Sex Industry and Sex Workers in Nevada

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Introduction

Las Vegas has long been known as the symbolic center of the commercial sex industry. Nevada is host to the only legal system of prostitution in the United States. From the early legalization of quickie divorce and marriage to the marketing of its large resorts, sexuality has been a key component of Nevada’s tourist economy. If trends continue, for good or for ill, the sex industry will be an even larger part of the economy in the future.

The sex industry refers to all legal and illegal adult businesses that sell sexual products, sexual services, sexual fantasies, and actual sexual contact for profit in the commercial marketplace. The sex industry encompasses an exceedingly wide range of formal and informal, legal and illegal businesses, as well as a wide range of individuals who work in and around the industry.

This report will review the context in which sexually oriented commercial enterprises have flourished, discuss general trends in the Nevada sex industry, and make policy recommendations.
The Global Sexual Economy
While Las Vegas has a reputation as ‘Sin City,’ Nevada’s sexual economy is very much reflective of social and economic trends around the world, and in many ways little different from other areas with a large tourist economy.

Today’s sexual economy is affected by trends in globalization, migration, the internet, and other communication and data exchange technologies that blur the boundaries between nations. Consumption, not production, drives the global economy. Consumers demand experience, escape, excitement, relaxation, or self-improvement in a wide variety of services. Tourism is now the world’s largest employer.

In this 21st century labor force, the informal or “gig” economy is one of the fastest growing employment sector, of which selling sexual services is a part. This can be measured many ways (Abraham et al 2018), but some estimate that the percentage of workers engaged in alternative work arrangements -- temporary help agency workers, on-call workers, contract workers, and independent contractors or freelancers – rose from 10.1 percent in February 2005 to 15.8 percent in late 2015 (Katz and Krueger 2016). If you include all part-time, self-employed workers, that number reached 40% in 2018 (Volmer 2018.)

Jobs in the service sector involves selling core aspects of human relations, emotions, connections and performances. Services that were previously components of private, personal, or familial relationships such as cooking, caring, friendship, and sex can now be purchased on the market.

In this context, sexually suggestive images and messages have become commonplace in U.S. culture and advertising. For the last several years, the commercial sexualization of everyday life has become ubiquitous and seemingly irrepressible in all forms of communications: television and online programs, radio talk shows, music videos, online and print ads, billboards, magazine covers and throughout social media.

These dizzying transformations arise in tandem with a liberalization of values regarding social issues (Newport & Dugan 2017). By 2016, Gallup polls showed close to a third of the population (32%) identified as socially liberal, the highest since 1999 (Newport 2015).

• A majority of Americans morally accept same-sex relations, sex outside of marriage, and having a baby outside of marriage (Newport 2015).

• More people now support legalizing prostitution than oppose it, with support increasing from 38 percent in 2012 to 49 percent in 2016 (Marist Poll 2018; ProCon 2018a).
• Issues like abortion and gay, lesbian, and transgender rights remain wedge issues in political contests, even as social conservatives are decreasing in number (Newport & Dugan 2017).

In this context, we see two important trends affecting sexual commerce: the rapid growth in the size and scope of the commercial sex industry across the globe and a general mainstreaming of the industry.

**Changes in Size and Scope of the Sex Industry**

Technology has transformed sexual commerce. The old methods of selling sexual fantasy and sexual services – books, magazines, blue movies, backstreet prostitution and seedy men’s clubs – has been eclipsed by a range of new commercial sexual products and services, largely thanks to digital technology. The internet not only facilitates advertising and other contact between sexual providers and consumers, but also fosters a wide array of sexual communities and new methods of service and product delivery. Consumers now have inexpensive, private access to adult content anywhere they can connect online. Some already point to a not-too-distant future where online sexual service providers can link to remotely controlled sex toys or robots. Virtual reality technology extends this even farther.

The internet has dramatically altered prostitution, the sale of direct sexual services. Street prostitution, which was always the smallest segment of the prostitution industry, has been moving indoors. Most sex workers now use digital technology to facilitate and arrange offline encounters. The ability to screen clients and communicate with other sex workers has made work online much safer to all but the most vulnerable sex workers. Digital technologies have made it possible to buy and sell sexual services online with only indirect contact.

The size of the sex industry is very difficult to measure and numbers reported in the media are unreliable. Most of the industry is underground and highly stigmatized. National estimates are complicated by the global nature of business. The United States government does not keep statistics on the sex industry, but the European Union is working toward measuring the magnitude and impact of the sex industry on Gross Domestic Product (GDP), and in a few years should be coming up with reliable estimates. Below are some estimates from the most reliable sources we found that should give a portrait of the size and scope of the various sectors in the sex industry.

• EU economists estimate that 542,000 female prostitutes worked in the European Union as of 2010 (Adair and Nezhyvenko 2017).

• In the UK, scholars estimated the total number of prostitutes at 72,800 in 2014 (total UK population is 66.57 million). Male and transgender prostitutes make up 35% of this population (Brooks-Gordon, Mai, Perry & Sanders 2015).
• In the UK, total annual income earned from sex work is estimated to be $6.7 billion (£5.09 billion) (Brooks-Gordon, Mai, Perry & Sanders 2015).

• The global sex toy industry grosses $15 billion annually (Comella 2016).

• US strip club revenue was projected at $6.6 billion in 2017 from an estimated 4000 establishments (Kelsey 2017).

• The U.S. adult store industry, retail sex paraphernalia, or erotica, including pornographic DVDs and magazines, sex toys and enhancement products is projected to generate $9.5 billion in revenues in 2018, with 7,700 business employing 38,244 people (McGinley 2018a).

• According to the General Social Survey, about 38% of adults have watched a pornographic video in the last year (Smith, et al 2018).

• From 2013 to 2018, the US adult and pornographic websites industry revenue is expected to increase at an annualized rate of 10.4% to $568.3 million. This figure includes businesses that distributes pornographic content to subscribers via the internet. It generates revenue through advertisements and membership subscriptions. The industry does not include offline distribution of pornography or live webcam shows (McGinley 2018b).

• Pornhub, the flagship site of industry leader MindGeek, is arguably the most frequently visited online porn site, with 78 billion-page views in 2014 alone (Tarrant 2016:44).

• As of 2017, Pornhub reported that 62.0% of its traffic came through mobile browsers (McGinley 2018b).

• Pay- per-view and adult video-on-demand revenue earned by cable, satellite, and telecommunications companies providing this service was about $899 million in 2010. (Tarrant 2016:43)

• The webcam market is a multibillion-dollar business that accounts for one third of all adult entertainment revenue globally (Comella 2016).

• In the San Fernando Valley alone, the pornography industry employs 20,000 people (Tarrant 2016).

• Despite being cheaper, more accessible, and easier to discreetly consume, the percentage of men and women in the US who have viewed pornography at least once in the last year has increased only moderately since 1973. In 2014, 54% of men and 27% of women age 18-39 have viewed porn in the last year (Wright 2013; Regenerus, Gordon and Price 2016.)
• Pornography profits by major companies have dropped significantly in recent years thanks to piracy. Stolen porn impacts the industry globally by $2 billion a year (Tarrant 2016:45).

**Mainstreaming**

The nationwide trend toward removing business regulations seen as reducing market competition has benefitted the sex industry, as it becomes increasingly durable, profitable, and respectable. Strip clubs market their establishments as high-class gentlemen’s clubs and cocktail lounges that offer adult entertainment. Sex toy stores appear on main street interspersed with upscale retail. The result is a trend toward mainstreaming and what some refer to as the McDonaldization of sex in America (Brents and Sanders 2010; Hausbeck and Brents 2009).

As the adult industry becomes more widespread, businesses and workers are increasingly employing standard models of commerce, marketing, and advertising (Brents and Sanders 2010):

• Traditional business forms such as corporate structures, chains, franchises, and traditional forms of financing.

• Horizontal integration, where a sex business owns non-sex businesses, such as a strip club that also owns a restaurant.

• Vertical integration where sex industry businesses work with non-sex industry businesses for marketing, advertising, distribution, manufacturing, or other business services, such as pay-per-view porn in hotel rooms.

• Establishing traditional business associations, including the AVN Media Network, the Association of Club Executives, and XBiz, and in Las Vegas, the Sin City Chamber of Commerce.

• Mainstreamed marketing where the look, feel, product, or image mimics aspects of non-sexual products and services, such as retail outlets that look like traditional storefronts or other night-time leisure venues, packaging that is non-sexual, or labels for services that make them appear less transgressive.

• Expanding marketing to new audiences. In many adult content markets, women are the fastest growing group of consumers.

• Various wellness, dating, and massage services that blur the boundaries between commercial sexual services and non-sexual services.
Sex Workers
Industry analysts increasingly use the term sex worker or sexual service provider to refer to any worker who sells sex or erotic services, including strip dancers, prostitutes, webcam workers, dominatrices, adult film actors, and a wide variety of ancillary and support workers in both the physical and virtual worlds. Most workers have preferences on what they would like to be called, so it is always good to ask.

Individuals who work in sexual commerce are in many ways no different than other workers. They are as diverse as the population as a whole and represent the gamut of gender identities, sexual orientations, races, classes, ages, religions, ethnicities, and geographical locations. Generalizations are difficult across a diverse, often stigmatized, and sometimes underground industry, but there has been an explosion of evidence-based, methodologically sound research. This research finds that there is great diversity in the working conditions, circumstances and resources of workers (Benoit et al 2017; Brents et al 2010; Hardy and Sanders 2015; Hoang 2015; Griffith et al., 2012; Miller-Young 2014; Weitzer 2012). Individuals move in and out of the industry frequently, and may often work in a variety of venues simultaneously.

People sell sex and sexual services because of choice, circumstance or coercion – three very different motivations. For some, the circumstances that bring people into sex work may be grim or their options narrow, but they choose selling sex over other jobs. Adults and children who are forced to sell sex are not sex workers. These individuals are exploited, possibly trafficked, and in urgent need of services and assistance. Coercion, even psychological coercion, has very different consequences than for an adult choosing sex work from a broad or narrow range of options.

For reasons we discuss later in this chapter, it is important to keep in mind this distinction. While gendered norms of sexuality create inequalities between men and women that make it far more likely for men to purchase and females to sell, research finds that dynamics and inequalities of race, economic opportunity, and sexual orientations are also very important for understanding the situation of sex workers.

Most sex workers, particularly in legal industries, work flexibly, as independent contractors rather than employees. For some, these are like other service industry jobs in the degree to which workers are exploited, mistreated or victimized by their bosses, customers, other workers, law enforcement or economic situations. Others work in situations of deprivation and violence, outside of the eye of law. Studies that compare individuals in prostitution across segments using purposive samples find significant differences between indoor and street prostitutes in occupational practices, job satisfaction, self-esteem, physical and psychological health, and several types of victimization (Benoit et al 2017; Benoit et al 2018; McCarthy and Benoit 2017; Weitzer 2012). The resources one brings into their work greatly affects the amount of control one
has over working conditions. As is the case with any service industry workers, no one work-related narrative applies to all.

Because the sex industry is so contentious, many commonly cited statistics are taken out of context or information published with a political agenda. For example, the average age of entry into prostitution is NOT age 13. This oft cited statistic is from a 2001 Department of Justice report based on interviews with 210 youth under 18, who were under the direct supervision of either a law enforcement or human service agency. The authors of the study, Richard Estes and Neil Weiner, say clearly in that report that that this statistic cannot be generalized to all individuals in prostitution (Estes and Weiner 2001).

One of the most important points to understand as we contextualize the sex industry in this chapter is that sexual commerce is and has been a critical and sorely understudied component of contemporary consumer culture. More recent research is looking beyond sex workers as deviants or victims, focusing more broadly at the complexities of the work, the dynamics of the industry and its relation to contemporary politics and economics.

Nevada’s Sex Industry: Legal Businesses

In this section, we will lay out the variety of sex businesses that operate legally in Nevada. No entities keep reliable statistics on the sex industry and sex industry businesses are often privately owned, making reporting even more sporadic. Given the dramatic shifts in communication technology in recent years, many segments of the industry have shifted away from brick and mortar, making the boundaries around Nevada’s sex industry quite permeable. All statistics presented here are informed estimates and readers should be cautious about interpreting them.

The data gathered below is intended to represent the state. However, with the exception of legal brothels, most businesses are concentrated in the urban areas of the state, Las Vegas and Reno. According to the US Census, in 2018 the Las Vegas metropolitan area has a population of more than 2 million and Reno a little over 500,000. We focus on Las Vegas because of its size and its symbolic association with the sex industry. There are cities in the United States with more strip clubs, adult stores, adult film production, and other sex businesses. However, Las Vegas has the reputation as “sin city” and its marketing campaign, “What happens in Vegas, stays in Vegas” only reinforces that.

Strip Clubs

Throughout the urban areas, but especially in Las Vegas, the line between strip clubs and high-end nightclubs is blurring, with many casino-centered clubs featuring scantily clad pole and cage dancers, adult entertainment, “European” (topless) swimming pools, and many self-contained strip clubs marketed as upscale gentlemen’s clubs with high end bars and restaurants. The Las Vegas strip hotels also feature adult entertainment in stage shows such as Absinthe, Zumanity, Thunder from Down Under, and Chippendales. There are few if any strip clubs in the rural areas. However, some of the legal brothels, particularly those closer to urban areas, occasionally have adult stage
shows. The city of Reno is currently debating moving strip clubs out of downtown and enacting stricter regulations; however, this debate is ongoing.

- Las Vegas has around 30 strip clubs, gentlemen’s clubs and erotic dance establishments.¹
- Reno has approximately 10 strip clubs.
- In 2012, approximately 12,000 dancers were registered with the Las Vegas Metropolitan police department, who issue work cards for these and other non-sex industry employees.
- 2,500 dancers work on an average day.
- Slow days in Las Vegas strip clubs are Tuesdays and Wednesdays; some have estimated that on weekends, during large conferences and most holidays, the number of dancers can reach 3,500-4000 performers, with many coming in from out of town.
- The age of dancers varies considerably, from underage girls working illegally to 50+ year-old entertainers of all genders.

**Outcall Referral Agencies**
There are numerous outcall entertainment agencies that operate legally in Las Vegas and Reno as referral services, sending dancers to a customer’s location. These referral services charge a fee to connect customers with dancers who are independent. The amount paid to the dancer and services provided are considered tips, negotiated entirely between the entertainer and customer. Many community leaders, law enforcement officers, and other professionals assume that after the legal dancing and stripping, the outcall performers may negotiate with the customer to sell illegal sex acts. Outcall dancers earn anywhere from $50 to several thousands, and on rare occasions, even tens of thousands of dollars per performance, depending on the client, the services provided, and the amount of time spent.

- While there are over 100 results for escort services in the online yellow pages in Las Vegas, there were 21 active business licenses for outcall entertainment referral services in Clark County and Las Vegas in 2018.
- Dancers are mostly female, but also include male, transsexual, or transgender performers.
- Outcall referral agencies charge between $150 and $300 for the referral. Services contracted with individual performers are in addition and range from $400 and up.

¹ Data on strip clubs is from 2012 Las Vegas Metropolitan Police Department work card data as well as insights from Las Vegas industry analyst Robert Schmidt.
Private Sex Clubs
Sex clubs include private clubs and spas requiring an entrance fee and/or membership. These clubs market themselves to different audiences, including gay men, couples, and queer individuals.

- There are six to eight major clubs in Southern Nevada in addition to numerous privately held events. Some of the more visible clubs include Swingers Party Club, Risque Vegas Estate Swingers Club, Swingers Parties Las Vegas, The Studios, The Red Rooster, and The Green Door. All serve a general, heteronormative clientele, charging less, if anything, for women, and more for men. Reno has a few sex clubs, including Pokher Knights.
- Hawks Gym and Entourage Spa and Health Club are private social clubs for men only in Las Vegas. Steve’s Bath House operates in Reno.

Legal Brothels
Nevada is the only state in the country to have legal prostitution. Legal brothels exist in 10 of Nevada’s 17 counties. All of these brothels are in the rural areas of the state and constitute the majority of sexualized businesses in these small towns.

State law prohibits prostitution in counties with populations exceeding 700,000 which includes only Clark County, where Las Vegas resides (Nevada Revised Statutes 201.354). Currently, county regulations ban brothels in Douglas, Washoe, Lincoln, and Pershing Counties, as well as in Carson City. Eureka County is the only county that has no specific ordinance prohibiting or providing for legal brothels. All other counties in Nevada have one or more legal brothels.

There are 36 available brothel licenses across Nevada, of which approximately 20-28 are utilized (Red Light Vegas 2018). Counties with legal prostitution earn thousands to hundreds of thousands annually in brothel work card, application, licensing, and liquor license fees.

See Table 1 for details.
<table>
<thead>
<tr>
<th>COUNTIES</th>
<th>CURRENTLY OPERATING BROTHELS</th>
<th>WITHIN 1-HOUR DRIVE OF MAJOR METRO AREA</th>
<th>POPULATION PER SQUARE MILE, 2010*</th>
<th>COUNTY LAW PROHIBITS IN UNINCORPORATED AREAS</th>
<th>TOWNS WITH LICENSING ORDINANCES</th>
<th>TOTAL YEARLY INCOME FROM LICENSE FEES, ROOM AND LIQUOR TAXES</th>
<th>TOTAL YEARLY INCOME FROM WORK CARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carson City</td>
<td>prohibited by county law</td>
<td>Yes</td>
<td>382.1</td>
<td>yes</td>
<td></td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Clark</td>
<td>prohibited by state law</td>
<td>Yes</td>
<td>247.3</td>
<td>yes</td>
<td></td>
<td>$266</td>
<td>$225</td>
</tr>
<tr>
<td>Douglas</td>
<td>prohibited by county law</td>
<td>Yes</td>
<td>66.2</td>
<td>yes</td>
<td></td>
<td>$12,960</td>
<td>$16,957£</td>
</tr>
<tr>
<td>Washoe</td>
<td>prohibited by county law</td>
<td>Yes</td>
<td>66.9</td>
<td>yes</td>
<td></td>
<td>$1200²</td>
<td>$253³</td>
</tr>
<tr>
<td>Lincoln</td>
<td>prohibited by county law</td>
<td>No</td>
<td>0.5</td>
<td>yes</td>
<td></td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Pershing</td>
<td>prohibited by county law</td>
<td>No</td>
<td>1.1</td>
<td>yes</td>
<td></td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Eureka</td>
<td>no written ordinance</td>
<td>No</td>
<td>0.5</td>
<td></td>
<td></td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Churchill</td>
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<td>Yes</td>
<td>5.0</td>
<td></td>
<td></td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Elko</td>
<td>2 in Carlin</td>
<td>No</td>
<td>2.8</td>
<td>yes</td>
<td>Carlin</td>
<td>$12,960</td>
<td>$16,957£</td>
</tr>
<tr>
<td></td>
<td>4 in Elko</td>
<td>No</td>
<td></td>
<td></td>
<td>Elko</td>
<td>$1200²</td>
<td>$253³</td>
</tr>
<tr>
<td></td>
<td>2 in Wells</td>
<td>No</td>
<td></td>
<td></td>
<td>Wells</td>
<td>$1200²</td>
<td>$253³</td>
</tr>
<tr>
<td>Esmeralda</td>
<td>none open</td>
<td>No</td>
<td>0.2</td>
<td></td>
<td></td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Humboldt</td>
<td>none open</td>
<td>No</td>
<td>1.78</td>
<td>yes</td>
<td></td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Lander</td>
<td>1 in Battle Mountain</td>
<td>No</td>
<td>1.1</td>
<td></td>
<td></td>
<td>$1200</td>
<td>$225£</td>
</tr>
<tr>
<td>Lyon</td>
<td>4 outside Carson City</td>
<td>Yes</td>
<td>26.0</td>
<td></td>
<td></td>
<td>$543,757</td>
<td>$5,000</td>
</tr>
<tr>
<td>Mineral</td>
<td>1 in Mina</td>
<td>No</td>
<td>1.3</td>
<td></td>
<td></td>
<td>$2500</td>
<td>$225£</td>
</tr>
<tr>
<td>Nye</td>
<td>4 near Pahrump</td>
<td>Yes</td>
<td>2.4</td>
<td></td>
<td></td>
<td>$135,407£</td>
<td>$56,779</td>
</tr>
<tr>
<td>Storey</td>
<td>1 in Sparks</td>
<td>Yes</td>
<td>15.3</td>
<td></td>
<td></td>
<td>$75,000</td>
<td>$6,480</td>
</tr>
<tr>
<td>White Pine</td>
<td>2 in Ely</td>
<td>No</td>
<td>1.1</td>
<td>yes</td>
<td>Ely</td>
<td>$1,490</td>
<td>$1,275</td>
</tr>
</tbody>
</table>

1 Based on 62 work cards for 2017
2 Income from license fees, room and liquor taxes estimated and do not reflect additionally merchandise fees determined on sales volume.
3 The county reported eight work cards.
4 Based on three work cards.


- Nevada brothels employ between 1 to 50 legal prostitutes.
- Ages of the sex workers range from 18 to 50 and older.
• Brothel workers are most all female. However, in 2009 state health codes changed to allow non-female workers. A few brothels have hired a male or two, and a few brothels have hired trans workers on occasion.

• The women are independent contractors negotiating contracts with management for length of time working, shifts, etc.

• Sex workers usually live in the brothel where they work for periods stretching from a weekend to over a month at a time. Two weeks is usually required until a worker establishes herself. Workers in some brothels can choose to work shifts and not live at the brothel, while others are required to live in until their contract ends. Some towns still have curfews for sex workers that limit their ability to be in town at certain hours (Blithe and Wolfe 2017; Brents, Jackson and Hausbeck 2010).

• Legal prostitutes pay for and undergo mandatory health checks prior to becoming licensed each time they enter a brothel to work. They also have mandatory weekly pap smears and monthly blood tests for sexually transmitted infections.

• Condoms are mandatory in the Nevada brothels (Brents, et al 2010; Blithe and Wolfe 2017).

Legal sex workers report less violence and a heightened sense of security working in the brothel industry than plying their trade illegally in other venues. This is because of both the legality of the occupation and the safety of working in the confined community space of a brothel (Brents, Jackson and Hausbeck 2010; Brents and Hausbeck 2004; Blithe and Wolfe 2017).

Women working as legal prostitutes pay taxes, work card fees, “house” fees, and room and board expenses within the brothel. They typically earn 40-50% of what they bring in by servicing customers, while the remainder goes to the brothel. Workers also usually tip cleaning and food service staff.

• Customers are primarily male identified, although increasingly customers are women and couples.

• Owners have paid anywhere from $135,000 to upwards of $5 million to purchase brothels in recent years.

• In 2012, the Nevada brothel industry profits were reported to be approximately $35-50 million annually.

• Legal brothels serve 400,000 clients a year (Flint 2009).
**Additional Sexual Entertainment in Nevada**
In Las Vegas, there are approximately 10 adult stores selling a range of products from lingerie to videos and DVDs to sex toys and novelties. Numerous traditional and internet adult video production companies operate in Southern Nevada.

- There are 12 licensed adult motion picture theaters in Las Vegas.
- Three licensed Internet adult entertainment and adult sales businesses operate in Las Vegas.
- There is a small commercial BDSM (or S&M, sadomasochism, kink) industry. Most workers are independent and Las Vegas has a few dungeons.

**Online Sexual Entertainment – Webcamming**
Webcamming has skyrocketed in popularity and has become a key component of the online sex industry. Customers go to sites like Chaturbate, Flirt4Free, My Free Cams or Streamate to the public chat room of their choice and chat with (by keyboard, text or two-way video) and watch a live model perform for a fee. Customers can request private time and can pay by the minute or act to direct performances. The models can work from home, a studio, or anywhere they have an internet connection and video camera.

Webcamming rivals online pornography in popularity largely because the customer can direct the performance and can interact with a live model. They can tailor interactions to fulfill any fantasy or fetish they desire within the limits set forth by the model.

Performers report that working as a cam model can be safer, easier, and more independent than other sex businesses. The performer can work as many or as few hours as they desire and never make physical contact with the client. Performers use social media to generate and maintain relations with clients (Stuart 2016; Comella 2016).

Most performers are women and customers are male, but male and transgender models as well as couples and female clients are an important part of the industry.

The interactions can be very lucrative for performers, and hosting sites report large profits:

- Internet hosting sites can take 40 to 65% of earnings.
- A former industry executive estimates that profits for webcam hosting sites will reach $10 billion by 2020 (Stuart 2016).
- Banking systems charge 7 to 15 percent for facilitating payments.
- In 2016 there were three webcamming studios in Las Vegas.
- Sin City Studio has 73 rooms with 60-100 models working each week. Models pay a fee to book a private room with a fast internet connection and equipment (Comella 2016).
**Nevada’s Sex Industry: Illegal Prostitution**

Illegal prostitution in Nevada is extremely diverse and operates in a wide variety of sectors, from high end escorts to individuals on the streets. While many sex workers are female, there are significant numbers who are male or transgender, providing services to individuals of various genders, sexual tastes, ages, races and social classes. Table 2 summarizes the various types of illegal prostitution in Nevada, recognizing that some individuals move between sectors.

**Table 2. Characteristics of Types of Illegal Prostitution**

<table>
<thead>
<tr>
<th>BUSINESS LOCATION</th>
<th>SERVICE LOCATION</th>
<th>PRICES CHARGED</th>
<th>RISK OF VIOLENCE</th>
<th>PUBLIC VISIBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELITE ESCORTS</td>
<td>Independent; private premises/hotel</td>
<td>High</td>
<td>Low</td>
<td>None</td>
</tr>
<tr>
<td>HOUSE WORKER</td>
<td>Unofficially contracted by casino, bar, or nightclub for preferred customers</td>
<td>High</td>
<td>Low</td>
<td>None</td>
</tr>
<tr>
<td>INDEPENDENT ONLINE ADVERTISING</td>
<td>Independent; private premises/hotel</td>
<td>Variable</td>
<td>Low to moderate</td>
<td>Low to none</td>
</tr>
<tr>
<td>OUTCALL REFERRAL</td>
<td>Legal referral agency; contractors sell sex illegally at private premises/hotel</td>
<td>Moderate to high</td>
<td>Low to moderate</td>
<td>Low</td>
</tr>
<tr>
<td>ILLEGAL BROTHEL</td>
<td>Brothel or massage parlor</td>
<td>Moderate</td>
<td>Very low</td>
<td>Low</td>
</tr>
<tr>
<td>BAR OR CASINO SOLICITATION</td>
<td>Bar/casino contact; sex elsewhere</td>
<td>Moderate</td>
<td>Low to moderate</td>
<td>Moderate</td>
</tr>
<tr>
<td>STREET SOLICITION</td>
<td>Street contact; sex in cars, alleys, parks, etc</td>
<td>Low</td>
<td>Very high</td>
<td>High</td>
</tr>
</tbody>
</table>

Note: The venues depicted here do not include individuals who have been trafficked through severe force, fraud or coercion, against their will into prostitution. These experiences differ from those who have entered this work consensually. Risk of violent victimization refers here to the risk of violence to the prostitute, not the customer, and may come from police, managers, customers and other workers.


This general typology illustrates that there is a great diversity among prostitutes regarding level of visibility and danger. The majority of individuals work off street, using online or other forms of advertising. Based on statistics from other large cities, we can estimate that in Nevada’s largest cities, approximately 75% of individuals work off street and earn mid-range incomes, 10% are elite higher income earners, and 15% are low income and work on street (Brooks-Gordon, et al 2015).

Even within these different categories, advertising venues, where they provide services, control over work conditions, violence experienced, and income varies. The gender of the workers and customers also varies greatly. Transgender individuals are disproportionately represented among sex workers and due to discrimination and stigma can be some of the most vulnerable and stigmatized of sex workers (Herbst et al 2008). But they can also be among middle class and elite workers.
Online advertising

In recent years, the number of sex workers who advertise online has grown. Many sites have facilitated sexual commerce, intentionally or not. For example, Craigslist offered an “adult” section among links to other services and products while sites like Eros tote the slogan, “All things erotic.” There have been many “online dating” and Internet escort agencies advertised in BackPage, MyRedBook, NaughtyReview, CityVibe, Men4Rent, RentBoy, Eros, SugarDaddie, TheEroticReview, P411, Date-Check, RoomService2000, TheProviderReport, and Craigslist. Some, like RentBoy, catered to male sex workers while sites like SugarDaddie catered to female providers. Many sites, like BackPage, allowed providers and customers to search specific genders and orientations. For example, a couple may search for a male escort who specializes in providing illicit sexual services to male/female couples while a female provider may specify that she sells services to female clients only. Transgender sex workers may advertise their services to people of all genders and orientations as well.

Advertising online means that providers and customers develop ways of covertly negotiating prices and services. Sex worker Amanda Brooks, for example, publicly states that what she sells is time while “…the sex is free.”

Online advertising has dramatically changed the prostitution industry. Low-cost internet advertising allows many individuals to stop using street solicitation and contact customers online. Independent workers can set up the provision of services in conditions of the worker’s choosing. Online space provides numerous safety nets for sex workers, such as the ability to prescreen for undesirable or dangerous customers, access to support networks, shared black-lists for dangerous clients, and safe negotiation space online. It has also allowed law enforcement to monitor for ads that may be promoting services by individuals under age 18.

However, the internet also allowed sex traffickers to advertise. In response to reports of sex trafficking and a desire to shut down prostitution, the federal government seized and shut down Backpage in early April of 2018. In mid-April of 2018, the Stop Enabling Sex Trafficking Act/Fight Online Sex Trafficking Act (SESTA/FOSTA) law was passed by the US Congress. In addition to amending national sex trafficking laws, it amends Section 230 of the Communications Decency Act that shields platforms from liability for content. The law prohibits the promotion or facilitation of prostitution and allows law enforcement to sue websites that allowed prostitution advertising. It also holds platforms criminally liable for illegal prostitution on their sites, regardless of whether they knew or not. In the short term, the bill is dramatically reshaping the environment in which all sex workers work.

Many websites that were used by sex workers to increase their own safety are shutting down or closing forums and message boards, including Craigslist personals, Reddit, and VerifyHim, a screening site for online daters. Others have changed their policies on transactions, content, and language to exclude a variety of forms of adult content. Many
sex workers have lost numerous safety nets. According to some preliminary research, a number have returned to the streets. At the same time, a number of alternative sites have begun to take their place that are less visible to law enforcement (Horn 2018; ACLU 2017; Jackson and Heineman 2018; Shadel 2018; Thompson 2018).

The impact of the bill on Nevada has not been researched yet, but anecdotally, many independent sex workers are reporting that they have lost important safety mechanisms and are increasingly beholden to third party facilitators. Law enforcement has lost the ability to screen ads for services provided by underage individuals.

**Juveniles Trading for Sex in Nevada**

Statistics on the contours of youths in the sex trade are difficult to come by. However, a recent Department of Justice funded study relied on innovative methods to examine nearly a thousand individuals who sold sex aged 13-24 in six cities, including Las Vegas. Based on this study, these researchers have estimated that there were between 4,457 and 20,994 youth in the sex trade, nationwide, using data between 2009 and 2016. Table 3 shows some of the findings from the Nevada and nationwide study (Swaner et al 2016; Wagner, Whitmer and Spivak 2016).

Table 3: Sample Demographics from nation-wide sample of youth sex trading

<table>
<thead>
<tr>
<th>DEMOGRAPHIC</th>
<th>NEVADA*</th>
<th>NATION-WIDE**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender Identity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cisgender Male</td>
<td>37%</td>
<td>36%</td>
</tr>
<tr>
<td>Transgender</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Sexual Orientation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heterosexual</td>
<td>69%</td>
<td>53%</td>
</tr>
<tr>
<td>Bisexual</td>
<td>27%</td>
<td>36%</td>
</tr>
<tr>
<td>Gay</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1%</td>
<td>2%</td>
</tr>
<tr>
<td>Race</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>57%</td>
<td>70%</td>
</tr>
<tr>
<td>White</td>
<td>22%</td>
<td>12%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Other/Multiple</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>Parental Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parent of at least 1 child</td>
<td>34%</td>
<td>30%</td>
</tr>
</tbody>
</table>

*Data retrieved from Wagner, Whitmer, and Spivak 2016
**Data retrieved from Swaner et al. 2016

Among some of the most surprising facts is that both nationwide and in Nevada, around 40% of youth trading sex were male or transgender. High numbers of youth are lesbian, gay, bisexual, transgender, queer, or otherwise identify as gender non-conforming and a great many are racial/ethnic minorities. About a third identified bisexual or gay in Nevada compared to nearly half of the national sample who were non-heterosexual. In Nevada, 78% of youth were non-white compared to more than 88% nationwide. Research on these groups in other cities finds that they often escape discrimination and abuse from families only to experience violence and trauma from multiple sources once they are on the streets from families, clients, exploiters and peers as well as from law enforcement and social service organizations. (Dank et. al. 2015).
Among the youth nationwide, 77% lived with family, friends, or other persons. Of those remaining, 12% lived alone, 6% lived in a shelter, and 5% lived on the streets.

While all youth who trade sex under 18 are by law defined as trafficked, this study reveals that coercion from a third party is not the primary pattern of entry for youth. Recognizing that these youth may not label someone as a pimp, researchers reviewed answers to a battery of closed and open-ended questions asking how they obtained customers, whether they shared their money with anyone (and who), whether that person had rules, and the nature of those rules. According to their report, coding for a pimp was liberal, meaning that researchers likely over-coded the presence of pimps, including cases where participants did not themselves use this term. A “pimp” was defined as a person who exploits an individual in the sex market through coercion, control, or force. A “market facilitator” is defined as a person who helps obtain customers but without evidence of coercion, control, or force.

Table 4: Market Facilitation in youth sex trading

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Nevada*</th>
<th>Nation-wide**</th>
</tr>
</thead>
<tbody>
<tr>
<td>First sale of sex under the age of 18?</td>
<td>71%</td>
<td>75%</td>
</tr>
<tr>
<td>Worked under a pimp</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Had a partner or other market facilitator</td>
<td>37%</td>
<td>19%</td>
</tr>
</tbody>
</table>

*Data retrieved from Wagner, Whitmer, and Spivak 2016
**Data retrieved from Swaner et al. 2016

Findings in the national and Nevada study reveal that the majority of individuals did not rely on any kind of third party to assist. Only 13% in Nevada and 15% nationwide used a pimp, and 40% in Nevada and 19% nationwide used a market facilitator, which suggests more non-pimp, third party involvement in Nevada than nationally. Some utilized “spot pimps,”— people who are not pimps by occupation, but individuals involved in street life that refer clients to sex workers when asked. The sex worker then pays the individual or spot pimp a referral fee, which varies and is dependent on the amount of payment received from the client. The most common ways youth found customers were through friends, referrals, the street, or internet sources.

Most of these youth, 69%, had only traded sex in Las Vegas. Of those working elsewhere, 70% did in California. However, findings do show that these youth, did not have a stable home environment. Nearly three-quarters had left home before 18, 13% before age 13.

The main reason most of these individuals said they traded sex for money was financial. For 62%, exchanging sex for money was their only source of income (Wagner, Whitmer and Spivak 2016).

Despite their great need, only half of these individuals ever sought help from a service agency. Nearly 80% of these youth had interactions with the police, most of these being unrelated to prostitution. Only 4% of the youth were arrested in the past year for prostitution. In Clark County, arrests for juvenile prostitution have declined significantly in recent years, dropping from 752 in 1999-2003 to 348 between 2010 and
Detectives have used standard screenings for juvenile offenders to look for children displaced by abuse and coerced prostitution. However, the options for juveniles arrested as prostitutes remain limited. Juveniles remain channeled into the justice system instead of into a social service system. With recent budgetary cutbacks, it remains difficult to provide vulnerable populations the help they need (Swaner et al 2016).

**Nevada’s Prostitution Laws**
Nevada Revised Statutes states that prostitution consists of “engaging in sexual conduct with another person for a fee, monetary consideration, or any other thing of value”, including “sexual intercourse, oral-genital contact or any touching of the sexual organs or other intimate parts of a person for the purpose of arousing or gratifying the sexual desire of either person.” Table 3 below shows the possible offenses, charge types, and sentencing in Nevada. It is illegal to engage in prostitution outside of a licensed brothel, to have an unlicensed brothel, or to advertise for an unlicensed brothel. Solicitation is defined as laying out an arrangement for prostitution, listing a price and activity, whether buying or selling. Pandering includes inducing anyone into prostitution, if that person is an adult and no force or threat of force is used. It is considered trafficking when someone “induces, causes, recruits, harbors, transports, provides, obtains or maintains” a person under 18 to engage in prostitution, or an adult if they know or disregard that “threats, violence, force, intimidation, fraud, duress or coercion will be used to cause the person to engage in prostitution” (Nevada Revised Statutes, Chapter 201, NRS 201.295 to 201.440).
### Table 5: Nevada Prostitution Laws by Offense

<table>
<thead>
<tr>
<th>OFFENSE</th>
<th>CHARGE</th>
<th>INCARCERATION</th>
<th>FINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostitution by seller</td>
<td>misdemeanor</td>
<td>6 months in jail</td>
<td>$1000</td>
</tr>
<tr>
<td>Solicitation by buyer or seller</td>
<td>misdemeanor</td>
<td>6 months in jail</td>
<td>$1000</td>
</tr>
<tr>
<td>Solicitation of a minor</td>
<td>category E felony</td>
<td>1 to 4 years in prison</td>
<td>$5000</td>
</tr>
<tr>
<td></td>
<td>First offense</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Second offense</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>category D felony</td>
<td>1 to 4 years in prison</td>
<td>$5000</td>
</tr>
<tr>
<td></td>
<td>Third offense</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Living off earnings of a prostitute</td>
<td>category D felony</td>
<td>1 to 4 years in prison</td>
<td>$5000</td>
</tr>
<tr>
<td>Pandering</td>
<td>category C felony</td>
<td>1 to 5 years in prison</td>
<td>$10,000</td>
</tr>
<tr>
<td>Prostitution with HIV</td>
<td>category B felony</td>
<td>2 to 10 years in prison</td>
<td>$10,000</td>
</tr>
<tr>
<td>Facilitating trafficking an adult</td>
<td>category B felony</td>
<td>1 to 6 years Mandatory sex offender registration</td>
<td>$10,000</td>
</tr>
<tr>
<td>Facilitating trafficking a minor</td>
<td>category B felony</td>
<td>3 to 10 years Mandatory sex offender registration</td>
<td>$10,000</td>
</tr>
<tr>
<td>Trafficking an adult</td>
<td>category B felony</td>
<td>3 to 10 years Mandatory sex offender registration</td>
<td>$10,000</td>
</tr>
<tr>
<td>Trafficking a minor 16-18</td>
<td>category A felony</td>
<td>5 to life in prison Mandatory sex offender registration</td>
<td>$20,000</td>
</tr>
<tr>
<td>Trafficking a minor 14-16</td>
<td>category A felony</td>
<td>10 to life in prison Mandatory sex offender registration</td>
<td>$20,000</td>
</tr>
<tr>
<td>Trafficking a minor under 14</td>
<td>category A felony</td>
<td>15 to life in prison Mandatory sex offender registration</td>
<td>$20,000</td>
</tr>
</tbody>
</table>


Below are arrest statistics for prostitution and commercialized vice in Nevada.

### Table 6: FBI Arrest Statistics for Prostitution/Commercialized Vice 2014

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
<th>Rate per 100,000 persons</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All persons</td>
<td>Juveniles under age 18</td>
</tr>
<tr>
<td>United States</td>
<td>47,600</td>
<td>700</td>
</tr>
<tr>
<td>Nevada</td>
<td>3,827</td>
<td>87</td>
</tr>
<tr>
<td>Clark County</td>
<td>3,736</td>
<td>84</td>
</tr>
<tr>
<td>Washoe County</td>
<td>77</td>
<td>1</td>
</tr>
<tr>
<td>Nye County</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Los Angeles County (for comparison)</td>
<td>4,375</td>
<td>63</td>
</tr>
</tbody>
</table>


**Courts and Diversionary Programs**

In addition to laws surrounding prostitution, Clark County has a special court that processes cases with women who have a history of prostitution, addiction, and/or trauma. The Women In Need (WIN) court is one of 59 Specialty Courts designed to address the needs of particular populations by coordinating efforts between judges, prosecution, defense, law enforcement, treatment services, and child protection services. WIN is meant to be a trauma-responsive diversionary court that supports women with a history of crime in leaving prostitution and providing trauma and mental health treatment as well as surveillance. The 18-month program is designed to balance accountability and assistance, which might involve addiction treatment, counseling, completing education and employment searches. Various services are combined to support and stabilize women and avoid a return to prostitution. There is no program for men convicted of prostitution. Women have 180 days of jail time suspended while they are in the program, which is cleared after graduation. As of November 2017, the court has had 34 graduates, around a 10% graduation rate (The Supreme Court of Nevada; Valley 2013; Ley 2014; City of Las Vegas 2017).

The Las Vegas Municipal Court has partnered with the City Attorney’s Office, the Metropolitan Police Department, the Clark County Health Department, and the Clark County Youth & Family Services to offer a First Offenders Prostitution Program (FOPP) designed for raise awareness of the social and health risks for men soliciting prostitution. Men convicted of solicitation might be ordered to attend the First Offender Prostitution Program, which costs $425. Currently, the courts have offered a one-day Prostitution Prevention Class on the legal, social and health risks of prostitution, especially STI risk and victimization associated with prostitution. Women convicted of soliciting prostitution might be ordered to take the Female Prostitution Prevention Program (FPPP), which costs $225. The courts also use an HIV/AIDS Awareness course covering STI’s generally, which is taught by the Southern Nevada Health District at a cost of $50 per person.

**Sex Trafficking in Nevada**

In recent decades there has been a great deal of concern about the trafficking of individuals for sex. This issue is particularly urgent in Nevada, whose reputation as a sexual playground is seen to exacerbate the problem.

There are no reliable estimates of the number of trafficked individuals in the U.S. or across the globe. According to the U.S. Government Accountability Office, country-level data are generally neither reliable nor comparable due to weak data gathering methods, data gaps and other discrepancies (U.S. GAO 2006). Some countries define any undocumented migration as trafficking regardless of consent or conflate identified and presumed victims (Weitzer 2014; Zhang 2012; Jordan 2011). Inaccurate figures continue to circulate. One study of 42 recent books on sex trafficking found 78% cited one of three flawed sources of prevalence data without acknowledging their limitations or representing estimates to be actual numbers (Fedina 2015).
That said, the most reliable sources estimate that there are 4.8 million victims of forced sexual exploitation across the globe (International Labour Organization 2018). The National Human Trafficking Hotline reported 6,081 cases nationally in 2017. Of those reported, 185 were identified in Nevada. The Trafficking in Persons report issued by the U.S. State Department indicates that there was a total of 266 sex trafficking cases initiated and 439 sex traffickers were convicted in 2017 across the United States (US Department of State 2018). We do not know how many were convicted in Nevada.

**Sex Trafficking Laws**

The Trafficking Victims Protection Act (TVPA), entered into federal law in 1999, was intended to facilitate prosecution of traffickers and protection for victims, particularly for foreign nationals, by providing special visas to those found to be victims of international trafficking. The U.S. State Department’s definition of trafficking in this bill now includes any commercial sex act that is induced by force, fraud, or coercion, and it also includes any person under 18 found to perform commercial sex.

Since then, numerous states have passed additional laws, many of which have been helpful in prosecuting criminals who force, trick, or coerce individuals into selling sex. The punishments are outlined in Table 3 (NRS 201.300).

However critics argue that the law needs to better distinguish non-coerced prostitution and sex trafficking. For example, Nevada passed laws that allow easier investigation and prosecution of people engaged in both prostitution and trafficking for sex. Law enforcement can confiscate assets gained from or related to any illegal prostitution or trafficking. Some prostitution-related activities have been prosecuted as sex trafficking. According to the law, the prosecution in pandering or sex trafficking cases can bring in expert testimony about possible psychological manipulation in the subculture of prostitution that may, in some cases, blur issues of consent or coercion. While the relationship between a market facilitator and sex prostitute can be complicated, the law makes it difficult for a spot pimp, roommate, driver or someone otherwise assisting a non-coerced sex worker to prove innocence from trafficking. The victim label does not fit all sex workers. At the same time, attorneys are starting to use the trafficking law to help vacate prostitution convictions.

Critics also argue that there are many unintended consequences of anti-trafficking efforts. The conflation of prostitution and sex trafficking has resulted in limited resources being focused on mitigating coercion or treating trauma at the expense of providing housing, health care or alternative job training, especially for homeless juveniles involved in trading for sex. Service agencies that receive funding under the TVPA are required to pledge that they will not facilitate any prostitution. Many groups argue that for adults, this hampers harm reduction efforts, increases the vulnerability of sex workers to violence, prevents health care workers from accessing sex workers, and forces programs to abandon needle exchange and other programs that increase the risk of disease transmission among highly vulnerable populations (Lerum and Brents 2015; Weitzer 2014; Hoang & Parrenas 2014; Zhang 2009). The issue has become highly
politicized, resulting in little understanding of the depth or breadth of the causes and needs for a wide variety of individuals, especially those under age 18.

Survivors of sex trafficking often encounter a multitude of challenges in recovery, including destroyed credit and criminal records hindering or even preventing survivors from securing desired employment. In addressing these and other imposing obstacles, Nevada Legal Aid Center and pro bono volunteer attorneys, in cooperation with community organizations, are able to provide tailored and free legal services to survivors. In preparation for this important work, Legal Aid Center trains volunteer attorneys on working with the unique issues of survivors of trafficking.

Policy Recommendations
As long as current trends continue, sex enterprises will continue to grow. The sexual service industry will look more mainstream, with a more visible footprint and a swift pace of technological innovation. While regulation and management of sexual businesses was historically a matter of keeping them at the margins of society, we are increasingly unable to maintain that boundary, nor has it been a useful boundary in protecting those who labor in the industry. Visibility may help workers by reducing stigma, but it may also expose them to corporatizing forces that deny access to important employment benefits or labor protections under the law. It is essential that policy effectively balance the needs of those who work in the sex industry with the priorities of a fair and just legal system.

What values should make the foundation for effective policy? First and foremost, policy should be informed by transparent, empirical analyses of the conditions of the industry. In doing so, research should disaggregate types of sexual labor to clarify the differences highlighted throughout this text.

Second, we must approach the construction of policy from a human rights standpoint. In doing so, persons of diverse genders, ethnicities, races, and biographies are seen as worthy of protection under the law and deserving of the same rights and privileges afforded to those outside of the sex industry. The agency and ability of sex workers to self-determine should always be maintained.

Third, a wholistic approach should be taken to address the complexities of sex work, which necessarily involves partnerships across a variety of institutions. Included in this effort would be the criminal justice system, the legal system, social services, advocacy organizations, healthcare services, and community members.

Fourth, effective policy does not advance the stigmatization of sex work, which only serves to drive sex work further underground where the risk to sex workers is higher. Instead, it would adopt harm reduction strategies while ensuring that access to institutional resources remains open for any and all sex workers.

Finally, policy should be written to address exploitation and inequality where it is observed while respecting the agency of those whom we are attempting to help.
Based on the outline of the sexual industry in Nevada and the values provided above, we recommend the following policies for addressing the conditions of sex work in our state. These policies are meant to address the sex industry from the perspective of labor and health. As such, we do not present recommendations on how to best address concerns of human trafficking.

- Address the absence of systematic and reliable data about the commercial sex industry in Nevada by investing in independent and rigorous research. In particular, research on the following would be beneficial to future policy: forces that alter supply and demand for sex work services, factors that differentiate types of sex work, diverse experiences of sex work from a variety of identities, the economic impact of sex work on local businesses, the impact of police practices on sex workers and their clients, inequalities in labor protections and enforcement, related public health issues, and the connections between legal and illegal forms of sex work.

- Construct a central repository for data, resources, and organizations to connect policy makers and those invested in the sex industry.

- Ensure access to affordable health care for all persons in the sex industry, including access to condoms, sexual health screening, mental health support, and substance abuse treatment programs. End any policy that uses access to care as a form of evidence for prosecution (such as the possession of condoms).

- Eliminate differences in the application of labor laws to sex workers and non-sex workers, except where those differences are intentional efforts to address the specific conditions of sex work.

- Prioritize access to worker’s compensation, protection of expectations of unpaid labor and workplace discrimination, sexual harassment adjudication, and fair benefits practices for enforcement of workplace protections for sex workers. Prosecute violations consistently.

- Restrict the ability of brothels and other legal sex businesses to limit the autonomy of sex workers, including the usage of lockdown policies for brothels and giving performers access to content rights for recorded materials.

- Require the inclusion of current and former sex workers (from a variety of settings) on working groups, panels, and other policy development groups founded for addressing sex work.
**Legal Status of Prostitution**

Laws criminalizing certain forms of sex work are thought to reduce the incidence of sex work. While criminalizing sex work may reflect social norms, it can severely limit the ability of public health interventions, law enforcement and social service providers to reach sex workers to reduce transmission of sexually transmitted diseases and curb secondary effects of crime and exploitation. It has also proven to be ineffective in reducing the incidence of sex work and has driven the industry underground.

Recently, a number of global NGOs and health professionals have recommended an approach that involves decriminalizing prostitution (Amnesty International 2016; Godwin 2012; Howard 2018; Lancet 2014; World Health Organization 2014). The overwhelming body of global evidence shows that workers are better protected from exploitation and trafficking in systems where prostitution is decriminalized and/or regulated (Abel 2007). Nations like New Zealand, Australia, and Germany have modeled different approaches to decriminalization and can be used to consider how such a policy could affect Nevada. Similar effects could be produced in our state, enabling both preventative efforts against human trafficking and fair labor practices for legal sex workers.

Many of the policy recommendations above are difficult—sometimes impossible—to offer all sex workers in a landscape that perceives some sex work as criminal. Labor laws are not typically applied to the regulation of illegal acts. Above all other recommendations, the decriminalization and regulation of sex work across the state will allow us to protect sex worker rights, enable law enforcement to better address issues of trafficking and violence, and effectively regulate behavior for the safety and betterment of all. Currently, Nevada’s limited approach enables some sex workers to access benefits in a few rural counties but denies the same possibility of protections in others. To ensure those engaged in the sex industry in Nevada are protected as recommended above, a legal avenue for sex work to occur across the state must be made available.

**Conclusion**

In both legal and illegal form, the sex industry is present in every state in the country. Yet, it is only in Nevada that the sex industry is legalized in the form of brothel prostitution. While prostitution is illegal in Las Vegas, the city is internationally recognized as a highly sexualized tourist destination with a flourishing market in commercial sexual entertainment and services.

If the Nevada sex industry affects the state’s social health and its quality of life, it does not do so in a uniform way. The growth of the sex industry in the Silver State has a negative impact where it condones exploitation, oppression, crime, and continued stereotyping and stigmatization of involved parties. The abundance of sexually charged entertainment can have a positive impact when sex workers have a range of viable economic options, when they can control their working conditions, when they have effective means of dealing with coercion and exploitation, and when Nevada’s tourism-based economy cultivates arenas of safe sexual expression and enjoyment.
The sex industry is a growing and highly visible component of our state economy and culture. A nuanced conversation about sex work will allow us more fruitful and humanistic understandings of this complicated and marginalized population. To change the negative attitudes that lead to harmful laws and policies, it is essential to increase public understanding about the lives, hopes, and accomplishments of sex workers and to support human-rights-based programming and partnerships with sex workers.

There is little reason to think that the broader trends toward more sexualized everyday culture will play out differently in Nevada than in other parts of the country and the world. Las Vegas will continue to ride these cultural trends and benefit economically. This presents an opportunity for the Silver State to move to the forefront of the national debate about these cultural shifts and lead the nation and the world in developing policies, programs, and practices that confront head-on the dangers and pitfalls associated with a growing, and most likely inevitable, sex industry in ways that minimize risk and exploitation and maximize safety and empowerment.

Community Resources

**Nevada Resources for Sex Workers**

- **American Civil Liberties Union of Nevada**  

- **Cupcake Girls**  
  [http://thecupcakegirls.org/](http://thecupcakegirls.org/)

- **Crisis Call Center**  
  PO Box 8016 Reno, NV 89507 775-784-8085  
  Crisis Hotline: 800-273-8255

- **Gay and Lesbian Community Center of Southern Nevada**  
  401 S. Maryland Pkwy. Las Vegas, Nevada 89101 702-733-9800

- **Gender Justice Nevada**  
  [http://genderjusticenv.org/](http://genderjusticenv.org/)

- **Legal Aid Center of Southern Nevada**  
  725 E. Charleston Blvd., Las Vegas, NV 89104  
  Tel. (702) 386-1070, fax (702) 366-0569,  
  TDD: (702) 386-1059

- **Sin City Chamber of Commerce**  
  [https://www.sincitychamberofcommerce.org/](https://www.sincitychamberofcommerce.org/)
Nevada Coalition to End Domestic and Sexual Violence
250 South Rock Blvd Suite 116, Reno, NV 89502
775-828-1115
State-wide Crisis Hotline: (800) 500-1556
http://www.ncedsv.org/
Listing of all local programs serving domestic violence in Nevada see link on this page, http://www.ncedsv.org/membership/

Nevada Partnership for Homeless Youth
http://nphy.org/
4981 Shirley St, Las Vegas, NV 89119 702-383-1332

Nevada Child Seekers
http://www.nevadachildseekers.org/
6375 W. Charleston Blvd, Las Vegas, NV 89146 702-458-7009

Nevada Department of Business and Industry, Department of Labor Commissioner
http://www.laborcommissioner.com/
1818 East College Pkwy., Suite 102, Carson City, NV 89706 775-684-1890

Our Center – LGBTQ community center in Reno
http://www.ourcenterreno.org/
1745 South Wells Ave, Reno, NV 89502 775-624-3720

Planned Parenthood (Reno)
http://www.plannedparenthood.org/mar-monte/
455 West Fifth St.
Reno, NV 89503
Phone: 775-321-8711
Fax: 775-688-5599

Planned Parenthood of Southern Nevada
http://www.plannedparenthood.org/rocky-mountains/
3220 West Charleston Boulevard
Las Vegas, NV 89102
(702) 878-7776

Rape Crisis Center
http://www.therapecrisiscenter.org
24 Hour Hotline – 702-366-1640
801 S. Rancho Dr, Suite B-2, Las Vegas, NV 89106 702-385-2153

Sin City Chamber of Commerce
https://www.sincitychamberofcommerce.org/

State of Nevada Department of Health and Human Services
http://dhhs.nv.gov/

State of Nevada Division of Public and Behavioral Health
http://health.nv.gov/

Southern Nevada Health District
http://www.southernnevadahealthdistrict.org/index.php

Washoe County Health District
https://www.washoecounty.us/health/

Washoe Legal Services
https://washoelegalservices.org/
299 South Arlington Avenue, Reno, NV 89501 775-329-2727

WestCare: https://www.westcare.com/page/where-we-serve_NV
Crisis Line: 702.385.3332
Phone: 702-385-3330 (Las Vegas); 775-751-6990 (Pahrump/Nye County)

Human Trafficking Information and Resources

Nevada Office of the Attorney General, Human Trafficking Resource Guide
Contains contact information for trafficking resources throughout Nevada

US Department of State Office to Monitor and Combat Trafficking in Persons
http://www.state.gov/j/tip/index.htm

US Department of Health and Human Services Office on Trafficking in Persons
https://www.acf.hhs.gov/otip

Global Prostitution Reform

Amnesty International Policy on State Obligations to Respect, Protect and Fulfill the Human Rights of Sex Workers

1996 San Francisco Prostitution Task Force Final Report
http://www.bayswan.org/1TF.html

New Zealand Ministry of Justice, International Approaches to Decriminalising or Legalising Prostitution Report
https://prostitution.procon.org/sourcefiles/newzealandreport.pdf

Sex Worker Outreach Project
http://swopusa.org/
The Canadian Guild for Erotic Labour
http://cgelo.tripod.com/

UNAIDS Guidance Note on HIV/AIDS and Sex Work

**Resources for Sex Workers – national and international**

**Adult Performers Advocacy Committee**
http://www.apac-usa.com/apac- stamp providing resources and endorsement for safe adult entertainment companies, and talent agencies as well as mentoring, community meetings (mostly in Los Angeles)

**Bound, Not Gagged**
http://deepthroated.wordpress.com/

**Cam Model Piracy Protection**: www.cammodelprotection.com

**Clients of Sex Workers Allied for Change COSWAC**
https://sexworkclients.org/

**COYOTE**: https://walnet.org/csis/groups/coyote.html

**Desiree Alliance** community advocates for harm reduction, community connection, activism, accurate research: www.desireealliance.org http://desireealliance.org/

**Free Speech Coalition**: offering Performer Subsidy Fund (financial support for up to three PASS/Talent Tests a month) Industry Newcomer Support Program (mentoring program). info@freespeechcoalition.com www.freespeechcoalition.com

**International Sex Worker Foundation for Art, Culture, and Education**: http://www.iswface.org/

**Legal Help (National)**: Lawhelp.org

**National Coalition for Sexual Freedom**
822 Guilford Avenue, Box 127, Baltimore, MD, USA
21202-3707
ncsfreedom@ncsfreedom.org
(410) 539-4824

**Network of Sex Work Projects**
http://www.nswp.org/

**Piracy/DMCA Enforcement Help**
www.takedownpiracy.com
Prostitute’s Education Network
http://www.bayswan.org/

Sex in the Public Square
http://sexinthepublicsquare.org

Sex Workers’ Best Practices Policy Project
http://www.bestpracticespolicy.org/

Sex Workers Outreach Project
http://www.swopusa.org/

Sex Workers Project (New York)
http://www.sexworkersproject.org/

Sex Workers’ Rights Advocacy Network (Europe and Asia):
http://swannet.org/

Swpop Behind Bars
http://www.swopbehindbars.org/
Resources, advocacy, and referrals for incarcerated sex workers

Support and Advice for Escorts
https://saafe.info/

US Department of Health and Human Services Office on Women’s Health:
http://www.womenshealth.gov/

24 hr Hotlines

Crisis Call Center
Crisis Hotline: 800-273-8255

Community Support Hotline: 877-776-2400 (x1) online resources, hotline, webinars, safety information, referrals and ally resources

LGBTQ or HIV-Related Hate Violence
Anti-Violence Project Hotline: 212-714-1141 (English/Spanish)

Sexual Assault and Domestic Violence
National Sexual Assault Hotline: 1-800-656-Hope (4673)
Safe Horizon Hotline (Includes Shelter): 1-800-621-Hope
Nevada Coalition to End Domestic and Sexual Violence State-wide Crisis Hotline: (800) 500-1556
SASS Line (Sexual Assault Support Services): (775) 221-7600
Rape Crisis Center Hotline – 702-366-1640

Suicide
Samaritan Hotline: 212-673-3000
National Suicide Prevention Lifeline: 1 (800) 273-8255

Other Crises
Lifenet Hotline: 800-543-3638
Crisis Call Center -- Crisis Hotline: 800-273-8255
WestCare Crisis Line -- 702.385.3332

Specialists in Sex Work Mental Health Therapy/Groups

Sex Work Support Las Vegas, Alessandra Lanti, CPC 310-923-5409 or alessandralanti@gmail.com (texts and emails welcome) Twitter: @SWSupportLV

SW Support and Solidarity Group: No cost, open group 1:30-3pm every Thursday meeting @ Gender Justice Nevada (near Summerlin) Contact Alessandra 310-923-5409 or Summer 702-381-9399

Online Communities and Online Resources:
www.AmberCutie.com/Forums - an online resource for those who sell services online, specifically webcamming

www.StriperWeb.com -an online community resource for those who work in exotic/private dancing

http://www.verifyhim.com/ – an independent verification website for personal providers looking to insure identity – “bad date list”

www.camgirlwiki.com a site created for cam girls by cam girls to help them learn the basics of camming with safety tips

SWUP- android app available in the play store for verifying and rating contacts as good or bad dates for in personal service providers

Kite String App: a service for your phone that updates an emergency contact if you don't respond to a message on your phone with in a certain time period. For use with questionable meet ups/dates https://www.kitestring.io/

Resources for those dating sex workers: http://www.scarlettacademy.com/partners-portal/

Safety Tips for Personal Providers: http://livingincommunity.ca/toolkit/tools-for-sex-workers/trade-secrets
Handbook for personal provider **Male Sex Workers**:  

Sex workers’ hotline and support online **Hotline**  www.pineapplesupport.com

**Twitter**

Black Sex Workers - @BlackSexWorkers  
Putas Feministas - @AmmarRedtrasex  
Sex Work and Trans (SWandT) - @swandtrans  
Sex Worker Advocacy and Resistance Movement (SWARM) - @SexWorkHive  
Sex Workers Education and Advocacy Taskforce (SWEAT) - @SweatTweets  
St. James Infirmary - @comebystjames  
CoSWAC - @SexWorkClients
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