

HENDERSON NEVADA

ECONOMIC AND DEMOGRAPHIC OVERVIEW

2011





Welcome to the 2011 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. With input from citizens, elected officials and staff, the Henderson City Council crafted a Strategic Plan that acts as a framework for city operations. The Strategic Plan builds on our great past and will guide us to even greater levels of success in our vision to be America's premier community.

In Henderson, we practice extremely conservative management of City finances. Throughout the recent national and local economic weakening, Henderson continued to maintain a solid financial position. We've focused on implementing measures to protect the financial sustainability of the city. 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. Like Nevada, Henderson was "battle born," 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. Henderson, Nevada has been named twice 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 recreational amenities and educational opportunities. The Henderson community provides a diverse experience with an expansive mixture of major shopping malls, movie theater complexes, restaurants, and hotel/casino resorts offering a variety of leisure time activities.

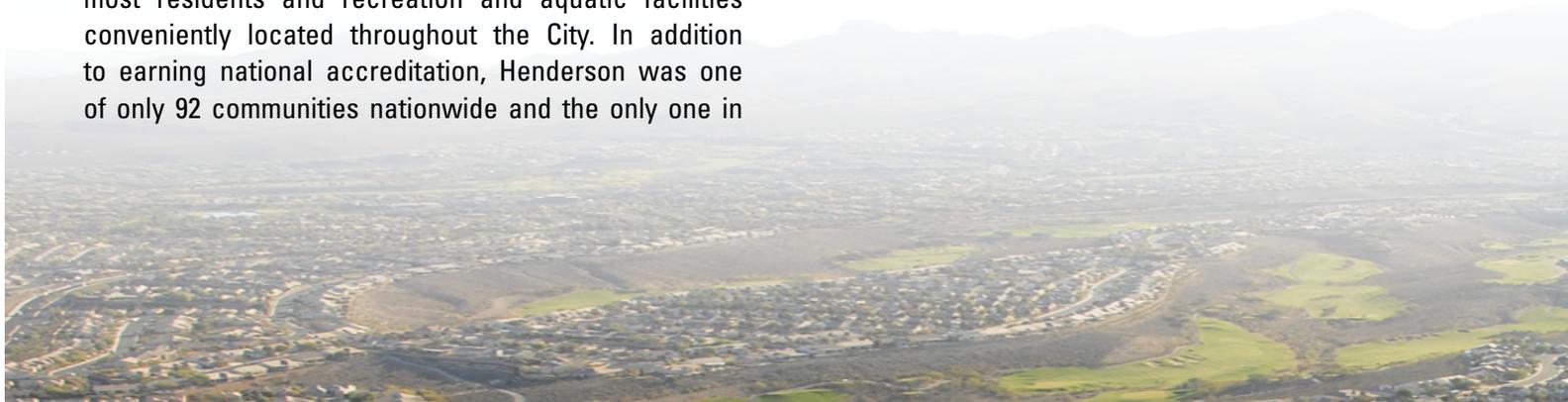
Henderson, the second largest city in Nevada is known for excellence. In the 2010 Community Assessment Survey, 96% of residents reported they are satisfied with the quality of life in Henderson. Eight out of 10 residents responding to the same survey felt a sense of community in Henderson.

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 45% of the facility's energy use.

Henderson is a progressive and vibrant 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.

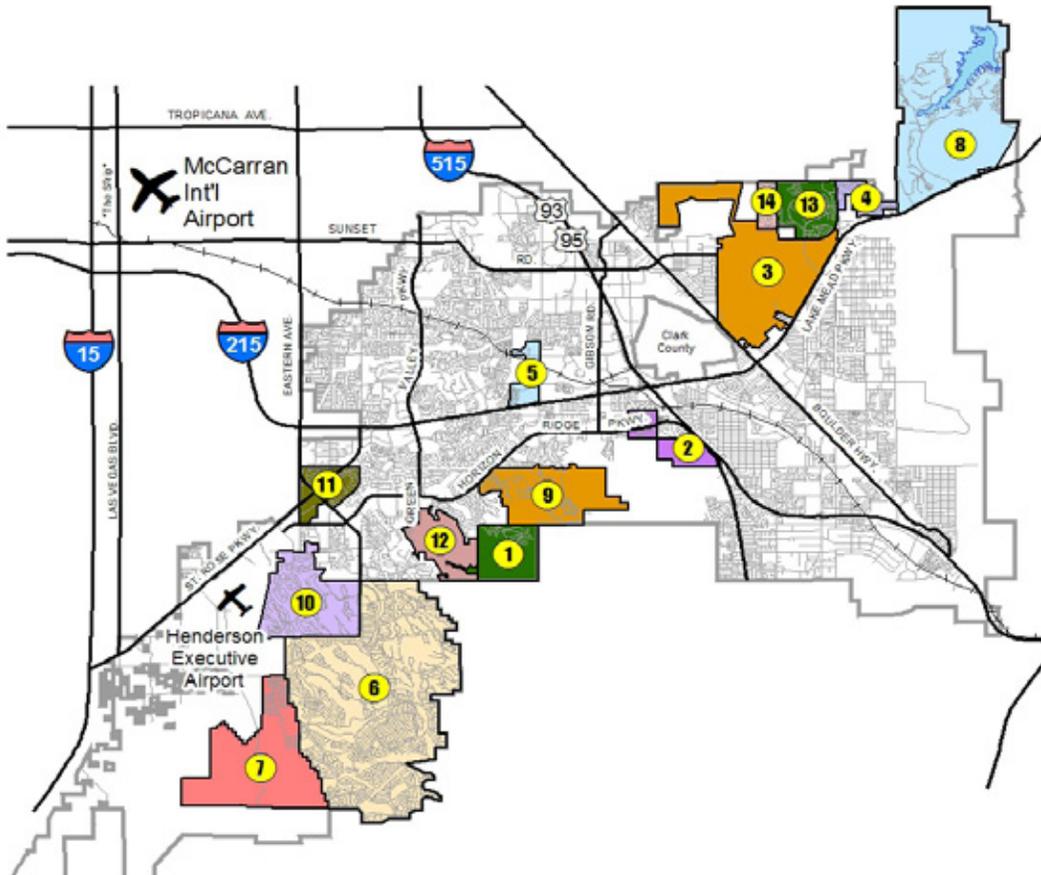


Developing Master Planned Communities

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 14 are currently under development or in planning stages.

Master Planned Community	Existing Units January 1, 2011	Units at Completion	Projected Population	Percent Complete	Acres
1) Ascaya	0	472	N/A	0.0%	632
2) Black Mountain Vistas	1,195	1,676	2,690	71.3%	421
3) Cadence	0	15,000	N/A	0.0%	1,727
4) Calico Ridge	591	595	1,429	99.3%	222
5) Cornerstone	516	1,600	864	32.3%	218
6) Del Webb's Anthem	14,536	15,350	33,255	94.7%	2,535
7) Inspirada	696	13,500	1,391	5.2%	1,940
8) Lake Las Vegas	1,614	10,231	3,641	15.8%	2,242
9) MacDonald Ranch Highlands	377	586	858	64.3%	1,213
10) Seven Hills	3,197	3,206	8,234	99.7%	1,292
11) Southfork	1,362	1,749	3,040	77.9%	413
12) The Canyons at MacDonald Ranch	8	859	N/A	0.9%	632
13) Tuscany	752	2,095	1,806	35.9%	600
14) Weston Hills	382	864	924	44.2%	166

Source: City of Henderson, Community Development Department, January 2011.



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 H.S.	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 Christian School	107 S. Gibson Road	89012	K-12
Calvary Chapel Green Valley Christian Academy	2615 W. Horizon Ridge Pkwy.	89052	K-12
Children's Choice Learning Center	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
Coral Academy of Science - Sandy Ridge Campus	1165 Sandy Ridge Ave.	89052	6-11
Coral Academy of Science - Windmill Campus	2150 Windmill Pkwy.	89074	3-5
Hillcrest Academy	1051 Sandy Ridge Ave.	89052	K-8
KinderCare Learning Center	1901 N. Green Valley Pkwy.	89074	K
Lake Mead Christian Academy	540 Lake Mead Pkwy.	89015	K-12
Midbar Kodesh Temple Early Childhood Center	1940 Paseo Verde Pkwy.	89012	K
Montessori Children's Academy	2560 N. Green Valley Pkwy.	89014	K-3

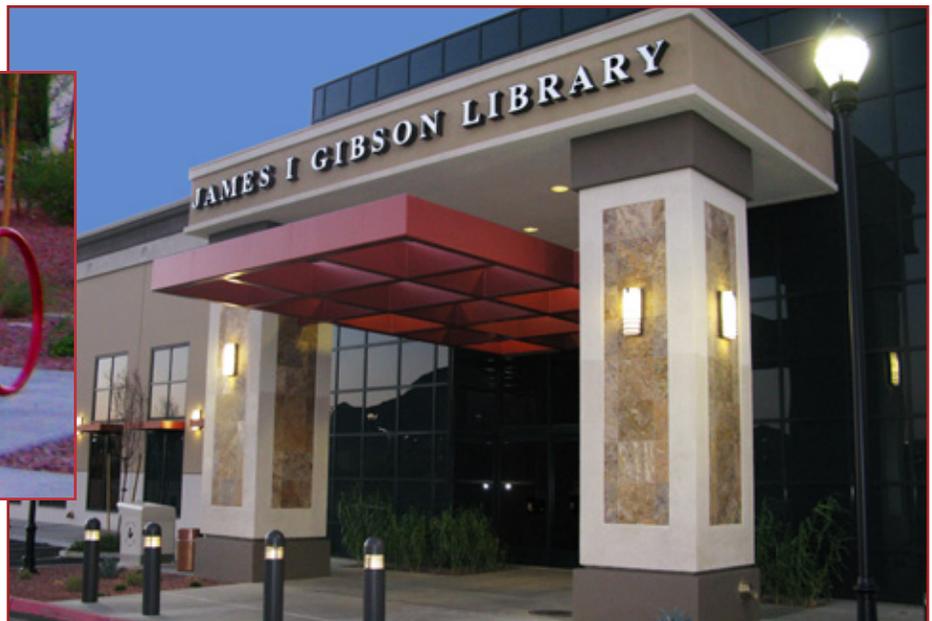
Charter Schools	Address	Zip	Grade
Explore Knowledge Academy	1711 Whitney Mesa Dr	89074	7-12
Nevada State High School	1125 Nevada State Dr.	89015	11-12
Silver Sands Montessori	1841 Whitney Mesa Dr.	89014	K-6

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	1001 W. Lake Mead Parkway	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
Public:		
College of Southern Nevada - Green Valley Center	1560 W. Warm Springs Road, Henderson, 89014	702-651-2650
College of Southern Nevada - Henderson Campus	700 College Drive, Henderson, 89002	702-651-3000
Nevada State College	1125 Nevada State Drive, Henderson, 89002	702-992-2000
Private:		
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. Gibson Road, Henderson, 89014	702-558-5404
Lincoln College of Technology	2290 Corporate Circle, Ste 100, Henderson, 89074	702-269-7600
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 300, 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



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, 2006 and 2011) and the National Gold Medal for Excellence in Parks and Recreation Management (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.

The City offers more than 52 parks to enjoy, with several more under construction. In addition to open grass areas and play-

grounds, 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, and eleven swimming pools. Parks offer the community opportunities for both active and passive usage; active use such as sports leagues and passive recreation, including hiking and picnics. There are more than 55 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

L = Lighted facility R = Facility that can be reserved

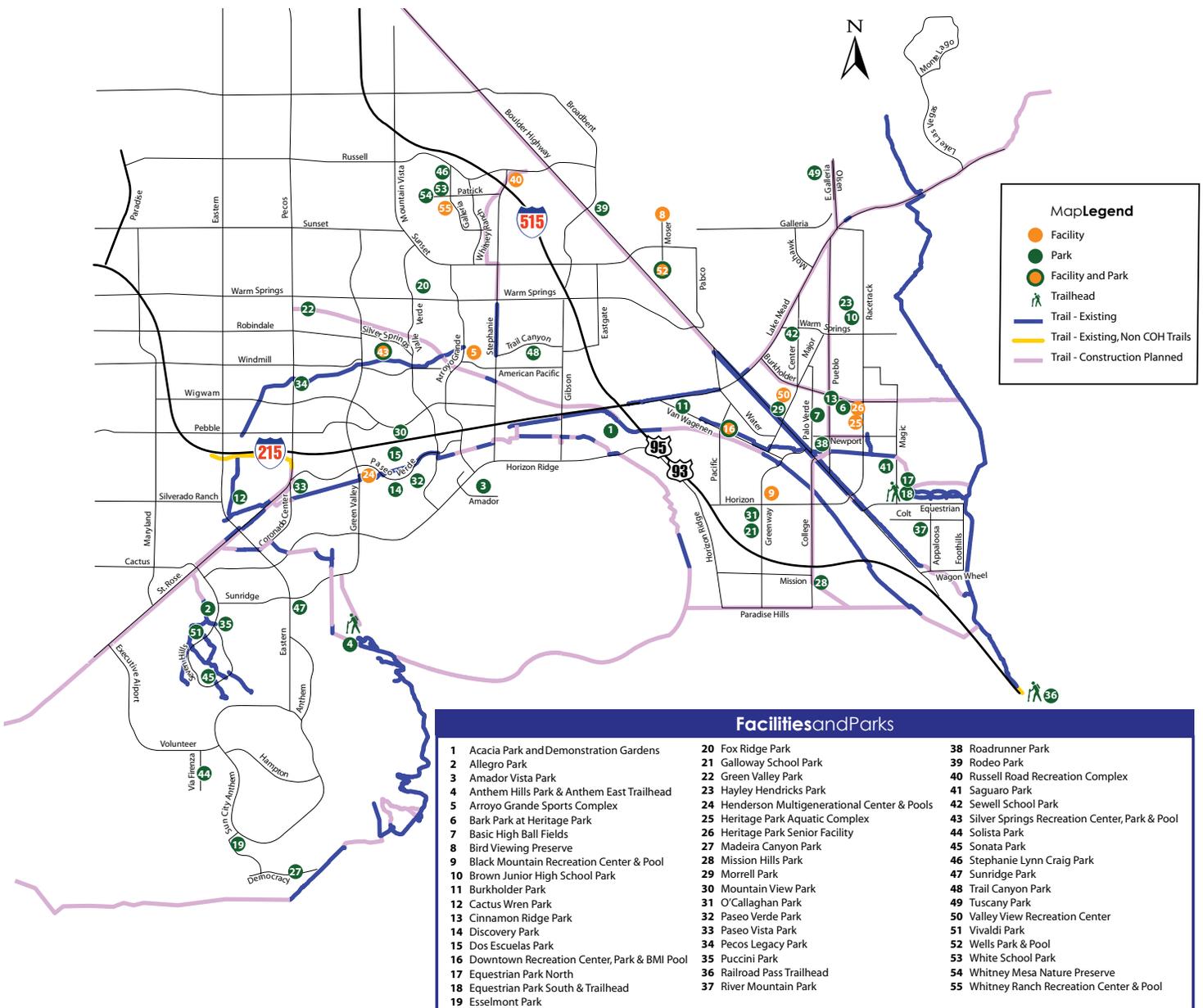
Facilities and Parks	Location	Acres	Amphitheater	Ball Fields	Barbecues	Basketball Courts	Climbing Wall	Covered Picnic Shelter	Dog Park	Exercise Course	Equestrian Area	Gymnasium	Horseshoe Pits	Multi-Purpose Fields	Multi-Purpose Room	Open Grass Area	Picnic Tables	Playground	Racquetball	Restrooms	Roller 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	R	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Allegro Park	1023 Seven Hills Dr. (Seven Hills Dr. & Overlook Mtn.)	5												•		•	•	•	•	•									
Amador Vista Park	1562 Amador Ln. (W. Horizon Ridge Pkwy. & Amador Ln.)	5		•	L	•	•	•						•		•	•	•	•	•								•	
Anthem Hills Park & Anthem East Trailhead	2256 N. Reunion Dr. (N. Reunion Dr. & Sonatina Dr.)	55	L	•	L	R								L		•	•	•	•	•	L	L					L	•	
Arroyo Grande Sports Complex	298 Arroyo Grande Blvd. (between American Pacific Dr. & Santiago Dr.)	56	L	•	L	•	•	•					•	•		•	•	•	•	•									
Bark Park at Heritage Park	350 S. Racetrack Rd. (at Burkholder Blvd.)	5							•																				
Basic High Ball Fields	400 N. Palo Verde Dr. (N. Palo Verde Dr. & Dooley Dr.)	4	L																										
Bird Viewing Preserve	350 E. Galleria Dr. (Moser Dr. & Galleria Dr.)	149						•						•	•					•								•	
Black Mountain Rec. Center & Pool	599 Greenway Rd. (Greenway Rd. & Horizon Dr.)	7											•	•					•	•					•	L			
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 Rd.)	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.)	8		•	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. (Lead St. & Van Wagenen St.)	7		•	•	•	R							•		•	•	•	•	•				•	•	•	•		
Equestrian Park North	1350 Richard Bunker Ave. (Richard Bunker Ave. & Magic Way)	10						•													•								•
Equestrian Park South & 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							•		•	•	•	•	•					•				
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. & Millicroft Rd.)	5		•	•	R								•		•	•	•	•	•									
Hayley Hendricks Park	811 Ithaca Ave. (Ithaca Ave. & Pueblo Blvd.)	10	L	•		R							L	L		•	•	•	•	•			L	•			L	•	
Henderson Multigenerational Center & Pools	250 S. Green Valley Pkwy. (Green Valley Pkwy. & Paseo Verde Pkwy.)	6					•						•	•											•			•	
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)	23	L	•	L	•							•	L											•	L			
Mission Hills Park	551 E. Mission Dr. (Mission Dr. & College Dr.)	23	L	•	L	R	•							•		•	•	•	•	•					•	L			
Morrell Park	500 Harris St. (Harris St. & Basic Rd.)	15	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.)	20	L	•	•	R								•		•	•	•	•	•						L	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		•	L	R	L	L					L			•	•	•	•	•			L	•			L	L	
Pecos Legacy Park	150 Pecos Rd. (between Wigwam Pkwy. & Windmill Pkwy.)	10	L	•	L	R	R						L			•	•	•	•	•						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	•	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				•	L	•		
Solista Park	1890 Via Firenze (Via Firenze & Volunteer Blvd.)	5		•	•																								
Sonata Park	1550 Seven Hills Dr. (Seven Hills Dr. & Arbella Way)	12		•	•	R																							
Stephanie Lynn Craig Park	1725 Galleria Dr. (Galleria Dr. & Russell Rd.)	14	L	•																									
Sunridge Park	1010 Sandy Ridge Ave. (Sandy Ridge Ave. & Rocky Ridge Dr.)	18		•	•	L	R							•		•	•	•	•	•						L	L		
Trail Canyon Park	1065 Trail Canyon Rd. (between Stephanie St. & Gibson Rd.)	4		•	•	L	R							•		•	•	•	•	•						L	L		
Tuscany Park	1550 E. Galleria Dr. (E. Galleria Dr. & McCormick Rd.)	7		•	•	L	R							•		•	•	•	•	•			L			L	L	•	
Valley View Recreation Center	500 Harris St. (Harris St. & Basic Rd.)	4											•								L								
Vivaldi Park	1249 Seven Hills Dr. (Seven Hills Dr. & Nestled Peak)	7		•	•	R																							
Wells Park & Pool	1640 Price St. (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.)	5.6		•	•	•																						•	
Whitney Ranch Rec. Center & Pool	1575 Galleria Dr. (Galleria Dr. & Russell Rd.)	5				L							•								L	•			•			•	

City Parks and Recreation Centers - continued

People of all ages can use any of the City's seven recreation facilities featuring racquetball, volleyball, and multi-fitness centers. The Parks and Recreation Department also offers thousands of specialized programs including aquatics, therapeutic recreation, youth enrichment, special events, outdoor recreation, sports leagues and tournaments, and 50+ activities. Adults 50+ can take advantage of programs such as health screenings, nutrition, volunteer opportunities, and wellness services.

School children benefit from the before-and-after school Safekey youth enrichment program and the out-of-school time Kids Zone/Teen Zone program.

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



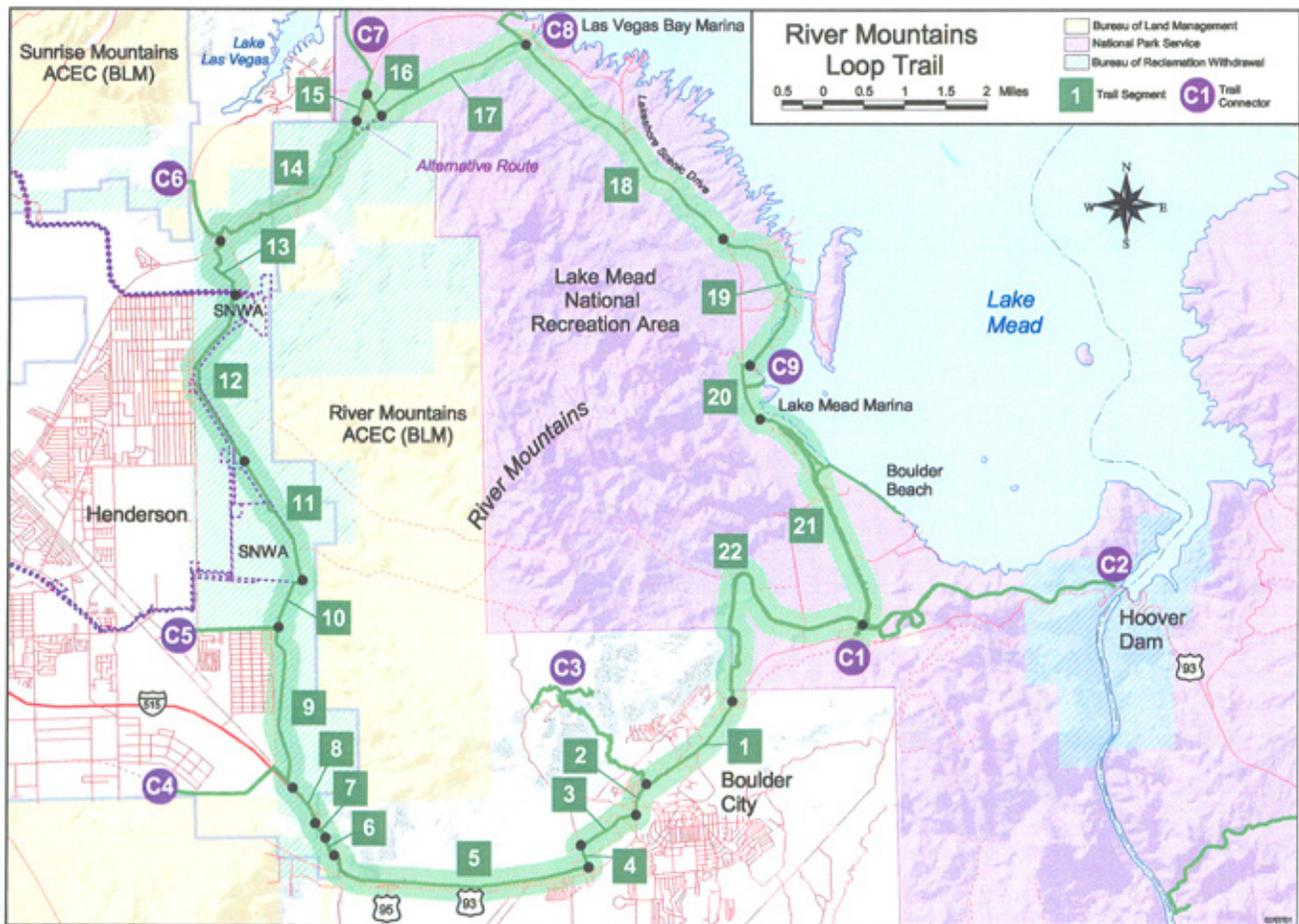
Henderson Trails

With the majority of its funding provided through the Southern Nevada Public Land Management Act, the Henderson trail system continues to expand, providing increased 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 55 miles of developed trails, with plans to develop more than 50 additional miles. This will include multi-use paths designated for biking, foot travel, and equestrian use in an effort to provide residents with many recreation options on the same scenic trail.

The River Mountains Loop Trail

Formed by fiery lava erupting from small volcanos nearly five million years ago, the River Mountains were carved by water cutting its way down to the Colorado River. Today, the River Mountains Loop Trail runs along Henderson's eastern boundary. A partnership comprised of individual land owners, groups and public agencies developed this scenic 35 mile loop which connects the Lake Mead National Recreation Area, Hoover Dam, Boulder City, Henderson and the Vegas Valley. Recognized as a National Recreation Trail in 2010, the River Mountains Loop Trail provides Henderson residents with scenic views, recreation opportunities, and the panoramic beauty only the Mojave Desert can offer.



rivermountainstrail.com

DEMOGRAPHICS



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 the 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.

The U.S. Census Bureau has determined that Henderson's population grew by 81,000 between the 2000 census and 2009. When the results of the 2010 census are released later this year, it is anticipated to show that Henderson's population will have grown

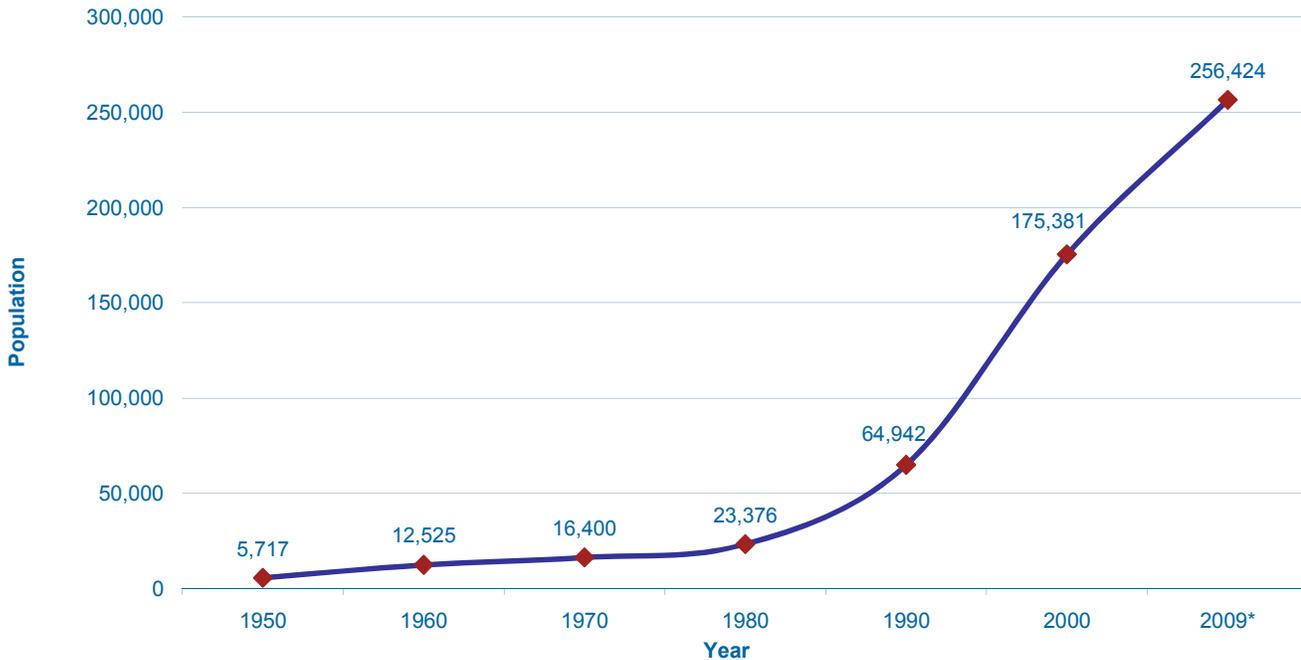
by an additional 19,000 residents bringing the total to 100,000 new residents in the decade between 2000 and 2010. Additionally, when the 2010 Census figures are released, Nevada's population is expected to have grown sufficiently to receive a fourth seat in the U.S. House of Representatives.

Population April 1, 1950-2009

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%
2009*	256,424	81,043	44%

* estimate Source: U.S. Census Bureau.

United States Census Counts and Estimates - Henderson 1950-2009



* estimate Source: United States Census Bureau.

Fastest Growing Incorporated Places

In 2009, 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 2010, covering April 1, 2000 to July 1, 2009. The 2009 time series reflects boundary and other geographic changes since Census 2000, which occurred in April 2000.

Fastest Growing U.S. Incorporated Places

Geographic Area		Population Estimates		Change	
Place	State	July 1, 2009	April 1, 2000	Number	Percent
Frisco City	TX	102,413	33,695	68,718	203.9%
McKinney	TX	127,672	54,427	73,245	134.6%
North Las Vegas	NV	224,387	115,531	108,856	94.2%
Gilbert	AZ	222,075	114,701	107,374	93.6%
Port St. Lucie	FL	154,410	88,883	65,939	73.7%
Victorville	CA	110,921	64,058	46,863	73.2%
Round Rock	TX	105,424	61,594	43,957	71.2%
Elk Grove	CA	135,285	81,103	54,189	66.8%
Cape Coral	FL	154,202	102,468	51,735	50.5%
Peoria	AZ	163,226	108,917	54,477	49.9%
Miramar	FL	109,176	72,739	36,437	50.1%
Murfreesboro	TN	105,209	70,340	35,070	49.6%
Denton	TX	122,830	82,616	40,144	48.7%
Henderson	NV	256,424	175,273*	81,151	46.3%
Irvine	CA	209,716	144,145	65,571	45.5%
Roseville	CA	115,677	79,961	35,726	44.7%

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



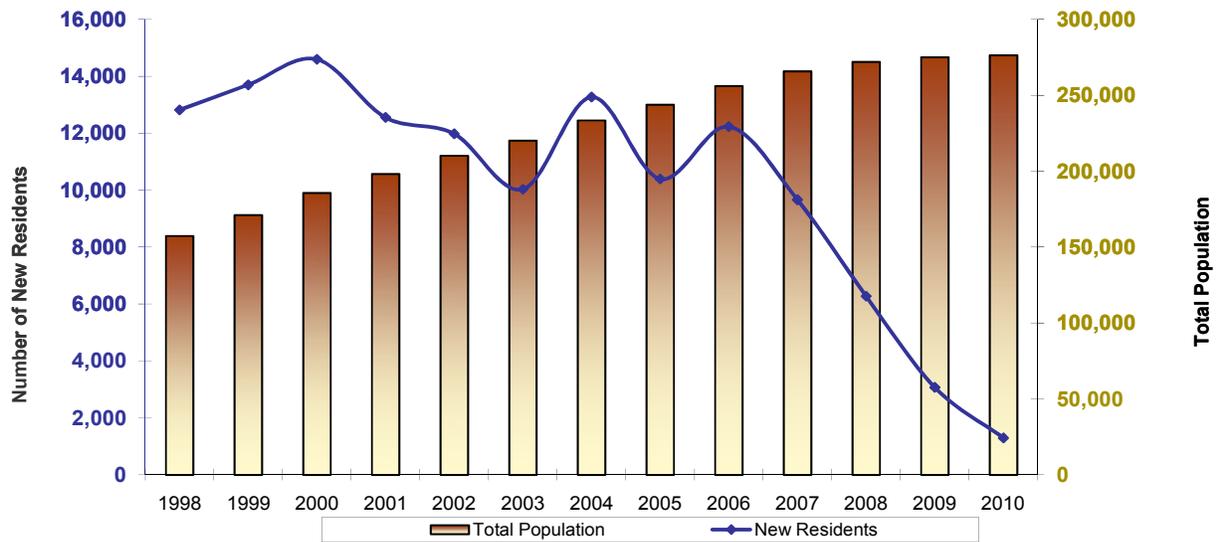
Population by Zip Code

Over the past 10 years, the City's population has increased by nearly 50 percent. From 2000 to 2010, an average of nearly 900 new residents a month chose to call Henderson home. Even though the percentage growth has varied because of the growing population base, the actual number of new residents per year during that period, had been relatively stable, slowing only as signs of an economic downturn were beginning to manifest themselves. Today, Henderson

continues to attract new residents and enjoys positive growth even though that rate has slowed significantly.

Henderson was incorporated in 1953, however, zip codes were not established until 1963. Today there are ten zip code areas covering over 105 square miles within the City limits. (Note: Henderson zip codes 89122 and 89124 have no residential population.)

Population Trends and Projections 1998-2010



Source: City of Henderson Community Development Department, July 1, 2010

Population and Projections by Zip code 1998-Build Out

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*	32,165	19,187	28,829	40,423	40,876	16,486	49,987	48,475	276,428	1,294	0.5%
2015*	32,165	22,346	33,979	41,194	46,640	31,279	52,535	49,797	309,935	33,507	12.1%
2020*	32,207	39,814	36,769	41,858	46,643	47,068	56,892	50,255	351,506	41,571	13.4%
2025*	36,497	60,315	44,886	42,023	48,113	47,068	58,281	50,599	387,782	36,276	10.3%
2030*	38,406	67,392	46,995	42,023	57,805	59,273	58,281	50,599	420,774	32,992	8.5%
2035*	44,771	67,414	48,055	42,023	67,229	71,810	59,063	50,599	450,964	30,190	7.2%
Build-Out**	56,974	67,414	48,055	42,023	95,515	71,838	59,063	50,599	491,481	40,517	9.0%

Source: City of Henderson Community Development Department, July 2010

*Estimates

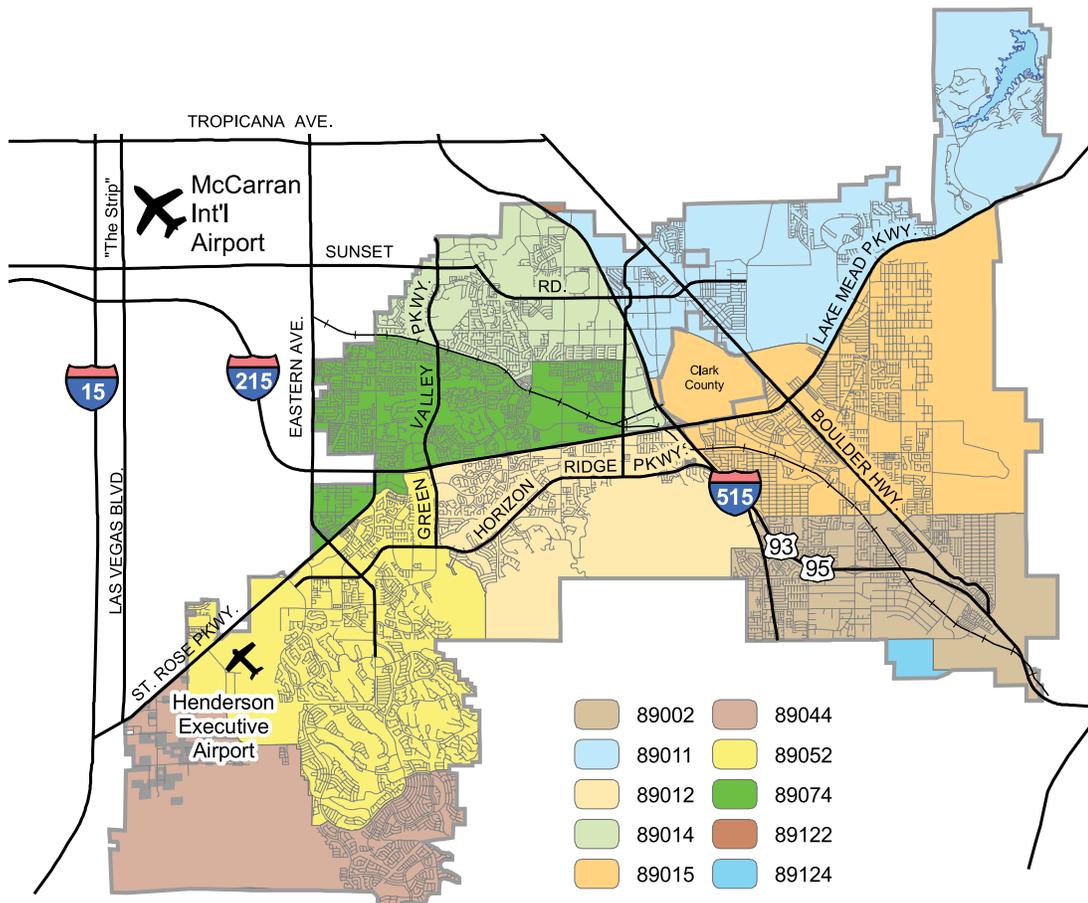
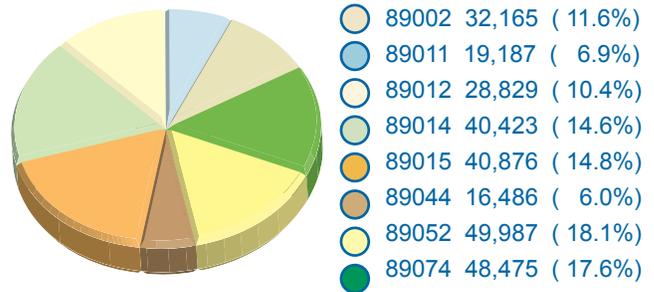
**Build-Out reflects the capacity within the existing corporate limits

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 Growth by Zip Code

In 2010, Henderson's population growth continues to be more evenly spread across the City as established master planned communities, such as Green Valley Ranch, Del Webb Anthem and Seven Hills begin their final build-out. The City's population is no longer concentrated in one or two established areas as it was in the past.

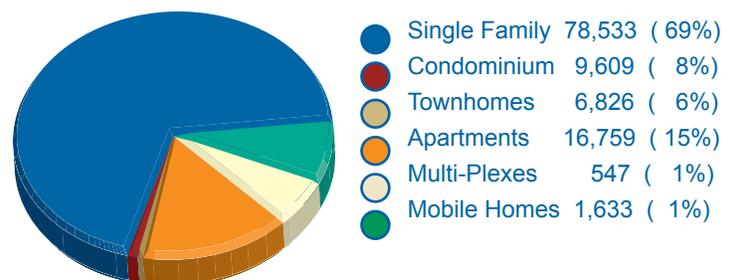
Total Population by Zip Code



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.

Housing Units by Type



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	77.0%	73.0%	76.2%	74.8%
Black or African American	4.0%	9.9%	7.7%	12.4%
American Indian and Alaska Native	1.0%	0.7%	1.2%	0.8%
Asian	7.6%	7.7%	6.6%	4.5%
Native Hawaiian and Other Pacific Islander	0.4%	0.6%	0.5%	0.1%
Some other race	5.9%	4.6%	4.5%	4.9%
One race	95.9%	96.5%	96.7%	97.6%
Two or more races	4.1%	3.5%	3.3%	2.4%
TOTAL	100.0%	100.0%	100.0%	100.0%

Hispanic or Latino - Culture *				
Non Hispanic or Latino	87.0%	70.7%	73.5%	84.2%
Hispanic or Latino (of any race)	13.0%	29.3%	26.5%	15.8%
TOTAL	100.0%	100.0%	100.0%	100.0%

Source: U.S. Census Bureau, American Community Survey 2010 (2009 data)

* 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

Education Levels

The education levels depict the highest level of education achieved by an individual. In Henderson, 61 percent of the adult population have obtained some level of college, with 32 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 under 25 percent.

Education Levels By Zip Code

Education	89002	89011	89012	89014	89015	89044	89052	89074	Henderson*	Clark County
No or some high school	13%	17%	8%	9%	18%	10%	6%	8%	11%	18%
High school degree	31%	34%	26%	28%	37%	24%	21%	25%	28%	31%
Some college - No Degree	33%	27%	26%	28%	27%	28%	31%	29%	29%	26%
Associate Degree	7%	7%	7%	7%	7%	5%	7%	8%	7%	6%
Bachelor Degree	12%	12%	22%	19%	8%	22%	22%	19%	17%	12%
Graduate degree	6%	3%	10%	9%	4%	10%	12%	10%	8%	6%

Source: 2010 Las Vegas Perspective. May not equal 100% due to rounding

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

Demographic Comparison

In the 2009 American Community Survey, the largest age group in Henderson continued to be 35 to 44 year-olds with 39,073 residents, followed closely with those aged 45 to 54 at 38,760. These two age groups combined account for over 30% of Henderson's population. In Henderson from 1990 to 2009, 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 over 22%.

Age and Gender

Gender	Henderson		Clark County		Nevada		USA	
Male	125,448	48.9%	967,510	50.8%	1,346,479	50.9%	151,375,321	49.3%
Female	130,976	51.1%	935,324	49.2%	1,296,606	49.1%	155,631,235	50.7%
Age								
Under 5 years	16,860	6.6%	152,225	8.0%	202,314	7.7%	21,209,207	6.9%
5 to 9 years	16,188	6.3%	136,799	7.2%	187,174	7.1%	20,124,013	6.6%
10 to 14 years	15,151	5.9%	134,800	7.1%	184,560	7.0%	20,517,493	6.7%
15 to 19 years	16,212	6.3%	121,698	6.4%	176,368	6.7%	21,783,764	7.1%
20 to 24 years	13,630	5.3%	118,860	6.3%	164,430	6.2%	21,419,696	7.0%
25 to 34 years	33,378	13.0%	300,921	15.8%	388,681	14.7%	41,373,577	13.5%
35 to 44 years	39,073	15.2%	281,205	14.8%	377,996	14.3%	41,674,213	13.6%
45 to 54 years	38,760	15.1%	252,458	13.3%	361,065	13.7%	44,597,268	14.5%
55 to 59 years	17,595	6.9%	105,990	5.6%	154,984	5.9%	18,781,293	6.1%
60 to 64 years	15,375	6.0%	94,336	5.0%	138,777	5.3%	16,019,384	5.2%
65 to 74 years	19,578	7.6%	119,370	6.3%	177,668	6.7%	20,825,637	6.8%
75 to 84 years	11,012	4.3%	63,500	3.3%	96,930	3.7%	13,169,466	4.3%
85 years and over	3,612	1.4%	16,884	0.9%	32,138	1.2%	5,511,545	1.8%
Total	256,424	100%	1,899,046	100%	2,643,085	100%	307,006,556	100%
Median age (years)	39.7		34.5		35.5		36.8	

Source: U.S. Census Bureau, American Community Survey 2009

Household Income by ZIP Code

Income	89002	89011	89012	89014	89015	89044	89052	89074	Henderson*	Clark County
Under \$15,000	4%	6%	5%	5%	10%	4%	4%	4%	5%	6%
\$15,000-\$24,999	4%	6%	4%	7%	9%	2%	3%	5%	5%	12%
\$25,000-\$34,999	5%	10%	9%	12%	8%	3%	5%	7%	7%	3%
\$35,000-\$49,999	10%	14%	12%	17%	14%	10%	10%	12%	12%	7%
\$50,000-\$74,999	24%	28%	22%	23%	22%	14%	18%	20%	22%	37%
\$75,000-\$99,999	24%	18%	19%	16%	17%	16%	18%	18%	18%	9%
100,000 and Over	22%	19%	29%	20%	19%	51%	41%	34%	29%	26%
\$100,000 - \$149,999	21%	12%	18%	12%	14%	25%	23%	19%	18%	N/A
\$150,000 - \$249,999	6%	5%	8%	6%	4%	16%	12%	10%	7%	N/A
\$250,000 and over....	1%	2%	3%	2%	1%	10%	6%	5%	4%	N/A
Average	\$85,281	\$76,832	\$89,421	\$75,403	\$69,270	\$131,354	\$108,993	\$99,126	\$90,407	\$73,850
Median	\$76,475	\$63,402	\$72,898	\$59,585	\$59,895	\$101,415	\$86,342	\$77,830	\$73,723	\$64,445

Source: 2010 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, 2010, the City had 12,414 active business licenses. From 2000 to 2010, business license activity has increased by 30 percent, and even though licensure has decreased 4% from 2009 numbers, the increase over the past decade has still averaged a steady 3% growth rate per year. The City issued 2,711 business licenses in 2010.

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%
2010	12,414	(514)	-4.0%

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 2010, a total of 10,568 building permits were issued. This represents a 6 percent increase compared to the previous year. Over the past two years, permit activity has shifted from new construction to home improvements and remodels.

Building permits for new single-family homes increased to 700 in 2010 after falling to 491 in 2009. This represents a 43 percent increase from 2009 although it is still shy of the 1,058 new home permits issued in 2008.

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%
2010	10,568	6.7%	359	1.7%

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 assessed value 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.

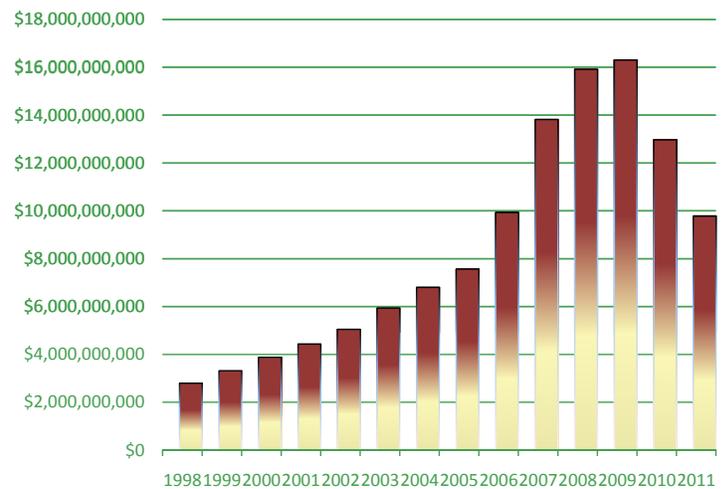


City of Henderson Total Assessed Value

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%
2011	9,784,715,277	-24.6%

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

Assessed Value



Assessed Valuation Comparison - Southern Nevada Cities

	FY 2009	FY 2010	Change FY09-FY10	% Change	FY 2011 Estimated	Change FY10-FY11	% Change
Henderson	\$ 16,308,288,716	\$ 12,969,946,316	\$ (3,338,342,400)	-20.5%	\$ 9,784,715,277	\$ (3,185,231,039)	-24.6%
Clark County	111,906,539,236	89,981,571,327	(21,924,967,909)	-19.6%	63,926,261,627	(26,055,309,700)	-29.0%
Las Vegas	24,992,555,583	18,289,314,192	(6,703,241,391)	-26.8%	13,718,837,481	(4,570,476,711)	-25.0%
North Las Vegas	9,132,667,067	6,660,944,839	(2,471,722,228)	-27.1%	4,719,007,066	(1,941,937,773)	-29.2%
Boulder City	751,133,100	675,629,306	(75,503,794)	-10.1%	564,973,634	(110,655,672)	-16.4%
Mesquite	903,591,652	809,678,379	(93,913,273)	-10.4%	636,455,142	(173,223,237)	-21.4%

Source: Nevada Department of Taxation

Assessed Value Comparison

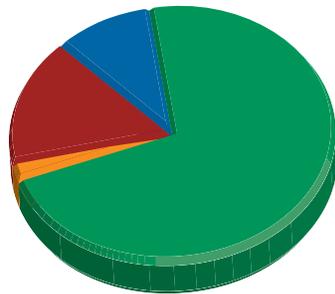
Henderson continues to focus its efforts on recruiting new businesses, strengthening existing businesses, and diversifying the local economy. This includes maintaining a pro-business climate and recruiting a select list of target industries including medical, industrial, financial, educational, and administrative 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 2010, Henderson’s City property tax rate continues to be \$.71 per \$100 in assessed valuation. The City of Henderson has maintained the same property tax rate for the past 21 years and continues to have one of the lowest rates in the Las Vegas metropolitan area, as well as the State of Nevada.

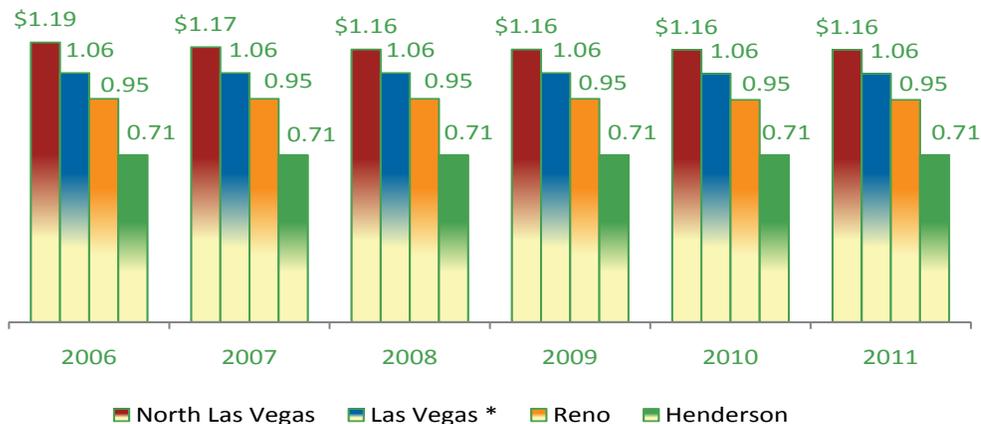
Assessed Value Comparison - Land Use



Residential	6,921,459,554	(69.24%)
Commercial	1,723,083,127	(17.23%)
Vacant	1,003,983,420	(10.04%)
Industrial	347,738,566	(3.49%)

Source: Clark County Assessors Office, 12/06/2010

Property Tax Rates - Nevada Cities of Comparable Size

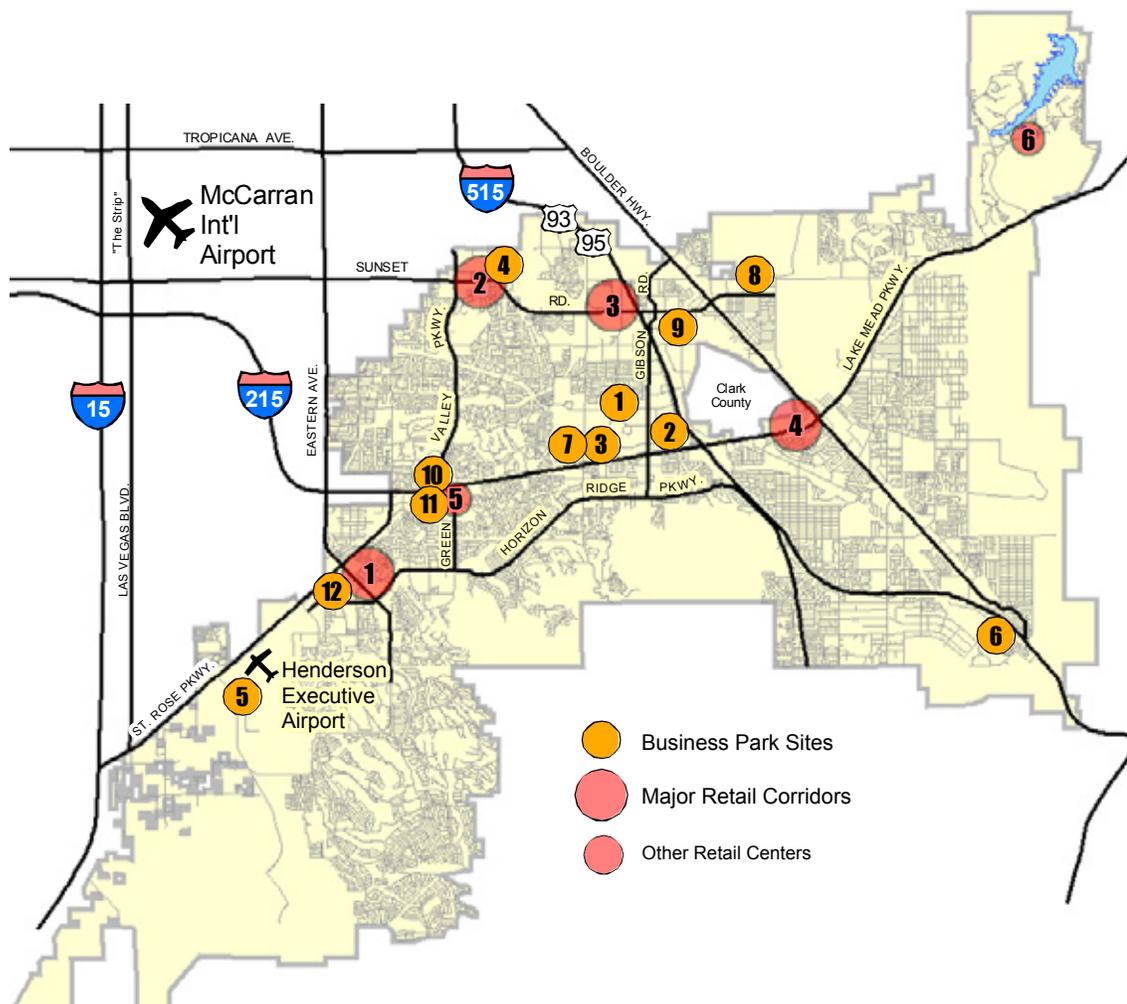


Source: Nevada Department of Taxation
 * Includes Las Vegas Metropolitan Police Department

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 2010



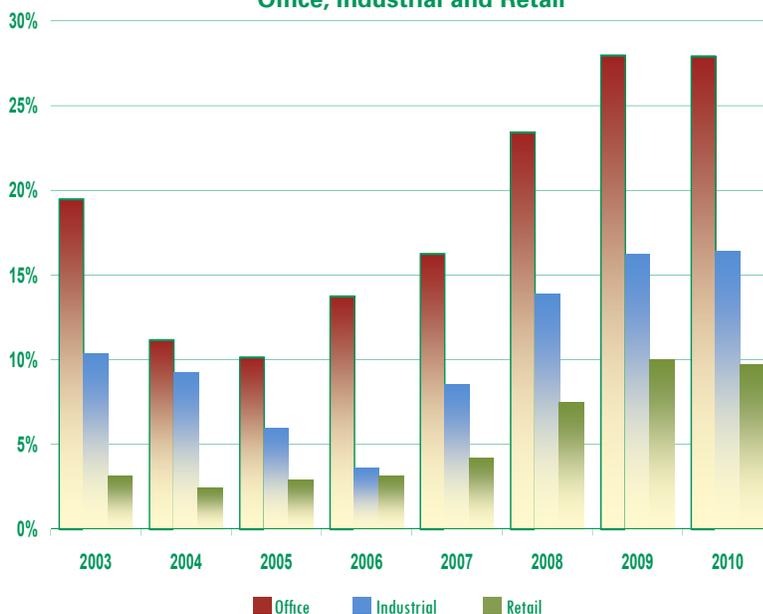
Commercial Real Estate Market Trends

The Henderson commercial office market posted 21,000 square feet of completions during 2010 and vacancies within the sector held steady at just under 28 percent.

The Henderson industrial market is experiencing vacancies triple those reported just a few years ago, yet limited speculative development activity is expected to keep vacancies from going too much higher. For 2010, Henderson's Industrial sector has 11,800,000 available square feet with a vacancy rate of 16%.

Within the retail sector, no new square footage was added in Henderson during 2010, reducing vacancies slightly. The vacancies caused by retail entities which closed their doors in 2009 was absorbed by new businesses in 2010, mitigating a net loss.

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	12,657,000	3,532,000	28,000	519,000
Industrial	11,800,000	1,932,000	0	0
Retail	12,841,000	1,244,000	0	301,000
Total	37,298,000	6,708,000	28,000	820,000

Source: Applied Analysis

Commercial Real Estate Snapshot / Henderson Market

	2003	2004	2005	2006	2007	2008	2009	2010
Office								
Total Square Footage	7,229,000	7,929,000	9,021,000	10,131,000	11,028,000	12,508,000	12,636,000	12,657,000
Vacancy Rate	19.47%	11.16%	10.14%	13.74%	16.25%	23.42%	27.96%	27.91%
Completions	568,000	955,000	1,092,000	1,110,000	898,000	1,480,000	128,000	21,000
Net Absorption	493,000	1,094,000	1,061,000	633,000	497,000	343,000	-476,000	21,000
Industrial								
Total Square Footage	9,798,000	9,009,000	9,517,000	10,085,000	10,863,000	11,696,000	11,800,000	11,800,000
Vacancy Rate	10.36%	9.22%	5.92%	3.60%	8.53%	13.90%	16.25%	16.37%
Completions	227,000	388,000	508,000	568,000	778,000	833,000	104,000	0
Net Absorption	287,000	708,000	775,000	769,000	215,000	133,000	-187,000	-14,000
Retail								
Total Square Footage	9,932,000	10,444,000	10,684,000	11,106,000	12,063,000	12,491,000	12,841,000	12,841,000
Vacancy Rate	3.13%	2.43%	2.87%	3.11%	4.20%	7.47%	10.01%	9.68%
Completions	791,000	802,000	240,000	422,000	957,000	428,000	351,000	0
Net Absorption	915,000	902,000	187,000	384,000	795,000	2,000	-2,000	42,000

Source: Applied Analysis

Existing Land Use

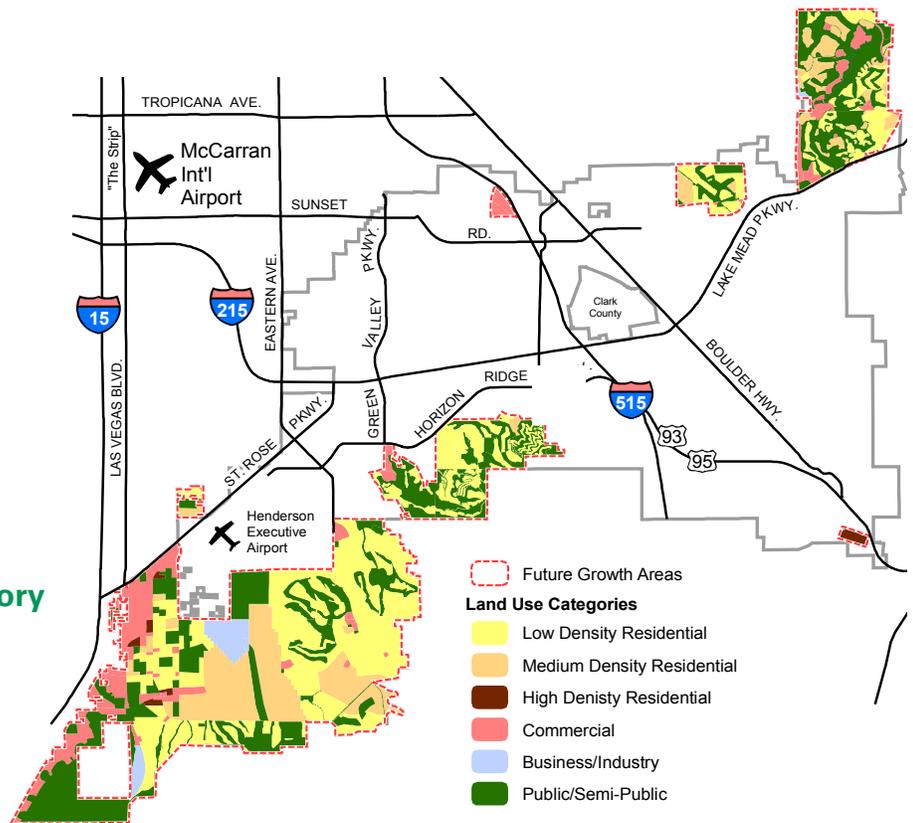
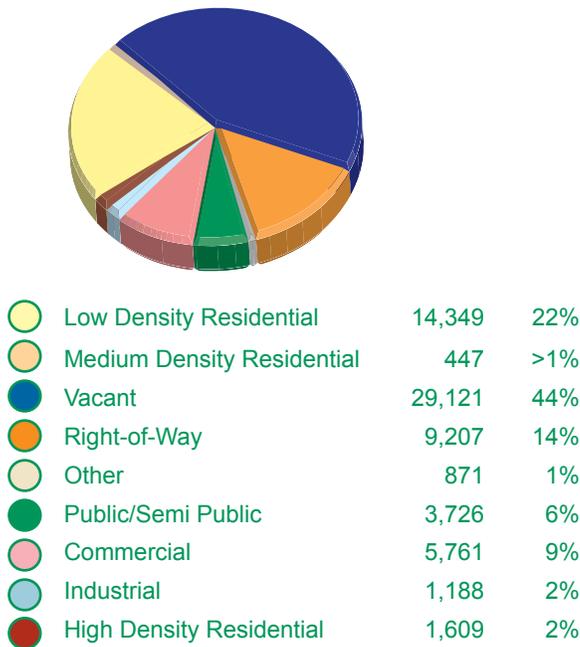
Vacant land accounts for 44 percent of the total land within Henderson city boundaries, and future use of this land is illustrated below. Low density residential land use accounts for the majority of the developed land within the City of Henderson (22 percent). Land used for Right-of-Way purposes such as streets, flood control facilities, and railroads is the next highest use (14 percent). Land categorized as Public/Semi-Public (6 percent) includes uses such as parks, golf courses, schools, and City buildings.

Future Land Use for Vacant Land

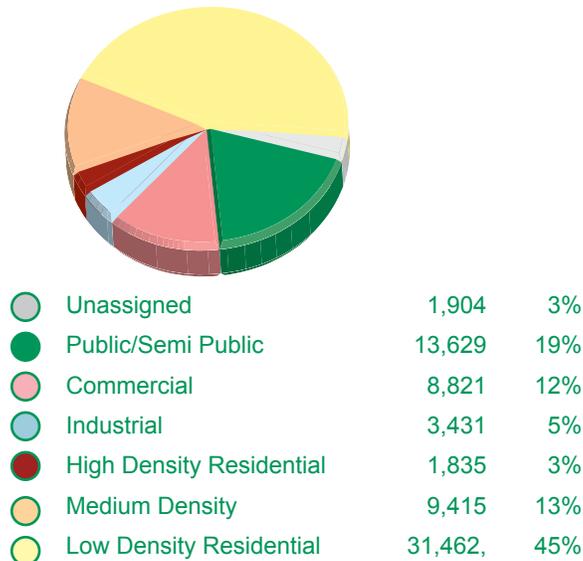
In order to ensure that continued growth occurs with attention given to preserving and enhancing the current community, changes to the City of Henderson's Comprehensive Plan (reflected in the numbers below) include all changes adopted by the City Council through December 2010.

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 December 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	900 to 999 employees
St. Rose Dominican Hospitals	General Medical and Surgical Hospitals	700 to 799 employees
Medco Health LLC	Mail-Order Houses	700 to 799 employees
Fiesta Lake Mead Station	Casino Hotels	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
Titanium Metals Corporation	Primary Nonferrous Metal ex. Copper/AL	400 to 499 employees
Zappos.com	Electronic Shopping	400 to 499 employees
Costco Wholesale Corp	Warehouse Clubs and Supercenters	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
Poly-West Inc	Unsupported Plastics Bag Manufacturing	300 to 399 employees
Ritz-Carlton Hotel Company LLC	Hotels (except Casino Hotels) and Motels	300 to 399 employees
Wal-Mart Stores, Inc.	Department Stores (discount)	300 to 399 employees
Cashman Equipment Company	Construction Equip Merchant Wholesalers	200 to 299 employees
Delmar Gardens Of Green Valley	Nursing Care Facilities	200 to 299 employees
Ford Motor Credit	Sales Financing	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
Interstate Brands West Corp	Commercial Bakeries	200 to 299 employees
Railroad Pass Casino	Casino Hotels	200 to 299 employees
Spherion Staffing LLC	Temporary Help Services	200 to 299 employees
TLC Care Center	Nursing Care Facilities	200 to 299 employees
Touro University	Colleges and Universities	200 to 299 employees
Vegas.Com	All Other Travel Arrangement Services	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 2010

* previously reported as the Hyatt-Regency

Tourism and Visitor Statistics

Over the past decade, Henderson has experienced significant growth in hotel/motel room inventory, number of attractions and visitors. In 2000, the City had a total room inventory of 1,752. Since then, the total number of hotel/motel rooms has more than doubled. (see table page 30)

In 2010, Henderson hotels and motels generated more than 886,000 room nights which represents a slight increase over the previous year. Reflectively, there was also a slight (5%) increase in total visitor volume. The more than 412,000 people who attended events hosted in the City in 2010, contributing over \$10 million to the local economy.

Room Nights and Occupancy 2000 - 2010

Year	Room Nights	Visitor Volume	Occupancy			Avg. Daily Rate (ADR)		
			Citywide Average	Hotel	Motel	Citywide Average	Hotel	Motel
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	811,497	476,830	77%	78%	73%	139.19	148.32	112.93
2008	836,321	491,417	72%	74%	66%	127.08	135.06	105.10
2009	845,369	496,733	60%	63%	50%	99.87	105.80	83.55
2010	886,747	521,047	63%	67%	55%	85.39	93.38	68.98

Source: Henderson Department of Cultural Arts & Tourism

Note: Figures do not include condominium/timeshare units



M resort



Henderson Convention Center



Green Valley Ranch Station



Loews Lake Las Vegas

Resort, Hotel, and Motel Properties

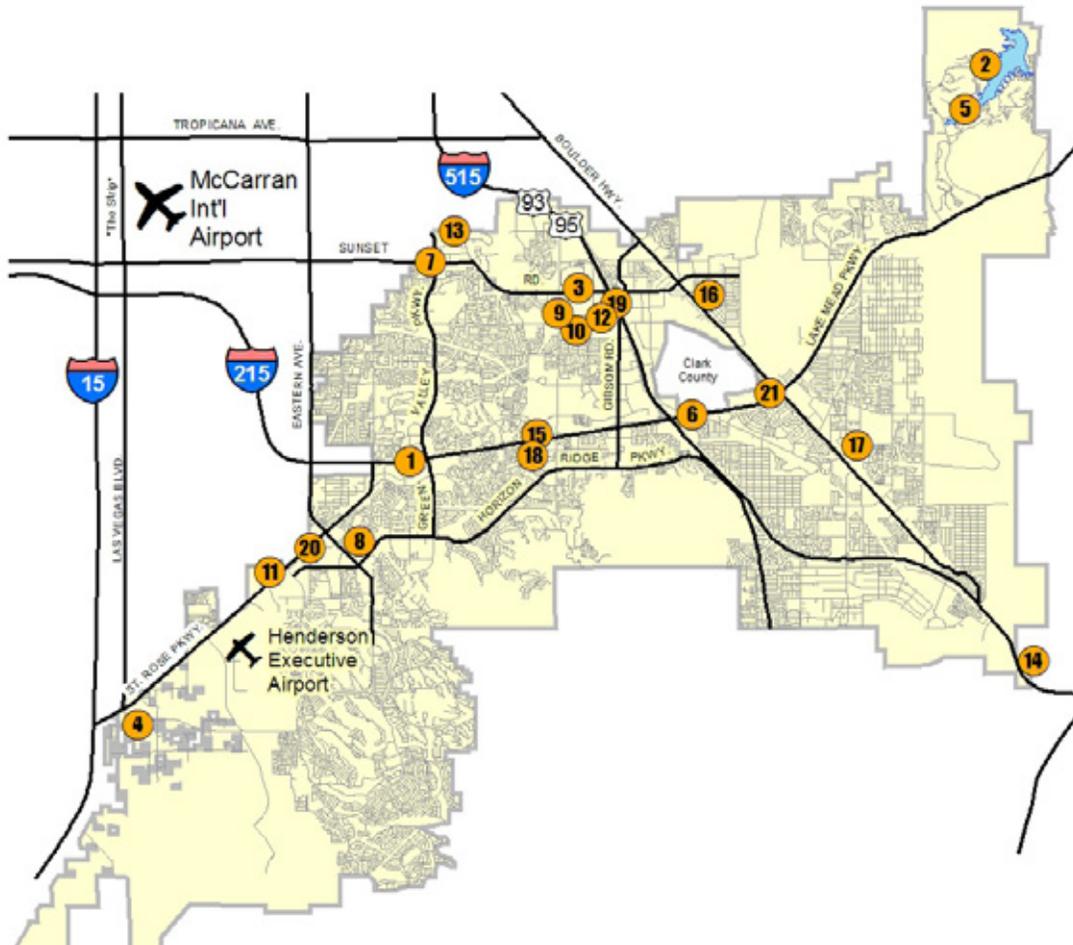
Henderson has become a resort destination featuring numerous premier resorts, the new M Resort, as well as Green Valley Ranch Resort, Loews Lake Las Vegas, Dolce, and the Sunset Station Hotel and Casino. The City currently has approximately 4,156 hotel/motel rooms.



Room accommodations may be booked on-line at visithenderson.com.

Map #	Existing Properties	Room Count
1)	Green Valley Ranch Resort	495
2)	Loews Lake Las Vegas	493
3)	Sunset Station	457
4)	M Resort	390
5)	Dolce (formerly MonteLago Village Resort)	300
6)	Fiesta Henderson	224
7)	Courtyard By Marriott	155
8)	Homewood Suites by Hilton - St. Rose	145
9)	Homewood Suites by Hilton - Warm Springs	139
10)	Hampton Inn - Warm Springs	139
11)	Hampton Inn & Suites	134
12)	Comfort Inn & Suites	127
13)	Residence Inn	126
14)	Railroad Pass	121
15)	Springhill Suites	120
16)	Holiday Inn - East Las Vegas/Henderson	115
17)	Hawthorn Inn and Suites	110
18)	Townplace Suites	108
19)	Holiday Inn Express	101
20)	Wingate Inn & Suites	99
21)	Americas Best Value Inn	58
Total Number of Hotel Rooms		4,156

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 / Redevelopment

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.

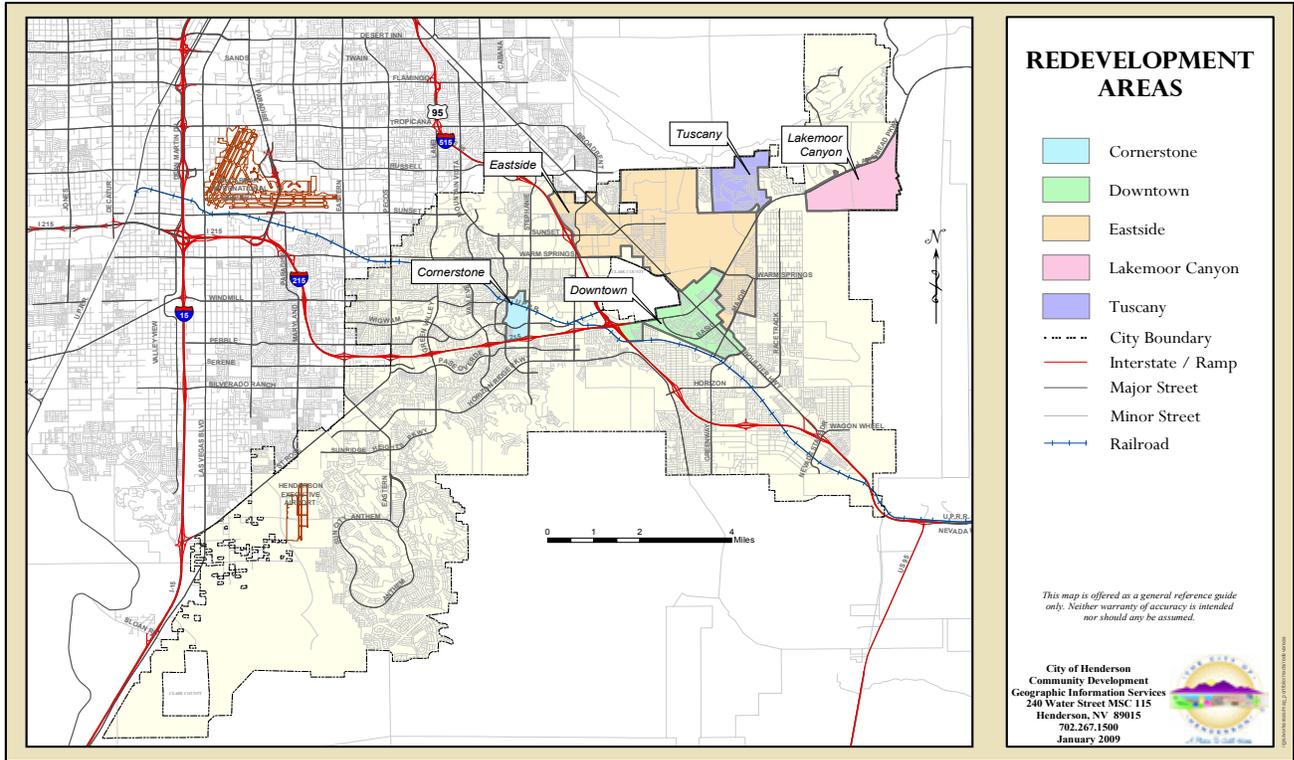
Redevelopment efforts physically enhance and revive the character of business and residential districts, resulting in the creation of vibrant, dynamic communities that continue to thrive decades later.

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). 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.

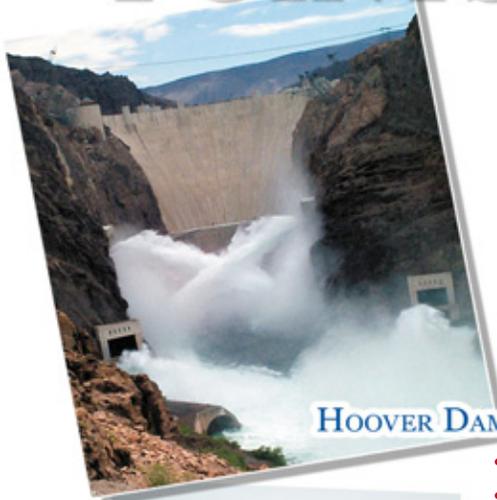
Eastside: Generally bordered along Boulder Highway from Sunset Road at the north to Major Street at the south, the 4,500-acre Eastside Redevelopment District can be divided into four distinct neighborhoods: Pittman, Valley View, the East Sunset Industrial Corridor, and the 2,200-acre LandWell project.

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.

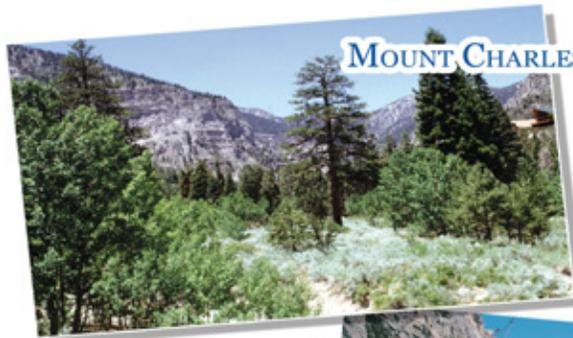
Lakemoor Canyon: A previous manganese mine located south of Lake Las Vegas, across Lake Mead Parkway and bordering the Lake Mead National Recreation area. Lakemoor, once known as Three Kids Mine, provided the base mineral that drove magnesium production at local manufacturing plants. The site has been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

POINTS OF INTEREST



HOOVER DAM 14 miles

- Tours
- Sight-seeing



MOUNT CHARLESTON 45 miles

- Hiking
- Snow Skiing
- Horseback Riding



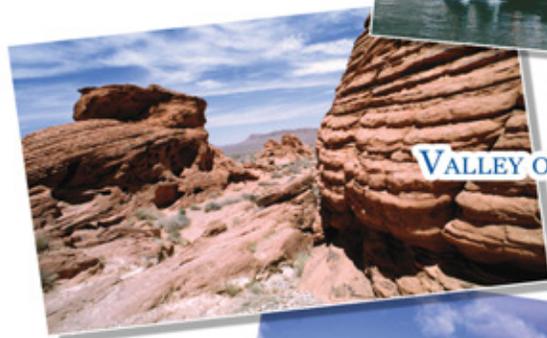
COLORADO RIVER 14 miles

- Fishing
- Rafting
- Canoeing



LAKE MEAD 6 miles

- Fishing • Swimming
- Paddle Boat Cruises



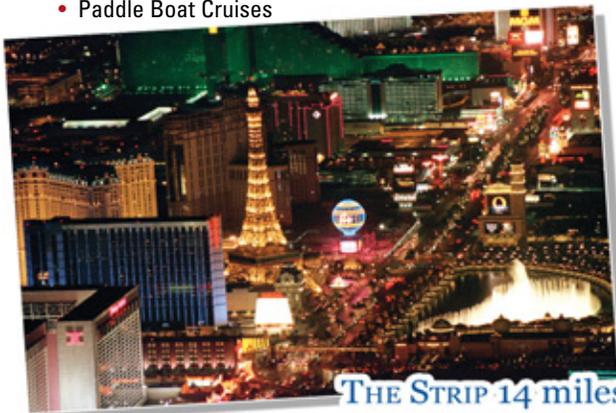
VALLEY OF FIRE 49 miles

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



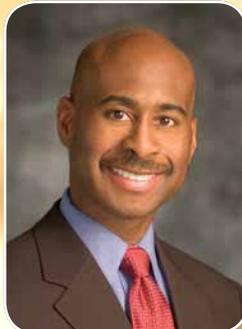
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