

# Nick Ayler

## PUBLIC ENGAGEMENT & COMMUNITY PROGRAMS ADMINISTRATOR

*Communications • Outreach Strategy • Civic Engagement • Program Leadership*

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### PROFESSIONAL SUMMARY

Public engagement and communications leader with 15+ years overseeing large-scale community programs, city-partner initiatives, and public-facing events. Experienced coordinating outreach strategies, managing resident-focused engagement activities, and leading cross-functional teams that support city priorities, community development, and transparent communication with diverse stakeholders.

### KEY COMMUNITY ENGAGEMENT IMPACTS

- Supported city partnerships and delivered public engagement programs reaching 300,000+ residents annually across community events, cultural activations, and civic-partner initiatives.
- Designed community-facing messaging and public engagement frameworks that improved resident participation and accessibility.
- Led teams supporting public information delivery, stakeholder communication, ADA access, and inclusive public-engagement practices.
- Strengthened community relationships by coordinating programming with city departments, nonprofits, cultural groups, and resident organizations.

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### CORE COMPETENCIES

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| • Community Engagement Strategy                      | • Equity, Accessibility & Inclusion Initiatives   |
| • Public Outreach & Communications                   | • Community & Cultural Program Support            |
| • Public Information & Outreach Campaign Development | • Government & Agency Partnerships                |
| • Communications Planning & Messaging                | • Cross-Departmental Collaboration                |
| • Public Meeting Facilitation & Community Workshops  | • Crisis Communications & Emergency Messaging     |
| • Community Stakeholder Coordination                 | • Community Risk & Incident Communication Support |
| • Volunteer & Public Participation Management        | • Public-Facing Event Coordination                |

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### PROFESSIONAL EXPERIENCE

#### Director of Operations — Aiur Labs Inc. (JRNY Gallery, JRNY Club, JRNYTV)

2024 – Present | Las Vegas, NV

- Coordinate public-facing engagement programs across 44,000+ sq ft of community-accessible arts, culture, and digital experience venues.
- Lead outreach initiatives in partnership with the City of Las Vegas, First Friday Foundation, and local cultural organizations to expand community participation and resident engagement.
- Develop communication plans, program messaging, and event information campaigns supporting city partners, nonprofit organizations, and diverse community stakeholders.
- Supervise public engagement staff and oversee volunteer coordination, community hosting protocols, and visitor-experience frameworks for large resident audiences.
- Manage community programming schedules, public workshops, city-supported events, cultural activations, and stakeholder engagement sessions.
- Implement accessible design standards, inclusive program practices, and ADA-aligned visitor support frameworks.
- Lead cross-department collaboration to align communications, outreach, content creation, and public information distribution.

#### Director of Operations — MadHaus Productions

2019 – 2024 | Las Vegas, NV

- Directed 300+ public-facing community events annually, including cultural festivals, city-adjacent programs, educational community initiatives, civic-partner activations, and large-scale resident gatherings.
- Developed and delivered engagement strategies that increased public participation, streamlined communications, and strengthened connections between residents, partner agencies, and community organizations.

- Managed stakeholder communications, public information updates, program announcements, and event outreach using digital platforms and cross-channel messaging.
- Oversaw staff, volunteers, and service teams supporting community engagement, program delivery, logistics coordination, and public access.
- Ensured compliance with public safety standards, permitting guidelines, ADA accessibility, and risk-mitigation procedures for community events.
- Coordinated with city departments, cultural partners, local nonprofits, and community leaders to plan and deliver high-impact engagement experiences.

### **Patrol Sergeant — Centralized Security Services**

*2020 – 2022 | Las Vegas, NV*

- Promoted from Park Officer to Patrol Sergeant and supervised a team of 40+ officers responsible for public safety, park operations, and community protection across 37 recreational properties in Las Vegas.
- Coordinated incident response, emergency communication, and safety protocols for public-facing environments, ensuring resident and visitor safety during medical incidents, critical events, and community disturbances.
- Led cross-functional coordination with senior security leadership, city stakeholders, and emergency responders to support effective incident management, facility safety, and community access.
- Delivered on-site community engagement, visitor assistance, and public information updates while maintaining compliance with safety standards, park regulations, and service expectations.
- Supported strategic improvement initiatives related to reporting systems, workflow efficiency, staff readiness, and public-safety program enhancements.
- Conducted on-site assessments, complaints investigations, and community-member support to ensure positive public interactions and strengthen community trust.

### **Director of Entertainment — Infusion Beach Club & Infusion Nightclub**

*2014 – 2019 | Palm Springs, CA*

- Led public-facing community programming, hospitality engagement initiatives, and resident-centered outreach events designed to enhance participation and build positive community relationships.
- Developed program themes, communications messaging, and engagement materials aligned to community interests, local tourism, and neighborhood event needs.
- Maintained partnerships with municipal representatives, local organizations, and resident groups to support safe, accessible public events.
- Oversaw staff, community ambassadors, and outreach personnel to ensure consistent public engagement and inclusive guest experience practices.

### **Managing Director — Nightlife America**

*2009 – 2014 | Multiple U.S. Markets*

- Directed community engagement programs, public events, and cross-city outreach initiatives across multiple U.S. markets.
- Built communication frameworks and public messaging strategies that supported partner agencies, neighborhood organizations, and community stakeholders.
- Developed educational, cultural, and engagement-oriented public programs designed to improve participation and community involvement.
- Managed partnerships with local governments, business associations, resident groups, and nonprofit organizations.

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## **EDUCATION**

### **High School Diploma**

- Niagara Wheatfield High School

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## **CERTIFICATIONS & SKILLS**

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| • Project Management Techniques  | • Public Meeting Facilitation & Community Workshops  |
| • Crisis Communications & Emergency Messaging                            | • Public Information & Outreach Campaign Development |
| • Public Engagement & Outreach Planning (PEOP)                           | • Community & Cultural Program Support               |
| • Digital Engagement Tools<br>(social platforms, public info tools, CRM) | • Community Risk & Incident Communication Support    |