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**SYMPHONY PARK TAKING SHAPE  
IN HEART OF DOWNTOWN LAS VEGAS**

Symphony Park, the developing downtown urban community that has already changed the Las Vegas skyline with the iconic architecture of its two key projects, continues to make significance advances, according to Rita Brandin, senior vice president of Newland® and development director of Symphony Park.

“The year 2010 has been a great one so far for Symphony Park,” said Brandin. Topping the list of development milestones are the recent construction completion of Cleveland Clinic Lou Ruvo Center for Brain Health and the opening of its event space, the Life Activity Center, as well as the topping out of construction on The Smith Center for the Performing Arts. “It’s particularly fitting that Symphony Park’s two anchor facilities are the first two projects to take shape,” Brandin said.

“Both the Cleveland Clinic and The Smith Center are transformational projects,” said Brandin. “They feature landmark architecture of two of our country’s most renowned architects – Frank Gehry and David Schwarz. But more importantly, they represent the next chapter of our city and mark the progression and evolution of Las Vegas onto the world stage in both arts and medicine.”

“At the core of our city’s medical and cultural communities, these facilities and their respective leadership teams are already changing the local and national thinking about arts and medicine. As these facilities continue to evolve, their impact on Southern Nevada will grow exponentially.”

Symphony Park 2010 development highlights and key milestones include:

- Second Symphony Park Lecture on February 10 featuring a panel discussion on the arts from The Smith Center executive team
- Topping out on February 25 of the highest point (Carillon Bell Tower) on The Smith Center for the Performing Arts
- Announcement on February 25 of 6 additional \$1 million founding member donors to The Smith Center for the Performing Arts
- Announcement on February 25 of the new address of The Smith Center: 361 Symphony Park Avenue which commemorates the March 1961 wedding anniversary of the center’s namesakes, Fred W. and Mary B. Smith
- Raising of \$27 million for the Cleveland Clinic Lou Ruvo Center for Brain Health at the 14<sup>th</sup> annual Power of Love Gala at Bellagio on February 27
- Official re-naming on March 2 of Discovery Drive, the community’s primary entry street, to Symphony Park Avenue
- Third Symphony Park Lecture on April 10 with creative directors of The Mob and Neon Museums
- Completion on May 1 of the Cleveland Clinic Lou Ruvo Center for Brain Health
- Opening on May 21 of Cleveland Clinic Lou Ruvo Center for Brain Health Life Activity Center

**About Symphony Park**

Symphony Park is a planned 61-acre, mixed-use city neighborhood located in the heart of downtown Las Vegas on land owned by the City of Las Vegas. Newland, a diversified real estate company leveraging a national platform and over 40 years of experience to perform challenging and diverse development, investment, management and advisory services across a wide range of real estate, was retained in December 2005 by the city of Las Vegas as Symphony Park development manager. Newland and its affiliates have completed or have underway more than 140 diverse real estate developments, over 20 million square feet of commercial and retail space and 175,000 residential units in 14 states. Considered the single most important element of the revitalization of downtown Las Vegas, Symphony Park is anchored by two key public projects: the Cleveland Clinic Lou Ruvo Center for Brain Health, a highly specialized clinical center housed in an iconic facility designed by famed architect, Frank Gehry; and The Smith Center for the Performing Arts, a magnificent facility designed to become the city’s center of culture by renowned architect David M. Schwarz. Planned to encompass more than 10 million square feet of office, medical, residential, retail and hotel/hospitality space, Symphony Park will be developed over a multi-year timeline with a project value of approximately \$6 billion. [www.symphonypark.com](http://www.symphonypark.com).

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