

VEGASSIGN.ORG

"Bigger Than Neon. Brighter Than Imagination."

VEGASSIGN.ORG

VegasSign.org aims to create a globally recognized landmark akin to the Hollywood sign.



The project includes a physical sign, branded assets (domain, trademarks, social media), and an immersive visitor experience.

Mission: To establish an enduring symbol of Las Vegas culture, entertainment, and innovation.

Goal: Present to the LVCVA to bring the sign to life and position it as a must-see destination.



\$34B+
dollars indirect revenue

BUSINESS OPPORTUNITY

VegasSign.org is a visionary project designed to reflect the energy and spirit of Las Vegas.

Purpose: Build an iconic hillside sign visible across the valley, accompanied by interactive technology and a digital ecosystem.

Significance: Adds cultural depth and economic value; new landmark for tourism and media.

Audience: Global tourists, social media travelers, influencers, families, and locals.

The Hollywood Sign does not generate revenue in the way a typical tourist attraction might, such as through ticket sales or entry fees. Instead, its "revenue" is split into two categories: direct income from licensing and donations, and its massive indirect economic impact on Los Angeles tourism.

Estimates for the direct annual revenue generated specifically by the sign typically fall between \$150,000 and \$500,000, though the broader economic value it brings to the city is measured in the billions;

Indirect Economic Impact

While the sign itself only collects a few hundred thousand dollars in "fees," its presence is a primary driver for the Los Angeles tourism industry, which generated over \$34.5 billion in total business sales in recent years.

MARKET RESEARCH

Las Vegas hosts 40M+ visitors annually, with consistent interest in photo-worthy, Instagrammable experiences.

Competing attractions: The Sphere, Welcome to Las Vegas Sign, Fremont Street.

Demand for outdoor, iconic visuals continues to grow.

Data shows increased tourism spending on unique landmarks and immersive experiences.



"We have become a global leader in hospitality, entertainment, sports, technology and innovation, all of which have been instrumental in transforming Las Vegas into a Category of One."

Steve Hill

CEO & President - LVCVA



MARKETING STRATEGY

Branding Strategy:

Sleek, bold, modern visual identity

Trademark-protected logo and name

Marketing Channels:

Online: Instagram, X, TikTok, Facebook, YouTube, SEO, email campaigns

Offline: Billboards, hotel partnerships, airline promos, local media

Pricing Strategy:

Free public viewings

Tour guided access, VR experiences, and merchandise sales

PROVEN MONETIZATION MODEL

The Hatta Sign in Dubai provides a clear and successful model for visitor monetization at an iconic landmark. Situated in a mountainous region, similar to the proposed Vegas Sign location, Hatta has effectively turned a visual attraction into a vibrant economic hub.

Exclusive Shuttle Services: Priced at 70 AED (approximately \$19 USD) per person, offering convenient and managed access to the site.

Guided Cultural Hikes: At 60 AED (around \$16 USD) per person, allowing visitors to explore the natural surroundings with expert guidance and local storytelling.

Mountain Adventure Activities: Ranging from 50-115 AED per activity, leveraging the natural landscape for unique experiences like mountain biking.

Pricing Strategy: The current projection for tourism fees is \$1.8M annually, a figure that can significantly grow with a multi-tiered monetization strategy.

VEGASSIGN.ORG OFFICIAL MERCH



OPERATION PLAN

LOCATION/STRUCTURE

Location: Elevated desert hillside viewable from central Las Vegas
Structure: Durable, weather-resistant, solar-lit sign

SECURITY/MAINTENANCE

Security: Fencing, surveillance cameras, motion detectors
Maintenance: Monthly inspections, graffiti removal, light replacements

TEAM/STAFF

Team: Project manager, legal & compliance officer, contractors, marketing lead

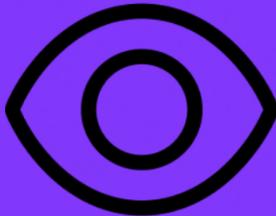


LOCATION & VISIBILITY STUDY

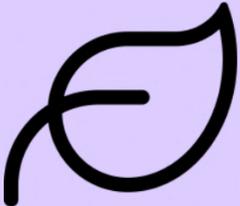
PRIME LOCCATION
VISIBLE FROM AIRPLANES IN/OUT



MAXIMUM VISIBILITY
75 % COVERAGE FROM STRIP HOTELS



ENVIROMENTAL APPROVAL
Impact study completed with favorable findings



LAND ACQUISITION
15 acre parcel TBD



DESIGN & ENGINEERING



Cutting-Edge Illumination

22,000 programmable LED panels with 16M color combinations



Sustainable Power

Solar-powered with 85% energy self-sufficiency



Weather Resistant

Engineering to withstand 120mph wind gusts

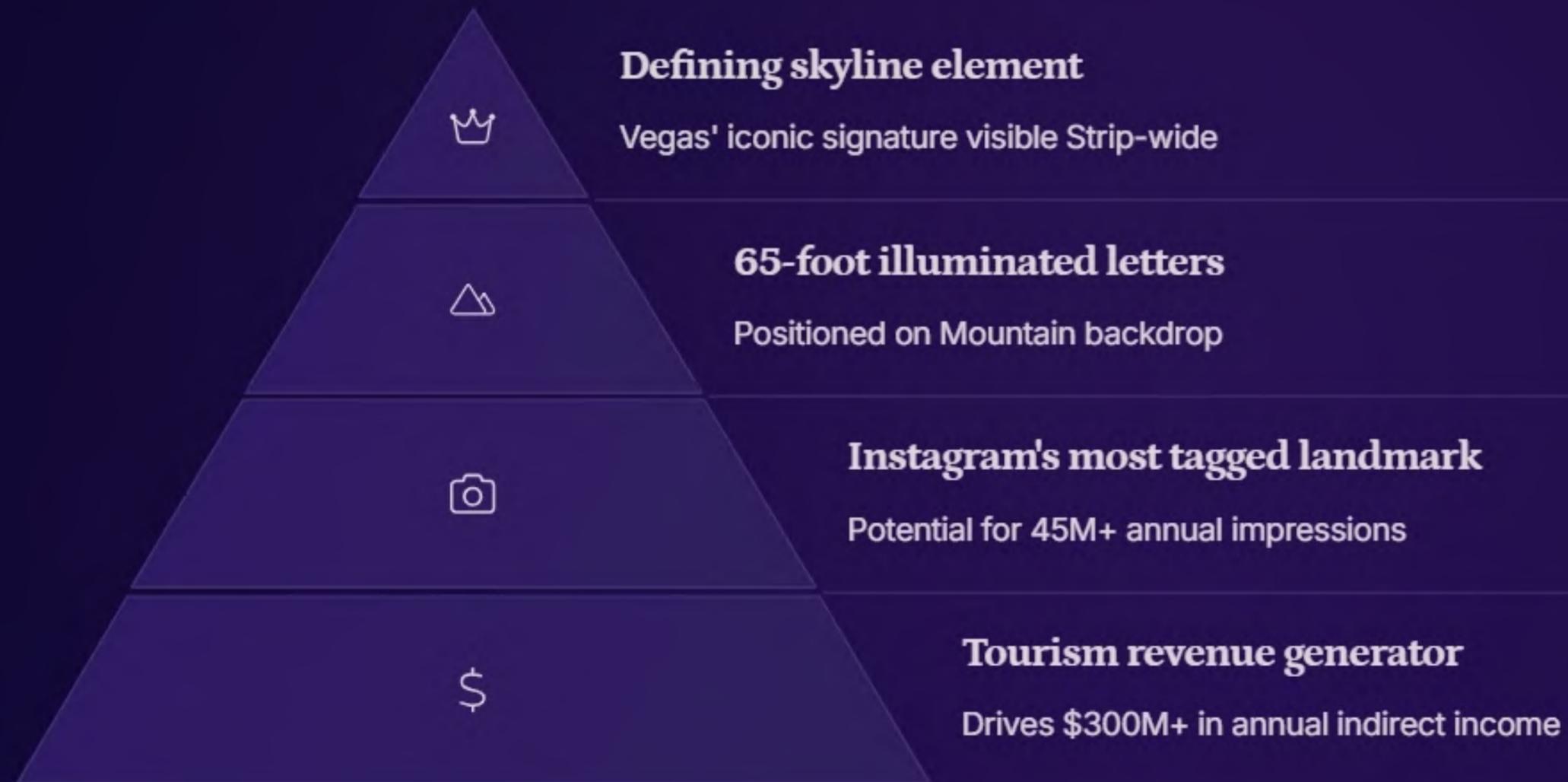


Built to Last

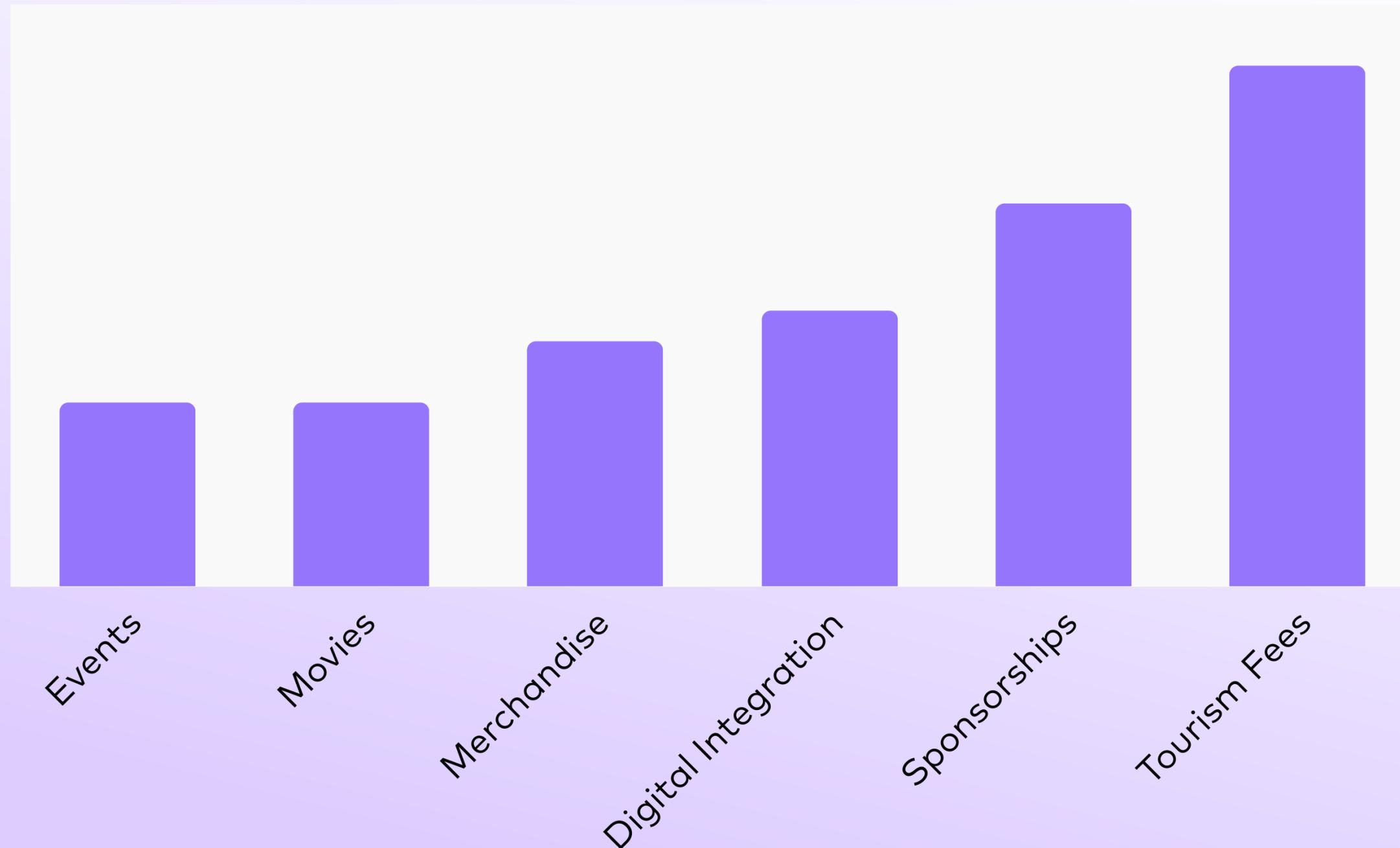
Desert-optimized materials with 35+ year lifespan

VISION & OPPORTUNITY

The Vision & Opportunity



BUSINESS MODEL & REVENUE STREAMS



Implementation Timeline



Implementation Timeline





Iconic Sign Benefits



City of Las Vegas

\$12M+ annual tax revenue increase

International recognition and brand reinforcement



Tourism Industry

4.5% projected visitor increase

New attraction to market globally



Hotels & Businesses

Premium "sign view" rooms at +\$45/night

\$85M additional annual spending



Local Community

650+ construction jobs

75+ permanent positions

“BIGGER THAN NEON BRIGHTER THAN IMAGINATION”

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founder
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