



**Office of the City Manager
News Release**

FOR IMMEDIATE RELEASE

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City, Chamber Team Up to Make Wayfinding Improvements

BOULDER CITY – Historic Boulder City has a lot to offer – Lake Mead, Hoover Dam and several other attractions draw millions of tourists to our community every year. Ensuring that those visitors know where to find local restaurants, shops, parks and more helps the local economy and businesses. Boulder City’s Economic Development Coordinator Raffi Festekjian teamed up with the Boulder City Chamber of Commerce to make Wayfinding Improvements.

City Council approved funding the Wayfinding study in 2022. The study led to several recommendations on how to help guide tourists. City Council approved as part of FY24 budget funds for:

- Software to direct tourists to local businesses
- Signage
- Banners
- QR codes
- Highlight parking availability through additional signage

Next steps include a campaign to educate businesses about the improvements. “Partnering with the Chamber, Raffi Festekjian will be meeting with the business community in the next few weeks to hand out QR codes and promote the program,” said City Manager Taylour Tedder. “The City Council understands the importance in investing in efforts that help local businesses and tourism. This is especially welcome as we are approaching the holiday season.”

Small, local businesses support local jobs: for every ten jobs at a small business, another seven are supported in the local community, according to a study by American Express. “The Chamber appreciates the support we receive from City Council and City staff,” said Jill Lagan, President of the Boulder City Chamber of Commerce. “Here in Boulder City, about 85-percent of the businesses are small, so being able to work with other businesses on marketing and promotion is critical to our success.”

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**BOULDER CITY
CITY COUNCIL**

**MAYOR
JOE HARDY**

COUNCIL MEMBERS:

COKIE BOOTH
MATT FOX
SHERRI JORGENSEN
STEVE WALTON



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