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Fortune Small Business

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Top 100 Best Places
to Live (2008)
*Henderson was ranked #84
in the Top 100 best places to
live, and the only city
in Nevada listed.*

PLAYFUL CITY USA

*Henderson one of 93
communities recognized
in 33 states and the only
city in Nevada. (2009)*

Nevada Business
the decision maker's magazine

SPECIAL REPORT



W e l c o m e T o
Henderson
NEVADA

The Las Vegas Valley Address For *Business Success*

In life, one's goals often change as they are reached and priorities shift. The same is true for cities such as Henderson. For the past decade-plus, our goal was to grow and expand, attract new businesses, build upon the great quality of life Henderson was already becoming known for and, overall, establish Henderson as a great place to live, work and play.

While that mission provided Henderson with laser-sharp focus and direction for many years, we knew it was time to evaluate our progress and update our city's objectives accordingly. As a result, after much research and assessments, we established a new strategic plan that will guide our city into its next stage of development and further our vision to be America's premier city.

The strategic plan outlines our 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.

The last goal is certainly not the least; in fact, it is our main focus. To create a strong and diverse economy, we will continue to foster local business expansions and start-up companies, pursuing international businesses; maximize potential of convention and tourism business; develop educational partnerships; execute a proactive business recruitment and job creation strategy with targeted industries; and locate investment and development opportunities in the redevelopment areas.

A tall order, but the City of Henderson deserves nothing less. It has been a challenging past few years here in Southern Nevada – and nationwide – but good things are in our future.

Sincerely

Andy Hafen, Mayor
City of Henderson

PROUD TO BE A PART OF WHAT MAKES HENDERSON GREAT!

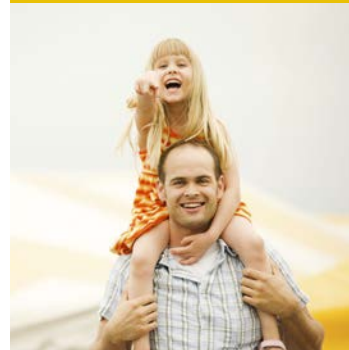
Poggemeyer Design Group, Inc. (PDG) and CMWorks, Inc. have provided professional engineering and construction management services on City of Henderson projects for over 25 years. We're proud of the many wonderful projects we've helped bring to life for the benefit of the people of Henderson.

Henderson is known as "a place to call home". Many of our professionals call Henderson home and are actively involved in the community. This includes Larry V. Carroll, P.E., LEED AP, Managing Principal of PDG, who is honored to be a board member for the Henderson Space and Science Center.

The PDG and CMWorks team of professionals look forward to continued collaboration with the people of Henderson and being a part of what makes Henderson great.



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America's *Premier* C I T Y



HENDERSON ATTRACTS PREMIER COMPANIES

The city of Henderson has laid out a welcome mat for growing businesses, and new corporations are moving to the city every year as a result. Henderson's Economic Development/Redevelopment Division is a driving force, providing help to companies as they consider and ultimately implement expansion or relocation plans.

USCB, originally founded as the United States Credit Bureau (USCB) in Los Angeles in 1915, currently employs 350 people with offices in Los Angeles and Sacramento; however, when the company needed to grow, it moved part of its operation east, out of the Golden State and into Henderson.



Amica

Nevada's home to some of the lowest workers' compensation rates in the Western United States

Nevada's Workers' Compensation environment is superior to many of our neighboring states because of our pro business employer laws that tend to favor the employer while at the same time compensating the employee.

- Nevada caps chargeable payroll at a maximum of \$36,000 for any one employee. California charges for actual payroll with no cap.
- No stress claim awards other than those involved in fields such as Police, Firefighter, or victim of a violent attack.
- Burden of Proof Employee: Preponderance of evidence must show employee was injured at work.
- Tight Permanent Partial Disability (PPD) Network
- PPD based on work restrictions
- No medical lien laws in Nevada
- No limit on insurance company's authority to seek second opinion, however, limits placed on claimant to seek second opinions.

For more information on Workers' Compensation in Nevada, please contact Aniello Insurance at (702) 259-0250 or visit them on the web at anielloinsurance.com.

"We didn't want to be in the city – Vegas – atmosphere," said Tom Isgrigg, senior vice president and chief operating officer for USCB. "Henderson is a nice bedroom community. Lots of available people, housing, offices – a very nice community."

The pool of hard-working employees in Henderson also appeals to companies like Amica Insurance, which chose Henderson – in part – based on the guidance of helpful staff at the Economic Development/Redevelopment Division, said Katie Ware, sales and client services manager for Amica. By the end of 2011, Amica expects to have 72 staff on board at their West Coast sales call center.

"The city has always been there for us, supporting us," Ware added. "We have been very excited to interview and get to know people in Henderson. We have been very impressed with the talent pool out here."

Some companies have used their location in Henderson as a foundation to expand internationally. Specialty Vehicles originated in 1982 and, 21 years later, relocated from Huntington Beach, CA to Henderson. Lower costs allowed the company to purchase a 15,000-square-foot building that houses service, maintenance, refurbishment and parts sales for specialty trolleys, trams, mini-trams and buses.

The move to Henderson allowed the company to keep costs down, which is important when dealing internationally, said Leah Munoz, president. Currently in "growth mode," Munoz plans to expand to another facility in Henderson on more than 1.3 acres the company owns.

"It's overall going to be a tremendous year in 2011," Munoz said. "We're really excited."

Relative newcomers to the city are EMT West, a leading sheet metal fabricator and design engineering company, and Spectrum Pharmaceuticals, a commercial-stage biotechnology company with a focus on oncology, which was voted one of the best Orange County companies to work for by the *Orange County Register* in 2009. It recently moved its national headquarters from California to Henderson.

"Corporations and small businesses alike are welcome in Henderson, and we do our best to extend as much help as possible," said Bob Cooper, manager of Henderson's Economic Development/Redevelopment Division. "We're the welcoming committee as well as the ones who help businesses choose a place to thrive and find great talent. It's an exciting time for Henderson."



Spectrum



Henderson has maintained the same property tax rates for the past 21 years.

Due to a long history of fiscal stability, the City of Henderson has managed to maintain the same low property tax rates for the past 21 years.

The Fiscal Year 2011 City property tax rate for Henderson will remain \$.7108 per \$100 in assessed valuation. This is one of the lowest rates in the Las Vegas Metropolitan area as well as the State of Nevada.

HENDERSON STILL HAS SPACE AVAILABLE

While many major metropolitan areas have developed all the land they can develop, Henderson is unique in its ability to continue to offer businesses fresh, undeveloped land – an important part of economic development.

Three of the City's largest plots of land include the Limited Transition Area (LTA) at 502 acres, the Galleria Interchange area at 160 acres and the Nevada State College area at 60 acres.

LIMITED TRANSITION AREA

The City of Henderson has 502 acres of land near the Henderson Executive Airport available for business development. The Henderson City Council recently accepted a patent for the land from the Bureau of Land Management.

The LTA was created through federal legislation called the Omnibus Public Land Management Act of 2009, which was signed by President Obama on March 30, 2009. The Act directed the U.S. Secretary of the Interior to convey the land from the BLM to the City. The Act stipulated the City may sell, lease, or otherwise convey any part or parts for non-residential development.

The City of Henderson sponsored the legislation after analyzing business growth opportunities within city boundaries. The land provides an ideal area for development as an employment and business center, due in part to its convenient location.

"We were aware that we were reaching our limits for business growth and looked for ways to increase those opportunities," said Mayor Andy Hafen. "We worked closely with our legislators to create this location for companies that will create jobs within our community. Now we have the capacity to market specifically to companies that will help employ our citizens and diversify our economy."

The City adopted a land-use plan to guide future development of the LTA in late 2010. With the acceptance of the patent, the City will soon begin to sell/lease portions of the land, which is ideally located near Interstate 15 and within minutes of the Henderson Executive Airport.

GALLERIA INTERCHANGE

The opening of the Galleria Drive Interchange on I-95 in late 2009 made reaching the Galleria at Sunset mall as convenient as the wide variety of stores it offers.

The City of Henderson, along with the Nevada Department of Transportation (NDOT)



Nevada State College



and the Regional Transportation Commission of Southern Nevada (RTC) completed the project, which opened November 4, 2009.

The interchange was designed to alleviate traffic demands on the Russell Road and Sunset Road exits while providing enhanced freeway access and improved local roadways.

At a cost of \$66 million, the Galleria Drive Interchange took nearly 18 months to complete.

“Traffic on Sunset Road is always congested, so with the opening of the Galleria Drive Interchange, much of that traffic has dispersed making reaching the mall much easier – something I know our mall patrons appreciate,” said Scott Muelrath, general manager for the Galleria at Sunset.

The project also provided some much-needed access to some publicly- and some privately-owned land in the area.

A 160-acre piece of property owned by the City is located on the northeast corner of Galleria Drive and I-95. Plans for the property were established as part of the Real Estate Management Strategy the City began working on in October 2007 and included identification of the City’s key opportunity sites and the facilitation of planning with the Henderson City Council and the City’s Property Management Committee on the future development expectations for such sites.

As a result of its location, size and proximity to existing infrastructure, the 160-

acre site was deemed the City’s number one development opportunity. The City plans to use a portion of the land for the much-anticipated Henderson Space & Science Center.

Earth work to establish a solid foundation for construction on the first 70 acres of the property will begin soon.

“Freeway interchanges such as the Galleria Interchange can serve as an important economic development tool,” said Cooper. “One-hundred-twenty acres of land, located on the northwest corner of Galleria Drive and I-95, will now be more easily accessible because of the Galleria interchange. Providing access to these two large pieces of land will be extremely beneficial to Henderson.”

NEVADA STATE COLLEGE PROPERTY

Adjacent to Nevada State College’s (NSC) 500-plus-acre property, which is slated for academic use, is another piece of land – approximately 210 acres – planned for non-academic use that will provide a funding mechanism for the college. Sixty of those acres are owned by the City of Henderson, and 150 are owned by the college.

The City and NSC have collaborated on their respective development plans and have a goal of creating a seamless interchange between the two properties.

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COMMERCIAL REAL ESTATE COMPANY



Henderson partners with resource specialists to help businesses grow

 The City of Henderson Economic Development Division has made it a priority to partner with like-minded business resource providers to help companies grow on a local, national and international level through an array of training programs, business counseling and marketing opportunities.

Henderson Business Resource Center (HBRC)

Designed to assist in developing and supporting businesses, the HBRC offers entrepreneur training programs, one-on-one business counseling and networking opportunities to help businesses flourish.

www.hendersonbizcenter.com

Nevada Development Authority (NDA)

The NDA is dedicated to fostering an attractive, business-friendly environment through building key relationships while assisting and targeting new and expanding businesses.

www.nevadadevelopment.org

Nevada Industry Excellence

Assists businesses in the manufacturing, construction and mining industries to become the premier industry leaders in the Nevada market.

www.nevadaie.com

U.S. Commercial Service

The U.S. Commercial Service assists businesses to identify, enter, develop and maintain markets worldwide.

www.buyusa.gov/nevada

Southern Nevada SCORE

SCORE is a non-profit organization dedicated to offering free and confidential small business counseling to start-up and existing small businesses in Southern Nevada, including Henderson.

www.scorelv.org

Nevada JobConnect & Workforce Connections

These agencies provide workforce development services, incentives and support to the local business community.

www.nevadajobconnect.com

www.nvworkforceconnections.org

NSC is a comprehensive four-year public college offering degrees including nursing, business administration and education. The college opened its doors to students in September 2002 after the Board of Regents and the Nevada State Legislature determined the need for enhanced educational opportunities in Southern Nevada in 1997.

NSC's main campus is located in the foothills of Henderson and provides progressive bachelor's programs in several in-demand fields of study. NSC offers a low student-to-professor ratio and competitive tuition rates.

EDUCATED WORKFORCE CRITICAL FOR SUCCESSFUL BUSINESS ENVIRONMENT

Economic development and education have always gone hand-in-hand. Having an educated workforce is critical for a community to thrive and become more diversified.

When businesses consider relocating or expanding to a new city, a good education system that's graduated an educated workforce is one of the first things they look at; they want to ensure they have a vast, qualified hiring pool from which to choose.

"It's this partnership between the business community and the education community that will allow Henderson to emerge from this down economy stronger and more diversified than ever before," said Cooper.

In a down economy such as this, a number of people are pursuing higher education. Whether they're looking for a new career avenue after a layoff, preparing to re-enter the workforce after years of caring for a family, going back to school to make themselves more valuable to their current employers or are simply recent high school graduates, people are enrolling at local colleges and universities in droves in hopes of saving their homes, their families and their lifestyles. And with advancements in technology, even the most experienced business professionals might find themselves needing some extra training.

As a result, Henderson's private colleges, especially those that focus on training students to work in industries that are somewhat "recession-proof," are growing



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Touro University Nevada



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TO LEAD
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TO TEACH
Teaching Nevada's future health care and education professionals

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Henderson Receives AA+ Bond Rating from Standard & Poor's

The City of Henderson was awarded a AA+ bond rating from *Standard & Poor's* for its general obligation debt. This marks the highest bond rating of any city in the state of Nevada.

Municipalities sell municipal bonds for a variety of projects ranging from roads to schools to sewers and jails. Before municipal bonds are sold, the rating agencies "rate" the ability of the local government to repay bond principal and interest.

According to *Standard & Poor's*, the city's AA+ bond rating reflects its good management practices, multi-year financial planning, and conservative spending. The rating further reflects the city's income and wealth levels along with a very diverse tax base.

Standard & Poor's also indicated that Henderson's credit strengths include good management practices that have reduced the effects of the recession on the city and that the financial outlook for the city is stable.



University of Southern Nevada

fast. A few of those colleges and universities are: Everest College, Touro University and the University of Southern Nevada (soon to be re-named Roseman University) as well as the aforementioned Nevada State College.

Everest College provides education for trade positions such as nursing, medical assistant, medical administrative assistant, business administration and more as well as for emerging industries such as medical insurance billing and coding.

"In the last 15 months, our student population has grown from 450 students to nearly 1,200," said Everest College President Dave Fritz. "As a result of that growth, we have had to add staff. We've hired anywhere from 85-90 new staff members, including faculty."

The college has also increased its facility space by about 18,000 square feet.

"The support that we've received from the City of Henderson and the Economic Development Division has been very positive," Fritz said. "... Henderson is a very unique city, it's a positive city, and I see it as a growth city. Obviously the emphasis has been, over the past several years, to bring education to Henderson, and that's why we're a part of this community."

Everest provides hands-on training for all of its programs, and many of its career

programs can be completed in as few as nine months. The campus also offers a career placement office staffed with dedicated career placement representatives who assist students with everything from interviewing skills to improving their résumés.

Touro University Nevada was established to help address critical needs in health care and education and as a resource for community service in the state of Nevada. A non-profit, private institution affiliated with an international system of higher education, the university opened its doors in 2004 with 78 medical students. Today, it is home to more than 1,500 students in a wide range of degree programs in allied health sciences and education as well as osteopathic medicine. Many of these programs are the first of their kind in the state of Nevada.

The Touro campus is also home to both a full-service patient health clinic, staffed by practicing faculty members, and the multi-disciplinary Center for Autism and Developmental Disabilities. In addition to serving the community through care, both facilities serve as on-site learning laboratories for students across the disciplines.

"You have two major health care universities in Henderson," said Jason Roth, director of marketing and public relations for USN, referencing USN and Touro University. "That's a tremendous value to residents."

TOP TEN REASONS YOU NEED TO BE AT THIS EVENT

1. Network with many businesses in one afternoon!
2. Learn why Henderson was named one of the Top 100 Cities in America to live & launch a business.
3. Discover the benefits/incentives to relocating & expanding your business to Henderson.
4. Hear from Local City & State Officials.
5. Learn about Henderson's business-friendly economy.
6. Meet business owners that recently relocated to Henderson.
7. Learn about Harsch's attractive leasing opportunities within the area.
8. Free lunch provided by Red Apple Grill.
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Nevada's favorable tax climate – featuring no corporate or personal income taxes significantly contributes to the success of business development.

- **No** corporate income tax
- **No** personal income tax
- **No** unitary tax
- **No** franchise tax
- **No** inventory tax
- **No** inheritance tax
- **No** estate tax
- **No** gift tax
- **No** admissions tax
- **No** tax on food

The 2010 *Kosmont-Rose Cost of Doing Business Survey* rated Henderson as one of the twenty least expensive cities to do business in. The survey compares fees, taxes and economic incentives for 413 cities nationwide.



Touro University

Originally known as the Nevada College of Pharmacy, the University of Southern Nevada is a private, non-profit, independent educational institution that is governed by a Board of Trustees. In addition to its College of Pharmacy, which is the sixth largest of its kind in the country, USN has added a College of Nursing, which offers a Bachelor of Science in Nursing degree, a College of Dental Medicine, which offers a Advanced Education in Orthodontics and Dentofacial Orthopedics with a Master of Business Administration residency program, a Doctor of Dental Medicine, which will begin in fall 2011, as well as a MBA program.

USN's College of Dental Medicine operates a state-of-the-art Orthodontic clinic that offers 30 dentists providing services to the community at a low cost. USN also collaborates with local businesses to provide expertise when needed.

"It's advantageous for both of us or any college or university in town," Roth added. "Henderson is very well positioned because we have many colleges and universities."

Nevada State College targets its curriculum primarily to serve the needs of the state. In addition to addressing Nevada's workforce needs, NSC focuses on providing increased access to higher education for students entering the higher education system or transferring from the state's community colleges.

The college is a comprehensive four-year public college offering degrees including nursing, business administration and education. The college opened its doors to students in September 2002 after the Board of Regents and the Nevada State Legislature determined the need for enhanced educational opportunities in Southern Nevada in 1997.

JUST ADD WATER STREET

Redevelopment pushes a community forward and allows new ideas to emerge. The City of Henderson is no different, and with the resurgence of the Water Street District, along with infrastructure projects on the horizon, the seeds have been planted for downtown in Nevada's second largest city.

The convenience of city living has long been admired by those who want to be closer to their community and walking distance from many necessities. Jacob Snow, general manager of the Regional Transportation Commission (RTC) of Southern Nevada, was drawn to the Water Street District for his work/home project for the community feeling.

"People actually feel encouraged to get out and walk here because of the physical



environment the City has done a great job of creating," Snow said. "It's just a more pleasant environment for us to come down here on Water Street to do our own business. Those are some real attractive things we want to be a part of."

Dr. Kristina Shurtleff saw a niche that needed filling on Water Street – a hometown physician. In her native Belgium, walking to the store, coffee shop, doctor's office and pharmacy was typical, and with redevelopment on Water Street drawing residents and business owners, a medical practice fit into the Main Street USA feel. With St. Rose de Lima Hospital close by, Shurtleff is convinced a practice could thrive.

"This area is, frankly, underserved in primary care and other medical specialties," she said. "There is a big need as far as taking care of our patients and reaching our community. Having everything on site and having everything reachable by foot is actually very convenient for patients. It's the flow of Water Street. You could walk next door and see your jewelry person or insurance person or go across the street for coffee and pastries. I love this idea, and Water Street is a part of the philosophy, and I share that philosophy, too."

Renewal can be the key to success and survival, and at nearly 60 years old, Water Street was in need of rejuvenation. The third phase of the Water Street redevelopment will include widened sidewalks, pedestrian and vehicular lighting, shade trees and street furniture to promote walking and enhance pedestrian experience. This phase will also include transit stops for the RTC's new Bus Rapid Transit system. The system will make a loop from Lake Mead Drive and Boulder Highway to Water Street, returning to Basic Road and back to Boulder Highway.

"Breathing new life into Water Street and the surrounding areas only improves quality of life and brings new residents to the City," said Cooper. "Redevelopment gives the city a chance to grow, change and meet the needs of the community, and the residents take part by bringing in fresh ideas and making the city their home."

Henderson Space & Science Center

The concept of a first class science center for Henderson, Nevada, and the wider metro area has been a dream and a vision for more than a decade. That vision is fast approaching reality. In April of 2009 the Board of the Henderson Space and Science Center (HSSC) met for the first time. The science center is now a registered non-profit educational organization pursuing the fruition of this dream. In partnership with the City of Henderson, the HSSC is laying the ground work for a state-of-the-art science center that can be enjoyed by visitors of all ages.

The new Space and Science Center will be located just east of I-95 at the Galleria exit on land owned and being developed by the City of Henderson. The site encompasses more than 160 acres, and the Science Center will be the anchor for a larger multi-use development. Tate, Snyder and Kimsey and RAFI, two prominent architectural firms, teamed up to transform this vision into an iconic, LEED Certified, home for the project.

Born of the idea that learning never ends, the science center will house 35,000 square feet of dynamic interactive science exhibits, a 60-foot domed multi-use planetarium and

space for changing and traveling exhibits. The science center will partner with local educators, industry as well as national and international organizations, to bring science to life for the thousands of school children and adults that will pass through its doors every year.

The Henderson Space and Science Center will be far more than just a first class informal learning institution. The building will be designed to accommodate civic and conference activities. With its breathtaking Grand Hall, everything from weddings to scientific conferences will be possible. There will be meeting rooms and catering facilities on site to provide a center for community activity.

First and foremost, the HSSC will be a focal point for new generations of scientists, engineers, teachers and those who just want to know more about the world and universe in which we live. The HSSC will serve Henderson and the Las Vegas metro area as an example of the maturing of Southern Nevada, where people can learn about the present and dream of the future.

By Raymond Shubinski

MAP has a new name:



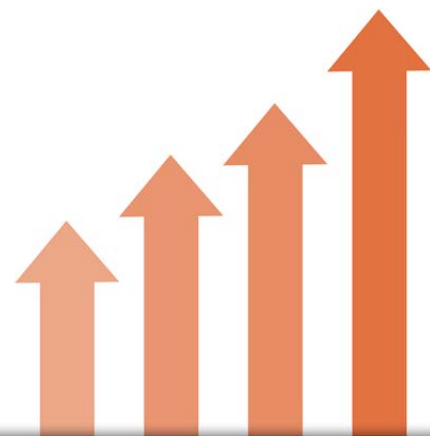
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Resources

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702-267-2323

Mayor/City Council

702-267-2085

Business License

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):

Kathleen Boutin

Ward 3 Councilwoman

Debra March

Ward 2 Councilwoman

sitting (left to right):

Gerri Schroder

Ward 1 Councilwoman

Andy H. Hafen

Mayor

Steven D. Kirk

Ward 4 Councilman

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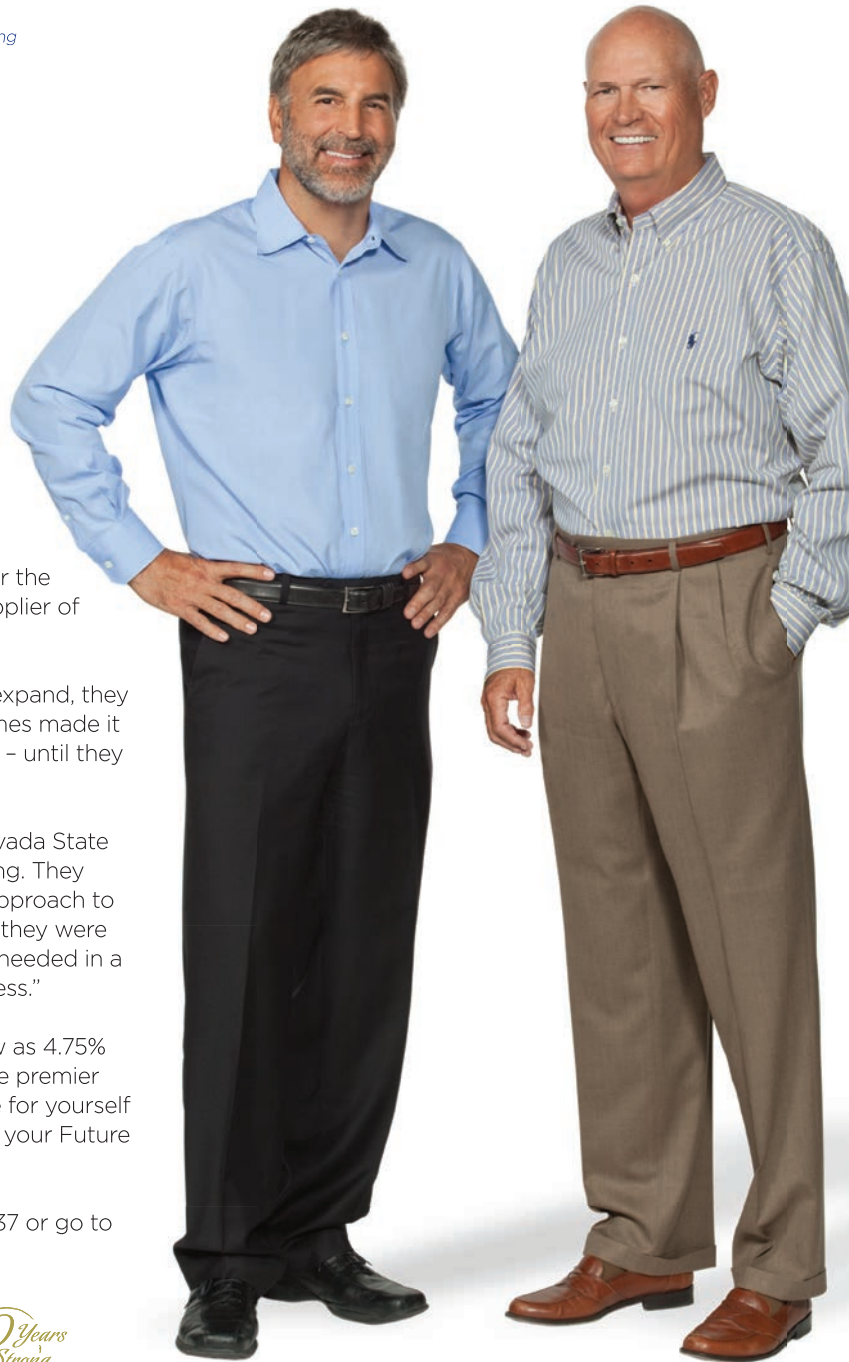
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C I T Y

HENDERSON
Nevada

Favorable tax climate featuring no corporate or personal income tax • The 2010 Kosmont-Rose Cost of Doing Business Survey rated Henderson as one of the twenty least expensive cities to do business in • Highly educated and skilled workforce • Some of the lowest workers' compensation rates in the Western United States • Excellent Quality of Life including low housing costs, abundant entertainment and great year around weather

Please allow us to confidentially assist you in all aspects of your site selection analysis and research

Contact the City of Henderson's Economic Development/Redevelopment Division at (702) 267-1650 or visit www.hendersonmeansbusiness.com



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