

PRESCRIPTION FOR PROGRESS.

Keeping a city moving forward is no easy task. It requires planning, hard work, imagination, a constant look into tomorrow's needs.

Too many cities today are suffering the consequences of resting on past performance — and the price of standing still is *urban decay*.

To prevent this from happening in Las Vegas, the Downtown Progress Association was organized. Its objective: keep Downtown Las Vegas growing in a progressive and vigorous manner.

This dynamic Association represents *all* Downtown interests pulling together for a better Downtown Las Vegas. Over half of its members are service firms and retail stores.

Stores and businesses employing thousands of our

friends and neighbors. Indirectly, every Downtown employee is a member of the Association, contributing to the betterment of their city. They know that what's good for the city is good for their wellbeing — and the wellbeing of all of us.

And in a larger sense, what's good for the City of Las Vegas is good for the County and good for the State. That's the purpose of the Downtown Progress Association — to build a city that will keep ahead of the times. We want to contribute in a major way to maintaining Las Vegas as a wonderful city to live in and raise a family — and as the tourist and entertainment capital of the world.

That's why we say our progress is your prosperity.

DOWNTOWN PROGRESS ASSOCIATION

Our Progress is your Prosperity.

