

BUILDING THE FUTURE

Innovation for the New Generation

CITY OF HENDERSON



Incentives



Technology



Union Village



Redevelopment



Testimonials



New State Plan



Development Services



Chamber



Business



Quality of Life



City Innovations



W e l c o m e T o
Henderson
NEVADA

The Las Vegas Valley Address For **Business Success**

At the City of Henderson, we have much to be proud of and in this special supplement you will note our very pro-business attitudes and a culture of innovation.

With more than 275,000 residents, Henderson is the second largest city in Nevada. We've been nationally recognized for our high quality of life, our safety, our conservation, and we were named one of America's 50 Best Cities by *Bloomberg Businessweek*.

Each year, it's our goal to make our city even better than it was the year before. To do this, we continue to keep the strategic plan we unveiled last year top of mind. The plan includes five major goals for the next few years: deliver programs and services that foster a safe community; support and enhance a community that will enrich the lives of its citizens; promote and incorporate practices, policies and procedures that support sustainability; achieve organizational excellence; and strengthen and diversify the economy of the city.

In September, we hosted the Ironman World Championships 70.3, which will return to Henderson again this year. We are also in the process of bringing a world-class master planned health community, Union Village, to Henderson.

As technology has advanced, the City of Henderson's technological capabilities have too. From the creation of our Contact Henderson iPhone app, to the establishment of Henderson Prospector, an interactive real estate search program, Henderson has made it a priority to stay ahead of the curve when it comes to implementing new technologies to benefit businesses and residents.

We are also home to many innovative public and private entities such as Union Village, VadaTech, Roseman University of Health Sciences, Touro University and many others, that are enriching our community and solidifying Henderson as a top place to do business.

Henderson offers the best of many worlds, and we will continue our efforts to make Henderson America's premier city. We look forward to sharing our wonderful City with you in the future!

Sincerely,

Mayor Andy Hafen



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City of Henderson Focuses on Technology & Innovation



Nowadays, it seems everyone has a laptop, a smart phone, a tablet and maybe a Kindle as well. The City of Henderson places a high level of importance on making it as easy as possible for businesses to move or expand to Henderson. As society began spending more and more time online for business and for pleasure, the

> BUILDING THE FUTURE



Innovation for the New Generation

City followed suit, establishing a social media presence and a mobile version of cityofhenderson.com, programs such as HendersonProspector.com and an iPhone app for Contact Henderson.

The Henderson Prospector program is an interactive real estate search application that provides enhanced economic

development and site selection services to the business community. The program speeds up and simplifies the process of finding the optimal location for a business by providing public access to a range of valuable information. For example, users can search for available buildings or land; create demographic reports; and

create business competition and synergy reports. It also uses interactive mapping, which displays geographic information such as the locations of streets, highways, freeways, cities, counties, points of interest, major educational facilities and parks.

Between the Henderson Prospector program and the City's innovative

Development Services Center (DSC), the City of Henderson makes it as easy as possible for businesses to relocate or expand to the community.

By listening to the local development community, the City revamped its application and permit process and began offering services such as online permit tracking. The City then created a team representing each of the seven City departments needed throughout the design, planning and approval process of a project and brought them together under one roof to provide coordinated plan review, inspection, and permit services. Since the DSC opened in December 2003, building permit and inspection processes – that could take months in other cities – are now completed in just a few weeks in Henderson.

Henderson's DSC was recognized by the University of North Carolina School of Government as having one of the top three "outstanding development review

processes" of local governments throughout the United States.

The mobile version of cityofhenderson.com provides mobile phone users access to City services, facilities, phone directory, interactive maps, social media channels, entertainment, recreation, City news and more. The site is compatible with smart phones and tablets, and will automatically detect when someone is using a mobile device and direct them to the mobile site.

The City's Contact Henderson iPhone app allows users to communicate with the City 24 hours a day, seven days a week. People can submit questions, notify the City of things such as graffiti or burnt-out street lamps, or share a comment or compliment with City leaders. Those who do not have an iPhone or iPod can still access the program on the City's website, cityofhenderson.com. Finally, the City of Henderson can be found on Facebook, Twitter and YouTube. Connect with the City via these social media outlets.



City Innovations

Henderson Home to Numerous Public & Private Entities

The City of Henderson has been recognized locally and nationally for the many benefits it provides. It's known for its high quality of life as well as its business-friendly environment. Most recently, *Forbes* ranked the City of Henderson as America's second safest city.

Additionally, *Bloomberg Businessweek* named the City of Henderson as one of its Top 50 Cities. Coming in at No. 38, Henderson received high marks on availability of recreational facilities and school performance. And in the 2010 Kosmont-Rose Institute *Cost of Doing Business Survey*, Henderson was again chosen as one of the 20 least expensive cities in which to do business.

It's no wonder Henderson quickly became a desirable business destination for some of the nation's most successful, as well as up-and-coming, information and technology based businesses.

One such business is VadaTech, which designs, manufactures, tests and delivers specialty high technology and cutting edge products to the aerospace and telecommunications markets.

Henderson first became a viable location for VadaTech when the company's CEO, Saeed Karamooz, met Bob Cooper, manager for the City of Henderson's Economic Development/Redevelopment Division during one of Cooper's business recruitment visits to California.

HendersonChamber.com | 702.565.8951



VadaTech Rendering

VadaTech, a specialty high-tech company, plans to move into Henderson early 2013.



Bob Cooper
City of Henderson
Economic Development/
Redevelopment

“They were instrumental for our move to Henderson,” Karamooz said of the division. “They engaged us with the state for all the tax incentives and helped us work our way through the process. They also introduced us to the different City departments for our needs so that there was clear understanding what our business is doing and helped the process in a more expeditious way.”

Today, the company has plans in place to build a 70,000-square-foot building in Henderson by March 2013. The building will serve as its headquarters and research and development facility.

“The City has been very supportive and continues to be as we grow and expand our company,” Karamooz said. “Our employees find Henderson to be a nice place to live, work and play.”

Another innovative company that has made Henderson home is FDM4 International. The company’s scalable solutions are easy-to-use industry specific applications for manufacturers and distributors in various industries including consumer products, fashion, apparel, footwear and industrial parts. FDM4 America serves as the U.S. headquarters for the Canada-based company and occupies a 7,200-square-foot facility in the Anthem Business Park.

“One of the City’s goals in its newly implemented strategic plan is to pursue international businesses,” Cooper said. “FDM4 International’s expansion into Henderson shows that our vision is working and that companies from other parts of the world are finding Henderson a viable place to conduct business.”

Henderson is also home to innovative colleges such as the International Academy of Design and Technology, Touro University and Medical School and Roseman University, which is comprised of the College of Dental Medicine, College of Pharmacy, College of Nursing and an MBA program.

“Henderson was selected as the home of Roseman University of Health Sciences because of its quality of life and available amenities for students and employees,” said Jason Roth, vice president, communications and public relations for Roseman. “The City government was easy to work with and the community had an excellent reputation locally and nationally.”

Roth added that those at the university like the sense of community in Henderson.

“The amenities, such as retail offerings, parks and high-quality schools, make the university attractive to potential students and employees who come from all over the country to pursue their educational goals or work,” he said.



Jason Roth
Roseman University of
Health Sciences



Tuscany Golf Course

A 6,906 yard, Ted Robinson designed course in Henderson.

City of Henderson Among Nation's Safest

The City of Henderson was named as one of the safest cities in the United States by InsuranceProviders.com, an independent consumer comparison website. This recognition was based on three safety factors:

- Low crime rate.
- Low likelihood of natural disasters
- Named one of the safest cities to drive in the United States by the NOAA and Allstate



Quality of Life

The Great Outdoors Add to Henderson's Quality of Life

Challenging terrain, climate weather and a favorable destination make Henderson a good locale for outdoor athletes and enthusiasts worldwide.

Using the River Mountain Loop Trail, a rider could jump on a bike in downtown Henderson and follow a trail to Hoover Dam without traffic or roadway. The 35-mile loop

trail begins and ends at the Railroad Pass Casino and travels through the Lake Mead Recreation Area, Lake Las Vegas, Boulder City and Henderson.

With a trail for hikers, walkers, equestrian riders, mountain bikers and road cyclists, the trail has something for everyone, said John Holman, chairman of the River Mountain Loop Trail partnership.

"You can use it as much or as little as you want," he added. "It's local. People use it for training or walking their dogs and people come up here to ride. Tourism is definitely part of it."

The loop trail will eventually become a part of the Vegas Valley Rim Trail, which will circle the Las Vegas Valley, through Red Rock and Floyd Lamb State Parks.



John Holman
River Mountain Loop Trail



Frank Lowery
Ironman World Championship

Athletes in the Ironman World Championship 70.3, in its second year in Henderson, train on the trail for the contest throughout the year. Although the trail isn't used in the competition, it has similar terrain. The triathlon consists of a 1.2-mile swim at Lake Las Vegas, 56-mile bike course through Lake Mead Recreation Area and a 13.1-mile run through residential Henderson.

"We've been able to set up a course that challenges the athletes. It's not catered to one discipline. It's who has the best skills that day," said Frank Lowery, race director for the Ironman World Championship 70.3. "It catches a few of them off guard."

Along with nearly 2,000 athletes, 2,000 mostly local volunteers also will help out with the race in September.

"Athletes recognize this is a great place to train, a great place to hang out, a great place to live," Lowery said. "It just brings a lot of good value and good people to town."



New State Plan

Statewide Economic Plan Allows Cities to Work Together

AB449, passed during the 2011 Legislature, established a statewide coordinated effort of economic development. Governor Brian Sandoval's state plan for the initiative, released in January, established three regional authorities, a first for Nevada. The

goal of the three regions is to open communication and allow state, regional and city plans to work together.

"Henderson is excited about the new state plan and how it will align with the regional and city plans," said Jeff Leake, economic development manager for the City of Henderson. "It's an opportunity for our local leadership to work with state leadership on projects, and we've never been able to do that before."

Economic development doesn't stop at business opportunities – everything from schools to parks and recreation feed into Henderson's success. The economic development team not only seeks companies to move to Henderson, it is a resource for incoming business owners and their employees who seek operational space, housing for families and jobs for spouses.

"We know, through research, that the successful cities of the future are the ones that provide citizens with quality of life opportunities," Leake said. "It's a commit-



Jeff Leake
City of Henderson

ment that's taken us years and years to develop. If it's a nice place to live, it's a nice place to do business."

In Henderson, economic development has always been in the top five priorities on the City council's strategic plans. Throughout the state, members of city councils and chambers of commerce will work to develop each region's plan.

"It's now creating partners we've never had before. We're looking forward to those complementary efforts," Leake said. "Governor Sandoval has taken a proactive stance on economic development. This is the way it ought to be – a true partnership."

Continues on page 12 ▷



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Union Village Brings Master-Planned Health Village to Henderson

One of the largest projects to come to Henderson in recent years is Union Village, a 171-acre master-planned health village complete with three hospitals, medical office buildings and residential, cultural, retail and entertainment space. Located near Gibson Drive and Interstate 93/95, Union Village will bring 17,000 jobs to the area, including 5,000 to 7,000 local construction jobs during the 10-year project.

Groundbreaking for the first phase, which includes the new St. Rose Dominican Hospital location as well as cancer center and stand-alone children's hospital, retail space, hotel and civic/cultural center, is set for fall with completion during summer 2015.

"Right now, there's nothing more important than jobs," said David Baker, Union Village partner. "This creates a huge economic impact."

Aside from jobs created by building and operating the village, Baker said the existence of Union Village would increase land values, create top-notch health care for locals and tourists and generate \$260 billion in taxes over the next 75 to 100 years.

"All this is critical to the people of Nevada right now," he added.

The Union Village team looked at locations in the Pacific Northwest, central California, Arizona, New Mexico and 11 properties in Clark County before deciding on Henderson.

"We felt there was such a tremendous need, there would be a chance to really make a difference," Baker said. "This is the right project in the right place with the right people at exactly the right time. Creating a business that creates jobs helps a city."

The caliber of healthcare at Union Village will also lure patients from all over the country, similar to Mayo Clinic and MD Anderson Cancer Center. Proton therapy, a new way to treat tumors; electronic health records stored on a magnetic strip and bone marrow transplants currently not available in Nevada, are only a few of the medical advancements set to be available at Union Village.

"It's space age stuff, but it has extreme promise," said Craig Johnson, partner in charge of science, technology and health. "Once you have three hospitals and proton therapy – you can attract world renowned physicians and physicists. We will see it grow and grow and grow."



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Continual Construction

The City of Henderson is continually working to bring in new companies and to improve the City's amenities.

Incentives for Expanding & Relocating Your Business

- No corporate income tax
- No personal income tax
- The City of Henderson is rated among the least expensive cities to do business in, by Kosmont's *Cost of Doing Business Survey*
- State and local tax abatements for qualified companies
- Great quality of life in Nevada, low housing costs

◀ Continued from page 9



Redevelopment

Henderson's Proactive Approach Readies it for Future Business

The Environmental Protection Agency (EPA) recently chose Henderson as one of six cities to participate in its Build-

ing Blocks for Sustainable Communities Program for their use of smart growth to produce fiscal and economic health. Michelle Romero, redevelopment manager with the City, said she hopes the expertise from the EPA will give the City additional resources and ideas for the downtown redevelopment area, which will soon release its investment strategy for the next 13 years.

Each of the City's five redevelopment areas has a 30-year timeline. For downtown, redevelopment is nearly half over. The City finished the goals set forth on the 2002 investment strategy last year.

"Areas don't decline overnight, and they don't come back overnight," Romero said. "You have to have time to not only turn around the area but for it to be self-sustaining, so when finished, the private sector can take it over."

Attracting employers and new business to spur economic activity as well as identifying what else is needed to make



Michelle Romero
City of Henderson

the City successful are other aspects EPA experts will discuss, Romero said.

The City was chosen for its proactive approach to redevelopment, which includes improving infrastructure in preparation for new business in a better economic climate. Currently, the area boasts a less than 4 percent vacancy rate and more businesses are beginning to open.

“We are starting to see people come in more and more who are interested in development,” Romero said. “We did a wide variety of things to make development here easier when the economy improved.”

“The Henderson Chamber is a large enough organization to be influential in the community, but small enough to connect with members on a personal basis,” Muelrath said. “We are embracing this balance like never before and are truly representing small business in everything we do.”

Focusing on strategic partnerships, the Chamber recently welcomed the Nevada Microenterprise Initiative into the Henderson Business Resource Center to assist small businesses with micro-loan needs.


“We are focused as never before on our membership and economic development,” said Rick Smith, chairman of the Henderson Chamber. “We really emphasize it. We’re the only chamber in Nevada that has its own economic development association.”

The Henderson Development Association (HDA), the Chamber’s economic development arm is chaired by John Ramous of Harsch Investment Properties. The HDA has developed some new programs



Scott Muelrath
Henderson Chamber of Commerce

and initiatives. In its efforts to support workforce development, Muelrath and the HDA started a program called Henderson On-Board, where new employees to town are connected to the City’s benefits and business community so they can understand everything Henderson has to offer.


Whether it’s a business looking to relocate or a company that has already discovered Henderson’s offerings, one thing is clear, the City doesn’t lack in amenities. From growing a business to raising a family, Henderson has something for everyone. 



Chamber

The Henderson Chamber of Commerce is Focused on Economic Development

Working together to continuously develop Henderson’s economy is a group effort. Scott Muelrath, executive director of the Henderson Chamber of Commerce, has been busy in his first six months on the job promoting access and advocacy on the part of Henderson’s business owners.

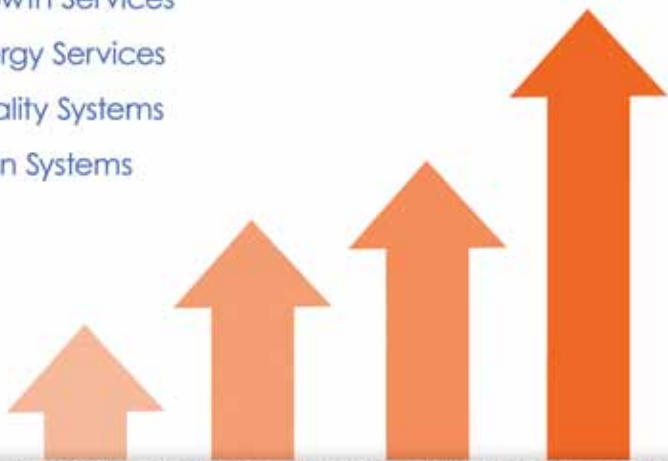


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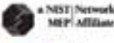




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702-267-2085

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702-267-1730

City Clerk

702-267-1400

Development Services Center

702-267-3600

Economic Development

702-267-1650

Fire Department

702-267-2222

Parks & Recreation Department

702-267-4000

Cultural Arts & Tourism

702-267-2171

Police Department

702-267-5000

Clark County School District (Main)

702-799-5000

Henderson Chamber of Commerce

702-565-8951



Henderson Council

Our Vision

To be America's premier community.

Our Mission

To provide services and amenities that enhance the quality of life for those who live, learn, work, and play in the City of Henderson.

standing (left to right):

Sam Bateman

Ward 4 Councilman

Gerri Schroder

Ward 1 Councilwoman

sitting (left to right):

Debra March

Ward 2 Councilwoman

Andy H. Hafen

Mayor

John F. Marz

Ward 3 Councilman

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Standing - Tony Dazzio, Senior Vice President

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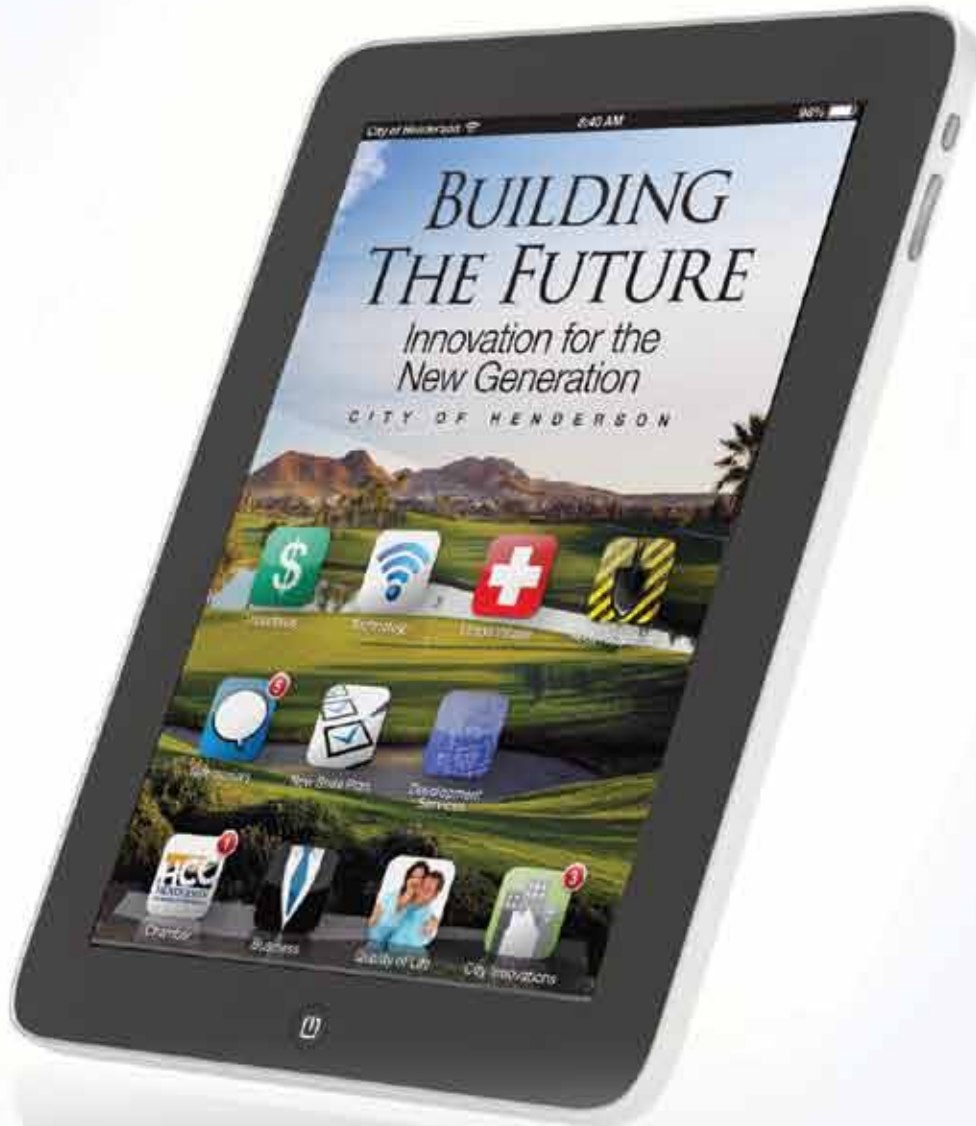
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