



Fact Sheet

- The LINQ is an open-air retail, dining and entertainment district, anchored by the world's tallest observation wheel, known as the High Roller.
- Located at the heart of the world-famous Las Vegas Strip and surrounded by approximately 10,000 hotel rooms, The LINQ is situated between The Quad Resort & Casino and Flamingo Las Vegas, directly facing Caesars Palace. An estimated 20.4 million visitors pass by this coveted space each year.
- A first for The Strip, The LINQ will be a pedestrian-friendly district with a true neighborhood vibe. Common area programming, live entertainment and al fresco dining will create an energy unlike any other in Las Vegas.
- The LINQ will span more than 300,000 square feet and feature more than 30 unique retail, dining, nightlife and entertainment venues (70 percent restaurants and bars, 30 percent retail and entertainment).
- The LINQ was master-planned and designed by Washington D.C.-based firm David M. Schwarz Architects; the architect of record is Las Vegas-based Klai Juba Architects. Las Vegas-based W.A. Richardson Builders will serve as the project's general contractor. The Quad Resort & Casino façade was designed by Los Angeles-based Hetzel Design.
- The Strip-facing entrance of The LINQ is marked by The Vortex, a visually stunning architectural element created by Hetzel Design. The curvature of The Vortex canopy and the dancing colors of its intricately embedded LED-lights are meant to complement the development's crown jewel, the 550 foot High Roller observation wheel located at the rear of the property.
- Caruso Affiliated, nationally renowned for creating award-winning open-air retail destinations including The Grove in Los Angeles, will act as the exclusive leasing agent, provide advisory services on the project development and assist with sponsorship procurement.
- The LINQ is planned to appeal to the region's growing Gen X and Gen Y clientele – ages 21 to 46 – whose market share is estimated to grow to 52 percent of Las Vegas visitor spending by 2015.

- Construction on the fully funded project began in November 2011 and will open in phases beginning in late 2013.
- Caesars Entertainment officials estimate The LINQ will create approximately 3,000 construction-related jobs and 1,500 full-time positions.
- In addition to the development of The LINQ, Caesars Entertainment is making simultaneous upgrades to three, large mid-Strip resorts and will add a boutique hotel to the area.
 - On The LINQ's north side, an engaging guest walk path will lead from the Carnival Court outdoor plaza at Harrah's Las Vegas through The Quad Resort & Casino to The LINQ. A pedestrian connection will also be built from The LINQ into Flamingo Las Vegas on the south.
 - Additional enhancements will completely transform the façade, porte cochere, casino and hotel reception areas of The Quad Resort & Casino. Improvements to resort guest service areas will be introduced in phases.
 - Caesars Entertainment is also developing a boutique luxury hotel, Gansevoort Las Vegas, in the former Bill's Gamblin' Hall & Saloon located on the south side of Flamingo Las Vegas.

The LINQ Project Team:

Project Management:	Greg Miller, Senior Vice President of Development David Codiga, Executive Project Director Jon Gray, Vice President and General Manager, The LINQ Eric Eberhart, General Manager, High Roller
Retail Advisors:	Rick J. Caruso, Founder and CEO, Caruso Affiliated
Design Architect:	David Schwarz, David M. Schwarz Architects
Vortex Design Architect:	Branislav Hetzel, Hetzel Design
Engineer of Record:	Arup
Architect of Record:	Klai Juba Architects
Designer:	The Hettema Group
General Contractor:	W. A. Richardson Builders