



GOVERNOR'S OFFICE OF ENERGY

News Release

FOR IMMEDIATE RELEASE

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Digital Display Brightens Las Vegas Strip Thanks to Governor's Office of Energy Approval

Carson City, NV (January 10, 2013) – Visitors to the Harmon Retail Corner in Las Vegas are now greeted by the world's largest light-emitting diode (LED) digital screen, after the Governor's Office of Energy (GOE) approved a partial property tax incentive to build the highly advanced technological system.

The center received the GOE incentive after meeting State regulations and receiving a prestigious Leadership in Energy and Environmental Design (LEED) Silver certification from the U.S. Green Building Council. LEED is a set of rating systems for the design, construction, operation, and maintenance of green buildings.



A GOE property tax incentive helps Harmon Retail Corner build the world's largest LED digital screen in Las Vegas.

“This approval fits in perfectly with GOE’s mission of attracting energy-related business ventures that include energy retrofitting and site development,” said Paul Thomsen, GOE Director. “The Las Vegas Strip is an epicenter for high technology displays, and Harmon Corner’s LED screen is among the best.”

The 65-foot high and 320-foot long LED screen was just one facet of the Harmon Retail Corner project, which also included an elevated pedestrian bridge built over Harmon Street, covered outdoor terraces overlooking the Las Vegas Strip, elevated walkways, and a ground level plaza.

The project’s upgrades are estimated to result in a 31% reduction in water use, and a 12% decrease in electricity use primarily through the reduction of energy needed for interior cooling.

“The tax abatement that the Harmon Retail Corner received was a key part of ensuring that this project was built,” said Eric Roberts, Vice President of SH Architecture, the firm that provided planning, design, and signage for the project. “Support from the State of Nevada was a driver for creating a fantastic shopping and retail destination on the Las Vegas Strip.”

The GOE decision to approve the incentive highlights the office's ability to facilitate cooperation among stakeholders, lead initiatives to stimulate economic development, and attract energy related business ventures that include site development, generation and production, and inter/intrastate transmission.

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About the Governor's Office of Energy

The Governor's Office of Energy oversees energy programs that are required through statute to meet the mission of the office, which is to ensure the wise development of Nevada's energy resources in harmony with local community economic needs and Nevada natural resources. For more information about GOE, please visit www.energy.nv.gov.

About Harmon Retail Corner

Harmon Retail Corner is an 112,000 square feet, three story retail center located at 3717 Las Vegas Boulevard South, one of the busiest intersections of the Las Vegas Strip. The corner includes retail shopping and restaurants, and contains an 18,600 square foot LED digital screen, the world's largest.