

# HENDERSON NEVADA

## ECONOMIC AND DEMOGRAPHIC OVERVIEW

# 2010





Welcome to the 2010 City of Henderson Economic and Demographic Overview. We hope you will enjoy learning a little more about our city and what makes living in Henderson so great.

As the second largest city in Nevada, we have a proven track record of efficient government. In fact, it was the first in the valley where developers funded infrastructure such as roads, water, and sewer, while also contributing land for school sites, park sites and fire stations at no cost to the taxpayer. These practices have made Henderson a model of efficiency and land use planning throughout the southwestern United States.

In Henderson, we practice extremely conservative management of City finances. Throughout the national and local economic weakening of the past year, Henderson continued to maintain a solid financial position. We've focused on building financial reserves since the last national recession in 1991. Combined with conservative budgeting, we have been innovators in the valley with the way we plan for our future.

Dating back to World War II, Henderson has a long and successful history of facing challenges. Our City was born during times of war, and the spirit that led us to become one of the nation's leading communities is still strong today.

My fellow Council members and I invite you to join us and see for yourself why so many people are choosing to make their lives with us here in Henderson, a place to call home.

Sincerely,

A handwritten signature in black ink that reads "Andy Hafen". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Andy Hafen  
Mayor

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# COMMUNITY



## ***A Place to Call Home***

Home to approximately 280,000 people, Henderson is the largest full-service city in Nevada, directly providing residents with fire, police, paramedic, ambulance, sewer and water services. The City maintains the lowest employee-to-resident ratio in Southern Nevada, along with one of the lowest city property tax rates.

The City officially incorporated in 1953, after emerging during World War II as a manufacturing source for magnesium. In 2008, Henderson, Nevada was again named one of the top American cities in MONEY Magazine's annual "Best Places to Live" profile that acknowledged the City for premier parks and trails, master planned communities and economic opportunities. Recognized for providing outstanding public services, the City's Police, Fire and Ambulance Services, Parks and Recreation, and Building and Fire Safety Departments are nationally accredited.

The City of Henderson provides residents and businesses alike an exceptional quality of life with outstanding public safety, recreational amenities, educational opportunities, and quality community planning and development. Henderson, the second largest city in Nevada is known for excellence. In the 2009 Community Assessment Survey, 95% of residents reported they are satisfied with the quality of life in Henderson. Nine out of 10 residents responding to the same survey feel a sense of community in Henderson.

Parks and Recreation amenities are abundant in Henderson, with a park located within a mile of most residents and recreation and aquatic facilities conveniently located throughout the City. In addition to earning national accreditation, Henderson was one of only 92 communities nationwide and the only one in Nevada to have received recognition as Playful City

USA by Kaboom! a nationwide non-profit organization dedicated to supporting great places to play within walking distance for children.

The City continues a tradition of firsts, being home to the first municipal building in Nevada to earn the Leadership in Energy and Environmental Design (LEED) Gold certification – the North Community Police Station. The building features a number of efficiencies including a renewable energy system that will offset approximately 15% of the facility's energy use.

Henderson was born during a time of war and the spirit that led us to become one of the nation's leading communities is still strong today. We are a City committed to quality public service while striving towards the highest level of efficiency and creating a premier quality of life for those residents and businesses that choose Henderson as ***A Place to Call Home.***

## Location

Located in the southeast corner of the Vegas Valley, Henderson features all of the characteristics of a premier, well-rounded city. Henderson's appeal is largely due to quality master planned communities, a wide variety of business opportunities, a myriad of nationally or regionally recognized businesses and amenities, and the convenient proximity to the Strip, University of Nevada Las Vegas,

McCarran International Airport, Lake Mead Recreation Area, Lake Las Vegas, and major highway networks. In addition, Henderson has award winning parks and recreational facilities and programming, a well-developed educational system from elementary to the university level, and the state's largest retail shopping corridor including the Galleria at Sunset mall.

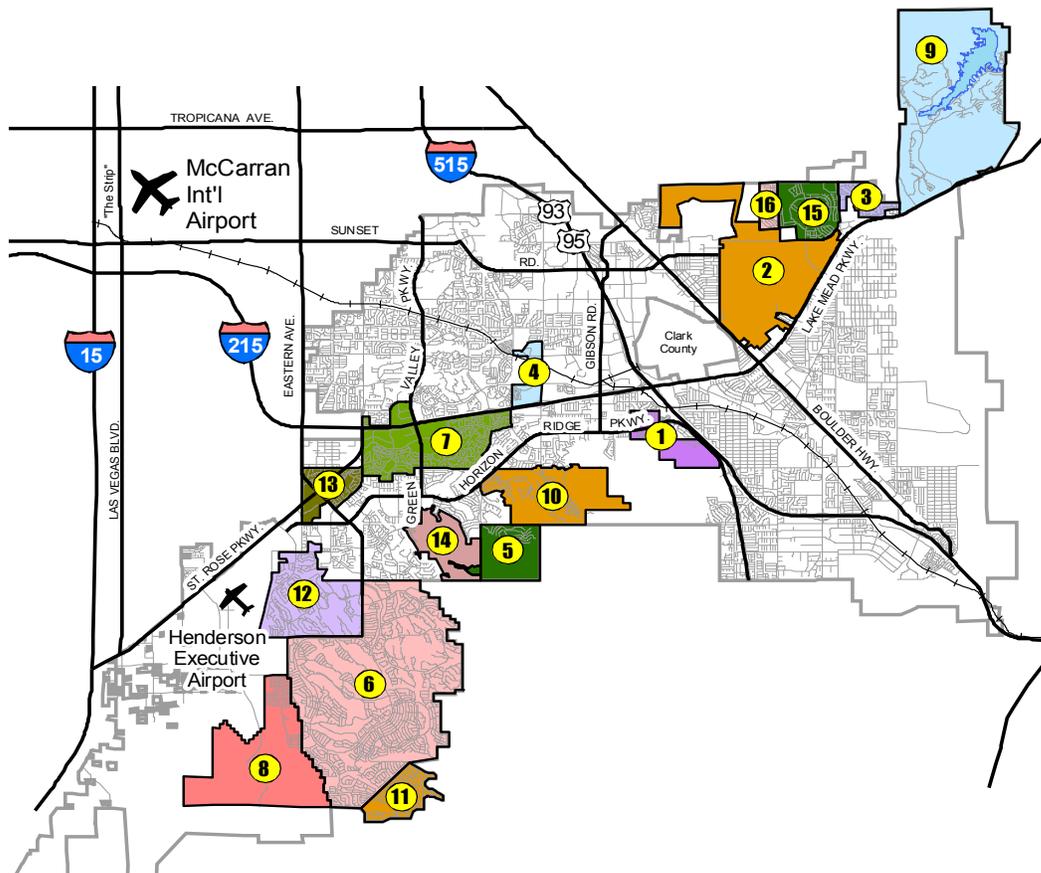


## Developing Master Planned Communities

In the early 1980's the Greenspun family began developing Green Valley, Henderson's first master planned community. Today, Henderson is home to 27 premier master planned communities, of which 15 are currently under development.

Master Planned Community	Existing Units October 1, 2009	Units at Completion	Projected Population	Percent Complete	Acres
1) Black Mountain Vistas	1,195	1,676	2,682	71.3%	421
2) Cadence	0	6,793	0	0.0%	1,727
3) Calico Ridge	591	595	1,448	99.3%	222
4) Cornerstone	297	1,600	487	18.6%	40
5) Ascaya	0	472	0	0.0%	632
6) Del Webb's Anthem	13,363	13,700	30,737	97.5%	2,535
7) Green Valley Ranch	4,063	4,085	10,080	99.5%	1,415
8) Inspirada	505	11,500	1,019	4.4%	1,940
9) Lake Las Vegas	1,603	5,000	3,600	32.1%	2,242
10) MacDonald Ranch Highlands	375	550	860	68.2%	1,213
11) Madeira Canyon	1,018	1,650	2,287	61.7%	482
12) Seven Hills	3,197	3,206	8,268	99.7%	1,292
13) Southfork	1,362	1,749	3,040	77.9%	413
14) The Canyons at MacDonald Ranch	8	859	18	0.9%	632
15) Tuscany	723	2,395	1,757	30.0%	526
16) Weston Hills	265	864	649	31.0%	166

Source: City of Henderson, Community Development Department, January 2010.



## Public Schools Located in Henderson

Elementary	Address	Zip
Bartlett, Selma F.	1961 Wigwam Pkwy.	89074
Cox, David	280 Clark Dr.	89074
Dooley, John A.	1940 Chickasaw Dr.	89002
Galloway, Fay	701 Skyline Road	89002
Gibson, James	271 Leisure Circle	89074
Hinman, Edna	450 E. Merlayne Dr.	89015
Kesterson, Lorna	231 Bailey Island Dr.	89074
Lamping, Frank	2551 Summit Grove Dr.	89012
Mack, Nate	3170 Laurel Ave.	89014
McCaw, Gordon	57 Lynn Lane	89015
McDoniel, Estes	1831 Fox Ridge Lane	89014
Morrow, Sue	1070 Featherwood Ave.	89015
Newton, Ulis	571 Greenway Road	89015
Roberts, Aggie	227 Charter Oak Street	89074
Sewell, C. T.	700 E. Lake Mead Dr.	89015
Smalley, James	304 E. Paradise Hills Dr.	89015
Taylor, Glen C.	2655 Siena Heights Dr.	89052
Taylor, Robert	144 Westminster Dr.	89015
Thorpe, Jim	1650 Patrick Lane	89014
Treem, Harriet	1698 Patrick Lane	89014
Twitchell, Neil	2060 Desert Shadow Trail	89012
Vanderberg, John	2040 Desert Shadow Trail	89012
Walker, Marlan	850 Scholar Street	89002
Wolff, Elise	1001 Seven Hills Dr.	89052

Middle/Junior High	Address	Zip
Brown, Mahlon	307 N. Cannes Street	89015
Burkholder, Lyal	355 W. Van Wagenen	89015
Greenspun, Barbara & Hank	140 N. Valley Verde Dr.	89074
Mannion, Jack & Terry	155 E. Paradise Hills Pkwy.	89002
Miller, Bob	2400 Cozy Hill Circle	89052
Webb, Del E.	2200 Reunion Dr.	89052
White, Thurman	1661 Galleria Dr.	89014

High Schools	Address	Zip
Basic	400 Palo Verde Dr.	89015
Community College South	700 College Dr.	89002
Coronado	1001 Coronado Center Dr.	89052
Foothill	800 College Dr.	89002
Green Valley	460 Arroyo Grande Blvd.	89014
Liberty	3700 Liberty Heights Ave.	89052



## Private and Charter Schools

Private Schools	Address	Zip	Grade
Black Mountain Fellowship	107 S. Gibson Road	89012	K-12
Calvary Chapel Green Valley Christian Academy	2615 W. Horizon Ridge Pkwy.	89052	K-12
Children's Choice Kindergarten	1310 W. Warm Springs Road	89014	K-1
Christ the Servant Lutheran Church	2 S. Pecos Road	89074	K
DJ's Community Christian Academy	95 S. Arroyo Grande Blvd.	89012	K-5
Foothills Montessori School	1401 Amador Lane	89012	K-8
Green Valley Christian School	711 Valle Verde Court	89014	K-8
Green Valley Lutheran Kindergarten	1799 Wigwam Pkwy.	89074	K
Henderson Christian Academy	2750 Robindale Road	89074	K
Henderson International School - Sunridge Campus	1051 Sandy Ridge Ave.	89052	K-4
Henderson International School - Upper Campus	1165 Sandy Ridge Ave.	89052	5-12
Henderson International School - Windmill Campus	2150 Windmill Pkwy.	89074	K-4
Hillcrest Academy	1051 Sandy Ridge Ave.	89052	K-8
KinderCare Learning Center	51 Office Park	89074	K-1
La Petite Academy	1551 W. Warm Springs Road	89014	K
Lake Mead Christian Academy	540 Lake Mead Pkwy.	89015	K-12
Merryhill School	2150 Windmill Pkwy.	89074	K
Midbar Kodesh Temple Early Childhood Center	1940 Paseo Verde Pkwy.	89012	K
Montessori Children's Academy	2560 N. Green Valley Pkwy.	89014	K-3

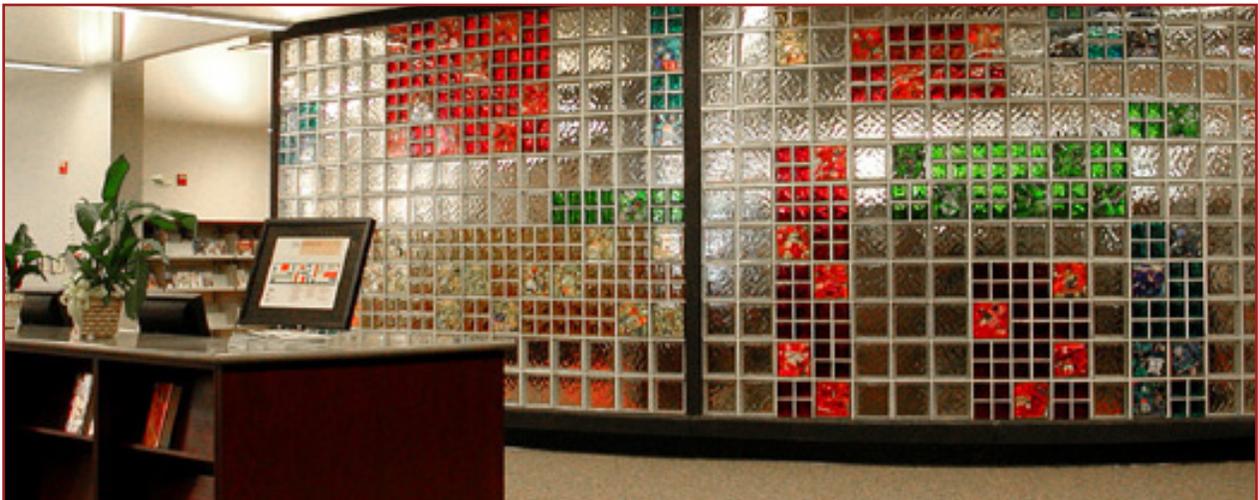
Charter Schools	Address	Zip	Grade
Nevada State High School	1125 Nevada State Dr.	89015	11-12

## Henderson Area Libraries

Branch	Address	Phone
Galleria Library	1300 W. Sunset Rd. Ste 1121	702-207-4259
Green Valley Library	2797 N. Green Valley Parkway	702-507-3790
James L. Gibson Library	280 Water Street	702-565-8402
Lydia Malcolm Branch	2960 Sunridge Heights Parkway, Suite 100	702-263-7522
Paseo Verde Library	280 S. Green Valley Parkway	702-492-7252
Heritage Park Library (age restricted 50 year +)	300 S Racetrack Road	702-207-4258

## Post-Secondary Educational Institutions

Organization	Address	Phone
<b>Public:</b>		
University of Nevada, Las Vegas	4505 Maryland Parkway, Las Vegas, 89154	702-895-3011
College of Southern Nevada - Henderson Campus	700 College Drive, Henderson, 89002	702-651-3000
College of Southern Nevada - Green Valley Center	1560 W. Warm Springs Road, Henderson, 89014	702-651-2650
Nevada State College	1125 Nevada State Drive, Henderson, 89002	702-992-2000
<b>Private:</b>		
Art Institute of Las Vegas, The	2350 Corporate Circle, Henderson, 89074	702-369-9944
DeVry University Henderson	2490 Paseo Verde Parkway, Ste 150, Henderson, 89074	702-933-9700
Everest College	170 N. Stephanie Street, 1st floor, Henderson, 89074	702-567-1920
Euphoria Institute of Beauty Arts & Science	11041 S Eastern Ave, Ste 112, Henderson, 89052	702-932-8111
International Academy of Design and Technology	2495 Village View Drive, Henderson, 89074	702-990-0150
ITT Technical Institute	168 N. Gibosn Road, Henderson, 89014	702-558-5404
Lincoln College of Technology	2290 corporate Circle, Ste 100, Henderson, 89074	702-269-7600
Lone Eagle Aviation	1771 Whitney Mesa Drive, Henderson, 89014	800-544-5839
Marinello School of Beauty	4451 E. Sunset Road, Ste 16, Henderson, 89014	702-450-9988
National Technical Institute	301 Sunpac Ct, Henderson, 89015	702-948-9000
National University - Nevada	2850 W. Horizon Ridge Parkway, Ste 301, Henderson, 89052	702-531-7800
Regis University	1401 N. Green Valley Parkway, Ste 100, Henderson, 89074	702-990-0375
Sierra Nevada College	4300 E. Sunset Road, Henderson, NV 89014	702-434-6599
Touro University - Nevada	874 American Pacific Drive, Henderson, 89014	702-777-7687
University of Phoenix	7777 Eastgate Road, Ste 100, Henderson, 89011	702-638-7279
University of Southern Nevada	11 Sunset Way, Henderson, 89014	702-990-4433



Paseo Verde Library

## City Parks and Recreation Centers

The City of Henderson Parks and Recreation Department is one of only 20 agencies throughout the country to earn both accreditation by the National Recreation and Park Association (2001 and 2006) and the National Gold Medal for Excellence in Parks and Recreation Administration (1999). Through its nationally acclaimed Parks and Recreation Department, Henderson provides residents more parks and recreation facilities per capita than any other community in Southern Nevada. In recognition of its sports programs, Henderson was recently awarded the Excellence in Youth Sports Award from the National Alliance for Youth Sports.

The City offers more than 45 parks to enjoy. In addition to open grass areas and playgrounds, features include walking courses,

dog parks, skate parks, splash pads and lighted sports areas. The City maintains close to 1,100 acres, including 80 athletic fields, 43 tennis courts, four indoor swimming pools and seven outdoor swimming pools. Park sites offer the community opportunities for both active and passive usage; active use such as sports leagues and passive use such as hiking and picnics. There are over 48 linear miles of trails within the City, including the River Mountains Loop, Pittman Wash, and Boulder Highway trails. When complete, the system will include over 100 linear miles of trails, as well as additional on-street bicycle facilities, shared use paths, and equestrian trails.



### City of Henderson Parks and Recreation Department

For complete up-to-date information, please visit [cityofhenderson.com](http://cityofhenderson.com)

L = Lighted facility      R = Facility that can be reserved

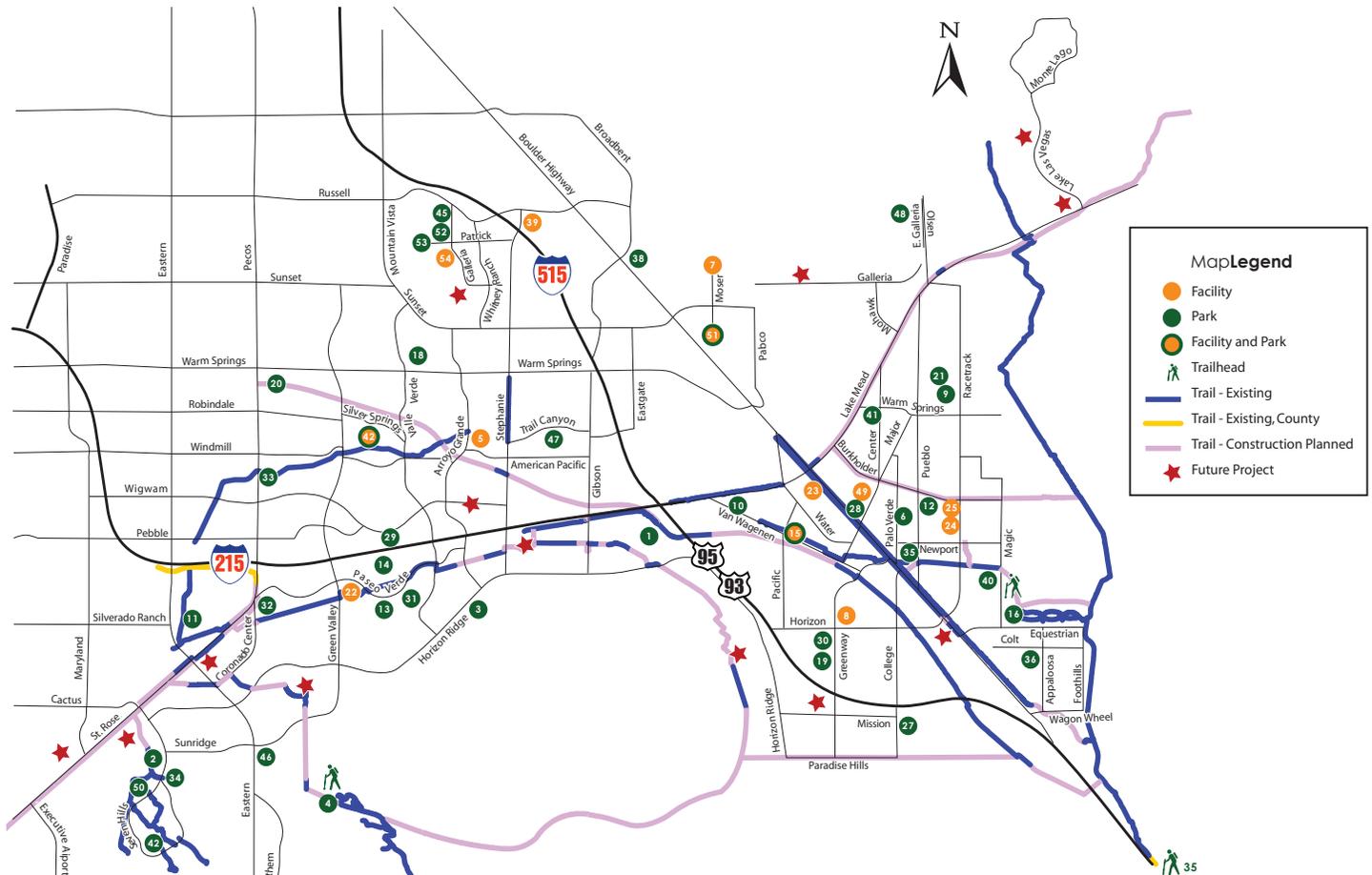
Facilities and Parks	Location	Acres	Amphitheater	Ball Fields	Barbecues	Basketball Courts	Climbing Wall	Covered Picnic Shelter	Dog Park	Exercise Course	Equestrian Area	Gymnasium	Horseshoe Pits	Multi-Purpose Fields	Multi-Purpose Room	Picnic Tables	Open Grass Area	Playground	Racquetball	Restrooms	Roller Hockey	Shuffleboard/Bocce	Skate Park	Splash Pad	Swimming Pool	Tennis Courts	Volleyball	Walking Course			
Acacia Park & Demonstration Gardens	50 Casa Del Fuego St. (Las Palmas Entrada off S. Gibson Rd.)	16	L	•	L	•	•	•	•					•	•	•	•	•	•												
Allegro Park	1023 Seven Hills Dr. (Seven Hills Dr. & Overlook Mtn.)	5												•	•	•	•	•	•												
Amador Vista Park (opening soon)	1562 Amador Ln. (W. Horizon Ridge Pkwy. & Amador Ln.)	5							•																						
Anthem Hills Park & Anthem East Trailhead	2256 N. Reunion Dr. (N. Reunion Dr. & Sonatina Dr.)	55	L	•	L	•	•	•	•					L		•	•	•	•			L	L					L			
Arroyo Grande Sports Complex	298 Arroyo Grande Blvd. (between American Pacific Dr. & Santiago Dr.)	56	•	L	•	L	•	•	•				•			•	•	•	•												
Basic High Ball Fields	400 N. Palo Verde Dr. (N. Palo Verde Dr. & Dooley Dr.)	4		L																											
Bird Viewing Preserve	2400 B. Moser Dr. (Moser Dr. & Sunset Rd.)	149						•								•	•													•	
Black Mountain Rec. Center & Pool	599 Greenway Rd. (Greenway Rd. & Horizon Dr.)	7																													
Brown Junior High School Park	307 Cannes St. (Cannes St. & Madrid Ave.)	7		•																											
Burkholder Park	645 W. Victory Rd. (Victory Rd. & Van Wagenen St.)	11	L	•				R					•			•	•	•	•												
Cactus Wren Park	2900 Ivanpah Dr. (Ivanpah Dr. & Jessup St.)	7	L	•	•	•	•	R	•							•	•	•	•				L								
Cinnamon Ridge Park	825 E. Burkholder Blvd. (between E. Burkholder Blvd. & S. Pueblo Blvd.)	9		•				R								•	•	•	•										L		
Discovery Park	2011 Paseo Verde Pkwy. (Paseo Verde Pkwy. & Palomino Village Dr.)	9		•	L	•	R						•	•		•	•	•	•									L	L		
Dos Escuelas Park	1 Golden View (Paseo Verde Pkwy. & Desert Shadow Trail)	9	L	•	L	•	R	•								•	•	•	•									L			
Downtown Recreation Center, Park & BMI Pool	105 W. Basic Rd. (Basic Rd. & Van Wagenen St.)	7		•	•	•	R									•	•	•	•												
Equestrian Park & Trailhead	1200 Equestrian Dr. (Equestrian Dr. & Magic Way)	5									R					•	•	•	•												
Esselmont Park	2725 Anthem Highlands Dr. (between Bicentennial Pkwy. & Democracy Dr.)	7		•	•	L	•	R	L							•	•	•	•											L	
Fox Ridge Park	420 Valle Verde Rd. (Valle Verde Rd. & Fox Ridge Dr.)	5	•	•	•	•	•	R								•	•	•	•												
Galloway School Park	701 Skyline Rd. (Skyline Rd. & E. Tamarack Dr.)	6		•																											
Green Valley Park	370 N. Pecos Rd. (Pecos Rd. & Milcroft Rd.)	5		•	•	•	R									•	•	•	•												
Hayley Hendricks Park	811 Ithaca Ave. (Ithaca Ave. & Pueblo Way)	10	L	•			R						L	L		•	•	•	•				L	•				L	•		
Henderson Multigenerational Center & Pools	250 S. Green Valley Pkwy. (Green Valley Pkwy. & Paseo Verde Pkwy.)	6					•									•	•	•	•												
Henderson Senior Center	27 E. Texas Ave. (Texas Ave. & Army St.)	2																													
Heritage Park Aquatic Complex	310 S. Racetrack Rd. (S. Racetrack Rd. & Burkholder Blvd.)	5																													
Heritage Park Senior Facility	300 S. Racetrack Rd. (S. Racetrack Rd. & Burkholder Blvd.)	5	•																												
Madeira Canyon Park	2390 Democracy Dr. (Democracy Dr. & Canyon Retreat)	19	L	•	L	•	•	•					•	L		•	•	•	•									L			
Mission Hills Park	551 E. Mission Dr. (Mission Dr. & College Dr.)	23	L	•	L	•	R									•	•	•	•												
Morrell Park	500 Harris St. (Harris St. & Basic Rd.)	14	L	•	L	•	R									•	•	•	•										L	L	
Mountain View Park	1959 Wigwam Pkwy. (between Valle Verde Dr. & Green Valley Pkwy.)	7	•	•	L	•	R									•	•	•	•									L	L		
O'Callaghan Park	601 Skyline Rd. (Skyline Rd. & Horizon Dr.)	21	L	•	•	•	R									•	•	•	•										L	•	
Paseo Verde Park	1851 Paseo Verde Pkwy. (Paseo Verde Pkwy. & Desert Shadow Trail)	9	•	•	L	•	R									•	•	•	•									L	L		
Paseo Vista Park	2505 Paseo Verde Pkwy. (Paseo Verde Pkwy. & St. Rose Pkwy.)	8	•	•	•	•	R	L	L				L			•	•	•	•				L	•				L	L		
Pecos Legacy Park	150 Pecos Rd. (between Wigwam Pkwy. & Windmill Pkwy.)	10	L	•	L	•	R									•	•	•	•									L	L		
Puccini Park	1899 Seven Hills Dr. (Seven Hills Dr. & Anthem Wind Way)	5		•	L	•	R									•	•	•	•										L	L	
Railroad Pass Trailhead	2800 S. Boulder Hwy. (Parking lot of the Railroad Pass Casino)																														
River Mountain Park	1941 Appaloosa Dr. (Appaloosa Dr. & Colt Dr.)	9	•	•	L	•	R						•	•		•	•	•	•									L	•		
Roadrunner Park	831 Amigos St. (Newport to Feliz Contrado Ct. to Amigos St.)	8		•												•	•	•	•												
Rodeo Park	810 Aspen Peak Loop (Boulder Hwy. & Sky Forest Dr.)	8	L	•	L	•	R						•	•		•	•	•	•									L	L	•	
Russell Road Recreation Complex	5901 E. Russell Rd. (Russell Rd. & Stephanie St.)	25	L	•	•	•	•	•					L	L		•	•	•	•										L		
Saguaro Park	600 Pounds Way (Pounds Way & Blue Lantern Dr.)	6		•	•	•	•	R								•	•	•	•												
Sewell School Park	700 E. Lake Mead Pkwy. (Lake Mead Pkwy. & Warm Springs Rd.)	5	•	•												•	•	•	•												
Silver Springs Rec. Center, Park & Pool	1950 Silver Springs Pkwy. (Silver Springs Pkwy. & N. Valle Verde Dr.)	12	L	•	•	•	R									•	•	•	•									L	•	•	
Solistia Park	1890 Via Firenze (Via Firenze & Volunteer Blvd.)	5		•												•	•	•	•												
Sonata Park	1550 Seven Hills Dr. (Seven Hills Dr. & Arbella)	12		•	•	•	R									•	•	•	•												
Stephanie Lynn Craig Park	1725 Galleria Dr. (Galleria Dr. & Russell Rd.)	18	L	•	•	•	•	•								•	•	•	•												
Sunridge Park	1010 Sandy Ridge Ave. (Sandy Ridge Ave. & Rocky Ridge Ave.)	18	•	•	•	•	R									•	•	•	•									L	L		
Trail Canyon Park	1065 Trail Canyon Rd. (between Stephanie St. & Gibson Rd.)	4		•	•	L	•	R					•	•		•	•	•	•										L		
Tuscany Park	1550 E. Galleria Dr. (E. Galleria Dr. & McCormick Rd.)	7	•	•	L	•	R									•	•	•	•									L		•	
Valley View Recreation Center	500 Harris St. (Harris St. & Basic Rd.)	4																													
Vivaldi Park	1249 Seven Hills Dr. (Seven Hills Dr. & Nestled Peak)	7	•	•			R									•	•	•	•												
Wells Park & Pool	1608 Moser Dr. (Moser Dr. & Merlayne Dr.)	10	L	•	•	•	R						•	•		•	•	•	•										L		
White School Park	1661 Galleria Dr. (Galleria Dr. & Russell Rd.)	8	L	•									•	•		•	•	•	•												
Whitney Mesa Nature Preserve	1990 Patrick Ln. (Patrick Ln. & Galleria Dr.)	5.5		•			•									•	•	•	•												
Whitney Ranch Rec. Center & Pool	1575 Galleria Dr. (Galleria Dr. & Russell Rd.)	5			L																										

## City Parks and Recreation Centers - continued

Residents of all ages can use any of the City's seven recreation facilities offering racquetball, volleyball, aerobic classes, indoor climbing walls, treadmills, and other fitness equipment. The Parks and Recreation Department offers specialized programs including therapeutic recreation, aquatic, youth enrichment, multigenerational, and senior programming; excursions; special events; and sports programs, leagues and tournaments. Senior adult residents can take advantage of programs such as health screenings, outreach, tax assistance, volunteer

opportunities, and nutrition. Younger school-age residents benefit from programs such as Safekey, Kids Zone, and Teen Zone.

In partnership with the Department of Utility Services, the Parks and Recreation Department also operates the only bird viewing preserve located in Southern Nevada, home to thousands of migratory waterfowl and numerous resident desert birds.



Facilities and Parks		
1 Acacia Park and Demonstration Gardens	19 Galloway School Park	37 Roadrunner Park
2 Allegro Park	20 Green Valley Park	38 Rodeo Park
3 Amador Vista (opening soon)	21 Hayley Hendricks Park	39 Russell Road Recreation Complex
4 Anthem Hills Park & Anthem East Trailhead	22 Henderson Multigenerational Center & Pools	40 Saguro Park
5 Arroyo Grande Sports Complex	23 Henderson Senior Center	41 Sewell School Park
6 Basic High Ballfield	24 Heritage Park Aquatic Complex	42 Silver Springs Recreation Center, Park & Pool
7 Bird Viewing Preserve	25 Heritage Park Senior Facility	43 Solista Park
8 Black Mountain Recreation Center & Pool	26 Madeira Canyon Park	44 Sonata Park
9 Brown Junior High School Park	27 Mission Hills Park	45 Stephanie Lynn Craig Park
10 Burkholder Park	28 Morrell Park	46 Sunridge Park
11 Cactus Wren Park	29 Mountain View Park	47 Trail Canyon Park
12 Cinnamon Ridge Park	30 O'Callaghan Park	48 Tuscan Park
13 Discovery Park	31 Paseo Verde Park	49 Valley View Recreation Center
14 Dos Escuelas Park	32 Paseo Vista Park	50 Vivaldi Park
15 Downtown Recreation Center, Park & BMI Pool	33 Pecos Legacy Park	51 Wells Park & Pool
16 Equestrian Park & Trailhead	34 Puccini Park	52 White School Park
17 Esselmont Park	35 Railroad Pass Trailhead	53 Whitney Mesa Nature Preserve
18 Fox Ridge Park	36 River Mountain Park	54 Whitney Ranch Recreation Center & Pool

## Henderson Trails

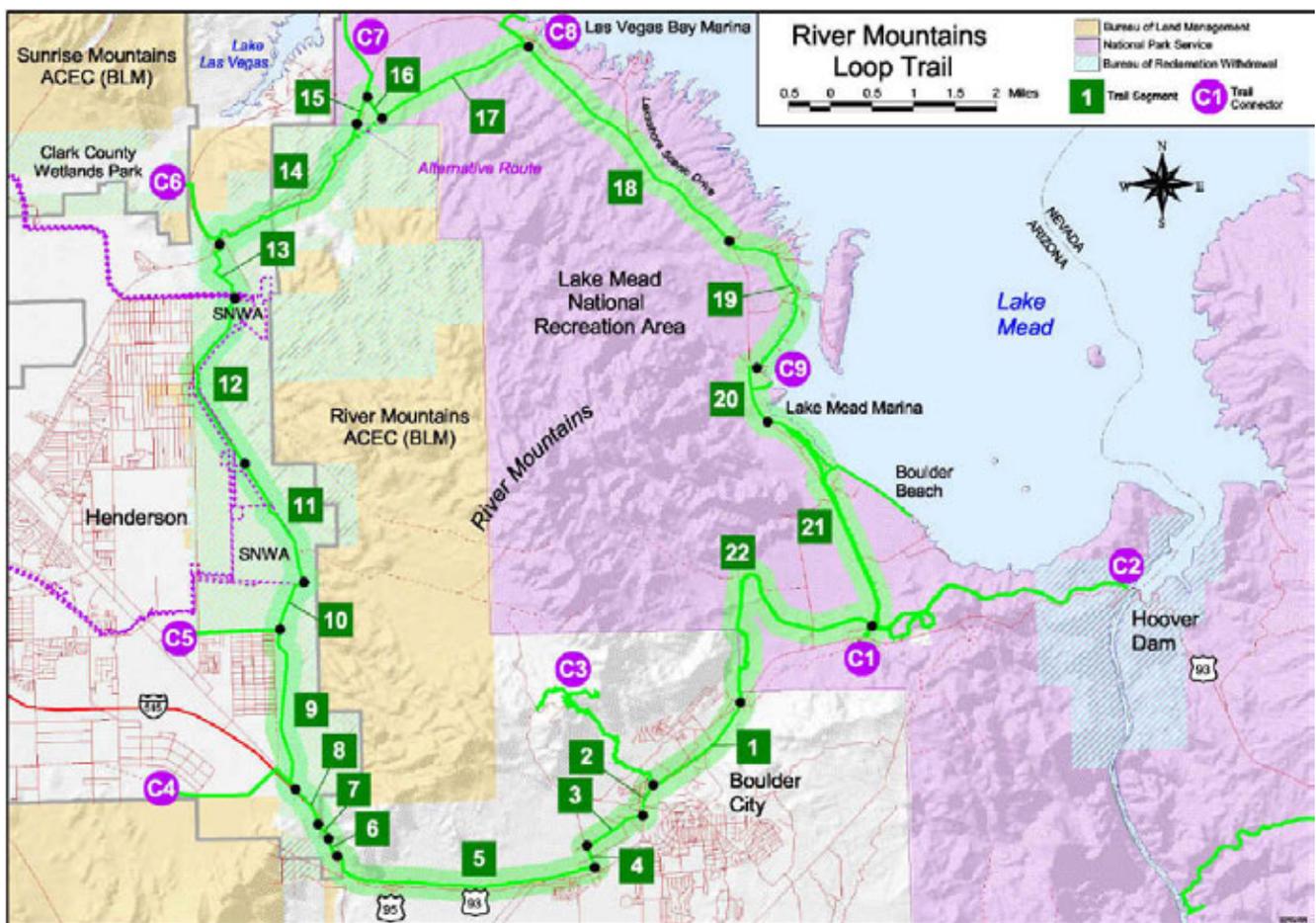
With much of the funding provided through the Southern Nevada Public Lands Management Act, the Henderson trail system continues to expand, providing additional recreation and transportation opportunities for the community.

In a recent community survey, 87 percent of respondents indicated that increasing the number of trails and walking paths is important to them. Currently, there are 48 miles of developed trails, with plans to develop more than 52 additional miles of trails throughout Henderson. These trails will include multi-use paths designated for equestrian, biking, and foot travel in an effort to offer residents additional recreation options on the same scenic trail.

## The River Mountains Loop Trail

Located in the River Mountains which run along Henderson's eastern boundary, lies the River Mountains Loop Trail. A partnership comprised of individual land owners, groups and public agencies developed this scenic 35 mile loop that connects the Lake Mead National Recreation Area, Hoover Dam, Boulder City, Henderson and the Vegas Valley.

Formed by fiery lava erupting from small volcanos nearly five million years ago, the River Mountains have been carved by water cutting it's way down to the Colorado River. The River Mountains Loop Trail will provide Henderson residents with a multi-use path offering scenic views, plentiful wildlife, and the vast beauty only the Mojave Desert can offer.



[rivermountaintrail.com](http://rivermountaintrail.com)



# DEMOGRAPHICS



GREEN VALLEY

## United States Census Counts

The United States Census is conducted every ten years, in years ending in zero, to count the population and housing units for the entire United States. Its primary purpose is to provide the population counts that determine how seats in the U.S. House of Representatives are apportioned. In 2000, the City of Henderson had experienced extraordinary growth over the prior ten years, with the population increasing by 110,439 residents. In the apportionment of the U.S. House of Representatives for the 108th Congress, Nevada gained one seat in the House based on the change in the State's population.

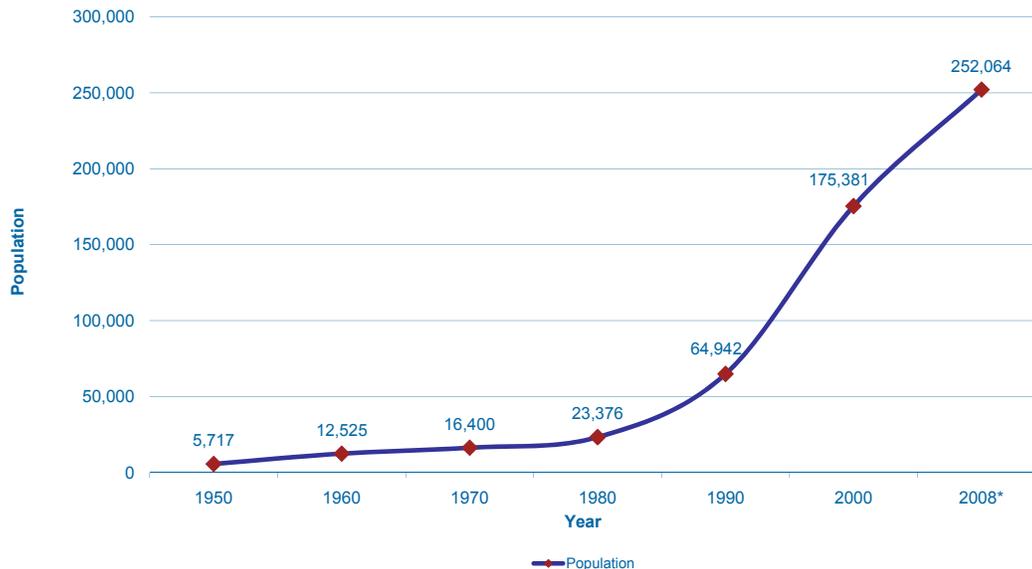
The Census Bureau's Population Estimates Program develops and releases population figures between official censuses. These estimates are used in federal funding allocations as denominators for vital rates and per capita time series, as survey controls, and as monitors for recent demographic changes.

### Population April 1, 1950-2008

Year	Population	Population Increase	Percent Increase
1950	5,717	-	-
1960	12,525	6,808	119%
1970	16,400	3,875	31%
1980	23,376	7,976	49%
1990	64,942	40,566	166%
2000	175,381	110,439	170%
2008*	252,064	76,683	44%

Source: U.S. Census Bureau.

### United States Census Counts and Estimates - Henderson 1950-2008



Source: United States Census Bureau.

## Fastest Growing Incorporated Places

In 2008, Henderson was the 14th fastest growing incorporated place with a population of 100,000 or more, compared to the 2000 United States Census Estimates Base. With each annual issue of July 1 estimates, the Census Bureau revises estimates for prior years back to the last census.

The most recent population estimate figures were released in 2009, covering April 1, 2000 to July 1, 2008. The 2008 time series reflects boundary and other geographic changes since Census 2000, which occurred in April 2000.

### Fastest Growing U.S. Incorporated Places

Geographic Area Place	State	Population Estimates		Change	
		July 1, 2008	April 1, 2000	Number	Percent
McKinney	TX	121,211	54,427	66,784	122.7%
Gilbert	AZ	216,449	114,701	101,748	88.7%
North Las Vegas	NV	217,253	115,531	101,722	88.0%
Port St. Lucie	FL	154,353	88,883	65,470	73.7%
Victorville	CA	110,318	64,058	46,260	72.2%
Round Rock	TX	104,446	61,594	42,852	69.6%
Elk Grove	CA	133,003	81,103	51,900	64.0%
Cape Coral	FL	156,835	102,468	54,367	53.1%
Miramar	FL	108,484	72,739	35,745	49.1%
Peoria	AZ	157,960	108,917	49,043	45.0%
Murfreesboro	TN	101,753	70,340	31,413	44.7%
Denton	TX	119,454	82,616	36,838	44.6%
Irvine	CA	207,500	144,145	63,355	44.0%
Henderson	NV	252,064*	175,273	76,791	43.8%
Roseville	CA	112,660	79,961	32,699	40.9%

Source: U.S. Census Bureau

\*Note: For purposes of this data, the U.S. Census bureau uses a 2000 Estimate Base of 175,273 instead of the published 2000 census of 175,381



## Population by Zip Code

Over the past 10 years, the City’s population has increased more than 60 percent. Since 1998, nearly 900 new residents a month have called Henderson home. Even though the percentage growth has varied because of the growing population base, the actual number of new residents per year has been relatively stable, signs of slowing down are just beginning to manifest themselves.

Henderson was incorporated in 1953, however, zip codes were not established until 1963. Today there are ten zip code areas covering 104 square miles within the City limits. (Note: Henderson zip codes 89122 and 89124 have no residential population.)

### Population and Projections by Zip code 1998-2035

Year	89002	89011	89012	89014	89015	89044	89052	89074	Total	# of New Residents	Percent Change
1998	-	92	16,013	79,255	62,016	-	-	-	157,376	12,818	8.9%
1999	-	256	24,943	82,102	63,775	-	-	-	171,076	13,700	8.7%
2000	-	356	18,307	83,513	65,442	-	18,055	-	185,673	14,597	8.5%
2001	-	504	21,015	38,573	67,105	-	24,398	46,631	198,226	12,553	6.8%
2002	-	621	24,217	39,063	68,780	-	30,287	47,238	210,206	11,980	6.0%
2003	-	654	25,672	38,892	71,332	-	36,566	47,120	220,236	10,030	4.8%
2004	-	847	26,438	39,363	74,468	1,589	42,357	48,444	233,506	13,270	6.0%
2005	-	967	27,510	39,529	78,145	4,586	44,573	48,587	243,897	10,391	4.4%
2006	29,345	13,816	28,510	39,943	41,018	8,307	46,256	48,933	256,128	12,231	5.0%
2007	31,525	16,165	28,567	40,120	41,138	12,202	48,207	47,866	265,790	9,662	3.8%
2008	32,355	17,320	29,376	40,818	41,339	14,535	48,139	48,181	272,063	6,273	2.4%
2009	32,843	18,670	28,713	40,170	41,523	15,858	49,315	48,042	275,134	3,071	1.1%
2010	33,171	18,857	29,000	40,572	41,938	16,017	49,808	48,522	277,885	2,751	1.0%
2015	36,489	20,742	31,900	43,313	46,132	17,618	54,789	52,310	303,293	25,408	9.1%
2020	40,137	26,965	35,090	43,313	59,972	22,904	59,966	52,310	340,657	37,364	12.3%
2025	44,151	36,403	38,599	43,313	80,962	30,920	59,966	52,310	386,624	45,967	13.5%
2030	47,210	47,324	38,789	43,313	105,250	40,196	59,966	52,310	434,358	47,734	12.3%
2035	47,210	59,223	38,789	43,313	109,892	52,255	59,966	52,310	462,958	28,600	6.6%
Build-Out*	47,210	59,223	38,789	43,313	109,892	114,945	59,966	52,310	525,648	62,690	13.5%

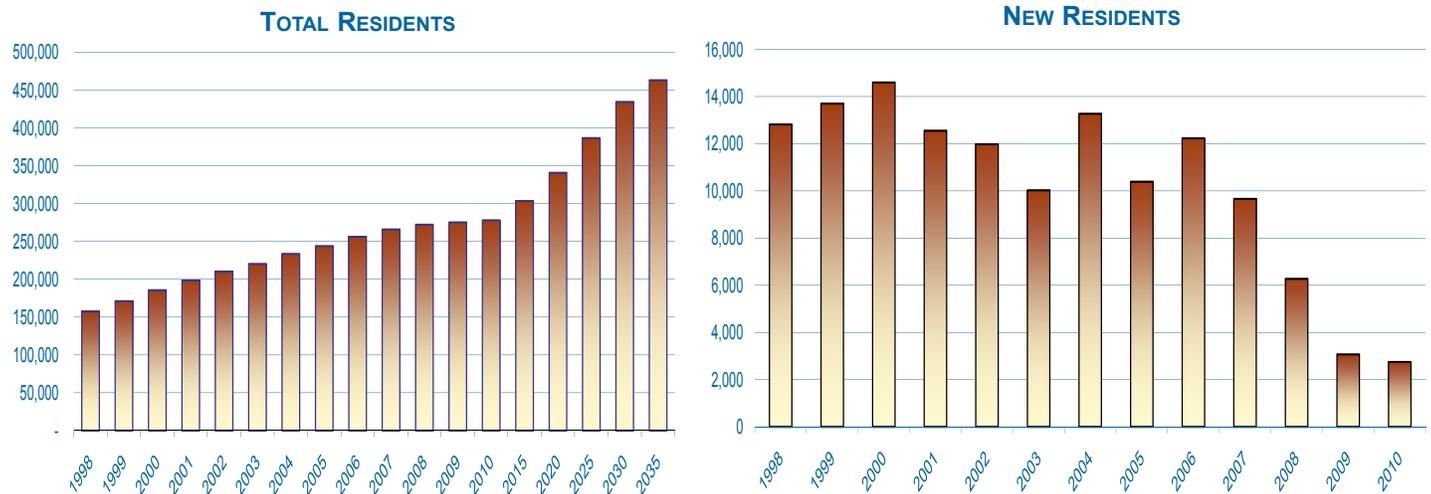
Source: City of Henderson Community Development Department

\*Estimates

\*\*Build-Out reflects the capacity within the existing corporate limits

Note: In 2006, zip code 89002 was created from a portion of 89015 and zip code 89011 was expanded by taking a portion of zip code 89015

### Population Trends and Projections 1998-2035



Source: City of Henderson Community Development Department, July 1, 2009

\* Estimated

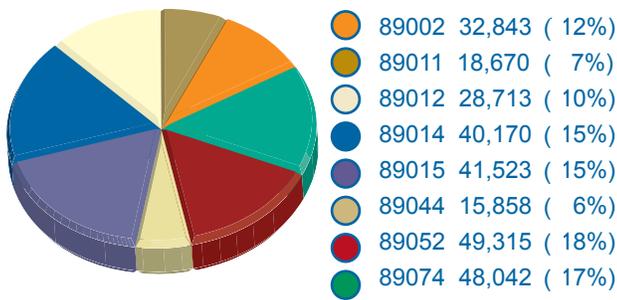
## Population Growth by Zip Code

In 2009, Henderson's population growth was not concentrated in one or two high-growth areas, as it has in the past. Instead it appears to be more evenly spread as established master planned communities, such as Green Valley Ranch, Del Webb Anthem and Seven Hills begin their final build-out.

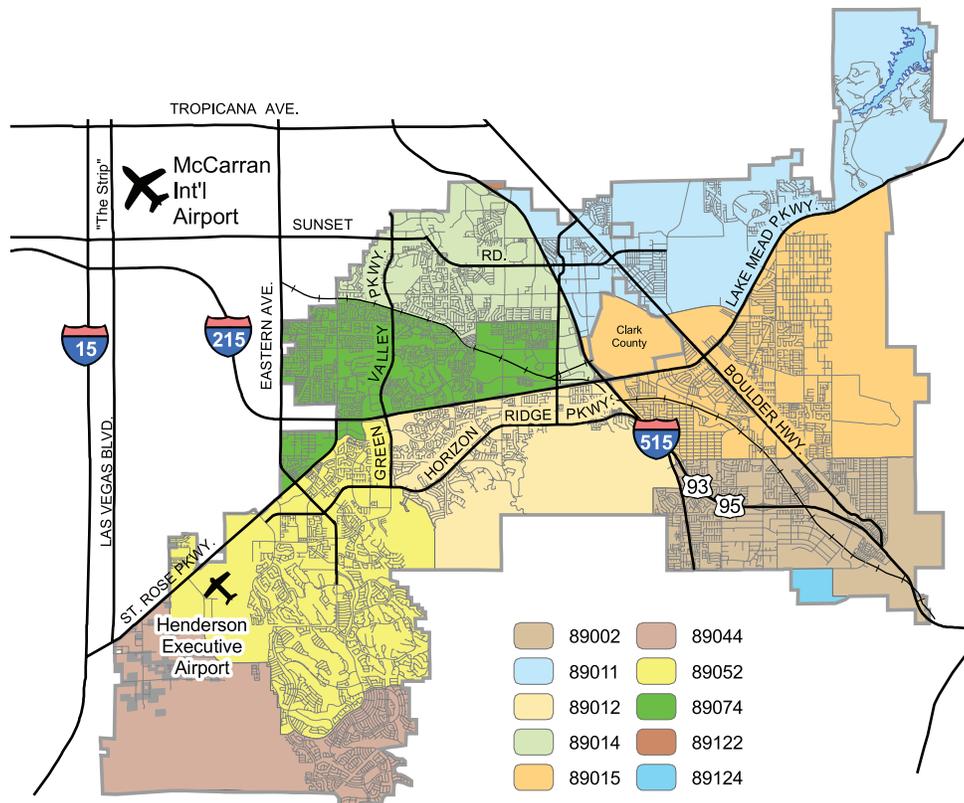
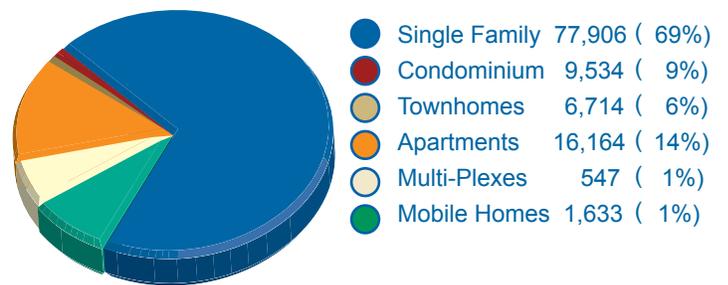
## Housing Units

Henderson offers a variety of housing choices, a large majority of which fall into the Single Detached Dwelling category. Single Family Homes can be found in many different architectural styles, set into many types of neighborhoods. The diversity in housing choices adds to the appeal of Henderson.

### Total Population by Zip Code



### Housing Units by Type



Note: no population exists in the portions of zip codes 89122 & 89124 that lie within the boundaries of Henderson

## Race and Culture

These tables show the population race demographics, whether it be a single race or a combination of races, as well as the segment of the population that consider themselves of Hispanic origin. In 2000, the Census Bureau revised its questions on race and Hispanic

origin to better reflect the country's growing diversity. The federal government considers race and Hispanic origin to be two separate and distinct concepts.

### Demographic Comparison

Race	Henderson	Clark County	Nevada	USA
White	81.3%	71.8%	74.9%	74.3%
Black or African American	4.6%	9.6%	7.4%	12.3%
American Indian and Alaska Native	0.5%	0.7%	1.2%	0.8%
Asian	6.2%	7.1%	6.0%	4.4%
Native Hawaiian and Other Pacific Islander	0.4%	0.6%	0.5%	0.1%
Some other race	3.7%	7.0%	6.9%	5.8%
<b>One race</b>	<b>96.7%</b>	<b>96.7%</b>	<b>96.9%</b>	<b>97.8%</b>
<b>Two or more races</b>	<b>3.3%</b>	<b>3.3%</b>	<b>3.1%</b>	<b>2.2%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Hispanic or Latino - Culture *				
Non Hispanic or Latino	86.1%	72.2%	74.9%	84.9%
Hispanic or Latino (of any race)	13.9%	27.8%	25.1%	15.1%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: U.S. Census Bureau, American Community Survey 2006-2008 - no data for 2009

\* The Federal Government considers race and Hispanic origin to be two separate and distinct concepts.

For this reason, the Hispanics may be of any race. For more information please visit [www.census.gov](http://www.census.gov)

## Education Levels

The education levels depict the highest level of education achieved by an individual. In Henderson, 62 percent of the adult population have obtained some level of college, with 33 percent of the total population having attained a college degree or higher.

A greater percentage of Henderson residents have obtained a college degree or higher than Clark County overall, which comes in at 25 percent.

### Education Levels By Zip Code

Education	89002	89011	89012	89014	89015	89044	89052	89074	Henderson*	Clark County
Some high school	12%	17%	7%	9%	18%	7%	5%	8%	10%	18%
High school degree	32%	34%	25%	29%	37%	19%	20%	25%	28%	31%
Some college	32%	26%	27%	28%	26%	30%	32%	29%	29%	26%
College degree	18%	18%	30%	25%	15%	31%	30%	27%	24%	18%
Grad degree	6%	5%	11%	9%	4%	13%	13%	11%	9%	7%

Source: 2009 Las Vegas Perspective.

\*Henderson statistics are derived from the Perspective Zip Code profiles.

## Demographic Comparison

In the 2008 American Community Survey the largest age group in Henderson was 35 to 44 year-olds with 37,007 residents, followed closely with those aged 45 to 54 at 35,194. These two age groups combined account for nearly 30% of Henderson's population.

In Henderson from 1990 to 2008, the greatest increase in population occurred in the 55 to 64 age groups, which grew at a rate higher

than both county and national averages. With the building of age-restricted communities during the 1990's, Henderson has become a place to finish a career or retire. In addition, Henderson households enjoy an average income level that exceeds that of the county by 27%

## Age and Gender

Gender	Henderson		Clark County		Nevada		USA	
Male	120,613	49.6%	926,322	50.9%	1,294,137	50.8%	148,418,500	49.3%
Female	122,763	50.4%	895,037	49.1%	1,252,098	49.2%	152,819,203	50.7%
Age								
Under 5 years	16,545	6.8%	145,345	8.0%	195,056	7.7%	20,672,826	6.9%
5 to 9 years	15,365	6.3%	133,039	7.3%	178,627	7.0%	19,773,981	6.6%
10 to 14 years	15,680	6.4%	127,924	7.0%	176,560	6.9%	20,425,884	6.8%
15 to 19 years	14,933	6.1%	112,297	6.2%	164,544	6.5%	21,650,392	7.2%
20 to 24 years	11,735	4.8%	106,318	5.8%	154,995	6.1%	20,920,044	6.9%
25 to 34 years	33,331	13.7%	285,000	15.6%	373,693	14.7%	40,125,972	13.3%
35 to 44 years	37,007	15.2%	280,613	15.4%	378,872	14.9%	43,140,679	14.3%
45 to 54 years	35,194	14.5%	244,726	13.4%	353,494	13.9%	43,865,767	14.6%
55 to 59 years	17,239	7.1%	104,509	5.7%	152,590	6.0%	18,210,745	6.0%
60 to 64 years	15,070	6.2%	91,041	5.0%	132,200	5.2%	14,471,277	4.8%
65 to 74 years	18,924	7.8%	111,007	6.1%	164,347	6.5%	19,488,145	6.5%
75 to 84 years	9,819	4.0%	62,656	3.4%	94,190	3.7%	13,313,618	4.4%
85 years and over	2,534	1.0%	16,884	0.9%	27,067	1.1%	5,178,373	1.7%
<b>Total</b>	<b>243,376</b>	<b>100%</b>	<b>1,821,359</b>	<b>100%</b>	<b>2,546,235</b>	<b>100%</b>	<b>301,237,703</b>	<b>100%</b>
<b>Median age (years)</b>	<b>39.0</b>		<b>35.0</b>		<b>35.8</b>		<b>36.7</b>	

Source: U.S. Census Bureau, American Community Survey 2006 - 2008

## Household Income

Income	89002	89011	89012	89014	89015	89044	89052	89074	Henderson*	County
Under \$15,000	4%	6%	5%	5%	9%	4%	4%	4%	5%	9%
\$15,000-\$24,999	4%	6%	4%	7%	7%	2%	3%	5%	5%	9%
\$25,00-\$34,999	5%	9%	9%	12%	5%	4%	6%	7%	7%	11%
\$35,000-\$49,999	10%	14%	12%	17%	20%	10%	11%	12%	14%	15%
\$50,000-\$74,999	24%	27%	22%	23%	28%	14%	19%	20%	22%	22%
\$75,000-\$99,999	24%	18%	19%	16%	17%	17%	19%	18%	18%	15%
\$100,000 +	29%	20%	29%	20%	14%	49%	38%	34%	28%	19%
<b>Median</b>	<b>\$77,015</b>	<b>\$63,376</b>	<b>\$72,301</b>	<b>\$60,016</b>	<b>\$57,913</b>	<b>\$100,096</b>	<b>\$85,088</b>	<b>\$77,678</b>	<b>\$73,147</b>	<b>\$57,403</b>

Source: 2009 Las Vegas Perspective

\*Henderson statistics are derived from the Perspective Zip Code profiles.

Note: Zip code areas with too few housing units are not reported.



# BUSINESS & REAL ESTATE



## Business Activity

### Business Licenses

As of December 31, 2009, the City had 12,928 active business licenses. From 1999 to 2009, business license activity has increased by 46 percent. The City issued 3,075 new permits in 2009.

Current levels of licensure can be partially attributed to the slowing of the tremendous rate of commercial development that the City has experienced over the past decade.

### Active Business Licenses

Year	Business Licenses	Increase	Percent Change
1999	8,849	-	-
2000	9,536	687	7.8%
2001	10,739	1,203	12.6%
2002	11,518	779	7.3%
2003	12,521	1,003	8.7%
2004	13,520	999	8.0%
2005*	11,228	(2,292)	-17.0%
2006	12,293	1,065	9.5%
2007	13,282	989	8.0%
2008	13,128	(154)	-1.2%
2009	12,928	(200)	-1.5%

Source: City of Henderson Business License Division

\* SB 218 became effective 7/1/05, and Henderson updated the Municipal Code (HMC 4.04 and 4.05) effective 10/1/05.

### Building Permits

In 2009, a total of 9,909 building permits were issued. This represents a 21 percent decrease compared to the previous year. Permit activity has shifted from new construction to home improvements and remodels.

Building permits for new single-family homes fell to 491 in 2009, a 54 percent decline from the previous year and a 78 percent decline from the 2,223 permits issued in 2007.

### Building Permit Activity

Year	Total Building Permits	Percent Change	Commercial / Industrial Permits	Percent Change
1999	18,695	3.4%	542	1.7%
2000	19,980	6.9%	521	-3.9%
2001	17,612	-11.9%	649	24.6%
2002	16,540	-6.1%	559	-13.9%
2003	18,207	10.1%	626	12.0%
2004	19,710	8.3%	700	11.8%
2005	21,362	8.4%	754	7.7%
2006	16,920	-20.8%	694	-8.0%
2007	14,708	-13.1%	744	7.2%
2008	12,651	-14.0%	513	-31.0%
2009	9,909	-21.7%	353	-31.2%

Source: City of Henderson Building & Fire Safety Department



## Assessed Value

Nevada is the only state that does not use a home's market value to calculate property taxes. Instead, property taxes are based on the net assessed value of a home. The assessed value represents 35 percent of the taxable value of the property. This figure is the

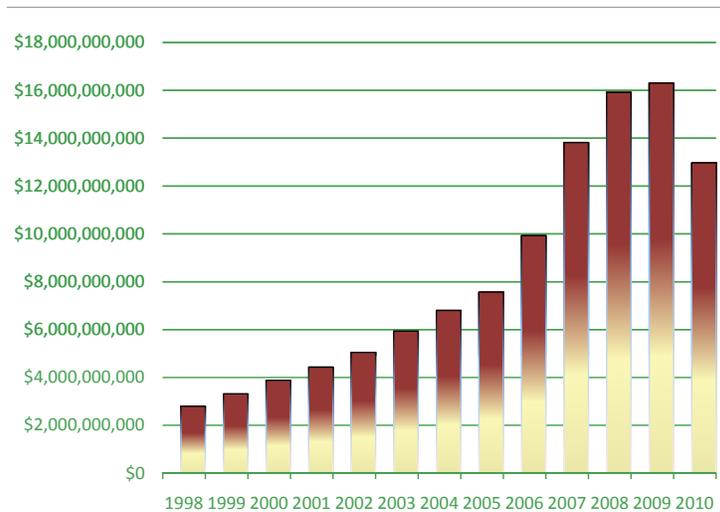
base on which revenue for state and local government is calculated. Generally speaking, taxable value is reached by adding the market value of the land and the current replacement cost of improvements less statutory depreciation.

### City of Henderson Total Assessed Value

Fiscal Year	Assessed Value	% Change
1998	2,797,295,954	-
1999	3,317,911,472	18.6%
2000	3,883,331,694	17.0%
2001	4,436,462,629	14.2%
2002	5,047,302,333	13.8%
2003	5,937,443,395	17.6%
2004	6,803,230,110	14.6%
2005	7,567,061,928	11.2%
2006	9,934,624,235	31.3%
2007	13,818,632,454	39.1%
2008	15,913,241,892	15.2%
2009	16,308,288,716	2.5%
2010	12,969,946,316	-20.5%

Source: City of Henderson Annual Budget, Nevada Department of Taxation

### Assessed Value



### Assessed Valuation Comparison - Southern Nevada Cities

	FY 2008 Actual	FY 2009 Actual	Increase FY 08-FY 09	% Increase	FY 2010 Projected	Increase FY 09-FY10	% Increase
Henderson	\$ 15,913,241,892	\$ 16,308,288,716	\$ 395,046,824	2.5%	\$ 12,969,946,316	\$ (3,338,342,400)	-20.5%
Clark County	106,134,241,089	111,906,539,236	5,772,298,147	5.4%	89,980,971,327	(21,925,567,909)	-19.6%
Las Vegas	24,649,348,111	24,992,555,583	343,207,472	1.4%	18,289,314,192	(6,703,241,391)	-26.8%
North Las Vegas	8,961,029,085	9,132,667,067	171,637,982	1.9%	6,660,944,839	(2,471,722,228)	-27.1%
Boulder City	752,160,390	751,133,100	(1,027,290)	-0.1%	675,629,306	(75,503,794)	-10.1%
Mesquite	820,135,858	903,591,652	83,455,794	10.2%	809,678,379	(93,913,273)	-10.4%

Source: Nevada Department of Taxation

## Assessed Value Comparison

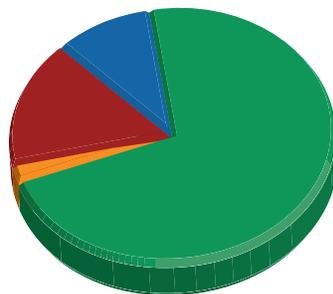
Henderson continues to focus its efforts on recruiting new businesses, strengthening existing businesses, and diversifying the local economy. This includes maintaining a pro-business climate and recruiting a select list of target industries including medical, industrial, financial, educational, and administrative offices, each of which create job opportunities for our residents. The types of new businesses that can be recruited is dependent upon the availability of marketable land.

A comparison of commercial, industrial, and residential assessed value shows that although residential land uses represent by far the highest percent of land use, the City has maintained a balance in land uses through attracting new commercial and industrial development projects.

## Property Tax Rate Comparison

For Fiscal Year 2009, Henderson’s City property tax rate is \$.71 per \$100 in assessed valuation. The City of Henderson has maintained the same property tax rate for the past 20 years and continues to have one of the lowest rates in the Las Vegas metropolitan area, as well as the State of Nevada.

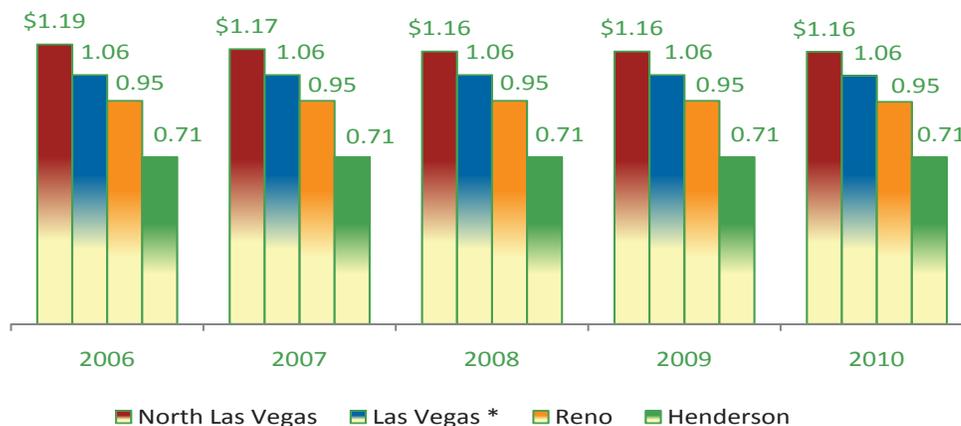
### Assessed Value Comparison - Land Use



Residential	9,391,037,763	( 68.6%)
Commercial	1,857,597,354	( 13.6%)
Vacant	2,002,036,106	( 14.7%)
Industrial	429,078,566	( 3.1%)

Source: Clark County Assessors Office, 12/07/09

### Property Tax Rates - Nevada Cities of Comparable Size

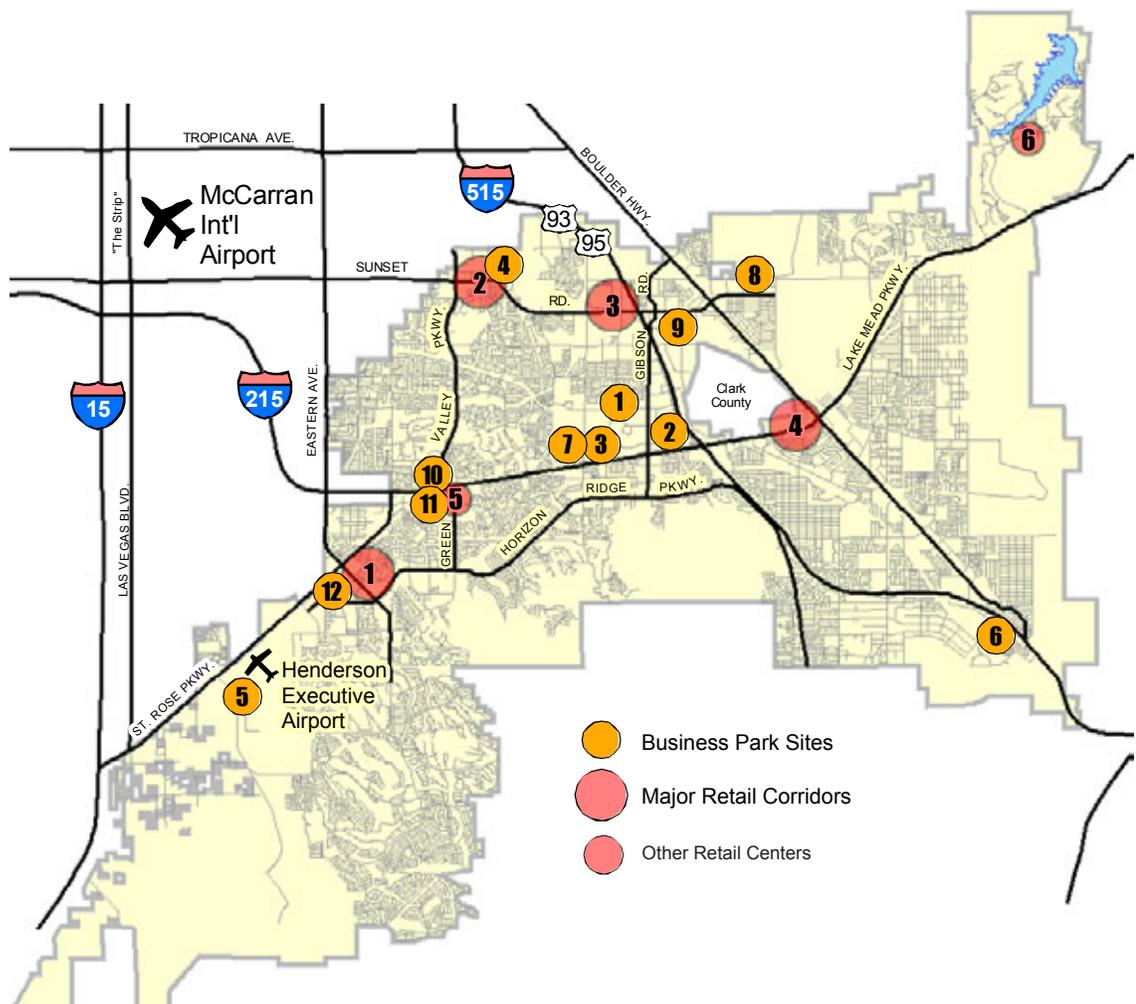


Source: Nevada Department of Taxation  
 \* Includes Las Vegas Metropolitan Police Department

## Henderson Major Business Parks/Industrial Centers/Retail Corridors

Business Park/Industrial Center	Major Retail Corridors
1) Gibson Business Park	1) St. Rose Parkway & Eastern
2) Black Mountain Business Park	2) Sunset & Green Valley Parkway
3) Traverse Point Center	3) Galleria Mall Area - Sunset & Stephanie to Warm Springs & Marks
4) Green Valley & Whitney Mesa Business Parks	4) Boulder Highway & Lake Mead Drive
5) Henderson Executive Airport Center	5) The District at Green Valley Ranch
6) Conestoga Industrial Area	6) Montelago Village at Lake Las Vegas
7) Cornerstone	
8) Sunpac Industrial Park	
9) Black Mountain Industrial Center	
10) Green Valley Corporate Center	
11) Green Valley Corporate Center South	
12) Siena Office Park	

Source: City of Henderson, Economic Development, December 2009



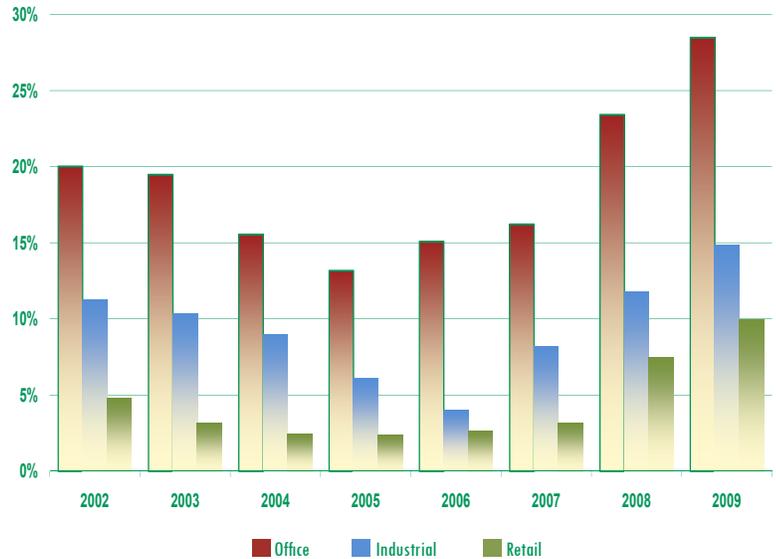
## Commercial Real Estate Market Trends

The Henderson commercial office market posted 127,924 square feet of completions during 2009 and vacancies within the sector rose to 28.5 percent.

The Henderson industrial market has witnessed vacancies almost tripled those reported just a few years ago, yet limited speculative development activity is expected to keep vacancies from going too much higher. For 2009, Henderson's Industrial sector welcomed approximately 104,030 square feet and witnessed vacancies of 14.9 percent.

Within the retail sector, 350,853 square feet came on-line in Henderson during 2009 with vacancies increasing to 10 percent. From a retail perspective, tighter wallets and limited capital availability have retailers evaluating current operations while stalling plans on future investments. As a result, some major anchor retailers are closing underperforming stores, leading to rising vacancies in neighborhood centers and community centers.

### Commercial Vacancy Rates: Office, Industrial and Retail



### Commercial Real Estate Supply Considerations / Henderson Market Area

Sector	Existing Supply		Future Supply	
	Total Inventory	Vacant Inventory	Under Construction	Planned
Office	12,620,933	3,593,392	0	916,549
Industrial	12,236,848	1,817,568	0	0
Retail	12,902,324	1,285,109	101,550	557,349
<b>Total</b>	<b>37,760,105</b>	<b>6,696,069</b>	<b>101,550</b>	<b>1,473,898</b>

Source: Applied Analysis

### Commercial Real Estate Snapshot / Henderson Market

	2002	2003	2004	2005	2006	2007	2008	2009
<b>Office</b>								
Total Square Footage	6,661,000	7,229,000	8,207,000	9,088,000	10,137,000	11,053,000	12,533,000	12,620,933
Vacancy Rate	20.01%	19.47%	15.55%	13.16%	15.07%	16.21%	23.41%	28.47%
Completions	540,000	568,000	979,000	880,000	1,049,000	916,000	1,480,000	127,924
Net Absorption	569,000	493,000	1,110,000	960,000	718,000	651,000	338,000	-536,442
<b>Industrial</b>								
Total Square Footage	9,571,000	9,798,000	10,003,000	10,445,000	10,678,000	11,351,000	12,184,000	12,236,848
Vacancy Rate	11.24%	10.36%	9.01%	6.08%	4.02%	8.16%	11.75%	14.85%
Completions	194,000	227,000	206,000	442,000	233,000	672,000	833,000	104,030
Net Absorption	465,000	287,000	320,000	708,000	439,000	175,000	328,000	-107,243
<b>Retail</b>								
Total Square Footage	9,141,000	9,932,000	10,598,000	10,752,000	11,167,000	12,124,000	12,540,000	12,902,324
Vacancy Rate	4.75%	3.13%	2.40%	2.39%	2.64%	3.14%	7.44%	9.96%
Completions	602,000	791,000	666,000	154,000	415,000	957,000	417,000	350,853
Net Absorption	599,000	915,000	723,000	151,000	377,000	921,000	-9,000	-1,401

Source: Applied Analysis

### Existing Land Use

Low density residential land use accounts for the majority of the developed land within the City of Henderson (19 percent). Land used for Right-of-Way purposes such as streets, flood control facilities, and railroads is the next highest use (13 percent). Land categorized as Public/Semi-Public (9 percent) includes uses such as parks, golf courses, schools, and City buildings. Vacant land accounts for 46 percent of the total land within Henderson city boundaries, and future use of this land is illustrated below.

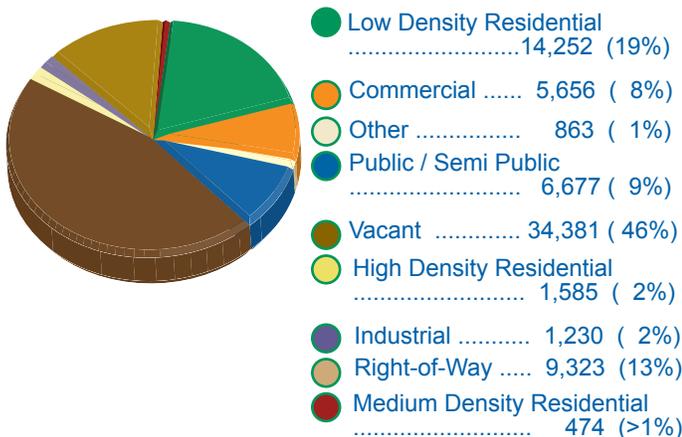
### Future Land Use for Vacant Land

In order to ensure that continued growth occurs with attention given to preserving and enhancing the current community, changes to the City of Henderson's Comprehensive Plan (reflected in the numbers below) were adopted by the City Council December 2007.

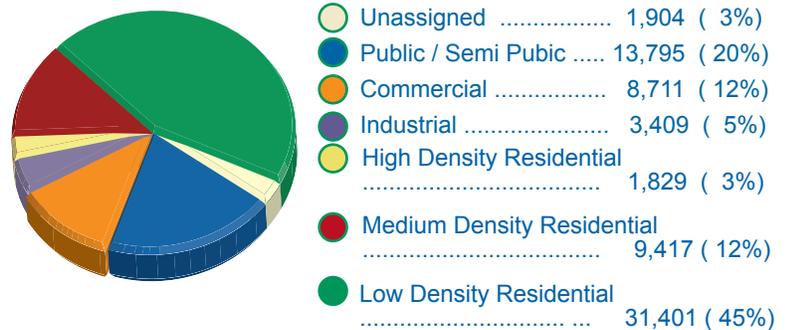
While residential uses continue to account for the majority of future land development, the City recognizes the need to provide a balanced community that will provide a place for people to live, work, and play.



Henderson Existing Land Use by Category



Henderson Future Land Use by Category



Note: Graphs represent existing land use as of January 2010

## Henderson's Major Private Employers

The City's pro-business climate is evident in the names that have been attracted to Henderson. Companies in a variety of industries call Henderson "home." Office development, regional corporate headquarters for large companies, as well as retail and specialty retail developments are expected to increase the diversity of employment opportunities within the City of Henderson.

The following table includes private employers with 200 or more employees covered under Nevada Unemployment Insurance laws. Companies are sorted alphabetically within each size category. While many companies on the list represent long-time Henderson businesses, the attractive amenities of Henderson continues to attract jobs in multiple industry sectors.

### Henderson's Major Private Employers

Company Trade Name	Industry	Number of Employees
Green Valley Ranch Gaming LLC	Casino Hotels	1500 to 1999 employees
M Resort LLC	Casino Hotels	1500 to 1999 employees
St. Rose Dominican Hospitals - Siena	General Medical and Surgical Hospitals	1500 to 1999 employees
Sunset Station Hotel & Casino	Casino Hotels	1000 to 1499 employees
St. Rose Dominican Hospitals	General Medical and Surgical Hospitals	800 to 899 employees
Medco Health LLC	Mail-Order Houses	700 to 799 employees
Fiesta Lake Mead Station	Casino Hotels	600 to 699 employees
Zappos.com	Electronic Shopping	500 to 599 employees
Wal-Mart Stores, Inc.	Warehouse Clubs and Supercenters	500 to 599 employees
Good Humor Breyers	Ice Cream & Frozen Dessert Manufacturing	400 to 499 employees
Ritz-Carlton Hotel Company LLC	Hotels (except Casino Hotels) and Motels	400 to 499 employees
SME Industries	Non-residential Structural Steel Constrs	400 to 499 employees
Titanium Metals Corporation	Primary Nonferrous Metal ex. Copper/AL	400 to 499 employees
Costco Wholesale Corp	Warehouse Clubs and Supercenters	300 to 399 employees
Ford Motor Credit	Sales Financing	300 to 399 employees
Levi Straus & Co	Mens/Boys Clothing Merchant Wholesaler	300 to 399 employees
Loew's Lake Las Vegas*	Casino Hotels	300 to 399 employees
Pacific Coast Steel Inc	Nonresidential Structural Steel Contrs	300 to 399 employees
Poly-West Inc	Unsupported Plastics Bag Manufacturing	300 to 299 employees
Cashman Equipment Company	Construction Equip Merchant Wholesalers	200 to 299 employees
Delmar Gardens Of Green Valley	Nursing Care Facilities	200 to 299 employees
Eastridge Temps - Henderson	Temporary Help Services	200 to 299 employees
Henderson Healthcare Center	Nursing Care Facilities	200 to 299 employees
Healthsouth of Henderson	Offices of Specialty Therapists	200 to 299 employees
IDC Ltd	Telemarketing Bureaus	200 to 299 employees
Interstate Brands West Corp	Commercial Bakeries	200 to 299 employees
Railroad Pass Casino	Casino Hotels	200 to 299 employees
Republic Silver State Disposal	Sold Waste Collection	200 to 299 employees
TLC Care Center	Nursing Care Facilities	200 to 299 employees
Vegas.Com	All Other Travel Arrangement Services	200 to 299 employees
Vergith Contracting Company	Nonresidential Drywall Contractors	200 to 299 employees
Wal-Mart Stores, Inc.	Department Stores (discount)	200 to 299 employees
Your Vitamins Inc	Pharmaceutical Preparation Manufacturing	200 to 299 employees

Source: Nevada's Largest Private Employers, Nevada Department of Employment, Training & Rehabilitation, 2nd Quarter 2009

\* previously reported as the Hyatt-Regency

### Tourism and Visitor Statistics

In the past few years, Henderson has experienced significant growth in hotel/motel room inventory, number of attractions and visitors. In 1998, the City had a total room inventory of 1,262. Since then, the total number of hotel/motel rooms has more than tripled (see table page 30)

In 2009, Henderson hotels and motels generated more than 845,000 room nights which represents a 1.6 percent increase over the previous year. Over the same period, there was a slight (-1%) decrease in total visitor volume. The more than 350,000 people who attended events hosted in the City in 2009, contributing over \$17 million to the local economy.

### Room Nights and Occupancy 1999 - 2009

Year	Room Nights	Visitor Volume	Occupancy			Avg. Daily Rate (ADR)		
			Citywide Average	Hotel	Motel	Citywide Average	Hotel	Motel
1999	381,512	230,232	87%	88%	69%	\$ 56.41	\$ 59.12	\$ 45.20
2000	446,070	269,192	79%	82%	58%	80.36	84.01	49.94
2001	511,084	316,993	74%	77%	59%	87.74	92.30	61.53
2002	590,668	347,073	77%	79%	67%	87.01	93.34	56.80
2003	652,914	383,648	83%	85%	70%	99.31	106.09	63.05
2004	697,599	409,904	82%	83%	72%	118.00	126.17	71.06
2005	785,713	461,680	81%	82%	73%	131.06	139.05	79.30
2006	791,359	454,823	82%	83%	75%	133.79	140.84	85.57
2007	805,592	486,154	77%	79%	70%	138.01	146.50	103.88
2008	832,032	502,110	73%	75%	64%	125.90	135.66	97.70
2009	845,369	496,733	56%	63%	36%	92.34	103.32	62.47

Source: Henderson Department of Cultural Arts & Touris

Note: Figures do not include condominium/timeshare units



### Henderson Future Hotel/Casino Development

Name of Property	Location	Completion Date	Hotel / Motel Rooms
Hyatt Place	Green Valley Pkwy and 215	TBD	127
Marriott Towne Place Suites	Green Valley Pkwy and 215	TBD	123

Source: Las Vegas Convention and Visitors Authority

### Resort, Hotel, and Motel Properties

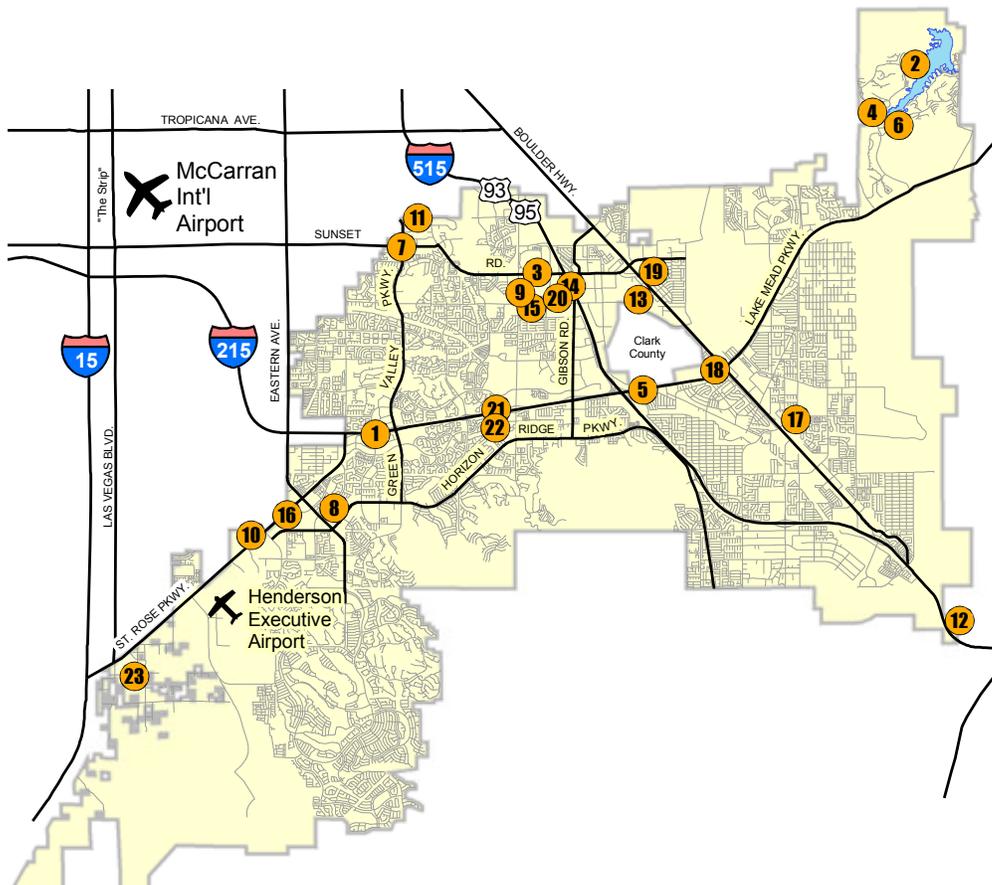
Henderson has become a resort destination featuring numerous premier resorts, the new M Resort, as well as Green Valley Ranch Resort, Loews Lake Las Vegas, The Ritz-Carlton, and the Sunset Station Hotel and Casino. The City currently has approximately 4,442 hotel/motel rooms with more proposed in future development.



Room accommodations may be booked on-line at [visithenderson.com](http://visithenderson.com).

Map #	Existing Properties	Room Count
1)	Green Valley Ranch Resort	490
2)	Loews Lake Las Vegas	493
3)	Sunset Station	457
4)	Ritz-Carlton	349
5)	Fiesta Henderson	224
6)	MonteLago Village Resort	300
7)	Courtyard By Marriott	155
8)	Homewood Suites by Hilton	145
9)	Homewood Suites by Hilton	139
10)	Hampton Inn & Suites	134
11)	Residence Inn	126
12)	Railroad Pass	120
13)	Holiday Inn - East Las Vegas/Henderson	115
14)	Holiday Inn Express	101
15)	Hampton Inn	99
16)	Wingate Inn & Suites	99
17)	Hawthorn Inn and Suites	71
18)	Americas Best Value Inn	59
19)	Sky Motel	21
20)	Comfort Inn & Suites	127
21)	Springhill Suites	120
22)	Townplace Suites	108
23)	M Resort	390
<b>Total Number of Hotel Rooms</b>		<b>4,442</b>

Source: Henderson Cultural Arts & Tourism



## Business Assistance Programs

Businesses that intend to relocate to Nevada and local businesses planning to expand, may be eligible for a variety of incentive programs and services. Programs include, but are not limited to the following:

- Sales and Use Tax Abatement
- Sales Tax Deferral
- Sales Tax Exemptions
- Modified Business (Payroll) Tax Abatement
- Personal Property Tax Abatement
- Property Tax Abatement
- Property Tax Exemptions
- Green Building Abatements
- Renewable and Energy Storage Abatements



- Nevada Hub Zone Development
- Train Employees Now (TEN)
- Industrial Development Bonds (IDB's)
- Technical and Support Services
- Foreign Trade Zone #89

## Business Start-Up Contacts

### City of Henderson - Economic Development Division

240 Water Street, 4th Floor  
 Henderson, NV 89015  
 Phone: (702) 267-1650  
 (Resources and assistance for expanding, relocating, and existing businesses)

### Nevada Secretary of State

555 E. Washington  
 Las Vegas, NV 89101  
 Phone: (702) 486-2880  
 (Business entity filings, incorporating a business)

### Nevada Department of Taxation

2550 Paseo Verde, Suite 180  
 Henderson, NV 89074  
 Phone: (702) 486-2300  
 (Information concerning state business taxes)

### City of Henderson - Business License

Development Services Center  
 240 Water Street, 1st Floor  
 Henderson, NV 89015  
 Phone: (702) 267-1730  
 (City of Henderson business licensing requirements)

### Clark County - Clerk's Office

Fictitious Name Certificate (DBA)  
 Regional Justice Center  
 200 S. Lewis Avenue, 3rd Floor  
 Las Vegas, NV 89101  
 Phone: (702) 671-0500  
 (Businesses planning to use a name different than their legal or corporate name)

### Nevada Small Business Development Center

Henderson NSBDC Office  
 Henderson Business Resource Center  
 112 Water Street  
 Henderson, NV 89015  
 Phone: (702) 992-7208  
 (Information, assistance, counseling and training for Nevada businesses)

## Redevelopment Agency

The City of Henderson Redevelopment Agency, much like other municipal redevelopment agencies, serves as the governing board for government-sponsored development activities within legally created redevelopment area boundaries. The Henderson City Council serves as the Redevelopment Agency's governing board, with assistance from the Redevelopment Advisory Commission and several stakeholders, such as the Water Street District Business Association, comprised of local business and neighborhood leaders.

### Why Redevelop?

The City of Henderson has earned national recognition for its quality of life and for the services it provides its residents and businesses. Like other metropolitan areas, however, older neighborhoods, such as the original downtown hub of the city, have declined as development has expanded outward. Redevelopment activity positively impacts the social, economic and physical infrastructure within older areas or areas damaged by obsolete uses, such as mining and quarrying. Redevelopment projects attract commercial, industrial and residential development back to these areas to stimulate growth, economic vitality, and quality of life.

### What does redevelopment do?

The creation of 'Redevelopment Areas,' by identifying a legal boundary around areas that meet a variety of blighting characteristics, is a primary tool used by cities and counties across the country to encourage commercial and residential growth in areas that have aged and are currently underdeveloped. Redevelopment activities stimulate revitalization efforts and economic development.

Redevelopment engages the people in redevelopment areas in the process of taking control of their neighborhoods, and constructs strong relationships between historically diverse groups with individual needs to highlight the impact they can have when they come together with a singular vision and mission to create change. Redevelopment connects its area constituents to City programs and services and creates community partnerships to access additional resources as needed.

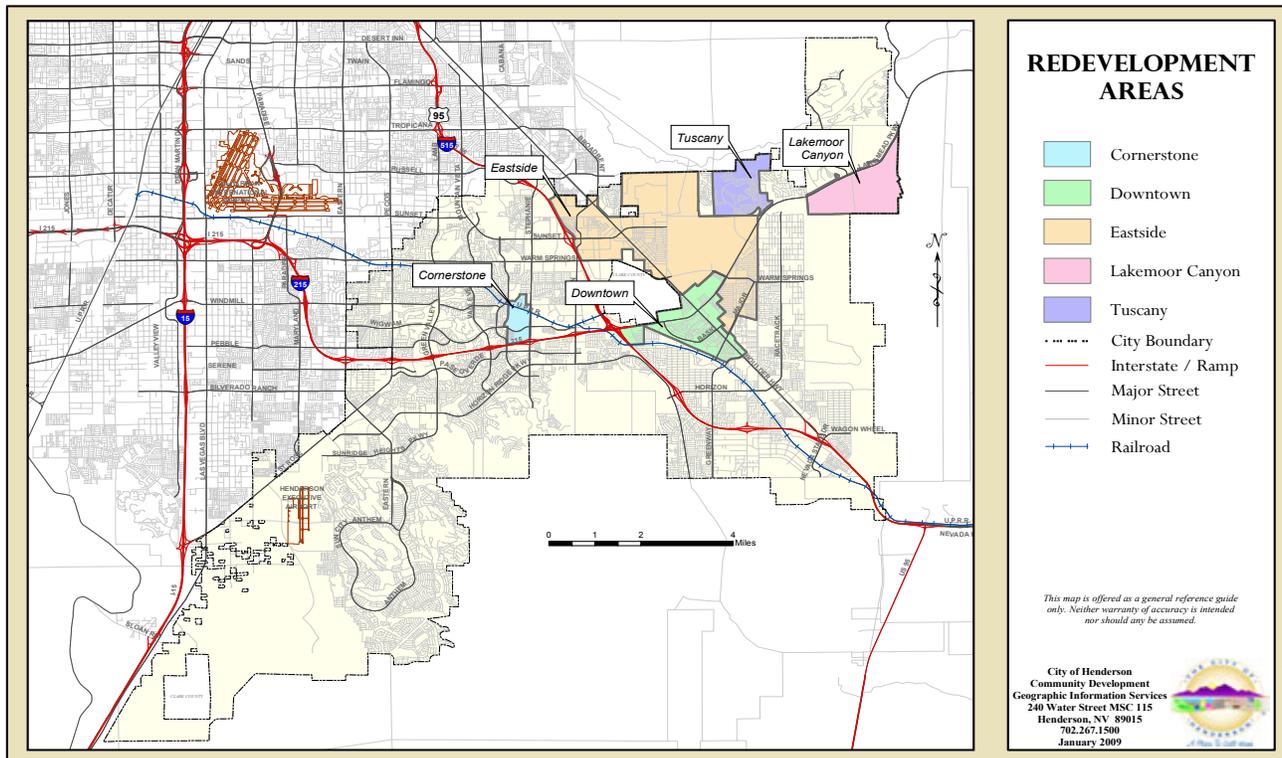
Redevelopment efforts physically enhance and revive the character of business and residential districts, resulting in the creation of vibrant, dynamic communities that continue to thrive decades later.

Redevelopment increases equality for residents by offering opportunities for disadvantaged areas to reinvent themselves through a series of small, meaningful programs and projects. These projects create job opportunities and provide residents the chance to increase their income and better their quality of life.

### Why does government get involved? Why can't private enterprise do it alone?

Private investment is crucial to the process of reviving neighborhoods, as public monies are finite. Initial public investment is required to spur private ventures, as it illustrates the City's commitment to the improvement of the area, leverages dollars and often allows the private entity to overcome challenges unique to redevelopment areas that would otherwise create financial hardships and stall development (such as aged infrastructure or environmental contamination).





## Henderson’s Five Redevelopment Areas

**Downtown:** As Henderson’s original business and residential center, this area contains Henderson’s most mature neighborhoods, including the Water Street District ([www.waterstreet.com](http://www.waterstreet.com)). Formed in 1995 to revitalize existing businesses and attract new investment, the City has made great strides in rejuvenating the economic viability and the spirit of the area.

**Eastside:** Generally bordered along Boulder Highway from Sunset Road at the north to Major Street at the south, the 4,500-acre Eastside Redevelopment District can be divided into four distinct neighborhoods: Pittman, Valley View, the East Sunset Industrial Corridor, and the 2,200-acre LandWell project.

**Cornerstone:** This former gravel mine, at Stephanie and I-215, is being transformed into a 100-acre detention basin, park, lake and recreational facility that will also be home to a school site, and additional commercial, residential, and medical projects.

**Tuscany:** Located in Henderson’s northeast corner, this abandoned gravel pit was designated a redevelopment area in 2001. Today, Tuscany is a master planned residential community surrounding an 18-hole championship golf course.

**Lakemoor Canyon:** A previous manganese mine during Henderson’s nascent years, located south of Lake Las Vegas, across Lake Mead Parkway and bordering the Lake Mead National Recreation area. Lakemoor, once known as Three Kids Mine, provided the base mineral that drove magnesium production at local manufacturing plants. The site has been contaminated and undeveloped since 1961 when production stopped.

## What can the Redevelopment Agency do for you?

**Developer Incentives:** Limited funds are available in specific locations for projects that achieve the goals and mission of each of Henderson’s unique redevelopment areas. To see if your project is eligible for development incentives, please contact our office to request a developer assistance application.

**Build Leadership Capacity:** Have a great idea for your business district or neighborhood? Redevelopment staff want to hear from residents and businesses about ideas to revitalize redevelopment areas. Staff is available to facilitate meetings, organize stakeholder groups, distribute information, perform research and attend events to support community leaders and to share program information. Most importantly, we want to get your input and share information about potential redevelopment project ideas.

**Facilitate Entitlements:** Think your next project is in a redevelopment area? Contact the Redevelopment Agency to find out; if so, Redevelopment staff can help shepherd your project through the entitlement process.

**Homeowner Assistance Program:** Beautify your home and save! This program was created to assist Downtown or Eastside Redevelopment Area homeowners with exterior painting, landscaping, remodeling, and code compliance for homes and provides additional incentives to fund ‘green’ improvements, such as more efficient windows, insulation and drought-tolerant landscaping. The program provides low-interest loans and grants. As the legal homeowner, you can apply if the home is your principal residence and is located within the Downtown or Eastside. Since inception, 773 homeowners have participated!

Many more homeowner assistance programs exist through the City of Henderson Neighborhood Services Division. For more information on other homeowner programs available, please call 702-267-2000 or visit [http://cityofhenderson.com/neighborhood\\_services](http://cityofhenderson.com/neighborhood_services)

**Facade Improvement Program:** Give your business a face-lift! As a property owner, this program can help you improve your commercial building and storefront for a very low out-of-pocket cost. Through this program, what begins as a loan will convert to a grant if you maintain the improvements!

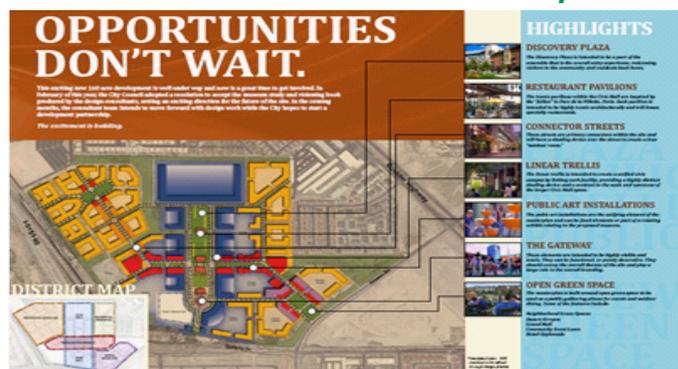
**Mini-Facade Improvement Grant:** Freshen up your facade! This program is similar to the facade improvement program above, but it is available to the property owner or lessee (with consent of the property owner) and is given as a full grant. This program will help you to fix or update minor exterior improvements to commercial buildings in the Downtown Redevelopment Area. You can receive up to \$3,000 for your storefront at absolutely no cost to you!

**Sign Grant Program:** Stake your claim in style! This program provides loans-to-grants for business signs. As an eligible business owner, you can receive a loan-to-grant for your commercial storefront sign in the Downtown or Eastside Redevelopment Areas. Loan-to-grants range from \$2,500 per storefront up to \$10,000 per storefront.

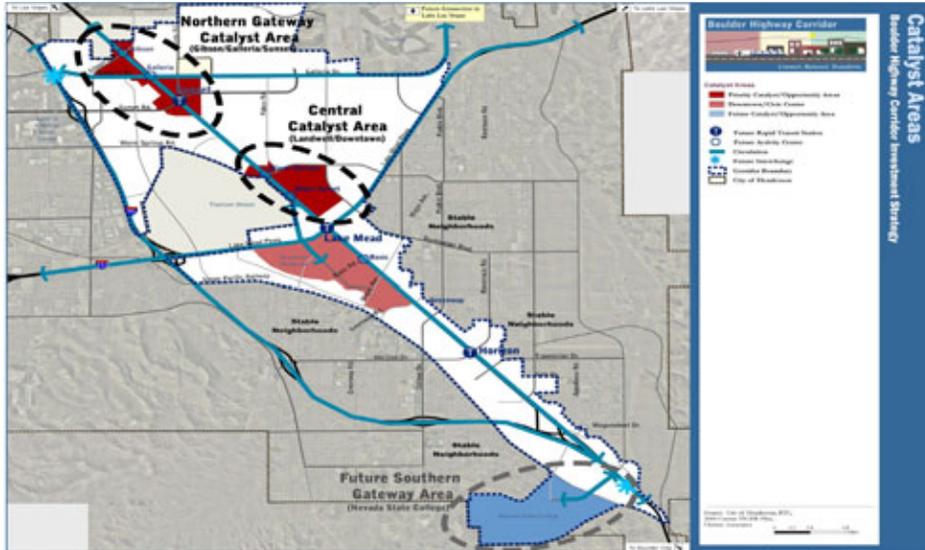
**Grow Henderson Fund:** Helping small businesses grow! This program helps to create jobs by funding small business expenses, such as real estate acquisition, leasehold improvements, working capital, and machinery and equipment. In partnership with the Grow America Fund, Inc., these loans range from \$100,000 to \$1,000,000.

## Did you know?

### We have Partnership Opportunities! Henderson Space and Science Center and Mixed Use Development



**Opportunity:** Planned on a city-owned site of approximately 160 acres in the Eastside Redevelopment Area, the vision for the Henderson Space and Science Center & Mixed Use Development Opportunity is the next phase of Henderson’s future and will provide inspirational science education to the community. With a new educational focus on informal science education and an expanded mission to concentrate on scientific accomplishments and issues in Southern Nevada, the Space and Science Center will be the anchor for this site which the City expects to jointly develop with a developer partner into an active, urban environment and provide a number of public amenities and entertainment options.



For more information on incentives, partnership opportunities, programs and eligibility guidelines, please contact the City of Henderson at 702-267-1515 or visit [www.cityofhenderson.com](http://www.cityofhenderson.com)

**City of Henderson Redevelopment Agency**

**Physical Address:**

City Hall  
240 South Water Street  
Henderson, NV 89015

**Mailing Address:**

City Hall  
P.O. Box 95050  
Henderson, NV 89009-5050

**Days & Hours of Operation**

Monday - Thursday, 7:30 a.m. - 5:30 p.m.

**Contacts:**

Phone: (702) 267-1515  
Fax: (702) 267-1503  
[cohdevelopment@cityofhenderson.com](mailto:cohdevelopment@cityofhenderson.com)

**Northern Gateway Catalyst Site on Boulder Highway:**

The Northern Gateway in the Eastside Redevelopment Area is made up of four corner parcels totaling 34 acres at the intersection of Boulder Highway and Broadbent along the Clark County border. This area contains significant opportunities for positive change, spurred by the Regional Transportation Commission’s ACE Rapid Transit system planned down Boulder Highway, the presence of city-owned land, and proximity to the Galleria at Sunset mall area and the Sunset Road corridor. Together, the parcels form the northern gateway into Henderson and represent a significant opportunity to create a high-quality development area that establishes a new image for the corridor.

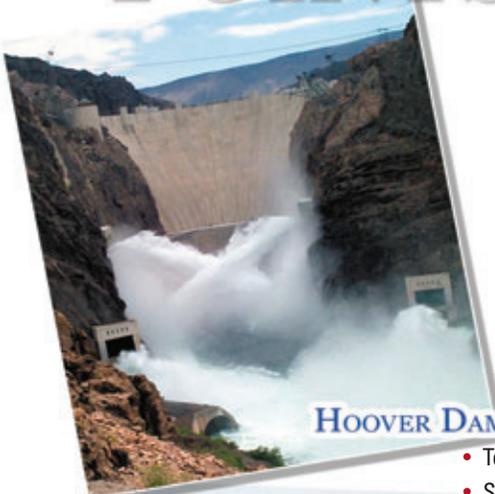
**Lake Mead Crossing:**

Lake Mead Crossing, the Water Street District’s gateway shopping center on Lake Mead Parkway and Water Street, boasts a variety of new retail stores. In 2009, Target, Starbucks (inside Target), Hallmark, T-Mobile, Subway, Radio Shack, GNC, Ross, Marshalls, Famous Footwear, Rack Room Shoes, Staples and PetSmart opened their doors. In 2010, Carl’s Junior, Golden Spoon, Discount Tire and Prestige Dental will join them!

**Water Street District - the Place for Events!:**

The Water Street District is Henderson’s home for events. The camaraderie of locals, small-town feel and quaint street scene make events here a must for Henderson residents and people from all over the region. For more information about the Water Street District visit: [waterstreetdistrict.com](http://waterstreetdistrict.com).

# POINTS OF INTEREST



**HOOVER DAM 14 miles**

- Tours
- Sight-seeing



**MOUNT CHARLESTON 45 miles**

- Hiking
- Snow Skiing
- Horseback Riding



**COLORADO RIVER 14 miles**

- Fishing
- Rafting
- Canoeing



**LAKE MEAD 6 miles**

- Fishing
- Swimming
- Paddle Boat Cruises



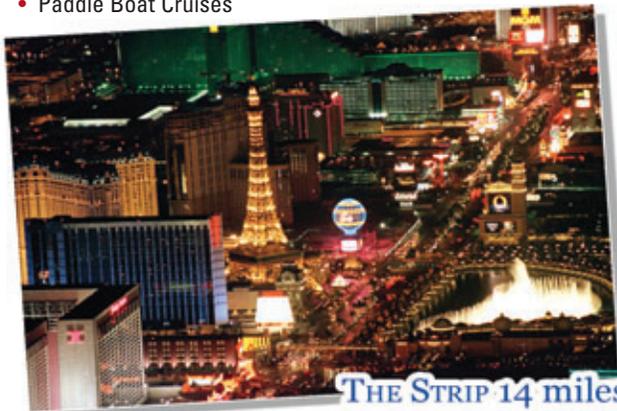
**VALLEY OF FIRE 49 miles**

- Hiking
- Camping



**RED ROCK CANYON 30 miles**

- Hiking
- Camping
- Rock Climbing



**THE STRIP 14 miles**

- Gaming
- Fine Dining
- Entertainment
- Shopping

*All mileage approximated from City Hall on Water Street.*

## ACKNOWLEDGEMENTS

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### **CITY OF HENDERSON**

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Helen Coombs  
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Kathleen Richards  
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Jill Lynch  
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City of Henderson  
Finance - Budget Division  
240 Water Street  
P.O. Box 95050

(702) 267-1770

Henderson, NV, 89009-5050

[www.cityofhenderson.com](http://www.cityofhenderson.com)





(left to right) Councilwoman Gerri Schroder, Councilwoman Kathleen Boutin, Mayor Andy Hafen, Councilwoman Debra March, Councilman Steven D. Kirk



**Elizabeth Macias Quillin**  
City Attorney



**Mark T. Calhoun**  
City Manager



**Monica Martinez Simmons**  
City Clerk



**Bristol Ellington**  
Assistant City Manager



*A Place To Call Home*



240 Water Street | P.O. Box 95050  
Henderson, Nevada 89009-5050  
[www.cityofhenderson.com](http://www.cityofhenderson.com)  
702.267.2323

Front Cover (l-r): M Resort Spa Casino, Cashman Equipment Company, Henderson North Police Station

Back Cover (l-r): Heritage Park Aquatic Complex, Henderson City Hall, Madeira Canyon Park