

AREA 15

ENTERTAINMENT DISTRICT



LAS VEGAS:

A City of Innovation, Immersion and Entertainment.

#1

state in the nation for startup activity

2.4 MM+

city population

27%

of the city (and growing) are part of the creative class

40 MM+

tourists per year

300

days of sunshine, pro sports, no income taxes, world class hospitality and dining

3 MM+

an annual report from the Lee Business School at UNLV stated that the population is expected to jump past 3 million by 2035

3RD

state in the nation for diversity

THE EXPERIENCE ECONOMY: IT DOES EXIST

Despite all the digital world has to offer, consumers still crave interaction. They are increasingly gravitating toward artful new forms of entertainment that provide immersive experiences, authentic connections, and real emotions.

THE DESIRE FOR MEANINGFUL EXPERIENCES & CONNECTIONS

“The experience economy has just demonstrated its value more than ever. Because it can’t be replaced by Amazon.”

-WINSTON FISHER

AREA 15 ENTERTAINMENT DISTRICT

Located just off the I-15 and seven minutes from the Las Vegas Strip, the location is perfectly situated in the heart of the city.

RAIDERS STADIUM

T-MOBILE ARENA

HARRY REID
INTERNATIONAL AIRPORT



THE STRIP

AREA 15
ENTERTAINMENT DISTRICT

PLANET 13

THE WYNN

ENCORE

RESORTS WORLD

FOUNTAINBLEAU

STRAT

DOWNTOWN
ARTS DISTRICT

350,000+ daily drive-bys with prime visibility along I-15

Conveniently located

- 7 minutes from The Strip
- 10 minutes from Downtown
- 15 minutes from Harry Reid Airport
- 2.4 million locals live within 35 miles

CURATION OF EXPERIENCES

Located on 40 acres of highly curated experience, attractions, retail, food and beverage, art, entertainment and events.

AREA 15
ENTERTAINMENT DISTRICT

illuminarium



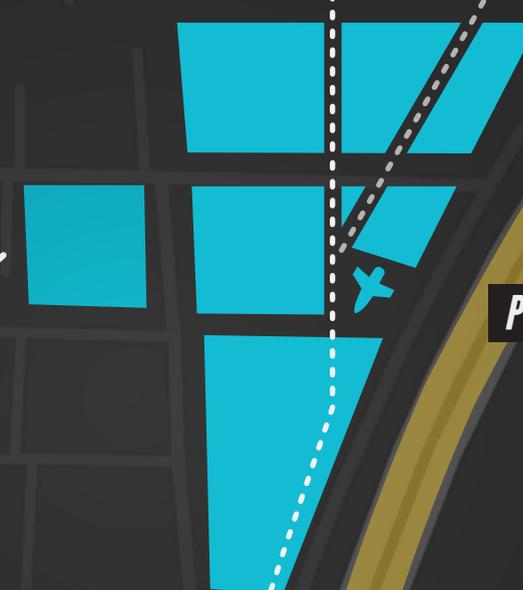
Lost Spirits



PHASE I



PHASE II



A NEW DISTRICT FOR A NEW VEGAS

A new urban center for creatives, makers and entrepreneurs to come together.



A NEW DISTRICT FOR A NEW VEGAS

To connect, collaborate and be immersed in a community of best-in-class experiences.



SITE PLAN

- 413,000+ square feet of customizable retail space
- Opportunities ranging from 1,000 square feet – 60,000 square feet
- Up to 25 foot high ceilings

1: TENANT | UNIVERSAL

2: LEVEL 1: 8,907 SF

3: LEVEL 1: 4,070 SF

4: IN NEGOTIATIONS

5: LEVEL 1: 22,485 SF LEVEL 2: 24,536 SF

6: LEVEL 1: 12,894 SF LEVEL 2: 12,515 SF

7: LEVEL 1: 10,059 SF LEVEL 2: 10,137 SF

8: LEVEL 1: 24,924 SF LEVEL 2: 24,780 SF

9: LEVEL 1: 36,248 SF

10: LEVEL 1: 43,160 SF LEVEL 2: 50,420 SF



TOTAL: 413,000 SF

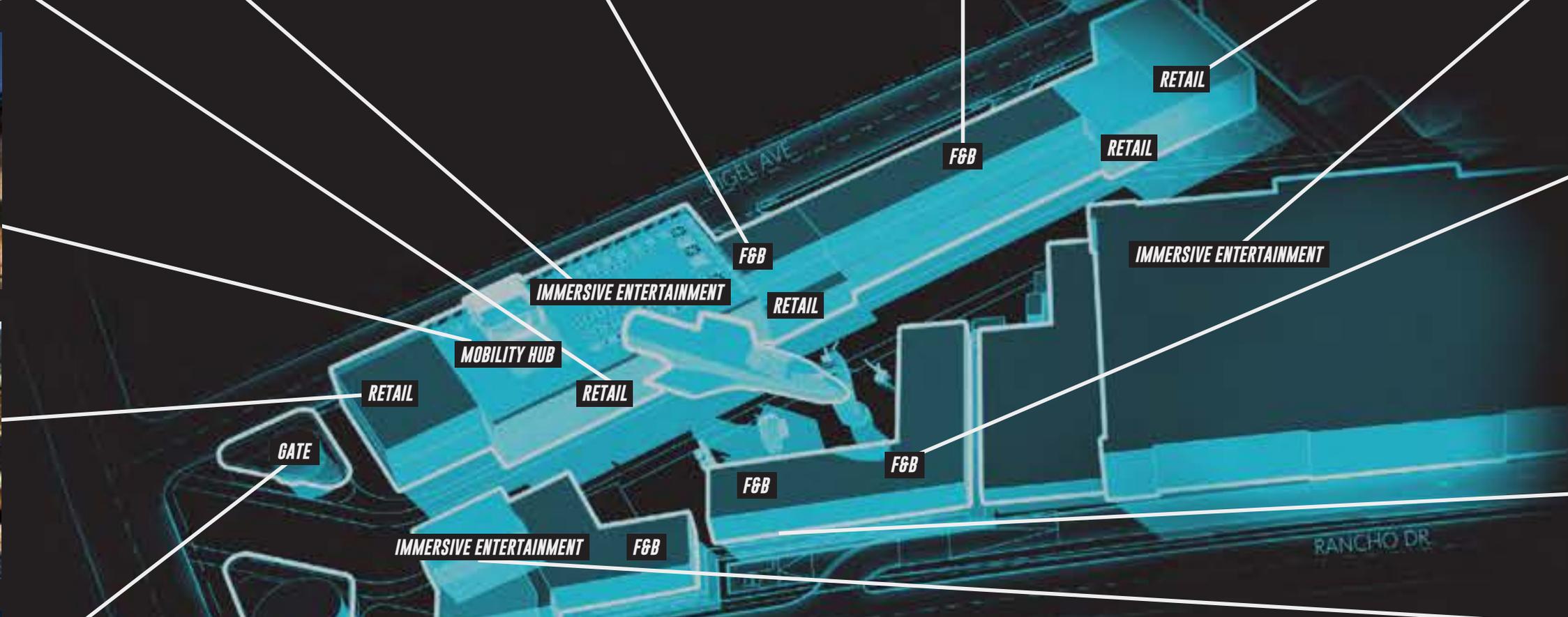
***A DESTINATION TO
CELEBRATE WONDER,
CURIOSITY AND
EXPLORATION.***

A curated experience of immersive attractions, monumental art exploration and adventurous food and beverage.



The AREA15 District is an extension of the main AREA15 complex, a 200,000 square foot bunker with best-in-class immersive entertainment and events.





STOREFRONT CONCEPTS

Opportunity to create unique, bespoke storefronts to drive shareability and customer engagement.

POWER OF PROXIMITY

WINK WORLD

illuminarium

MEOW
WOLF

Lost Spirits
DISTILLERY

AREAS 15

 VIRTUALIS^{VR}


FIVE IRON GOLF

EMPORIUM

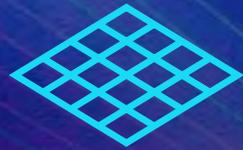


MUSEUM
FIASCO



OZ EXPERIENCE
by BackLight

THE OPPORTUNITY



40 ACRES

A new kind of entertainment destination



PLUG AND PLAY

Plug into an an existing operating infrastructure



350K SQ FT OF IMMERSIVE RETAIL

Over 85K sq ft for pop-ups and outdoor experience spaces



**950K SQ FT
INNOVATION-FOCUSED
DESTINATION**

A new destination dedicated to experimentation and collaboration



HIGH VISIBILITY

350k+ daily drive-bys from from Las Vegas' main tourist corridor with prime visibility along I-15



CONVENIENCE+PROXIMITY

7 minutes to the Strip
10 minutes to Downtown Vegas
15 min to Harry Reid Airport

AREA15

ENTERTAINMENT DISTRICT

LET'S CONNECT



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