

July 15, 2014

Dear Business Leader,

Recently the Nevada Department of Transportation, the Regional Transportation Commission, the City of Boulder City, the Boulder City Chamber of Commerce and the Boulder City Economic Vitality Commission met to discuss the sign plan for the I-11 corridor through Boulder City.

In the process of reviewing the draft maps for the Railroad Pass exit, it came to our attention that exits lacked the name Boulder City and were only labeled "93 Business". The new signage proposed will describe "Railroad Pass Casino Road" with the distance to the next exit and the second line of the sign will show a shield with 93 in it and "Business" to its right with the distance. With the current layout, the name Boulder City would only be stated approximately 2 times. However, with the highway being renamed to something other than 93 Business to a name with the words "Boulder City" in the title, we would see the addition of approximately 8 signs drawing attention to our community. With the completion of the I-11, we will need as many sign mentions as possible directing customers, tourists, Las Vegas Valley residents, etc. to, not around, Boulder City. We can see this was a strong motivating factor for the Railroad Pass Casino, as they negotiated with NDOT on their property use and the creation of Railroad Pass Casino Road as the title of the frontage road. This gave them a very large presence on all the signage leading up to their exit. We would like to explore doing the same for Boulder City.

In order to remedy this, it is proposed to apply to NDOT for a name change of the highway-93 Business Route-currently referenced as Nevada Highway. This will facilitate the name "Boulder City" on most signs leading up to, and through, our City limits.

We are seeking your input in this process. It is the intent to go before the City Council on August 26, 2014 at 7pm so the Councilmen can formally consider the proposed name change. Consequently, we'd like to be able to share your thoughts and feedback on this possible name change that could take place over the next two years.

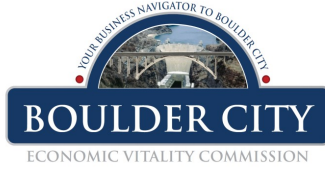
We are well aware of the time constraints put on business owners and realize that attending this Council Meeting may not be feasible. If you are unable to attend, please complete the bottom of this letter and return it to the Chamber office before Monday, August 25 at 5pm in order for us to compile and present the feedback to the Council. Mock up of the maps and signage will be available for you to review in the Chamber office.

Thank you for your time and if you have any questions, we are happy to make our time available to you.

Scott Hansen, City of BC
702-293-9233

Larry Bender, EVC
702-525-0430

Jill Lagan, BC Chamber
702-293-2034



Please complete and return to the Boulder City Chamber of Commerce Office at
465 Nevada Way.

Business Name: _____

Business Address: _____

Contact Name: _____

Contact Number: _____

Contact Email: _____

My comments regarding the renaming of Nevada Highway are:
