



The **Recruiting** Landscape of Fabulous Las Vegas

The most dynamic city in the World

>> 0 >> 1 >> 2 >> 3 >> 4 >>

QUICK FACT:

**Only 3.6% of residents
are true
'Native Nevadans'**



>> 0 >> 1 >> 2 >> 3 >> 4 >>

The “DNA” of Las Vegas

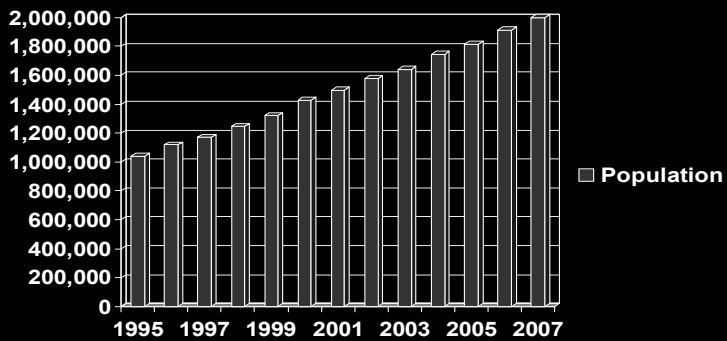
- Las Vegas People

- Population
- Ethnicity
- Gender
- Age

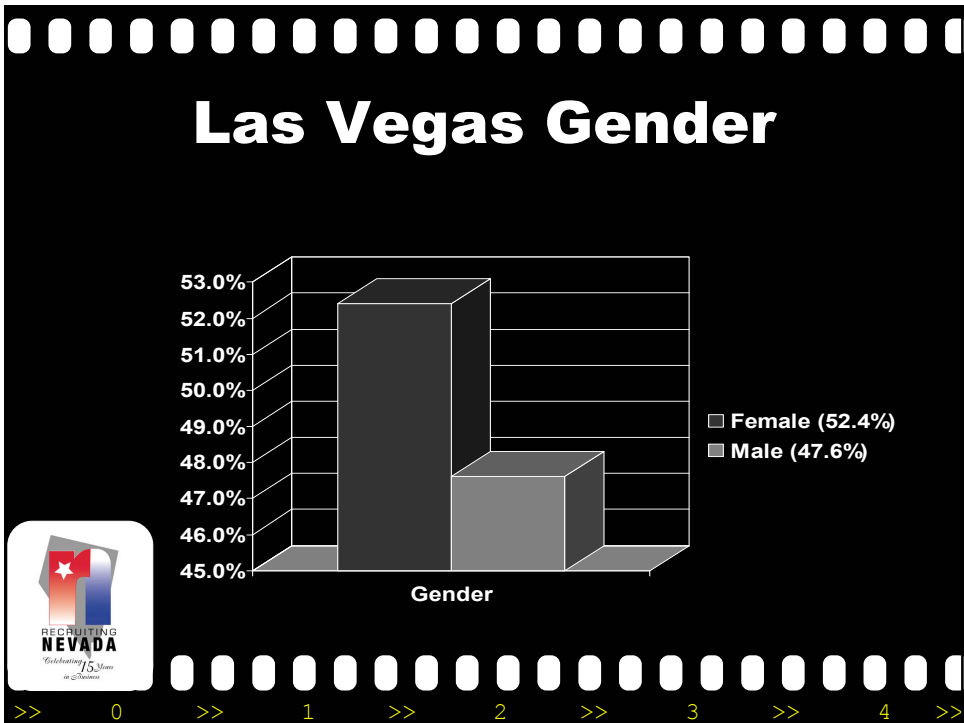
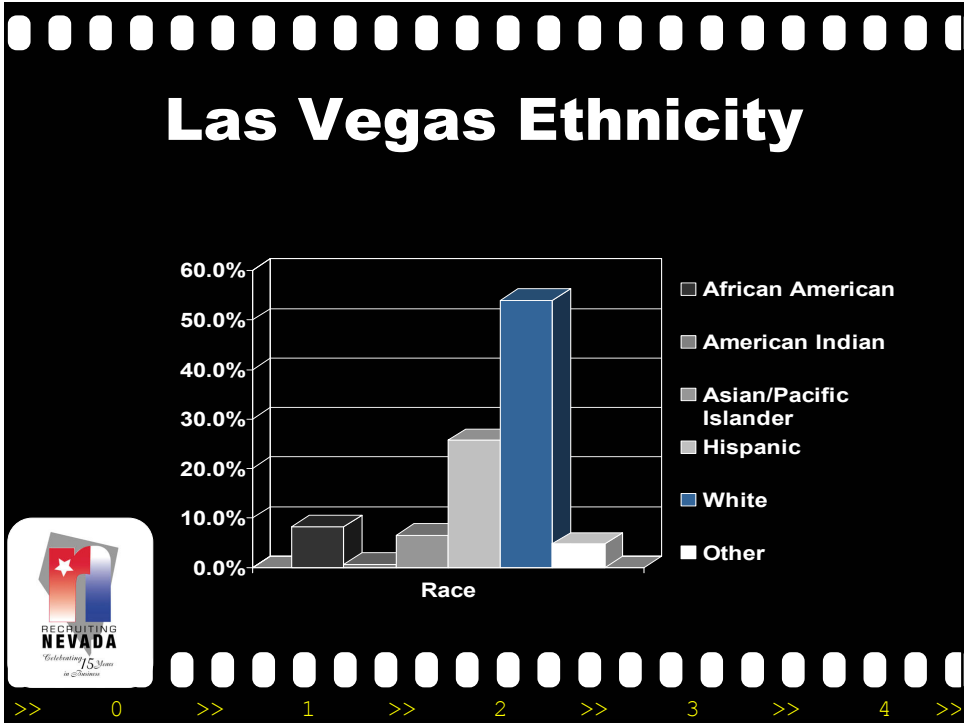


>> 0 >> 1 >> 2 >> 3 >> 4 >>

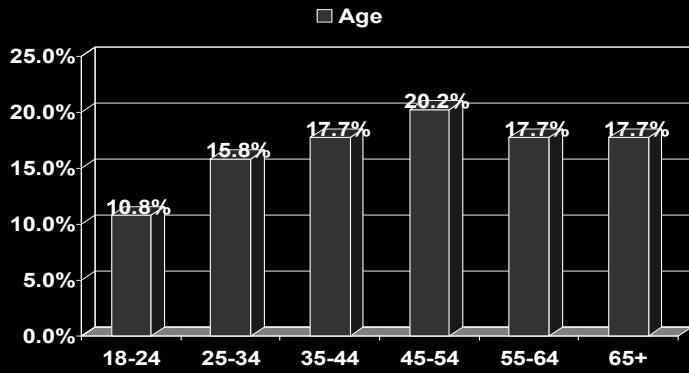
Las Vegas Population



>> 0 >> 1 >> 2 >> 3 >> 4 >>



Las Vegas Age



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas Income

Median Income \$53,111



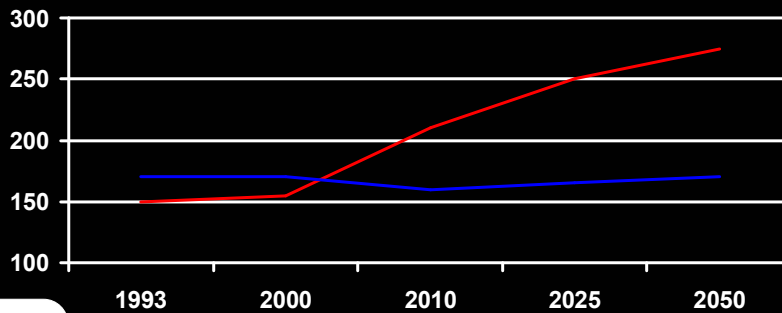
>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas' TALENT WAR:



>> 0 >> 1 >> 2 >> 3 >> 4 >>

The **National** Labor Shortage



— Required Workforce (Bureau of Labor Statistics)
— US Population (US Census)

>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas' *'unique'* problem

- Fastest growing City/State for 19 years.
- *Typically* – we maintain one of the lowest unemployment levels in the country
- Our educational infrastructure does not produce the quantity we demand.
- We are building at an unprecedented rate compared to all other markets.
- Our workforce is aging at a higher rate than other markets.



>> 0 >> 1 >> 2 >> 3 >> 4 >>

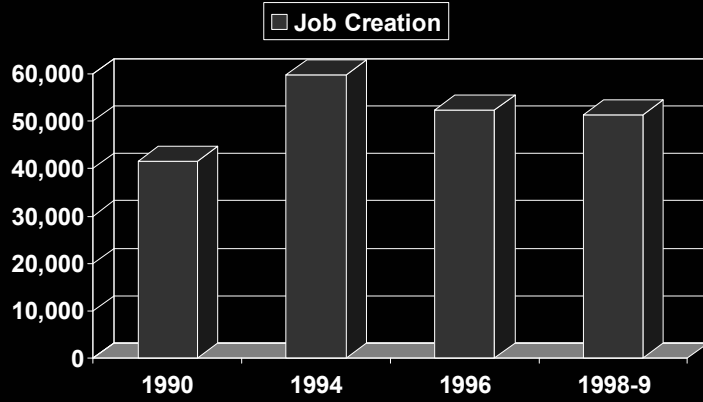
Simply Put:

We are having a hard time managing growth



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas **BOOMS!!**



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas' "Original" **BOOM!!**



41,600 Jobs

Year: 1990



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas' First BOOM!!



59,700 Jobs

Year: 1994



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas' Second BOOM!!



52,300 Jobs

Year: 1996



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas' Third **BOOM!!**



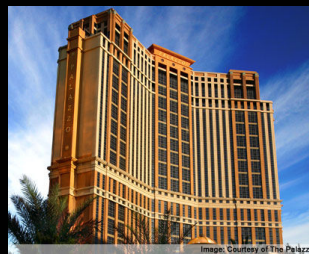
51,300 Jobs

Year: 1998-99



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas' current mini **BOOM!!**



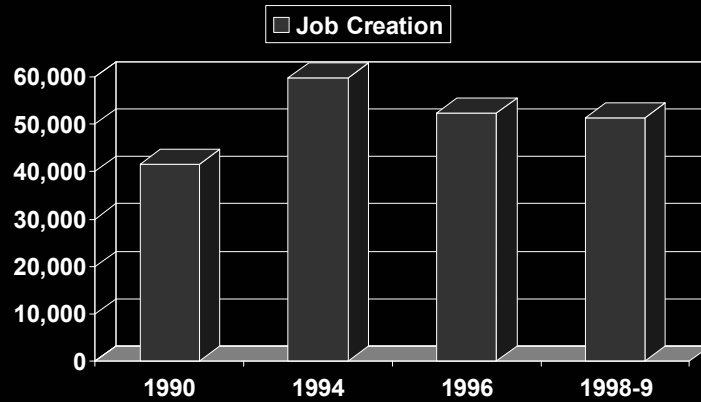
11,000 Jobs

Year: 2006/2007



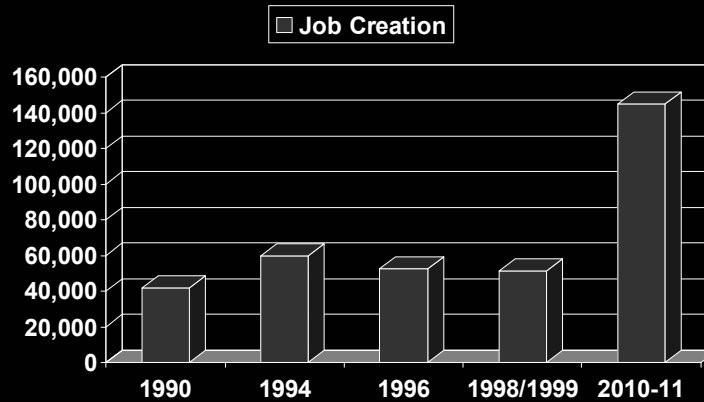
>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas **BOOMS!!**



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas' *next* **BOOM!!**



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas' NEXT BOOM!!



145,000 Jobs (minimum)



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas' NEXT BOOM!!

New Development	Project Cost	Completion Date	Rooms
CityCenter	\$7.8 Billion	Late 2009	6,343
Encore at Wynn	\$2.2 Billion	Late 2008	2,054
Palazzo	\$2.6 Billion	Done	3,068
Cosmopolitan Resort	\$3.0 Billion	Late 2009	3,000
Project M	\$1.0 Billion	Spring 2009	390
Echelon Place	\$4.8 billion	Late 2010	5,300
Fontainebleau Las Vegas	\$2.9 Billion	Fall 2009	3,812
Caesar's Palace - Tower IV	\$1.0 Billion	Early 2009	1,017
Plaza Hotel	\$5 Billion	2012	4,100
South Pointe - Expansion	\$95 Million	Late 2008	830
Planet Hollywood Towers	\$1.2 Billion	August 2009	1,228
Eastside Cannery	\$250 Million	September 2008	307
Golden Nugget - Expansion	\$150 Million	2009	500
Hard Rock Hotel - Expansion	\$750 Million	Mid 2009	950
Aliante Station	\$675 million	Late 2008	202
Trump Towers	\$600 Million	April 2008	1,282
Palms Place	\$650 Million	March 2008	599
Las Palmas	\$2.5 Billion	2009	800
Trump International - Tower 2	\$625 Million	2010	1,282



>> 0

Las Vegas' NEXT BOOM!!

Nevada Employment Projections by Industry

	2007:IVQ Estimate	2010:IVQ Projection	Change
Natural Resources and Mining	14,300	15,800	1,500
Construction	128,400	134,000	5,600
Manufacturing	51,100	56,600	5,500
Trade, Transportation, and Utilities	240,700	260,800	20,100
Information	15,600	17,800	2,200
Financial Services	65,300	70,100	4,800
Professional and Business Services	158,700	175,900	17,200
Education and Health Services	171,600	193,300	21,700
Leisure and Hospitality	343,500	401,200	57,700
Other Services	28,900	31,000	2,100
Government	72,400	79,600	7,200
	1,290,500	1,436,100	145,600



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Again..... This is over

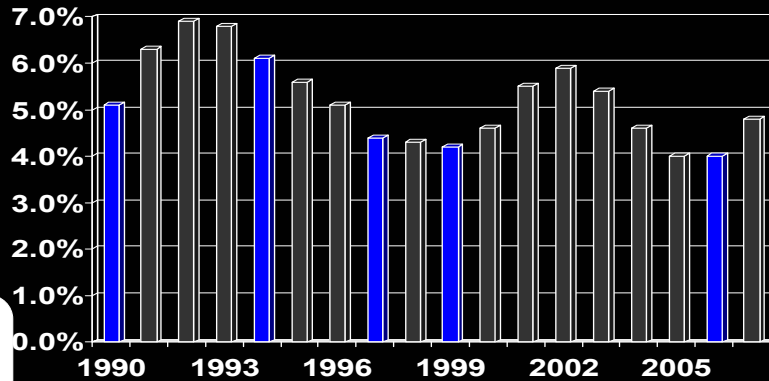


145,000 Jobs
(minimum)



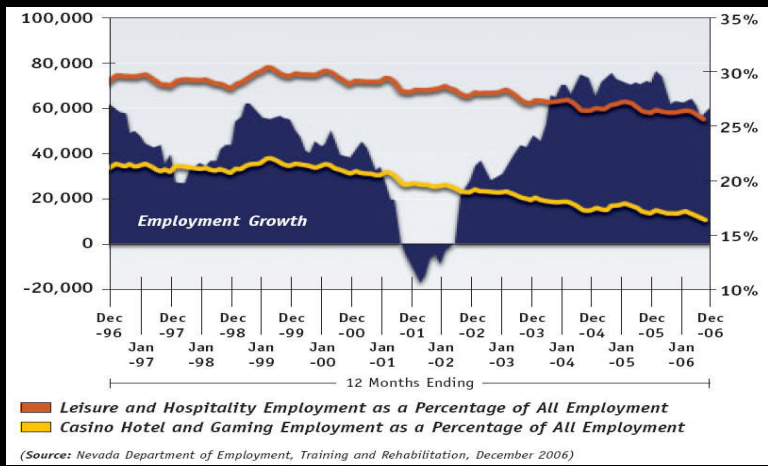
>> 0 >> 1 >> 2 >> 3 >> 4 >>

What do these **BOOMS** do to unemployment levels



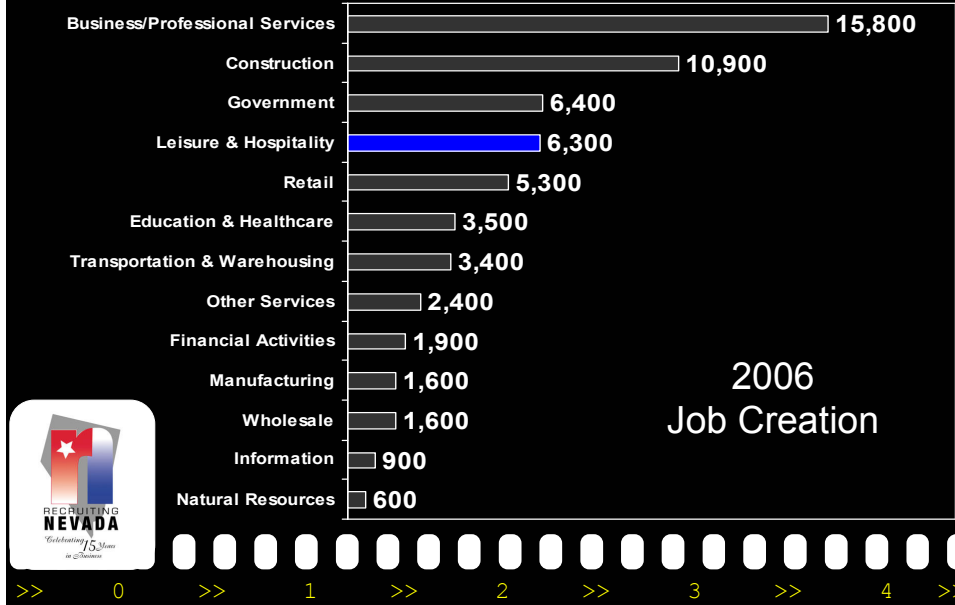
>> 0 >> 1 >> 2 >> 3 >> 4 >>

Less reliant on “gaming” employment



>> 0 >> 1 >> 2 >> 3 >> 4 >>

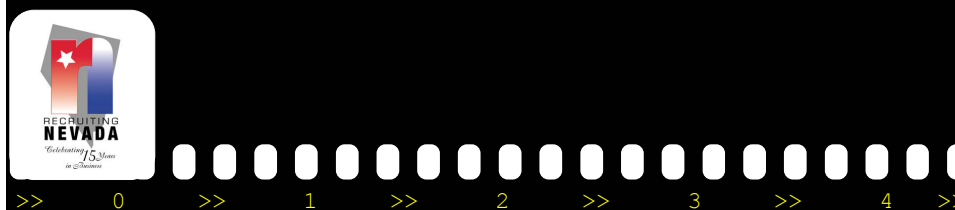
More reliant on “non-gaming” employment



145,000 Employees...

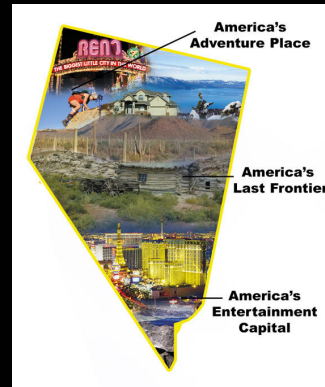
Where we will find them?

Out-of-Market



Top “Migratory” States

- California – 14.4%
- Michigan – 8.01%
- New York – 5.84%
- Florida – 5.70%
- Texas – 5.05%
- Ohio – 5.00%
- Illinois – 4.90%
- Pennsylvania – 3.48%
- Arizona – 2.57%
- Minnesota – 2.21%
- New Jersey – 2.02%



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Three “target” demographics

- College Students
 - Graduates
 - Drop-Outs
- Empty Nesters
 - East Coast
 - Cold Regions
- Career Enthusiasts
 - Cities Downsizing
 - Natural Disaster Areas



>> 0 >> 1 >> 2 >> 3 >> 4 >>

QUICK FACT:

Three out of four
Americans under 28
first pick a place to live
and then find a job



- Next Generation Consulting

>> 0 >> 1 >> 2 >> 3 >> 4 >>

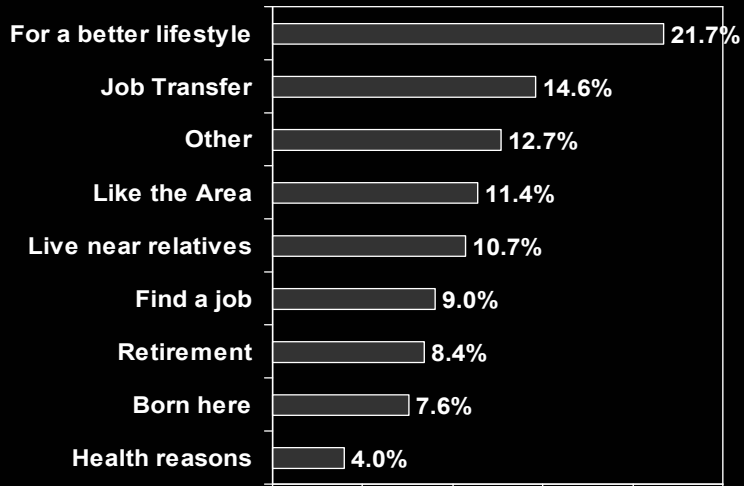
Why Las Vegas is so great!

- Quality of Life Issues:
- 330 Days of Sunshine Each Year
 - Lakes, Mountains, Skiing, Golf, Restaurants
- Low Taxes
- Easy travel – in & out
- Career Advancement Opportunities
 - Entry-Level get maximum experience
 - Mid-Level get glass ceiling removed
 - Sr. Level get 'pre-retirement' opportunity.



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Reasons we 'Live' in Las Vegas



>> 0 >> 1 >> 2 >> 3 >> 4 >>

QUICK FACT:

Nevada's hotel-casinos pay average wages and salaries **37.7%** higher than the national average.



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Las Vegas' Competition

	CITY	GROWTH
1	Las Vegas, NV	35.5%
2	Orlando, FL	28.3%
3	Riverside, CA	26.7%
4	Austin, TX	24.7%
5	Phoenix, AZ	24.3%
6	Jacksonville, FL	20.8%
7	Tampa, FL	19.7%
8	Dallas/Fort Worth	19.4%
9	Charlotte, NC	19.0%
10	Atlanta, GA	18.8%



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Three “hidden” talent pools

- **Trailing Family Members**
 - Teachers
 - Nurses
 - Your own hires
- **Pre-Retired Community**
 - Summerlin
 - Sun City - Anthem
- **Exiting military**
 - Nellis Air Force Base



>> 0 >> 1 >> 2 >> 3 >> 4 >>

The "Trailing Spouse"

GAMING
(2.5 Jobs per room)

SUPPORT GAMING
(1.5 Jobs per Room)



HEALTHCARE
(800+ Jobs Annually)

EDUCATION
(3,000+ Jobs Annually)

Public/Gov.
(6,000+ Jobs Annually)

Engineering/Tech
(100s Jobs Annually)



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Some Great Resources

- UNLV-CBER - <http://cber.unlv.edu>
- Nevada Workforce Informer - <http://www.nevadaworkforce.com/>
- Las Vegas Perspective - <http://www.lvperspective.com/>
- Nevada DETR - <http://detr.state.nv.us/>
- Recruiting Nevada - <http://corporate.recruitingnevada.com/>
- Las Vegas Visitors & Convention Authority - <http://www.lvcva.com/>
- Social Networking Calendar – <http://www.thelinkLV.com>
- Levy Productions - <http://www.levyproductiongroup.com/>
- Relocation Guides - <http://www.lvrelocationguide.org/>



>> 0 >> 1 >> 2 >> 3 >> 4 >>

Thank You

For a copy of PowerPoint
presentation, send email to:

Doug@RecruitingNevada.com



Douglas T. Geinzer

702-240-4100

