Sunshine Tour.....7/22
 August Burns Red.....7/23
 The Alarm.....7/24
 Nas.....8/10
 Black Flag.....8/30
 Skillet & Sevendust.....8/31

MGM GRAND GARDEN ARENA- 702-891-7777
 Hugh Jackman.....7/13
 Manny Pacquiao Vs. Keith Thurman.....7/20
 Chris Young.....8/17

MIRAGE LAS VEGAS HOTEL & CASINO- 702-791-7111
 Joe Rogan.....7/5
 Iliza Shlesinger.....7/5
 George Lopez.....7/19-7/20
 Jay Leno.....7/26
 Jim Jefferies.....8/2-8/3
 Theo Von.....8/10
 Chris D'Elia.....8/24

ORLEANS (ORLEANS SHOWROOM) - 702-365-7111
 2019 NPC Patriots Challenge.....7/6
 Anuel AA Tour.....7/6
 Celeste Barbe.....7/13
 World Team Tennis.....7/20-7/30
 Leonid and Friends.....8/9
 Laughing All the Way.....8/23
 Deon Cole.....8/24
 Harlem Globetrotters.....8/25

PALMS (PEARL THEATER) - 702-942-7777
 11th Annual Fighters Only MMA Awards.....7/3
 UFC Hall of Fame Induction Ceremony.....7/5
 Gary Owen.....7/13
 Seal.....7/19
 Rick Springfield w/Eddie Money.....7/27
 Elvis Costello & The Imposters and Blondie.....8/1
 Third Eye Blind & Jimmy Eat World.....8/2
 Prettymuch.....8/11
 Lady Antebellum.....8/23

RAMPART- 702-507-5900
 The Garth Guy.....7/14
 Queen of Soul: Aretha.....7/21

SAM BOYD STADIUM- 702-739-3267
 Rebel Football.....8/31

SLS LAS VEGAS HOTEL & CASINO- 702-761-7000
 Eddie Griffin Experience.....7/1
 Mo'nique Does Vegas.....7/4
 Faizon Love Comedy Show.....8/4

SOUTHPOINT HOTEL & CASINO- 702-796-7111
 The Unusual Suspects.....7/22
 Karaoke World Championships USA.....8/19

SUNCOAST HOTEL & CASINO- 702-636-7111
 Mike Adams and The Stones.....7/13
 Peace frog.....7/20
 The Heart of Rock & Roll.....7/27
 The Long Run.....8/10

THOMAS & MACK CENTER- 702-739-3267
 NBA Summer League.....7/5-7/15
 UNLV Creates.....8/23

T-MOBILE ARENA- 702-692-1300
 Nunes vs. Holm.....7/6
 USA Basketball.....8/9
 Lyndrd Skynrd.....8/16

TREASURE ISLAND HOTEL & CASINO- 702-894-7111
 Steven Wright.....7/5

VENETIAN HOTEL & CASINO- 702-414-1000
 Jackson Browne.....8/21-8/24

WESTGATE HOTEL & CASINO- 702-732-5111
 Ted Torres Martin: The Soul of the King.....8/2, 8/3
 The Femmes of Rock.....8/6- 8/10

WYNN RESORT & CASINO- 702-770-7100
 Melissa Etheridge: The Medicine Show.....7/12
 Brian McKnight.....7/19

Conventions

LAS VEGAS CONVENTION CENTER
 Association of Woodworking &
 Furnishing Suppliers Fair.....7/17-7/20
 ASD Market Week Summer.....7/28-7/31
 MAGIC Marketplace Fall Show.....8/12-8/14

MANDALAY CONVENTION CENTER
 Microsoft Ready & Inspire.....7/14-7/18
 Triple Perfect, Inc. Evo World Finals.....7/28
 Cosmoprof North America.....7/28-7/30
 Black Hat/ TechWeb- USA.....8/3-8/8
 MAGIC Marketplace Fall Show.....8/12-8/14
 SuperZoo West.....8/19-8/22
 Cisco IMPACT.....8/27-8/29

SANDS EXPO & CONVENTION CENTER
 Off-Price Specialist Show.....8/11-8/14

Shopping Malls

The Atrium At Palazzo Las Vegas.....(702)-607-6768
 Boco Park Fashion Village.....(702)-430-5800
 Boulevard Mall.....(702)-735-8268
 Chinatown Plaza.....(702)-221-8448
 Crystals At City Center.....(702)-590-9299
 The District At Green Valley Ranch.....(702)-564-8595
 Downtown Container Park.....(702)-359-9982
 Downtown Summerlin.....(702)-832-1000
 Encore Esplanade.....(702)-770-8000
 Fashion Outlets Of Las Vegas (Primm) ..(702)-874-1400
 Fashion Show Mall.....(702)-369-8382
 Forum Shops At Caesars.....(702)-893-3807
 Galleria At Sunset.....(702)-434-0202
 Grand Bazaar Shops At Bally's.....(702)-736-4988
 Grand Canal Shoppes At The Venetian/Palazzo.....(702)-414-4525
 Las Vegas North Premium Outlets.....(702)-474-7500
 Las Vegas South Premium Outlets.....(702)-896-5599
 Le Boulevard At Paris.....(702)-739-4111
 The Linq Promenade.....1-(800)-634-6441
 Meadows Mall.....(702)-878-3331
 Miracle Mile Shops.....(702)-886-0703
 The Park.....(702)-693-7275
 The Shoppes At Mandalay Place.....(702)-632-4760
 Showcase Mall.....(702)-597-3122
 Stratosphere Tower Shops.....(702)-380-7777
 Tivoli Village.....(702)-946-6680
 Town Square.....(702)-269-5001
 Via Bellagio.....(702)-693-7111
 Village Square.....(702)-715-4110
 Wynn Esplanade.....(702)-770-7000
 Wynn Plaza.....(702)-770-7000

FASHION





Living in Las Vegas gets more exciting each year as our city enhances the entertainment industry beyond its typical enterprise! On July 12th, you'll be able to attend a runway event at the CMXX, located in the heart of Las Vegas' Art District, as Las Vegas Swim Week takes on their 3rd annual season!

Inel Wilson, CEO/Event Coordinator of this fashion frenzied event, believes that fashion in Las Vegas is on the rise and is contributing her skills, experience in runway productions, and fashion expertise, to make an impact on the current fashion industry. "It's only right to create an atmosphere that can help cultivate our fashion industry from its infancy stage to a fashion magnate. ■

“It’s only right to create an atmosphere that can help cultivate our fashion industry from its infancy stage to a fashion magnate.”



Marketing In The New Digital World

Interview by Avery Simone
Photo by Calos Macias

Chris Evans is not only the Vice President of R&R Partners, he's the real-life personification of DJ Khaled's- 'All I do is win'. Chris's smart, insightful leadership, teamed with his tireless work ethic, is the reason he quickly rose through the ranks at R&R. Along the way, he won a number of media awards, including OMMAs, ADDYs and agency awards from iMedia, along with awards from Digiday and Magella

In May, Chris spoke about Leadership & Innovation in the New Digital World at LEXICON Las Vegas, which is a two-day Social Media and Digital Marketing conference featuring top keynote speakers from various areas of marketing. The speakers were there to educate, inform and inspire the public on how to properly market their business on a digital scale.

Chris shared some great insight into using projection mapping for marketing and branding, examining how traditional TV continues to lose engagement. He broke down how people consume media and technology. Projection mapping is a unique concept that displays an image or video on a non-flat or non-white surface and Chris uses this technique as a form of marketing for different clients. "I think it's going to be the next revolution. Eventually the whole front of the Cosmo or the Bellagio will use Projection Mapping" explained Chris.

We spoke with him about content development across broadcast TV and Social Media platforms. His response, "We look at the video space holistically to create video that is custom to each platform. Don't simply take your 30 second TV spot and put it on YouTube. Take the overall video, cut it up into different formats, to really create for the platform because it will be more authentic, not only to the user but to the platform and you're going to get better engagement".

When asked about IGTV and the algorithm he simply said, "I think way too many platforms are trying to get into the TV Space. Haha, So, when it comes to Instagram TV... I say what's the point. I would almost go as far and say Facebook Watch, what's the point. I think people go to a platform for a reason and all these platforms are trying to add on TV and I think they are just doing a shitty job at it". ■





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