

HENDERSON NEVADA

ECONOMIC AND DEMOGRAPHIC OVERVIEW

2012





Welcome to the 2012 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 written in a cursive, flowing style.

Andy Hafen
Mayor

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COMMUNITY



A Place to Call Home

Home to approximately 270,000 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 one of the lowest employee-to-resident ratios 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 our most recent 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. Henderson continues to receive recognition for providing premier parks and trails within walking distance for its residents.

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.

In 2011, Forbes ranked the City of Henderson as America's second safest city. The Forbes ranking is based on Henderson's ability to deliver programs and services that foster a safe community. Forbes also credits the city of Henderson for having a relatively high median income and low poverty rate.

Henderson is a progressive and vibrant city committed to providing quality public service while striving towards the highest level of efficiency; 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.

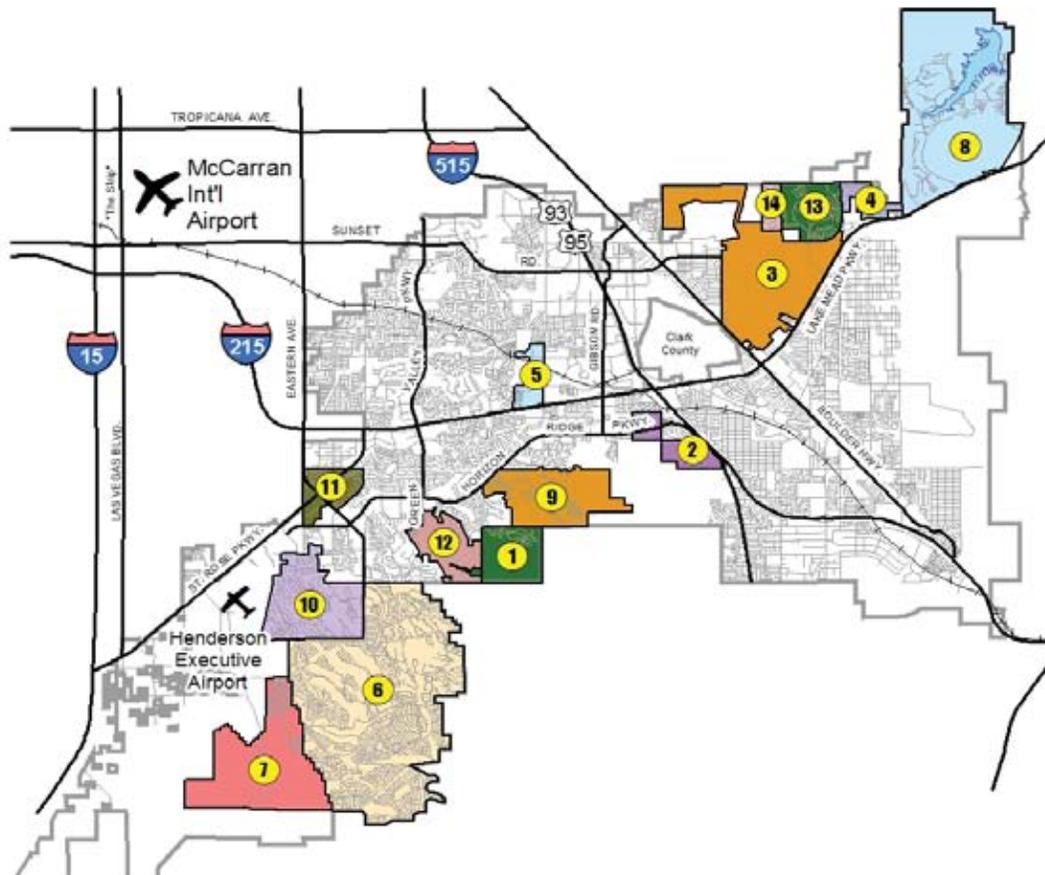


Developing Master Planned Communities

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, 2012	Units at Completion	Estimated Population	Percent Complete	Acres
1) Ascaya	0	313	0	0.0%	632
2) Black Mountain Vistas	1,195	1,676	2,783	71.3%	421
3) Cadence	0	13,250	0	0.0%	2,200
4) Calico Ridge	591	595	1,098	99.3%	222
5) Cornerstone	531	1,600	1,139	33.2%	218
6) Del Webb's Anthem	14,658	15,350	29,630	95.5%	2,535
7) Inspirada	802	16,500	1,765	4.9%	1,940
8) Lake Las Vegas	1,644	10,231	3,053	16.1%	2,242
9) MacDonald Highlands	379	586	933	64.7%	1,213
10) Seven Hills	3,201	3,318	7,544	96.5%	1,292
11) Southfork	1,362	1,749	3,147	77.9%	413
12) The Canyons at MacDonald Ranch	8	900	8	0.9%	607
13) Tuscany	828	2,116	1,823	39.1%	600
14) Weston Hills	456	864	1,004	52.8%	166

Source: City of Henderson, Community Development Department, January 2012.



Public Schools Located in Henderson

Elementary	Address	Zip	Middle/Junior High	Address	Zip
Bartlett, Selma F.	1961 Wigwam Pkwy.	89074	Brown, Mahlon	307 N. Cannes Street	89015
Cox, David	280 Clark Dr.	89074	Burkholder, Lyal	355 W. Van Wagenen	89015
Dooley, John A.	1940 Chickasaw Dr.	89002	Greenspun, Barbara & Hank	140 N. Valley Verde Dr.	89074
Galloway, Fay	701 Skyline Road	89002	Mannion, Jack & Terry	155 E. Paradise Hills Pkwy.	89002
Gibson, James	271 Leisure Circle	89074	Miller, Bob	2400 Cozy Hill Circle	89052
Hinman, Edna	450 E. Merlayne Dr.	89015	Webb, Del E.	2200 Reunion Dr.	89052
Kesterson, Lorna	231 Bailey Island Dr.	89074	White, Thurman	1661 Galleria Dr.	89014
Lamping, Frank	2551 Summit Grove Dr.	89012			
Mack, Nate	3170 Laurel Ave.	89014	High Schools	Address	Zip
McCaw, Gordon	57 Lynn Lane	89015	Basic	400 Palo Verde Dr.	89015
McDoniel, Estes	1831 Fox Ridge Lane	89014	Community College South H.S.	700 College Dr.	89002
Morrow, Sue	1070 Featherwood Ave.	89015	Coronado	1001 Coronado Center Dr.	89052
Newton, Ulis	571 Greenway Road	89015	Foothill	800 College Dr.	89002
Roberts, Aggie	227 Charter Oak Street	89074	Green Valley	460 Arroyo Grande Blvd.	89014
Sewell, C. T.	700 E. Lake Mead Dr.	89015	Liberty	3700 Liberty Heights Ave.	89052
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			



Private and Charter Schools

Private Schools	Address	Zip	Grade
Achievement Academy, The	95 S. Arroyo Grande Blvd.	89012	1-9
Black Mountain Christian School	107 S. Gibson Road	89012	K-12
Bright Minds Children's University	7550 Constantinople Ave, Bldg 2	89129	K-4
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-8
Foothills Montessori School	1401 Amador Lane	89012	K-8
Green Valley Christian School	711 Valle Verde Court	89014	K-5
Green Valley Christian School	706 Valle Verde Court	89014	6-12
Green Valley Lutheran Kindergarten	1799 Wigwam Pkwy.	89074	K
Green Valley United Methodist Church Kingdom	2200 Robindale Road	89074	K
Henderson Christian Academy	2750 Robindale Road	89074	K
Kids R Kids Quality Learning Center	1640 Patrick Lane	89014	K
KinderCare Learning Center	51 Office Park Dr.	89074	K
La Petite Academy	1551 W. Warm Springs Rd.	89014	K-1
Lake Mead Christian Academy	540 Lake Mead Pkwy.	89015	K-12
Merryhill School - Green Valley	2150 Windmill Parkway	89074	K-1
Midbar Kodesh Temple Early Childhood Center	1940 Paseo Verde Pkwy.	89012	K
Yeshiva Day School of Las Vegas	55 North Valle Verde Dr	89074	K-8

Charter Schools	Address	Zip	Grade
Coral Academy of Science - Las Vegas	2150 Windmill Plwy.	89074	3-5
Coral Academy of Science - Las Vegas	1051 Sandy Ridge Ave.	89052	6-12
Nevada State High School	1125 Nevada State Dr.	89015	11-12
Silver Sands Montessori	1841 Whitney Mesa Dr.	89014	K-7

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:		
American Locksmith institute	650 W. Suset Road, Henderson, 89011	702-369-9944
Art Institute of Las Vegas, The	2350 Corporate Circle, Henderson, 89074	702-369-9944
Cactus Aviation	3500 Executive Terminal Drive	702-809-3936
DeVry University Henderson	2490 Paseo Verde Parkway, Ste 150, Henderson, 89074	702-933-9700
Euphoria Institute of Beauty Arts & Science	11041 S Eastern Ave, Ste 112, Henderson, 89052	702-932-8111
Everest College	170 N. Stephanie Street, 1st floor, Henderson, 89074	702-567-1920
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
PCI Dealer School	790 Coronado Center Dr, suite 140, Henderson, 89052	702-877-4724
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 Nevada School of Medicine	880 Seven Hills Drive, Ste 200, Henderson, 89052	702-671-2213
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 provides premium services through diverse and innovative parks, recreation and natural resource opportunities. It 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 is home to 54 parks, with several more under construction. In addition to open grass areas and playgrounds, features include walking courses, dog parks, skate parks, splash pads, and lighted sports fields. The City maintains more than 1,200 acres, including 80 athletic fields, 43 tennis courts, and eleven swimming pools. Parks offer the community opportunities for active and passive recreation, including team sports, hiking and picnics. There are more than 65 linear miles of trails within the City, including the River Mountains Loop Trail, a designated National Recreation Trail. 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.

The Parks and Recreation Department also operates seven recreation centers featuring gymnasiums, multi-fitness centers and racquetball courts. Thousands of specialized programs are offered each year including aquatics, therapeutic recreation, youth enrichment, special events, outdoor recreation, sports leagues, and tournaments. Adults 50+ can take advantage of fitness initiatives, health screenings, nutrition programs, 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, hosted by the Parks and Recreation Department at all Henderson public elementary and middle schools.

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.

Facility Amenities

Use the letter next to the facility name to locate it on the next page.

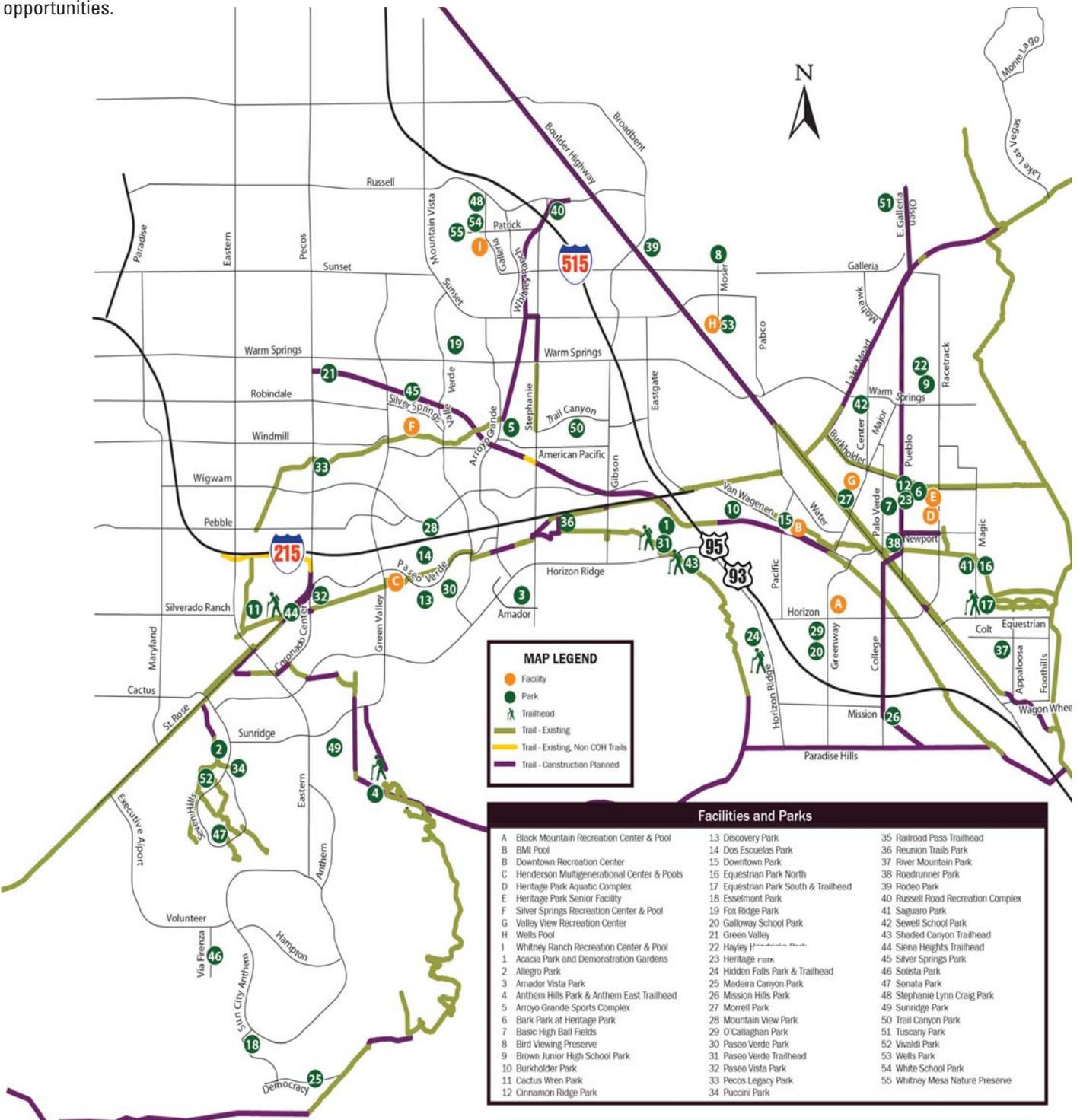
	Activity Pool	Adult Open Basketball	Bocce	Diving Boards/Stands	Game Room	Indoor Track	Kids Corner	Lap Lanes	Multi-Fitness Center	Open Gym	Open Rec	Pickleball	Racquetball Courts	Racquetball Challenge Courts	Restrooms	Shower, Locker Room	Seasonal Pool	Wading Pool	Wallyball	Year-round Pool
A Black Mountain Recreation Center/Aquatic Complex 599 Greenway Rd. (at Horizon Dr.)	•	•			•		•		•	•	•		•		•	•	•			•
B BMI Pool 105 W. Basic Rd. (Lead St. & Van Wagenen St.)				•				•							•	•	•	•		
B Downtown Recreation Center 105 W. Basic Rd. (Lead St. & Van Wagenen St.)		•			•	•	•		•	•	•	•			•	•				•
C Henderson Multigenerational Center/Aquatic Complex 250 S. Green Valley Pkwy. (at Paseo Verde Pkwy.)	•	•		•	•	•	•	•	•	•		•			•	•	•			•
D Heritage Park Aquatic Complex 310 S. Racetrack Rd. (at Burkholder Blvd.)				•				•							•	•				•
E Heritage Park Senior Facility 300 S. Racetrack Rd. (at Burkholder Blvd.)			•		•				•						•	•				
F Silver Springs Recreation Center & Pool 1951 Silver Springs Pkwy. (at N. Valle Verde Dr.)		•		•	•			•		•	•		•	•	•		•	•	•	•
G Valley View Recreation Center 500 Harris St. (at Basic Rd.)		•			•				•	•			•		•					•
H Wells Pool 1640 Price St. (Moser Dr. & Merlayne Dr.)								•							•	•	•			
I Whitney Ranch Recreation Center/Aquatic Complex 1575 Galleria Dr. (south of Russell Rd.)	•	•			•		•	•	•	•	•		•		•	•	•			•

City Parks and Recreation Centers - continued

Henderson Trails

With the majority of its funding provided by the Bureau of Land Management through the Southern Nevada Public Land Management Act, (SNPLMA), the Henderson trail system continues to expand, providing increased recreation and transportation opportunities.

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 65 miles of developed trails, with plans to develop more than 50 additional miles, including multi-use paths for biking, walking and equestrian use.





Park & Trailhead Amenities

Use the number next to the park or trailhead name to locate it on the previous page.

L = Lighted facility R = Facility that can be reserved

Parks and Trails	Location	Acreage	Amphitheater	Ball Fields	Barbecues	Basketball Courts	Bocce	Covered Picnic Shelter	Dog Park	Exercise Course	Equestrian Area	Horseshoe Pits	Multi-Purpose Fields	Open Grass Area	Picnic Tables	Playground	Restrooms	Shuffleboard	Skate Park	Splash Pad	Tennis Courts	Volleyball	Walking Course
1 Acacia Park & Demonstration Gardens	50 Casa Del Fuego St. (Las Palmas Entrada off S. Gibson Rd.)	16	L	•	L	R	•					L	•	•	•	•				•		•	
2 Allegro Park	1023 Seven Hills Dr. (Seven Hills Dr. & Overlook Mtn.)	5		•									•	•	•	•							
3 Amador Vista Park	1562 Amador Ln. (W. Horizon Ridge Pkwy. & Amador Ln.)	5		•	L	•	•								•	•	•			•		•	
4 Anthem Hills Park & Anthem East Trailhead	2256 N. Reunion Dr. (N. Reunion Dr. & Sonatina Dr.)	55	L	•	L	R						L	•	•	•	•		L			L	•	
5 Arroyo Grande Sports Complex	298 Arroyo Grande Blvd. (between American Pacific Dr. & Santiago Dr.)	56	L	•	L	•							•	•	•	•							
6 Bark Park at Heritage Park	350 S. Racetrack Rd. (at Burkholder Blvd.)	5					•																
7 Basic High Ball Fields	400 N. Palo Verde Dr. (N. Palo Verde Dr. & Dooley Dr.)	4	L																				
8 Bird Viewing Preserve	350 E. Galleria Dr. (Moser Dr. & Galleria Dr.)	149					•										•						•
9 Brown Junior High School Park	307 Cannes St. (Cannes St. & Madrid Ave.)	7		•																			
10 Burkholder Park	645 W. Victory Rd. (Victory Rd. & Van Wagenen St.)	11	L	•		R					•		•	•	•	•							
11 Cactus Wren Park	2900 Ivanpah Dr. (Ivanpah Dr. & Jessup Rd.)	7	L	•	•	R	•					•	•	•	•	•		L			•		
12 Cinnamon Ridge Park	825 E. Burkholder Blvd. (between E. Burkholder Blvd. & S. Puetlio Blvd.)	9		•	•	R						•	•	•	•	•					L	L	
13 Discovery Park	2011 Paseo Verde Pkwy. (Paseo Verde Pkwy. & Palomino Village Dr.)	8		•	L	R					•	•	•	•	•	•					L	L	
14 Dos Escuelas Park	1 Golden View (Paseo Verde Pkwy. & Desert Shadow Trail)	9	L	•	L	R	•						•	•	•	•					L		
15 Downtown Park	105 W. Basic Rd. (Lead St. & Van Wagenen St.)	7		•	•	R							•	•	•	•				•		•	
16 Equestrian Park North	1350 Richard Bunker Ave. (Richard Bunker Ave. & Magic Way)	10					•										•					•	
17 Equestrian Park South & Trailhead	1200 Equestrian Dr. (Equestrian Dr. & Magic Way)	5					•	•	R						•	•						•	
18 Esselmont Park	2725 Anthem Highlands Dr. (between Bicentennial Pkwy. & Democracy Dr.)	7		•	L	R	L						•	•	•	•				•			
19 Fox Ridge Park	420 Valle Verde Rd. (Valle Verde Rd. & Fox Ridge Dr.)	5	•		•	R						•	•	•	•	•						•	
20 Galloway School Park	701 Skyline Rd. (Skyline Rd. & E. Tamarack Dr.)	6		•									•	•	•	•							
21 Green Valley Park	370 N. Pecos Rd. (Pecos Rd. & Millcroft Rd.)	5		•	•	R							•	•	•	•							
22 Hayley Hendricks Park	811 Ithaca Ave. (Ithaca Ave. & Puetlio Blvd.)	10	L	•		R						L	L	•	•	•		L	•		L	•	
23 Heritage Park	350 S. Racetrack Rd. (at Burkholder Blvd.)	5					•																
24 Hidden Falls Park & Trailhead	281 W. Horizon Dr. (off W. Horizon Ridge Pkwy.)	18			•	L	•						•	•	•	•			•	•		•	
25 Madeira Canyon Park	2390 Democracy Dr. (Democracy Dr. & Canyon Retreat)	23	L	•	L	•					•	L			•	•				•	L		
26 Mission Hills Park	551 E. Mission Dr. (Mission Dr. & College Dr.)	23	L	•	L	R						•	•	•	•	•				•	L		
27 Morrell Park	500 Harris St. (Harris St. & Basic Rd.)	15	L	•	L	R						•	•	•	•	•		L			L		
28 Mountain View Park	1959 Wigwam Pkwy. (between Valle Verde Dr. & Green Valley Pkwy.)	7		•	L	R						•	•	•	•	•					L	L	
29 O'Callaghan Park	601 Skyline Rd. (Skyline Rd. & Horizon Dr.)	20	L	•	•	R						•	•	•	•	•					L	L	
30 Paseo Verde Park	1851 Paseo Verde Pkwy. (Paseo Verde Pkwy. & Desert Shadow Trail)	9	•	•	L	R						•	•	•	•	•					L	L	
31 Paseo Verde Trailhead	804 Paseo Verde Pkwy. (Paseo Verde Pkwy. & W. Horizon Ridge Pkwy.)	5				L			•				•	•	•	•							
32 Paseo Vista Park	2505 Paseo Verde Pkwy. (Paseo Verde Pkwy. & St. Rose Pkwy.)	8		•	L	R	L	L	L	L	L		•	•	•	•	L		•				
33 Pecos Legacy Park	150 Pecos Rd. (between Wigwam Pkwy. & Windmill Pkwy.)	10	L	•	L	R					L		•	•	•	•					L	L	
34 Puccini Park	1899 Seven Hills Dr. (Seven Hills Dr. & Anthem Wind Way)	5		•	L	R						•	•	•	•	•					L	L	
35 Railroad Pass Trailhead	2800 S. Boulder Hwy. (Parking lot of the Railroad Pass Casino)	.25																					•
36 Reunion Trails Park	44 Chapata Dr. (off Paseo Verde Pkwy.)	17			•	L	•						•	•	•	•				•		•	
37 River Mountain Park	1941 Appaloosa Dr. (Appaloosa Dr. & Colt Dr.)	9	L	•	L	R						•	•	•	•	•					L	•	
38 Roadrunner Park	831 Amigos St. (Newport to Feliz Contrado Ct. to Amigos St.)	8		•									•	•	•	•						•	
39 Rodeo Park	810 Aspen Peak Loop (Boulder Hwy. & Sky Forest Dr.)	8	L	•	L	R	•	•				•	•	•	•	•					L	L	
40 Russell Road Recreation Complex	5901 E. Russell Rd. (Russell Rd. & Stephanie St.)	25	L	•	•	R					L	L	•	•	•	•						L	
41 Saguaro Park	600 Pounds Way (Pounds Way & Blue Lantern Dr.)	6		•	•	R							•	•	•	•				•		•	
42 Sewell School Park	700 E. Lake Mead Pkwy. (Lake Mead Pkwy. & Warm Springs Rd.)	5		•	•		•						•	•	•	•							
43 Shaded Canyon Trailhead	180 Shaded Canyon Dr. (off W. Horizon Ridge Pkwy.)	2														•							
44 Siena Heights Trailhead	2570 Siena Heights Dr. (off Coronado Center Dr.)	4.5					L						•	•	•	•					L		
45 Silver Springs Park	1950 Silver Springs Pkwy. (Silver Springs Pkwy. & N. Valle Verde Dr.)	12	L	•		R						•	•	•	•	•					L	•	
46 Solista Park	1890 Via Firenze (Via Firenze & Volunteer Blvd.)	5		•			•			L			•	•	•	•		L					
47 Sonata Park	1550 Seven Hills Dr. (Seven Hills Dr. & Arbella Way)	12		•	•	R						•	•	•	•	•						•	
48 Stephanie Lynn Craig Park	1725 Galleria Dr. (Galleria Dr. & Russell Rd.)	14	L	•			•						•	•	•	•							
49 Sunridge Park	1010 Sandy Ridge Ave. (Sandy Ridge Ave. & Rocky Ridge Dr.)	18		•	L	R							•	•	•	•					L	L	
50 Trail Canyon Park	1065 Trail Canyon Rd. (between Stephanie St. & Gibson Rd.)	4		•	L	R						•	•	•	•	•					L		
51 Tuscany Park	1550 E. Galleria Dr. (E. Galleria Dr. & McCormick Rd.)	7	•	•	L	R						•	•	•	•	•		L			L	•	
52 Vivaldi Park	1249 Seven Hills Dr. (Seven Hills Dr. & Nestled Peak)	7		•	•	R							•	•	•	•							
53 Wells Park (under renovations until spring 2012) & Pool	1640 Price St. (Moser Dr. & Merlayne Dr.)	10	L	•	•	R						•	•	•	•	•					L		
54 White School Park	1661 Galleria Dr. (Galleria Dr. & Russell Rd.)	8	L	•	•							•	•	•	•	•					•		
55 Whitney Mesa Nature Preserve	1990 Patrick Ln. (Patrick Ln. & Galleria Dr.)	5.5		•			•						•	•	•	•							•



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 the apportionment of the U.S. House of Representatives for the 108th Congress, Nevada gained a 4th seat in the House based on the change in the State's population in 2010. Nevada had earned its 3rd seat after the 2000 census.

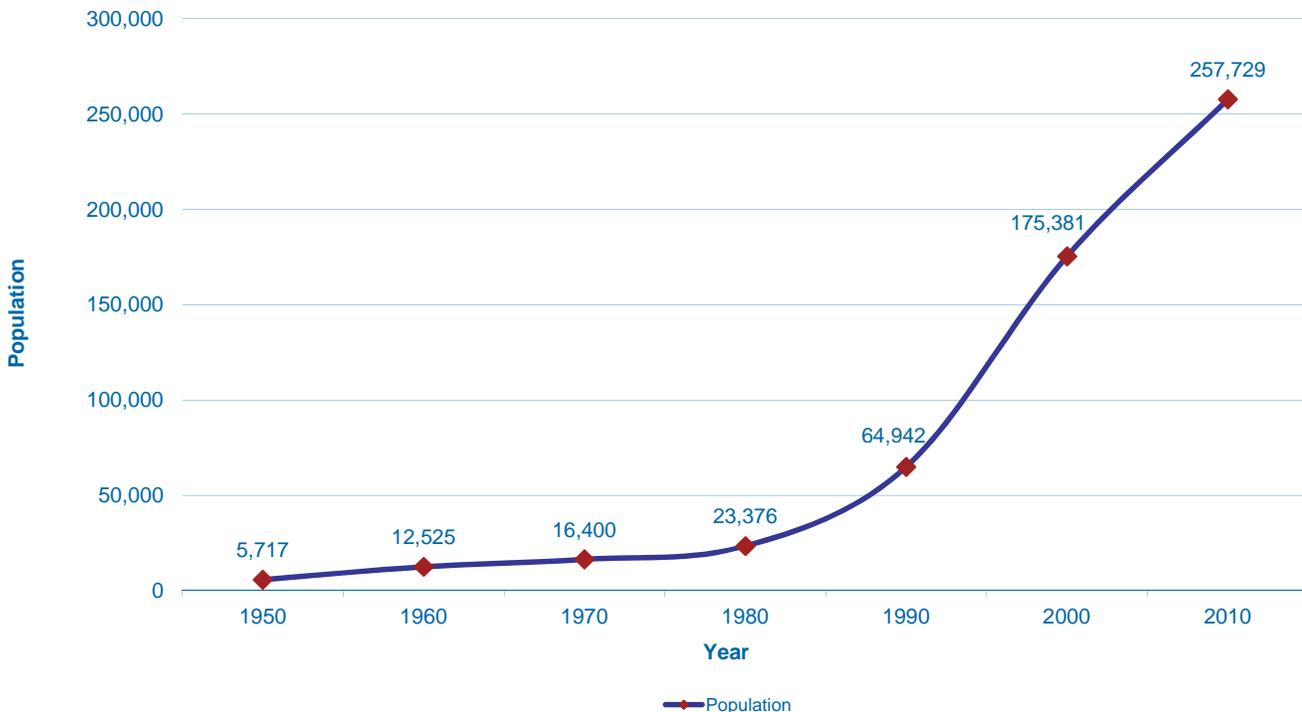
In 2010, the City of Henderson had experienced extraordinary growth over the prior ten years, with the population increasing by 82,348 residents since the 2000 census and 192,787 since 1990.

Population April 1, 1950-2010

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%
2010	257,729	82,348	44%

Source: U.S. Census Bureau.

United States Census Counts - Henderson 1950-2010



Source: United States Census Bureau.

Fastest Growing Incorporated Places

In the past decade, Henderson was the 7th fastest growing incorporated place with a starting population of 100,000 or more.

The table below was compiled with data from the 2000 and 2010 United States Census data..

Fastest Growing U.S. Incorporated Places

Place	State	April 1, 2000	April 1, 2010	Number	Percent
Gilbert	AZ	109,697	208,453	98,756	90.0%
North Las Vegas	NV	115,488	216,961	101,473	87.9%
Fayetteville	NC	121,015	200,564	79,549	65.7%
Fontana	CA	128,929	196,069	67,140	52.1%
Cape Coral	FL	102,286	154,305	52,019	50.9%
Irvine	CA	143,072	212,375	69,303	48.4%
Henderson	NV	175,381	257,729	82,348	47.0%
Raleigh	NC	276,093	403,892	127,799	46.3%
Peoria	AZ	108,364	154,065	45,701	42.2%
Bakersfield	CA	247,057	347,483	100,426	40.6%
Chula Vista	CA	173,556	243,916	70,360	40.5%
Joliet	IL	106,221	147,433	41,212	38.8%
Fort Worth	TX	534,694	741,206	206,512	38.6%
Aurora	IL	142,990	197,899	54,909	38.4%
Grand Prairie	TX	142,990	197,899	54,909	38.4%

Source: U.S. Census Bureau 2010



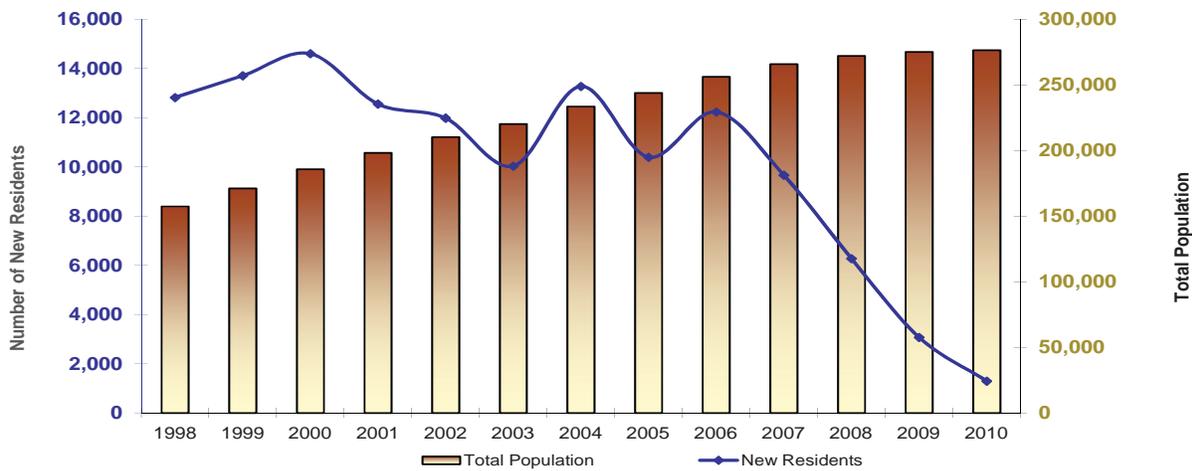
Population by Zip Code

Census data shows that 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.

The tables below are estimates and projections compiled by the City of Henderson Community Development department and may offer a more timely representation of current population trends.

Population Trends and Projections



Year	89002	89011	89012	89014	89015	89044	89052	89074	Total	# of New Residents
1998	-	92	16,013	79,255	62,016	-	-	-	157,376	12,818
1999	-	256	24,943	82,102	63,775	-	-	-	171,076	13,700
2000	-	356	18,307	83,513	65,442	-	18,055	-	185,673	14,597
2001	-	504	21,015	38,573	67,105	-	24,398	46,631	198,226	12,553
2002	-	621	24,217	39,063	68,780	-	30,287	47,238	210,206	11,980
2003	-	654	25,672	38,892	71,332	-	36,566	47,120	220,236	10,030
2004	-	847	26,438	39,363	74,468	1,589	42,357	48,444	233,506	13,270
2005	-	967	27,510	39,529	78,145	4,586	44,573	48,587	243,897	10,391
2006	29,345	13,816	28,510	39,943	41,018	8,307	46,256	48,933	256,128	12,231
2007	31,525	16,165	28,567	40,120	41,138	12,202	48,207	47,866	265,790	9,662
2008	32,355	17,320	29,376	40,818	41,339	14,535	48,139	48,181	272,063	6,273
2009	32,843	18,670	28,713	40,170	41,523	15,858	49,315	48,042	275,134	3,071
2010	32,165	19,187	28,829	40,423	40,876	16,486	49,987	48,475	276,428	1,294
2015*	32,165	22,346	33,979	41,194	46,640	31,279	52,535	49,797	309,935	33,508
2020*	32,207	39,814	36,769	41,858	46,643	47,068	56,892	50,255	351,506	41,570
2025*	36,497	60,315	44,886	42,023	48,113	47,068	58,281	50,599	387,782	36,276
2030*	38,406	67,392	46,995	42,023	57,805	59,273	58,281	50,599	420,774	32,992
2035*	44,771	67,414	48,055	42,023	67,229	71,810	59,063	50,599	450,964	30,190
Build-Out**	56,974	67,414	48,055	42,023	95,515	71,838	59,063	50,599	491,481	40,517

Source: City of Henderson Community Development Department, July 2010

*Estimates

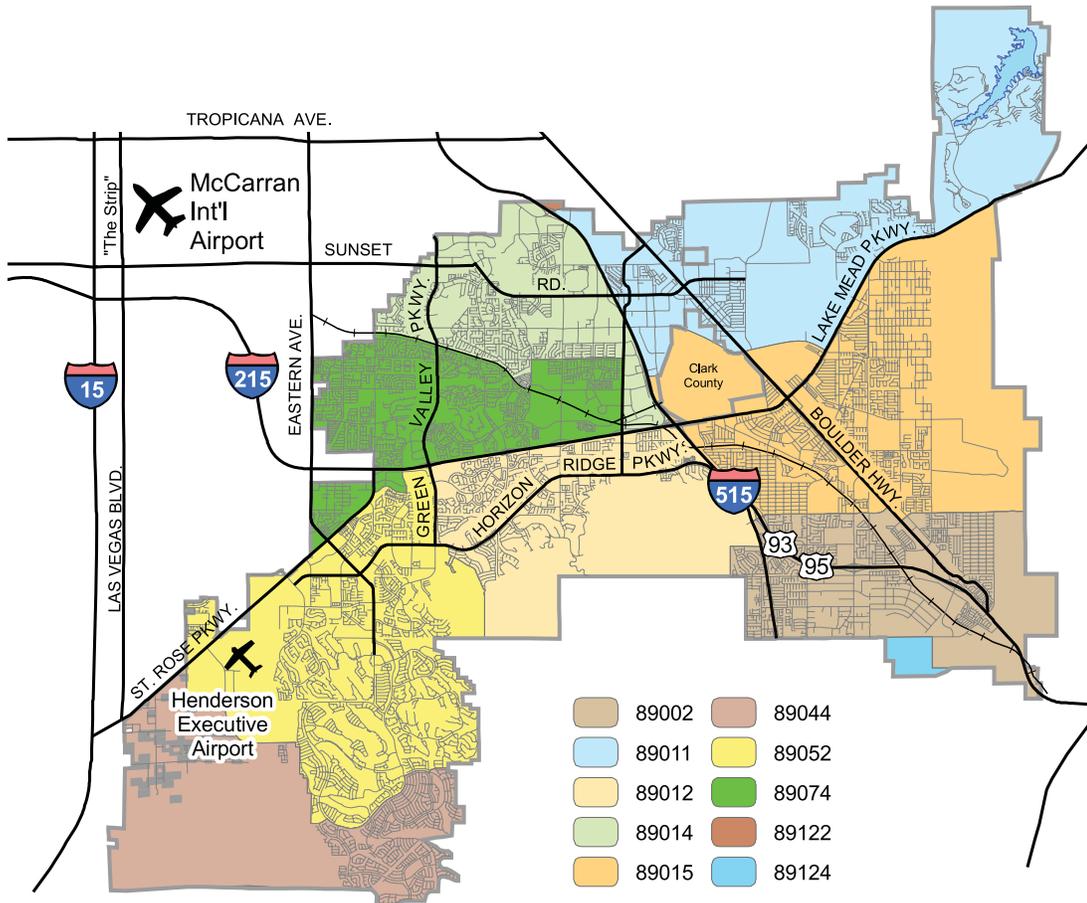
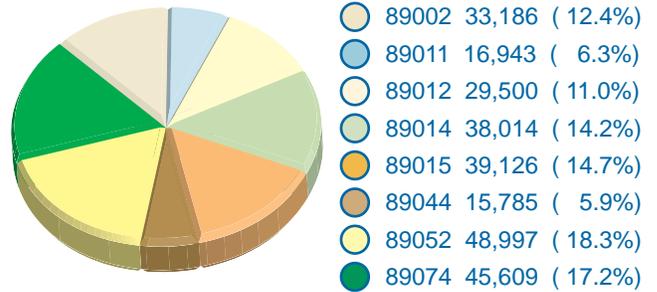
**Build-Out reflects the capacity within the existing corporate limits

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 2011, 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

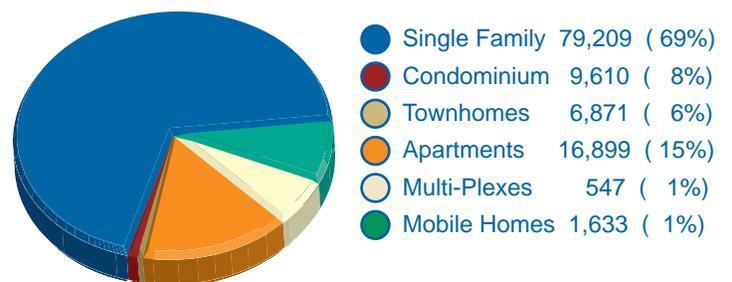


Note: no population exists in the portions of zip codes 89122 & 89124 that lie within the boundaries of Henderson

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.

Demographic Comparison

Race	Henderson	Clark County	Nevada	USA
White	76.9%	60.9%	66.2%	72.4%
Black or African American	5.1%	10.5%	8.1%	12.6%
American Indian and Alaska Native	0.6%	0.7%	1.2%	0.9%
Asian	7.2%	8.6%	7.2%	4.8%
Native Hawaiian and Other Pacific Islander	0.6%	0.7%	0.6%	0.2%
Some other race	4.8%	13.5%	12.0%	6.2%
One race	95.2%	94.9%	95.3%	97.1%
Two or more races	4.8%	5.1%	4.7%	2.9%
TOTAL	100.0%	100.0%	100.0%	100.0%

Hispanic or Latino - Culture *				
Non Hispanic or Latino	85.1%	70.9%	73.5%	83.7%
Hispanic or Latino (of any race)	14.9%	29.1%	26.5%	16.3%
TOTAL	100.0%	100.0%	100.0%	100.0%

Source: U.S. Census Bureau, 2010

* 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 below depict the highest level of education achieved by an individual. In Henderson, 64 percent of the adult population have obtained some level of college, with 37 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 30 percent.

Education Levels By Zip Code

Education	89002	89011	89012	89014	89015	89044	89052	89074	Henderson*	Clark County
No or some high school	10%	15%	7%	8%	16%	8%	6%	7%	9%	17%
High school Diploma	31%	35%	23%	27%	37%	20%	20%	24%	27%	30%
Some college - No Degree	31%	25%	24%	27%	26%	26%	28%	27%	27%	24%
Associate Degree	8%	8%	8%	8%	8%	6%	7%	9%	8%	7%
Bachelor Degree	14%	13%	27%	21%	9%	27%	26%	21%	20%	15%
Graduate degree	6%	3%	12%	10%	5%	13%	13%	12%	9%	7%

Source: 2011 Las Vegas Perspective. May not equal 100 percent due to rounding

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

Demographic Comparison

In the 2010 United States Census, the largest age groups in Henderson became the 40 to 49 year-olds with a combined total of 37,992 residents. In Henderson from 2000 to 2010, the greatest increases in population occurred in the 60+ 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, according to the *2011 Las Vegas Perspective*, Henderson households enjoy an average income level that exceeds that of the county by nearly 24 percent.

Age and Gender

Gender	Henderson		Clark County		Nevada		USA	
Male	126,779	49.2%	982,193	50.8%	1,363,616	50.9%	151,781,326	49.2%
Female	130,950	50.8%	969,076	49.2%	1,336,935	49.1%	156,964,212	50.8%
Age								
Under 5 years	15,121	5.9%	138,982	7.1%	187,478	6.9%	20,201,362	6.5%
5 to 9 years	16,328	6.3%	135,411	6.9%	183,077	6.8%	20,348,657	6.6%
10 to 14 years	16,831	6.5%	133,660	6.8%	183,173	6.8%	20,677,194	6.7%
15 to 19 years	15,979	6.2%	131,440	6.7%	182,600	6.8%	22,040,343	7.1%
20 to 24 years	14,129	5.5%	128,245	6.6%	177,509	6.6%	21,585,999	7.0%
25 to 29 years	16,642	6.5%	148,694	7.6%	196,644	7.3%	21,101,849	6.8%
30 to 34 years	16,814	6.5%	145,831	7.5%	190,642	7.1%	19,962,099	6.5%
35 to 39 years	18,463	7.2%	146,476	7.5%	191,652	7.1%	20,179,642	6.5%
40 to 44 years	18,996	7.4%	142,010	7.3%	191,391	7.1%	20,890,964	6.8%
45 to 49 years	18,996	7.4%	138,281	7.1%	193,790	7.2%	22,708,591	7.4%
50 to 54 years	17,822	6.9%	126,532	6.5%	182,737	6.8%	22,298,125	7.2%
55 to 59 years	17,218	6.7%	112,302	5.8%	164,575	6.1%	19,664,805	6.4%
60 to 64 years	17,610	6.8%	102,960	5.3%	150,924	5.6%	16,817,924	5.4%
65 to 69 years	13,706	5.3%	78,516	4.0%	115,501	4.3%	12,435,263	4.0%
70 to 74 years	9,603	3.7%	56,387	2.9%	82,280	3.0%	9,278,166	3.0%
75 to 79 years	6,462	2.5%	39,492	2.0%	57,503	2.1%	7,317,795	2.4%
80 to 84 years	4,022	1.6%	26,366	1.4%	38,888	1.4%	5,743,327	1.9%
85 years and over	2,987	1.2%	19,684	1.0%	30,187	1.1%	5,493,433	1.8%
Total	257,729	100%	1,951,269	100%	2,700,551	100%	308,745,538	100%
Median age (years)	39.6		35.5		36.3		37.2	
Source: U.S. Census Bureau, 2010								

Household Income by ZIP Code

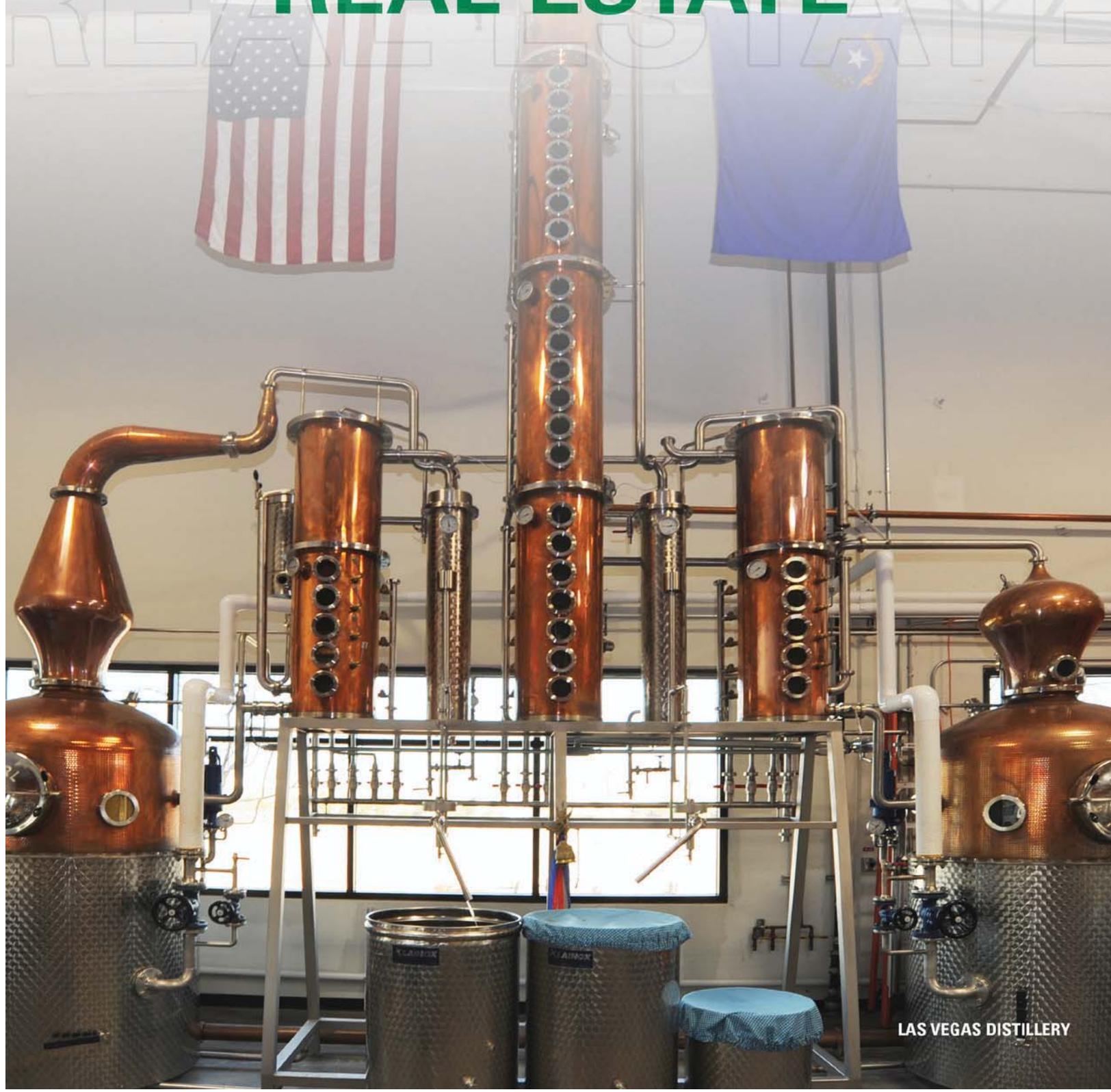
Income	89002	89011	89012	89014	89015	89044	89052	89074	Henderson*	Clark County
Under \$15,000	4%	5%	4%	5%	9%	4%	4%	4%	5%	9%
\$15,000-\$24,999	4%	6%	4%	7%	8%	2%	2%	5%	5%	8%
\$25,00-\$34,999	6%	9%	8%	11%	8%	5%	5%	7%	7%	10%
\$35,000-\$49,999	11%	15%	12%	18%	14%	10%	11%	12%	13%	16%
\$50,000-\$74,999	25%	29%	24%	25%	24%	14%	19%	21%	22%	22%
\$75,000-\$99,999	23%	16%	18%	15%	18%	16%	18%	18%	18%	15%
100,000 and Over	27%	20%	30%	19%	19%	49%	41%	33%	29%	20%
\$100,000 - \$149,999	20%	12%	20%	12%	13%	23%	23%	19%	18%	13%
\$150,000 - \$249,999	6%	5%	6%	5%	4%	14%	11%	8%	7%	5%
\$250,000 and over....	2%	3%	4%	2%	1%	12%	7%	6%	4%	3%
Average	\$83,834	\$77,462	\$89,705	\$75,288	\$69,649	\$131,445	\$109,111	\$99,063	\$90,568	\$73,059
Median	\$75,050	\$61,649	\$72,759	\$59,284	\$60,364	\$99,760	\$86,318	\$77,410	\$73,723	\$58,432

Source: 2011 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



LAS VEGAS DISTILLERY

Business Activity

Business Licenses

As of December 31, 2011, the City had 12,273 active business licenses. From 2001 to 2011, business license activity has increased by 14 percent, and even though licensure has decreased slightly from 2010 numbers, the steady annual increases over the past decade indicates a healthy business environment. The City issued 2,619 business licenses in 2011.

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 two decades.

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%
2011	12,273	(141)	-1.1%

Source: City of Henderson Business License Division

Building Permits

In 2011, a total of 9,941 building permits were issued. This represents a 6 percent decrease 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 from 700 in 2010 to 819 in 2011 after falling to 491 in 2009. This represents a two-year increase of 66 percent. Although new single-family homes permits are still shy of the 1,058 issued in 2008, they are trending upward.

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%
2011	9,941	-5.9%	349	-2.8%

Source: City of Henderson Building & Fire Safety Department

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



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.

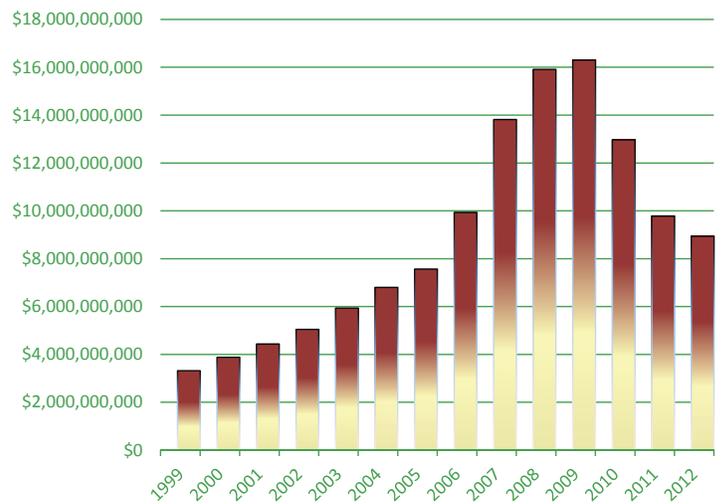


City of Henderson Total Assessed Value

Fiscal Year	Assessed Value	% Change
1999	3,317,911,472	
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%
2012	8,941,510,959	-8.6%

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

Assessed Value



Assessed Valuation Comparison - Southern Nevada Cities

	FY 2010	FY 2011	Change FY10-FY11	% Change	FY 2012 Estimated	Change FY11-FY12	% Change
Henderson	\$ 12,969,946,316	\$ 9,784,715,277	\$ (3,185,231,039)	-24.6%	\$ 8,941,510,959	\$ (843,204,318)	-8.6%
Clark County	89,981,571,327	63,926,261,627	(26,055,309,700)	-29.0%	57,878,335,897	(6,047,925,730)	-9.5%
Las Vegas	18,289,314,192	13,718,834,481	(4,570,479,711)	-25.0%	12,958,012,131	(760,822,350)	-5.5%
North Las Vegas	6,660,944,839	4,719,007,066	(1,941,937,773)	-29.2%	4,434,688,599	(284,318,467)	-6.0%
Boulder City	675,629,306	564,973,634	(110,655,672)	-16.4%	525,806,003	(39,167,631)	-6.9%
Mesquite	809,678,379	636,455,142	(173,223,237)	-21.4%	560,975,540	(75,479,602)	-11.9%

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 2012, 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 22 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



Property Tax Rates - Nevada Cities of Comparable Size

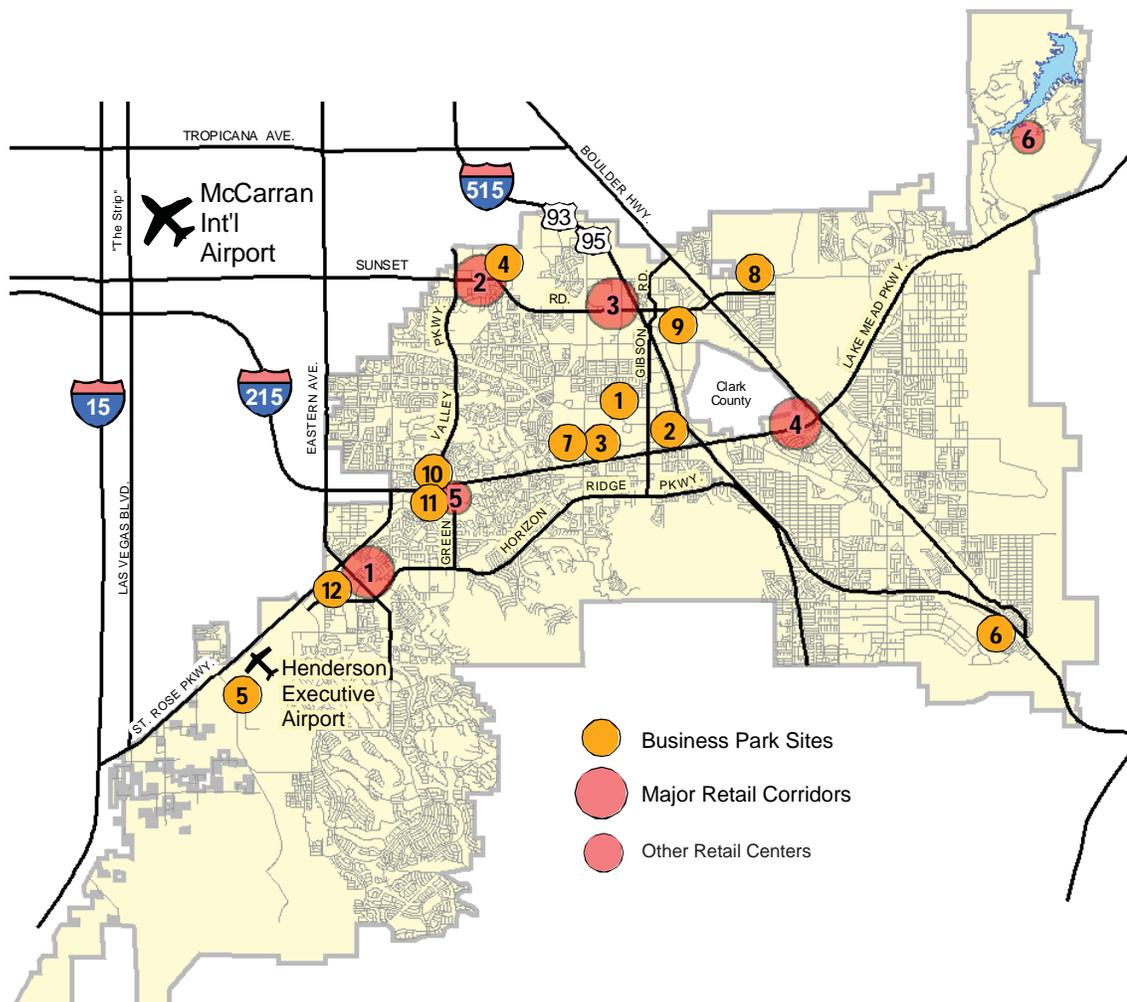


Source: Nevada Department of Taxation
 * Includes Las Vegas Metropolitan Police Department

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 2011



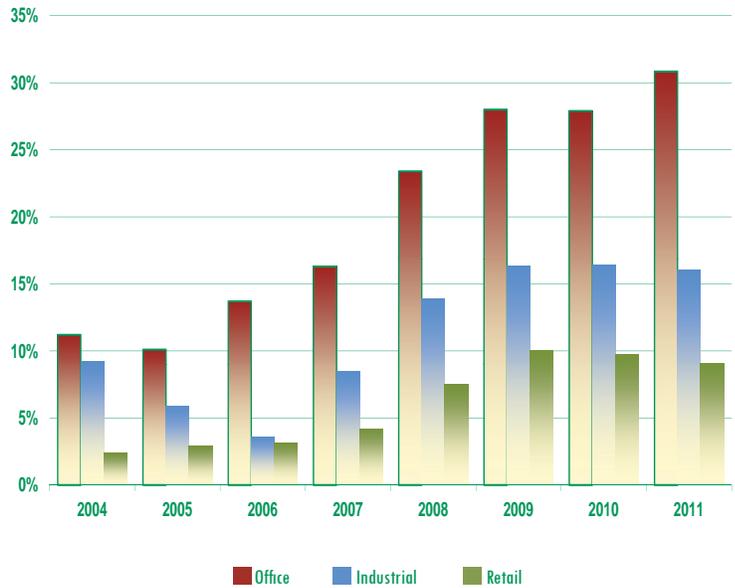
Commercial Real Estate Market Trends

The Henderson commercial office market added 36,000 square feet of completions during 2011. The additional square footage caused a slight increase in vacancies within the sector, moving from just under 28 percent to just over 30 percent.

The Henderson industrial market is experiencing vacancies almost double those reported just a few years ago. For 2011, the inventory remained flat, but the vacancy rate declined slightly reversing the trend of the past two years.

Within the retail sector there was also a slight increase in square footage available, but the vacancy rate dropped for the second year in a row. The vacancies caused by retail entities which closed their doors in 2009 were absorbed by new businesses in 2010 and 2011.

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	12,930,000	3,987,000	115,000	519,000
Industrial	11,838,000	1,900,000	0	0
Retail	12,876,000	1,172,000	95,000	284,000
Total	37,644,000	7,059,000	210,000	803,000

Source: Applied Analysis

Commercial Real Estate Snapshot / Henderson Market

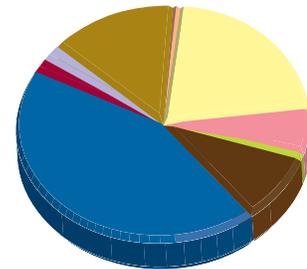
	2004	2005	2006	2007	2008	2009	2010	2011
Office								
Total Square Footage	7,929,000	9,021,000	10,131,000	11,265,000	12,745,000	12,873,000	12,894,000	12,930,000
Vacancy Rate	11.16%	10.14%	13.74%	15.91%	22.98%	27.44%	27.40%	30.84%
Completions	955,000	1,092,000	1,110,000	898,000	1,480,000	128,000	21,000	36,000
Net Absorption	1,094,000	1,061,000	633,000	497,000	343,000	-476,000	21,000	-419,000
Industrial								
Total Square Footage	9,009,000	9,517,000	10,085,000	10,901,000	11,734,000	11,838,000	11,838,000	11,838,000
Vacancy Rate	9.22%	5.92%	3.60%	8.56%	13.86%	16.20%	16.32%	16.05%
Completions	388,000	508,000	568,000	778,000	833,000	104,000	0	0
Net Absorption	708,000	775,000	769,000	215,000	133,000	-187,000	-14,000	32,000
Retail								
Total Square Footage	10,444,000	10,684,000	11,106,000	12,063,000	12,491,000	12,841,000	12,841,000	12,876,000
Vacancy Rate	2.43%	2.87%	3.11%	4.20%	7.47%	10.01%	9.68%	9.10%
Completions	802,000	240,000	422,000	957,000	428,000	351,000	0	35,000
Net Absorption	902,000	187,000	384,000	795,000	2,000	-2,000	42,000	106,000

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.

Henderson Existing Land Use by Category

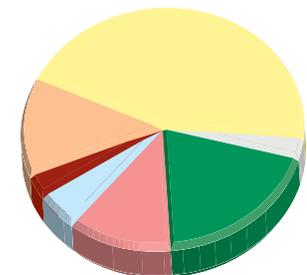


Category	Acres	%
Low Density Residential	14,349	22%
Medium Density Residential	447	>1
Vacant	29,121	44%
Right-of-Way	9,207	14%
Other	871	1%
Public/Semi-Public	3,726	6%
Commercal	5,761	9%
Industrial	1,188	2%
High Density Residential	1,609	2%

Source: City of Henderson Community Development Dept.



Henderson Future Land Use by Category



Category	Acres	%
Unassigned	1,904	0%
Public/Semi-Public	13,629	19%
Commercal	8,821	19%
Industrial	3,431	5%
High Density Residential	1,835	3%
Medium Density Residential	9,415	13%
Low Density Residential	31,462	45%

Source: City of Henderson Community Development Dept.

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 2011.

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.

Note: Graphs represent existing land use as of December 2011

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	600 to 699 employees
Fiesta Henderson	Casino Hotels	500 to 599 employees
Titanium Metals Corporation	Primary Nonferrous Metal ex. Copper/AL	500 to 599 employees
Wal-Mart SuperCenter	Warehouse Clubs and Supercenters	500 to 599 employees
Good Humor Breyers	Ice Cream & Frozen Dessert Manufacturing	400 to 499 employees
Poly-West Inc	Unsupported Plastics Bag Manufacturing	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
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
Henderson Healthcare Center	Nursing Care Facilities	200 to 299 employees
Healthsouth of Henderson	Offices of Specialty Therapists	200 to 299 employees
Railroad Pass Casino	Casino Hotels	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 2011

* previously reported as the Hyatt-Regency



St. Rose Dominican - Siena



M Resort



Green Valley Ranch Station

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 2011, Henderson hotels and motels generated more than 940,000 room nights, which represents a solid increase over the previous year. Reflectively, there was also a slight (7%) increase in total visitor volume. The more than 400,000 people who attended events hosted in the City in 2011, are estimated to have contributed over \$10 million to the local economy.

Room Nights and Occupancy 2000 - 2011

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
2011*	946,604	556,218	64%	67%	59%	84.82	90.98	71.52

Source: Henderson Department of Cultural Arts & Tourism

* Estimated



Resort, Hotel, and Motel Properties

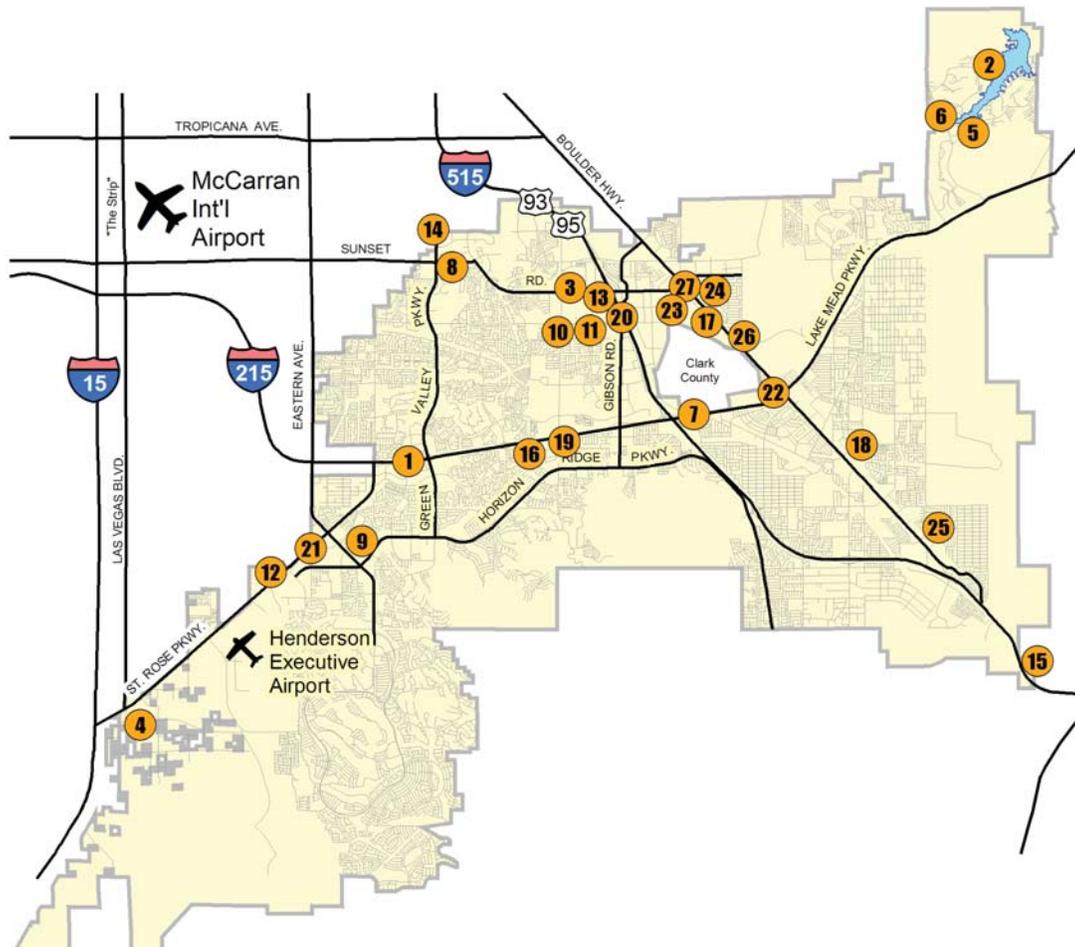
Henderson has become a resort destination featuring numerous premier resorts, the new M Resort, as well as Green Valley Ranch Resort, Loews Lake Las Vegas, Dolce, and the Sunset Station Hotel and Casino. The City currently has approximately 4,656 hotel/motel rooms.



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)	MonteLago Village Resort	347
6)	Ravella	336
7)	Fiesta Henderson	224
8)	Courtyard By Marriott	155
9)	Homewood Suites by Hilton - St. Rose	145
10)	Hilton Garden Inn	139
11)	Hampton Inn & Suites - Warm Springs	139
12)	Hampton Inn & Suites - St. Rose	134
13)	Comfort Inn & Suites	127
14)	Residence Inn	126
15)	Railroad Pass	121
16)	Springhill Suites	120
17)	Best Western Plus Henderson	115
18)	Hawthorn Suites by Wyndham	110
19)	Townplace Suites	108
20)	Holiday Inn Express	101
21)	Wingate Inn & Suites	99
22)	Americas Best Value Inn	58
23)	Shady Rest	27
24)	Ingles Motel	26
25)	Boby Motel	22
26)	Outpost Motel	21
27)	Sky Motel	21
Total Number of Hotel Rooms		4,656

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:

- **Redevelopment Programs/Services**
- **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

280 Water Street, City Hall Annex
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)

Henderson Business Resource Center (SCORE)

112 Water Street
Henderson, NV 89015
Phone: (702) 992-7200
(Business Incubator, 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.

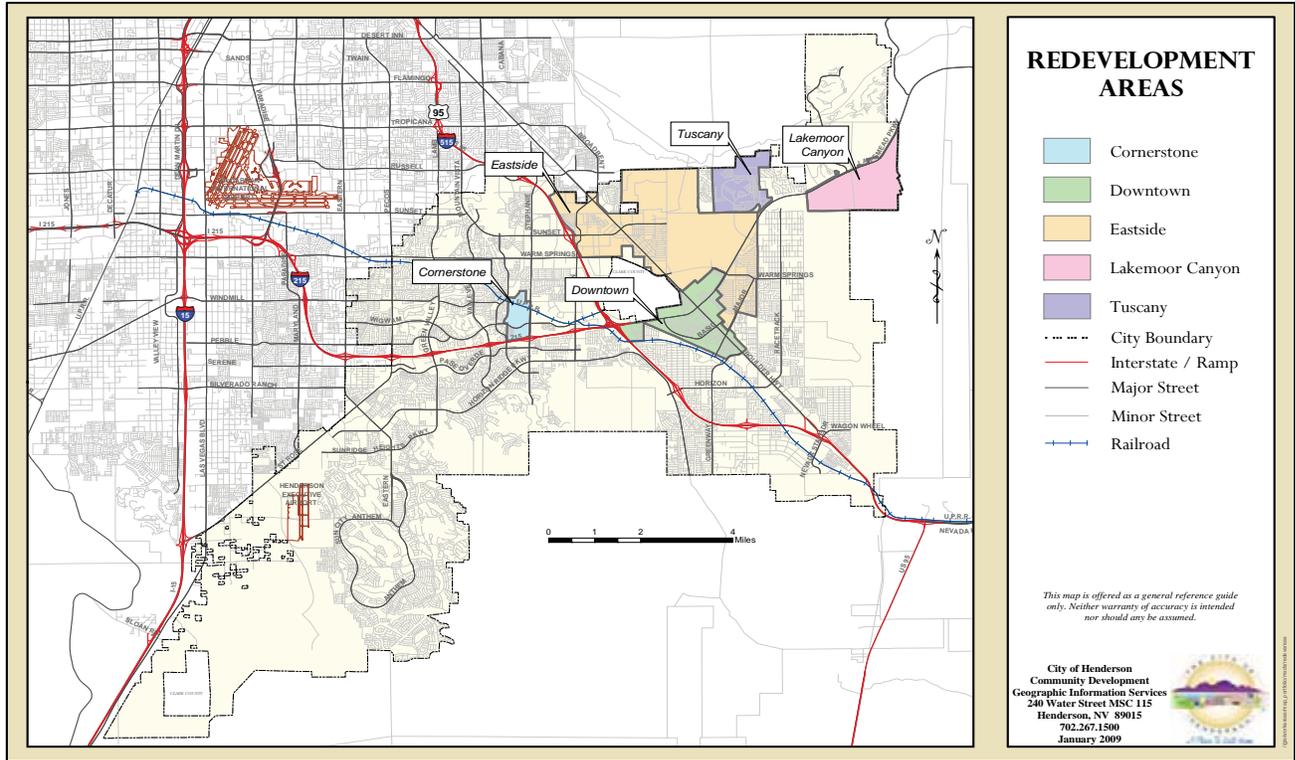
Redevelopment efforts physically enhance and revive the character of business and residential districts, resulting in the creation of vibrant, dynamic communities that continue to thrive decades later.

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.waterstreetdistrict.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.



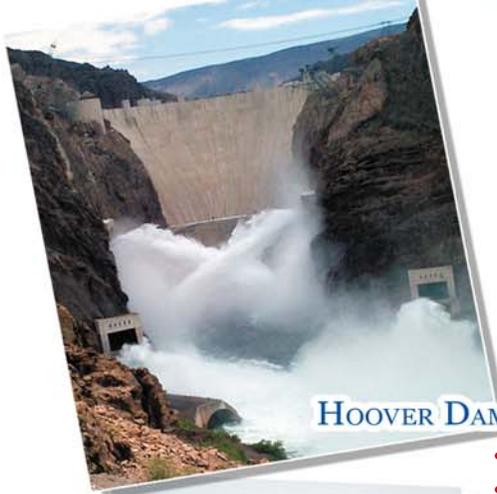
Eastside: Generally bordered along Boulder Highway from Sunset Road at the north to Major Street at the south, the 4,500-acre Eastside Redevelopment District can be divided into four distinct neighborhoods: Pittman, Valley View, the East Sunset Industrial Corridor, and the 2,200-acre LandWell project.

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.

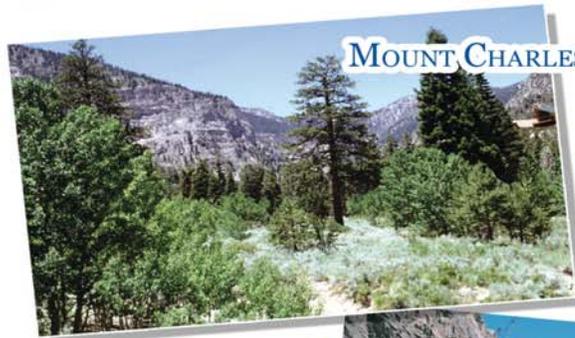
Lakemoor Canyon: A previous manganese mine located south of Lake Las Vegas, across Lake Mead Parkway and bordering the Lake Mead National Recreation area. Lakemoor, once known as Three Kids Mine, provided the base mineral that drove magnesium production at local manufacturing plants. The site has been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

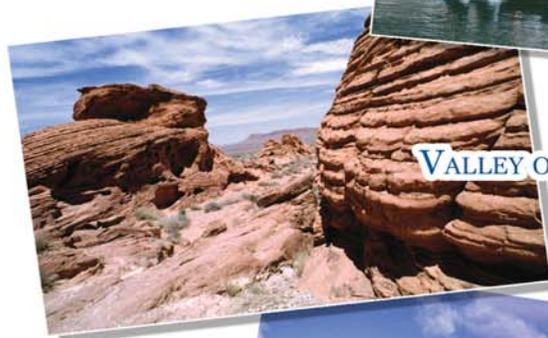
COLORADO RIVER 14 miles

- Fishing
- Rafting
- Canoeing



LAKE MEAD 6 miles

- Fishing
- Swimming
- Paddle Boat Cruises



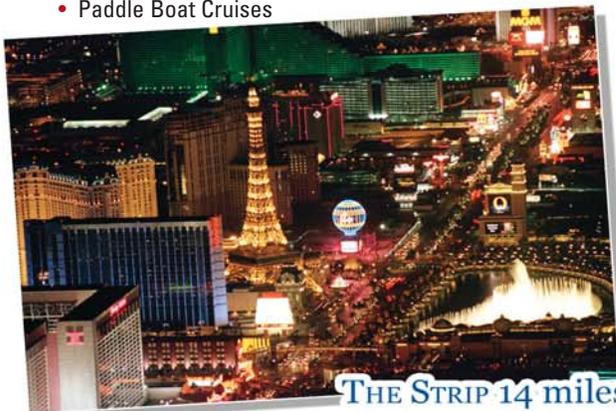
VALLEY OF FIRE 49 miles

- 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.

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Front Cover (l-r): Roseman University, Henderson Hyundai, Las Vegas Distillery

Back Cover (l-r): Lake Industries, Henderson City Hall, Jimmy John's

Background: Union Village rendering