

**Public Purpose/Impact Analysis Report**  
NRS 279.486

**City Council/Redevelopment Agency Meeting**  
December 17, 2025

**Title of Project:** White Whale Visual Improvement (VIP)

**Sponsor/Developer:** Fundamentum, LLC, dba White Whale (Tenant) / Bore Hirsch, LLC (Owner)

**Address Of Project:** 111 Las Vegas Blvd S, Las Vegas, NV 89101 (APN 139-34-601-015)

**Per NRS 279.486 2(a) attach a copy of any contract, memorandum of understanding or other agreement between the agency or the legislative body and any other person relating to the redevelopment project to this report.**

Please refer to RDA Resolution as Exhibit A for copy of agreement: CITY OF LAS VEGAS – Commercial VIP Agreement

**Per NRS 279.486 2(b) (1) (I) List the costs of the redevelopment project, including, without limitation, the costs of acquiring any real property, clearance costs, relocation costs, the costs of any improvements which will be paid by the Redevelopment Agency and the amount of the anticipated interest on any bonds issued or sold to finance the project.**

N/A

**Per NRS 279.486 2(b) (1) (II) What is the estimated current value of the real property interest to be conveyed or leased, determined at its highest and best use permitted under the redevelopment plan?**

N/A

**Per NRS 279.486 2(b) (1) (III) what is the estimated value of the real property interest to be conveyed or leased, determined at the use and with the conditions, covenants and restrictions, and development costs required by the sale or lease, and the current purchase price or present value of the lease payments which the lessee is required to make during the term of the lease? If the sale price or present value of the total rental amount to be paid to the agency or legislative body is less than the fair market value of the real property interest to be conveyed or leased, determined at the highest and best use permitted under the**

**redevelopment plan, the agency shall provide an explanation of the reason for the difference.**

N/A

The existing storefront lacks adequate exterior signage and nighttime visibility, resulting in a dark and underutilized portion of Las Vegas Boulevard. The proposed improvements include installation of a custom-designed illuminated blade sign and neon lettering mounted on the building's existing awning. These enhancements will restore street presence, improve pedestrian safety and visibility, and activate the corner façade consistent with the goals of the Redevelopment Plan to eliminate blight and promote investment in Redevelopment Area 1.

**What is the amount of Private Investment and who is providing it?**

Approximately \$171,855 – Fundamentum LLC, Owner Equity

**What is the amount of Public Investment and who is providing it?**

Not to Exceed \$25,000 – City of Las Vegas Redevelopment Agency (RDA Special Revenue Fund)

**How many Direct Jobs will be Created?** 3 Full-Time Equivalents

**How many Indirect Jobs will be Created?** 2 Indirect and Induced jobs

**How many Direct Jobs will be Retained?** N/A

**Quantitative Economic Benefits:**

\$171,855 of labor and material will be expended in the Redevelopment Area during renovations. \$156,000 in direct and indirect annual payroll will be generated

**Total Direct Economic Impact:**

\$171,855 in interior and exterior renovations. \$93,600 in direct payroll annually.

**Total Indirect Economic Impact:**

\$62,400 in indirect and induced payroll and service spending within the  
Redevelopment Area.

Economic Impact Study Performed:

Yes ☐

No ☒

Return on Investment Analysis Performed:

Yes ☐

No ☒