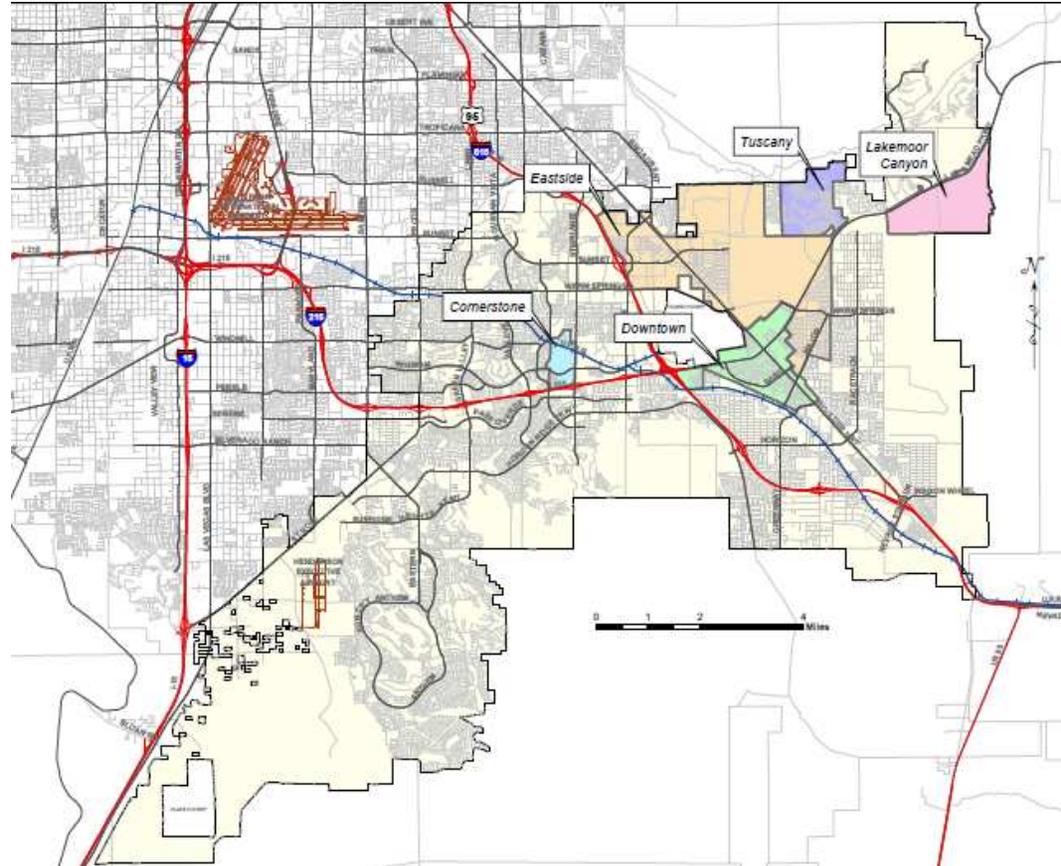
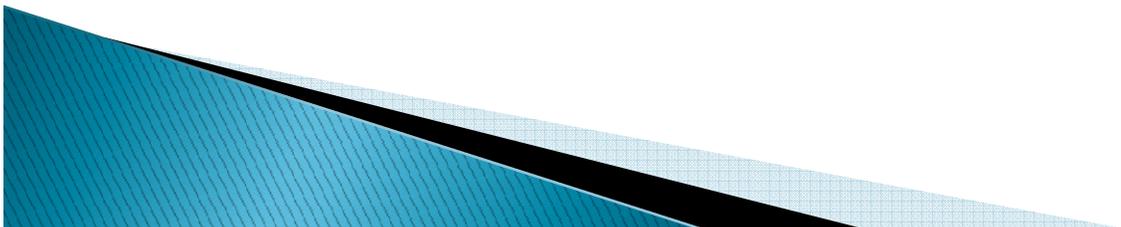


Redevelopment Areas



Redevelopment Focus

- ▶ Economic Blight
 - Business Assistance Programs
 - Business Recruitment
 - Developer Assistance
- ▶ Social Blight
 - Park Improvements/Recreational Amenities
 - Community Outreach
- ▶ Physical Blight
 - Street Improvements
 - Building Façade Improvements
 - Public Murals/Art



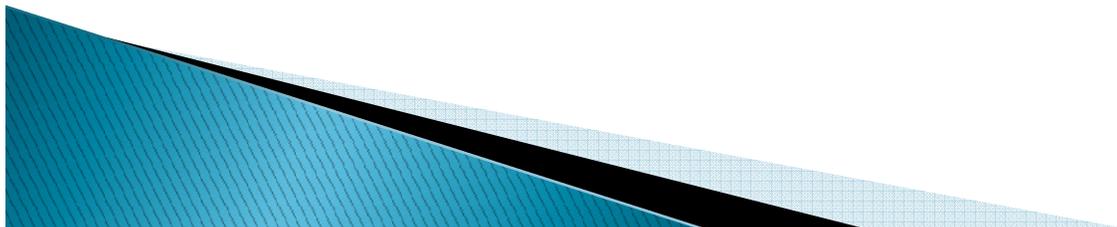


BEFORE



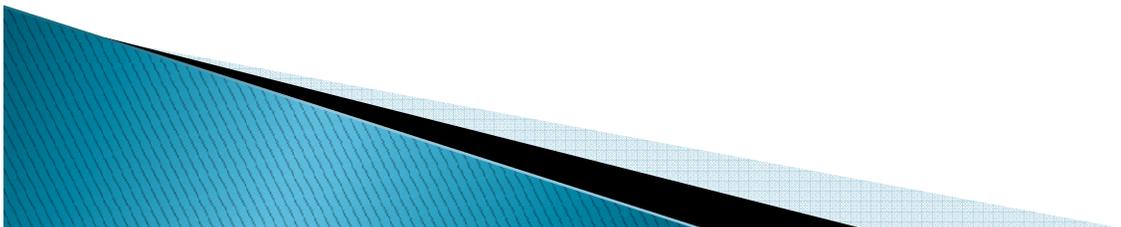
AFTER

PROJECT EXAMPLES



QUESTIONS?

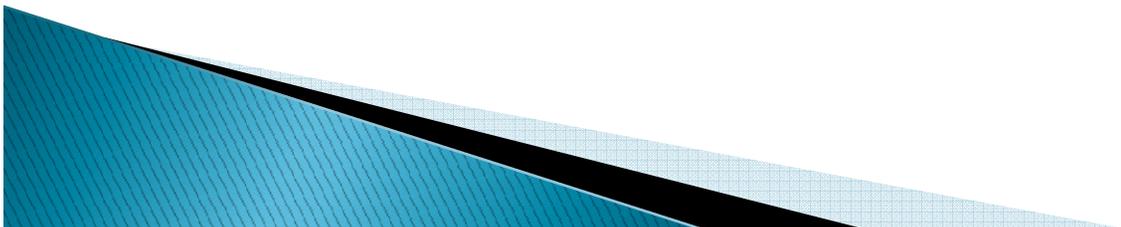
- ▶ Redevelopment information can be found at the following:
- ▶ www.WaterStreetDistrict.com
- ▶ www.CityofHenderson.com
- ▶ 702-267-1515



Real Estate

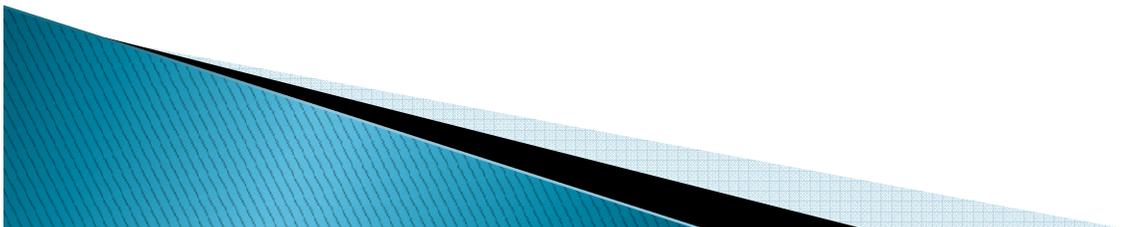
Real Estate Division Role:

- ▶ Strategic planning, management and coordination of programs related to purchase, sale and lease of City and Redevelopment Agency assets.



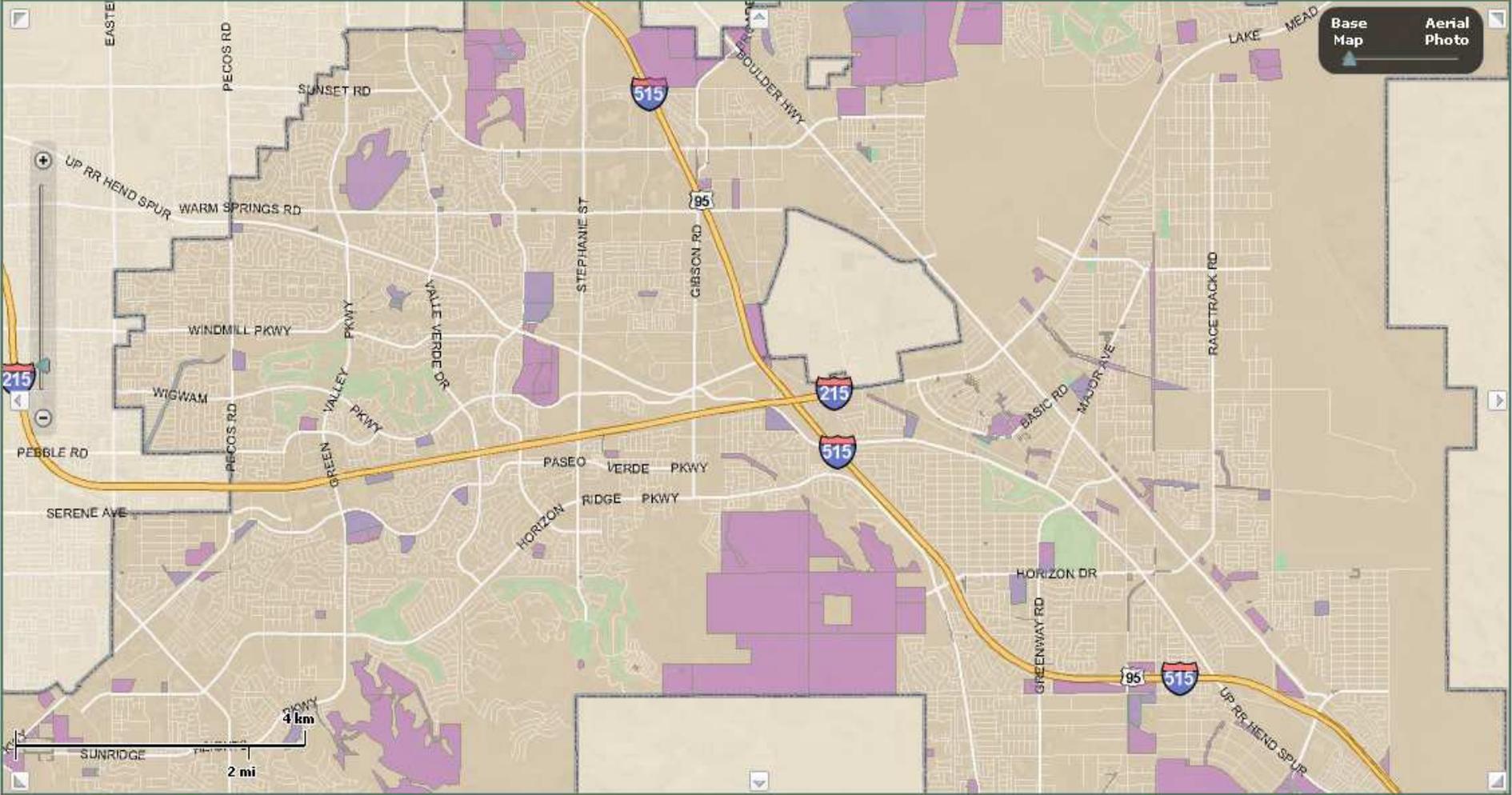
Real Estate

- ▶ Why do we own property other than parks or public facilities?
- ▶ Where does the money go and what can it be used for?





Search Navigation Identify Street View Bird's Eye Measure & Coordinates Make PDF



City of Henderson Owned Property - Windows Internet Explorer

http://cohnfs82/flex/lmis/lmis.html

City of Henderson, Nevada. - Windows Internet Explorer

224 South Water Street,
Henderson, Nevada, United States
Address is approximate

Navigation Identify Street View Bird's Eye Measure & Coordinates Make PDF

Base Map Aerial Photo

Map

1000 ft 500 m

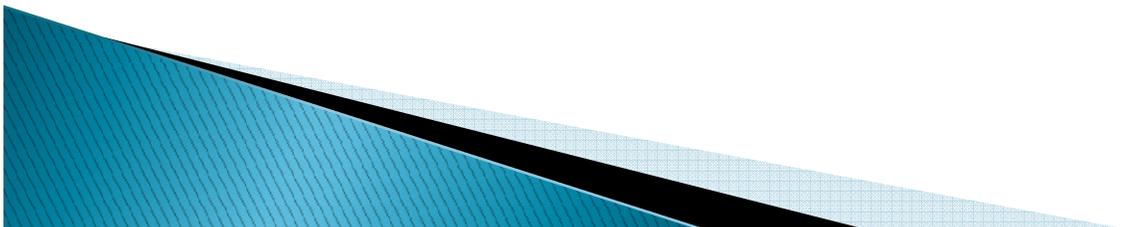
60 yds

© 2010 Microsoft Corporation © 2010 NAVTEQ © AITB
Flytoony Earth Eye © 2010 Flytoony International Corp

About this Site GIS Homepage Feedback

QUESTIONS?

- ▶ Information on City and Redevelopment Agency owned property can be found at:
- ▶ www.CityofHenderson.com
- ▶ 702-267-1235



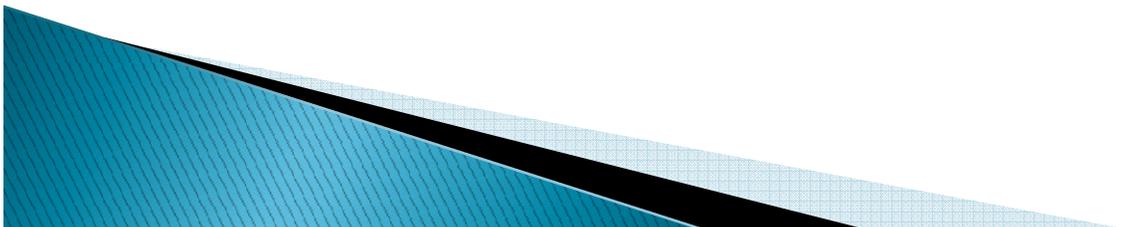
Economic Development

What is Economic Development?

Types of Strategies Employed:

- ▶ Place Oriented Strategies
 - Development, public works, parks, arts/cultural amenities
- ▶ People Oriented Strategies
 - Higher education, workforce development, training
- ▶ Business Oriented Strategies
 - Attraction/retention/expansion of businesses, incentives, legislative, tax policy, permit process

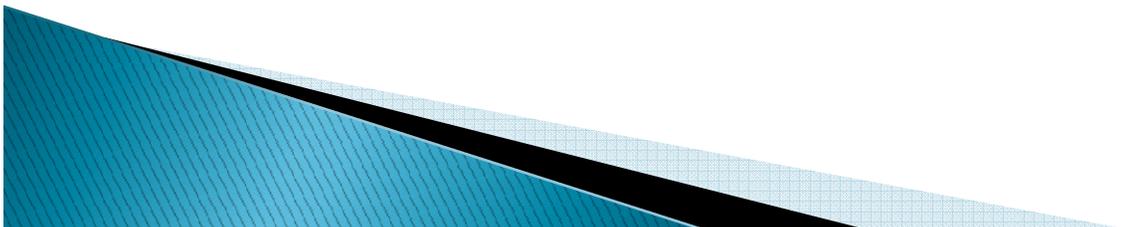
Our primary focus – “Attraction, retention and expansion of businesses”



Economic Development

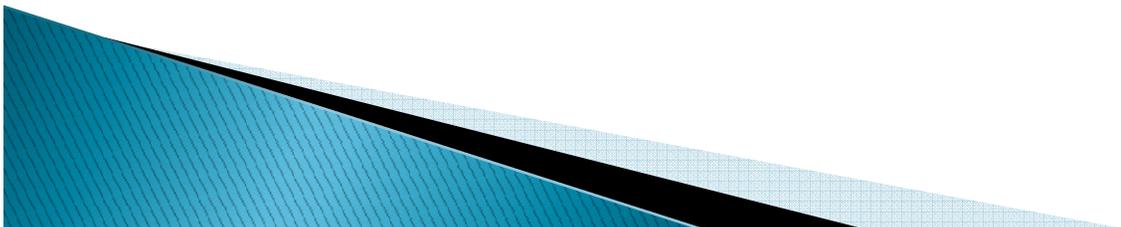
Economic Development Section Roles:

- ▶ Business Recruitment
- ▶ Outreach – Local Businesses Expansion/Retention
- ▶ Start-up/Small Businesses



Business Recruitment

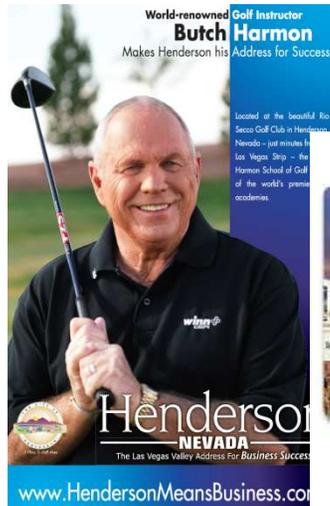
- ▶ Marketing tools – Direct mail/email, brochures, web, public relations
- ▶ Target industries:
 - Medical, Technology, Regional Offices and Headquarters, Financial/Business Services
- ▶ Customer Response System/Tracking
- ▶ Alliances – Chamber, NDA, State, Brokers
- ▶ Local Businesses – "Ambassadors"
 - Referrals/"Word of mouth"



Marketing

Henderson NEVADA

The Las Vegas Valley Address For *Business Success*

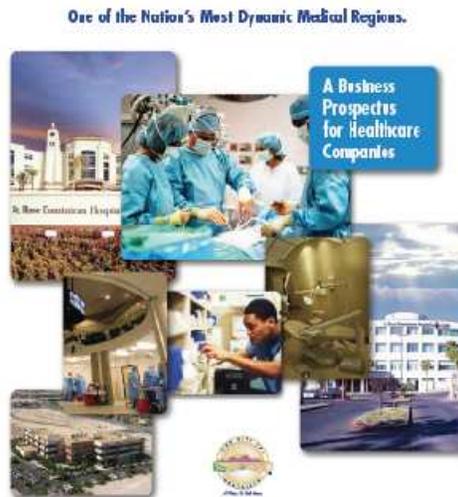


World-renowned Golf Instructor
Butch Harmon
Makes Henderson his Address for Success.

Located at the beautiful Rio
Santos Golf Club in Henderson,
Nevada - just minutes from
Las Vegas Strip - is the
Harmon School of Golf,
one of the world's premier
academies.

Henderson
NEVADA
The Las Vegas Valley Address For Business Success

www.HendersonMeansBusiness.com

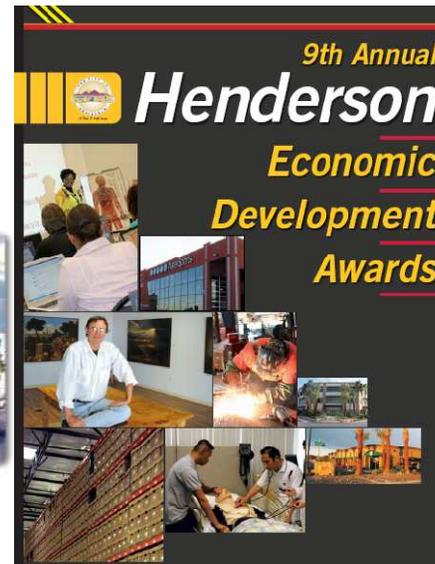


One of the Nation's Most Dynamic Medical Regions.

A Business Prospect for Healthcare Companies

St. Rose Dominican Hospital

Henderson
NEVADA
The Las Vegas Valley Address For Business Success



9th Annual
Henderson
Economic
Development
Awards

Henderson
NEVADA
The Las Vegas Valley Address For Business Success



Industry
PROFILE Information and Technology Services

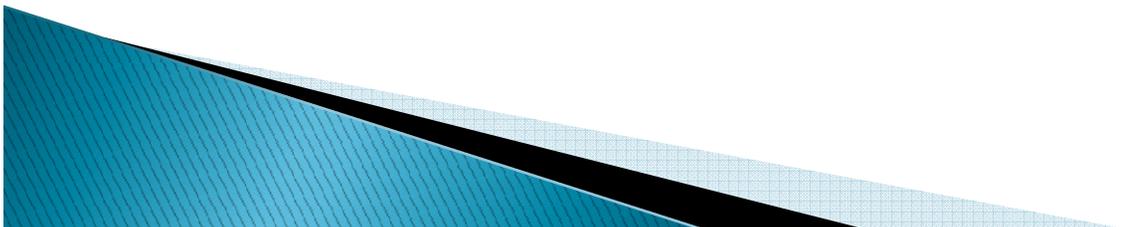
TV4U.Com & **VadaTech**
CEO Charry Kennedy & CEO Saeed Karamooz

Make Henderson their
Address for Success.

Henderson
NEVADA
The Las Vegas Valley Address For Business Success

Site Selection Services

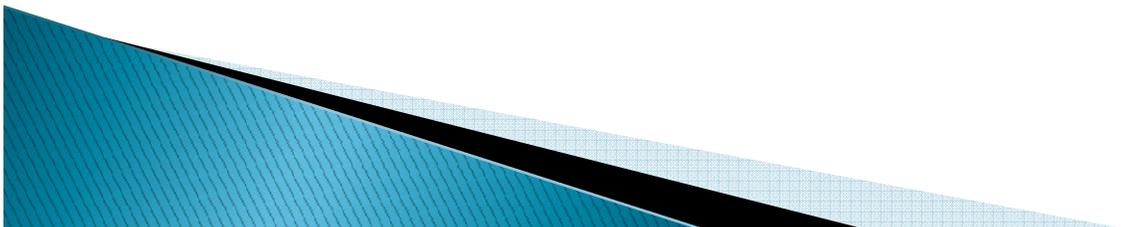
- ▶ Economic Development Services/Support
- ▶ Incentive Programs
- ▶ Resources/Local Knowledge
 - Examples: sub-suppliers, business services, community “quality of life”, workforce demographics/recruitment/training assistance)
- ▶ Site Selection
 - Due Diligence (Zoning, Land Use, Infrastructure)
 - Building & Fire Safety (Permitting process/DSC, technical issues, construction considerations)
 - Licensing (interface with Federal, State & Local)



Site Selection Services

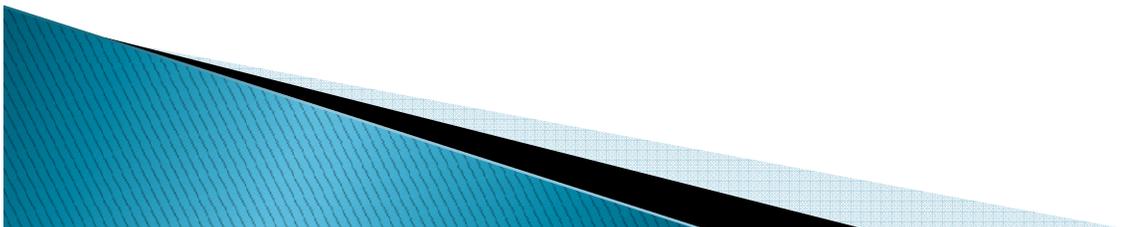
- ▶ Trivia – Did You Know?

- Technology/E-Commerce/Software firms in Henderson: VadaTech, Zappos.com, Aldec Inc., FDM4 International, Arroweye Solutions
- Major brand names: Levi Strauss & Co., Ocean Spray, Good Humor–Breyers, Toyota Financial, Amica, Ford Motor Credit
- Education: 13 colleges and universities with Henderson city limits, including schools of medicine and pharmacy.



Outreach – Local Business

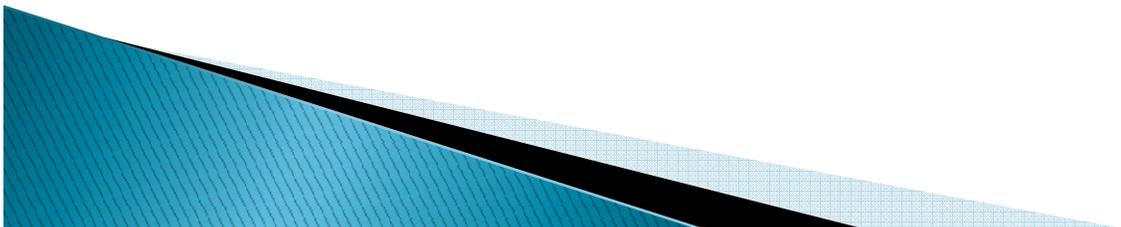
- ▶ Why reach out?
 - Your best companies are neighboring states attraction targets
 - Emerging companies replace declining industries (business life cycle process)
 - Increased global competition
 - Happy, successful companies can lead to attraction of their colleagues, suppliers and others
- ▶ One-on-One Visits
 - Assess resource needs of individual companies
 - Early warning system can identify “at-risk” companies
 - Express appreciation and sense of importance



Outreach – Local Business

- ▶ **Business Ombudsman Role**
 - Point of contact for local business community

- ▶ **Tools to assist and support businesses, examples:**
 - Workforce development assistance
 - Energy efficiency improvement programs
 - Manufacturing extension services and training
 - Local business expansion incentives
 - Business recognition (promotional)
 - Business development, procurement opportunities
 - Community issues and/or regulatory compliance resolution
 - Export/Import assistance services



Local Business/Start-Ups

- ▶ Other Efforts
 - E-Newsletter
 - Website “Tools for Business” portal, “Henderson Prospector”
 - Trade groups/business clusters: SNMIC, NCET/TBAN, Higher Ed Collaborative, Henderson Chamber of Commerce/HDA

- ▶ Start-ups/Small Business
 - Henderson Business Resource Center
 - RoadMap to Success
 - Business development and training organizations
 - NSBDC, SCORE, NMI
 - Participation in and support of small business & entrepreneur resource events

Thank you!

