



*Water Street South, one of Henderson's top redevelopment projects, is revitalizing the downtown area.*

These medical advances are helping to lay a foundation that will allow residents on-going quick and easy access to the best medical services and healthcare available anywhere.

But people and businesses aren't just attracted to Henderson because of its emergence as a medical region – although “health” is involved in the decision. It's the overall health of the economy that is attractive to businesses. Henderson has one of the lowest property tax rates in the state (it has not been raised in 16 years) and maintains the best bond rating of any city in Nevada.

Once the facts are reviewed and the success stories are told, there is no doubt that Henderson continues to be “The Las Vegas Valley Address for Business Success.”

#### **THE NEW BUSINESS HUB OF THE SOUTHWEST**

Located adjacent to Las Vegas in booming Clark County, Nevada, Henderson is conveniently located between five major Southwest markets (Los Angeles, Phoenix, Salt Lake City, San Diego and San Francisco).

Because of its location, easy access and business-friendly environment, Henderson is becoming a hub for business in the Southwest. In fact, some are viewing Henderson as a complement to the Southern California marketplace because of its close proximity to the ports of Los Angeles and Long Beach.

Henderson is located 15 minutes from the world-famous Las Vegas Strip. Stretching 96 square miles from Lake Las Vegas to the east and Interstate-15 on the west, Henderson forms the southern edge of the Las Vegas Valley.

#### **TRANSPORTATION BY AIR AND LAND**

Henderson's easy access to McCarran International Airport (located just 10 minutes via freeway from Henderson) and convenient location between major freeways and highways connecting the Las Vegas Valley to California, Arizona and Utah, make getting to and from Henderson easy.

Major highways serving Henderson include I-15, US 93/95, Highway 146 and the Southern Nevada Beltway (I-215). I-15 also provides immediate east-west access from California to the East Coast via I-80, I-70 and I-40, as well as north-south access from Mexico to Canada via I-15.

Henderson is approximately a 40-minute flight or a four-hour drive from Los Angeles. It can be reached by air from Phoenix, Salt Lake City and San Diego in under an hour and from San Francisco in less than two hours.

# HENDERSON, NEVADA

McCarran International Airport, ranked among the 10 busiest airports in the nation, served more than 44 million passengers in 2005.

Some of the major carriers serving the Henderson/Las Vegas area are: America West Airlines, American Airlines, American Trans Air, Continental Airlines, Delta Airlines, Jet Blue, Northwest Airlines, Southwest Airlines, TWA, U.S. Airways and United Airlines.

## TELECOMMUNICATIONS

The Las Vegas Valley offers excellent telecommunication and broadband connectivity, which is increasingly important from a business continuity perspective. Numerous national backbone connections are routed through the Valley, providing significant benefits to businesses in the form of superior telecommunications products and services, attractive rates and pricing, redundancy and disaster avoidance

(since the Valley is virtually free from natural disasters – such as tornadoes, hurricanes and major earthquakes – as well as power outages).

## HENDERSON AMONG TOP PLACES TO WORK AND LIVE

Surveys conducted by Yahoo!Hotjobs and CNN Money in 2005 ranked Henderson among the nation's top 10 cities in which to work and live.

Data reports from an online survey of 1,000 U.S. workers conducted by Yahoo indicated that more than 40 percent of currently employed survey respondents plan to search for better jobs sometime within the next 12 months.

Among the top 10 cities rising in popularity as places to live and work included: Henderson; Las Vegas; Albuquerque, N.M.; Chandler, Ariz.; Colorado Springs, Colo.; Gilbert, Ariz.; McAllen, Texas; Provo, Utah; Rancho-Cucamonga, Calif.; and West Palm Beach, Fla.

Yahoo reports all the ranked cities share an abundance of job opportunities and access to recreation and healthcare facilities as well. "Reports are always subjective; however, we've consistently seen Henderson at the top of many 'desirable places' reports," said Henderson Mayor James B. Gibson. "There's a trend you come to see after reading these reports – and it's that Henderson is definitely an attractive place to do business, work and live."

CNN Money also recently released a report as part of its "Best Places to Live 2005" survey, listing Henderson as the ninth-best city in the entire nation for job growth in 2005. Las Vegas ranked 10th, although CNN's report listed the "appeal rating" the same for both cities.

"No city in the nation has evolved quite like Henderson has in the last 25 years," Gibson said. "Henderson offers the best opportunities to live, work, play and learn. You can enjoy a variety of dining, shopping, events, classes and a professional business environment, all close to home."

In 1980, only 24,000 people called Henderson home. Today, over 250,000 people reside in the city, and it is projected that Henderson will surpass 500,000 in population within the next 20 years.

Master-planned communities have contributed to Henderson's success, and nationally-acclaimed parks and recreation programs continue to draw people to the city. Henderson's Green Valley area, the nation's largest master-planned community at the time, began development in the late 1970s. This, along with the booming Las Vegas Valley economy, began 25-plus years of unbelievable growth for Henderson.

"We've come to be known for our nationally-acclaimed parks and world-class master-planned communities," Gibson said. "Henderson has become a strong community, and in proximity to Las Vegas, it is much like Scottsdale is to Phoenix or Bellevue is to Seattle."

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## NEW DEVELOPMENTS REVITALIZE DOWNTOWN

When Natalee Simmons officially opened the doors to her new coffee shop last December, she knew it was a good business move. What she didn't expect was the overwhelming success she would find in such a short time.

A Henderson native and owner of It's A Grind, Simmons opened her shop within one of Henderson's top redevelopment projects, Water Street South. The \$7 million office building, located on the southeast corner of Water Street and Basic Road, is proving that Henderson's redevelopment efforts are breathing new life into the area.

"The community has responded positively to the new building and the businesses within it," said Simmons, who grew up in downtown Henderson. "And our store fits the downtown redevelopment mold. We're bringing additional arts and culture to the area by providing a social gathering place, and people appreciate that."

According to Simmons, the success of her store has generated attention from its corporate headquarters.

She attributes much of her success to being located in the Water Street District in downtown Henderson. "Our numbers are great, and there's the opportunity to do so much more," said Simmons, who operates one of the franchisor's largest stores at 2,200

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*"Because of its location, easy access and business-friendly environment, Henderson is becoming a hub for business in the Southwest."*

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square feet. "Headquarters is certainly impressed with how well we're doing, but I'm not surprised. The location, the need and the culture are all in line to succeed, which is probably why we were able to open our shop in just six months instead of a year."

The Henderson Redevelopment Agency contributed \$1.7 million to help fund the 30,500-square-foot building project, which is also home to the Clark County Credit Union and a branch of the Nevada State College.

The second phase of Water Street South, which broke ground in March, will consist of 28,500 square feet of office space which Nevada State College will occupy in 2007. Construction completion is projected for December 2006.

And the city continues to find success in its redevelopment projects. Most recently it celebrated the opening of The Pinnacle project, another mixed-use building in downtown Henderson. The \$2 million, three-story, 12,000-square-foot, Class A office and retail building is projected to contribute more than \$150,000 in business and property taxes over the next 10 years.

## HEADQUARTERS IN HENDERSON

With staggering growth numbers and an economy that is boosted by a business-friendly environment, Henderson has positioned itself as one of the premier locations for business headquarters in the entire nation.

Companies in such areas as professional services, manufacturing, finance, education and medicine have established headquarters or regional offices in Henderson because of the outstanding business climate and low state tax structure.

After looking into cities in such states as Florida, Ohio and Texas, Henderson became the clear choice for Arroweye Solutions, a leader in the one-off printing industry. According to company leaders, it relocated to the area because of lower taxes, a lower cost of living and better employment opportunities than its previous host city, Santa Barbara, Calif.

"We went to the state of California and said, 'There is a tax law that is just killing us.' And we asked them, 'Can you give us a break?'" said Brian Huse, a partner with Arroweye Solutions. "Basically, we were told no. So, we just moved the whole company. We came to Henderson because this is where our people wanted to live."

Arroweye's story is one the City of Henderson hears consistently. Bob Cooper, the manager of the City of Henderson's Economic Development Division, said his division is eager to work with more companies like Arroweye Solutions.

"Our business-friendly atmosphere has been noticed on a national level because we have a lot to offer businesses," Cooper said. "We understand that to enhance the quality of life for the community, we need to continue developing and diversifying our business environment."

*Henderson native  
Natalee Simmons owns  
It's A Grind Coffee House,  
which opened inside Water  
Street South, a \$7 million  
redevelopment project in  
downtown Henderson.*





That is the reason Toyota Financial Savings Bank – which is owned by Toyota Motor Corporation – opened its doors in Henderson in 2004 after being approved by the FDIC and the state of Nevada.

“We chose Henderson because of its favorable business climate, its proximity to the airport and the favorable tax rates – both personal and business – in Nevada,” said Ray Specht, president and chief executive officer of Toyota Financial Savings Bank, which offers banking products to Toyota and Lexus customers nationwide.

It’s not too surprising that an international powerhouse company such as Toyota would single out Henderson as a place to grow a new business.

Located adjacent to Las Vegas, Henderson made a name for itself in the 1990s as being the fastest-growing

city in the nation. In fact, Henderson – known for its master-planned communities and high quality of living – has been at the forefront of Nevada’s growth spurt, growing from just 60,000 people in 1990 to more than 250,000 today. That population would make Henderson the 14th-largest city in the state of California – larger than such cities at Irvine, Glendale and San Bernardino.

“Because of its location, easy access and business-friendly environment, Henderson is becoming a hub for business in the Southwest,” Cooper said. “Location is a big key to success, and we have it.” Henderson is located just 15 minutes from the Las Vegas Strip and 10 minutes from McCarran International Airport. With McCarran International Airport providing frequent and inexpensive flights throughout the world,

travel to and from Southern Nevada is also made easy for people located in Henderson – and their clients.

“The efficiency, convenience and low operational costs make Henderson an easy alternative when relocating headquarters, establishing a regional office, or expanding operations,” Cooper said.

**DOING BUSINESS IN HENDERSON  
LESS TAXING**

With one of the lowest city property tax rates in the region and no state income tax, many new residents and businesses choose to relocate to Henderson each year.

A survey conducted in 2004, the Kosmont-Rose Cost of Doing Business Survey, rated Henderson as a Low Cost City. The survey assesses six types of taxes, including business license levies, property tax, sales tax and utility use taxes for 314 cities and ranks them on a nationwide basis.

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## WORLD MARKET CENTER GENERATES OPPORTUNITIES

*Henderson Businesses Benefit*

**I**t's only been six months since the opening of the World Market Center, and already the home furnishings showroom and convention complex is doing more than simply bringing dealers to the area for its shows – it has attracted businesses to put down roots in Southern Nevada as well.

The World Market Center, which has quickly emerged as a major player in the global home furnishings industry, has created prosperous business opportunities for national manufacturing companies.

According to the City of Henderson's Economic Development Division Manager, Bob Cooper, the World Market Center is a unique community asset not available to businesses in nearby states. This provides established businesses as well as new businesses an ideal environment and opportunity to participate in the business market.

"The World Market Center is already beginning to pay dividends in Henderson," said Cooper, who has worked with several companies that have recently expanded or relocated to location in Henderson in the past few years.

Some of the city's newest business additions include A/P Digital Studios, a

commercial photography studio specializing in furniture and product digital photography, and Environ Trading, a manufacturer and seller of handcrafted accent furniture and accessories.

APA Marketing also relocated its distribution center to Henderson because of its healthy business climate. The company, which imports and distributes dining room and home entertainment furniture, moved to Henderson in December 2004 after 15 years in Southern California.

All of these business ventures are a direct result of the World Market Center's opening. "These emerging opportunities are a natural development, when you consider the success of the initial markets held to date at the World Market Center," Cooper said. "We anticipate this growth being just the beginning of a trend."

World Market Center is an integrated home and hospitality contract furnishings showroom and convention complex in Las Vegas. When fully built, it will be the largest trade show complex in the world. The 12 million-square-foot, eight-building campus is expected to be complete by 2012. The second building, which is currently under construction, will open in January 2007.

"Henderson prides itself on being a well-managed city," Mayor Gibson said. "That is evident from our high bond rating, award-winning budgeting and finance practices and longstanding management policies."

In 2003, the state of Nevada was ranked by the State Business Tax Climate Index, released by The Tax Foundation, as among the top-10 states with the most business-friendly tax systems.

The city of Henderson has contributed to this ranking by achieving the highest bond rating of any city in the state of Nevada. In fact, Henderson became the first and only city in the state to have a bond rating equal to Clark County and the state of Nevada. Standard & Poor's Rating Service recently upgraded the City of Henderson's general obligation bond rating from AA- to AA, while Moody's Investors Service upgraded the City from Aa3 to Aa2.

For businesses in need of more incentives to locate their operations in Henderson – the city already has it covered.

"Henderson allows access to major business markets and the nearly 60 million people who live in the states surrounding Henderson," Gibson said. "Businesses located in the Las Vegas Valley, particularly Henderson, enjoy tremendous shipping and location advantages."

With workers compensation rates and property taxes drastically less than those in California, Nevada offers more to business owners. The City of Henderson also provides incentive programs for select companies to further "start-up" savings.

"We get the best of both worlds in Henderson," said. "We get to enjoy the advantages of being next to a city as vibrant as Las Vegas. However, we are our own community and we have established our own identity and values. We work to maintain a high-quality of living for our residents and a business-friendly environment for our partners in business. Henderson is a great place to be." ■