

HENDERSON™

Former Fiesta Henderson Redevelopment Plan—Outreach Summary

The Fiesta Site Redevelopment Planning process began with in-depth research and analysis, followed by a robust public outreach and engagement process. Public engagement efforts included targeted outreach in and around the project site (including Wards 1 & 3 specifically) as well as broad public outreach to Henderson residents at-large via a variety of tools and methods.

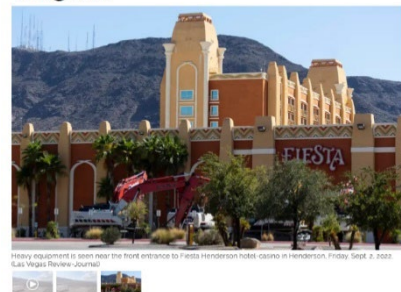
Outreach By the Numbers:

- Created 1 [informational project page](#).
- Created 1 promotional flyer advertising the open house events and urging survey participation.
- Sent a citywide email blast to more than 40,000 residents urging resident engagement and providing the open house event information and online survey link.
- Posted on Next-door app to all neighborhoods within Wards 1 & 3.
- Emailed nearly 150 Henderson Homeowners Associations urging resident engagement and providing the survey link.
- Contacted more than 2 dozen local businesses, development contacts and other community stakeholders for in-depth stakeholder interviews.
- Hosted 2 in-person Community Open Houses with 5 interactive stations:
 - (9/20/23) Valley View Recreation Center: 75+ attendees
 - (9/21/23) America First Center: 50+ attendees
- Posted 13 published citywide social media posts garnering more than 32,000 impressions.
- Sent 1 City of Henderson all-staff email with survey link.
- Drafted & distributed 1 media alert soliciting open house and public comment period coverage and resulting resident awareness.
- Garnered 82 media mentions and coverage with an audience of more than 4 million viewers including:
 - [LVR-J](#) (Online)
 - [KVVU](#) (Online)
 - [KTNV](#) (Online)
 - [KSNV](#) (Online)
 - [KLAS](#) (Online)



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What should happen at Fiesta site? Henderson residents can weigh in

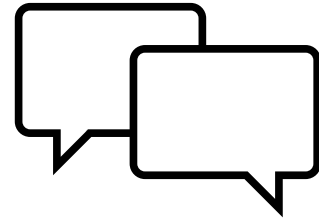


Completed Surveys: The City received **more than 5,600** completed surveys within a 30-day comment period.

Community Input:

Residents were invited to weigh-in on potential uses, amenities, scale and preferences via survey and visual preference activity. Residents also learned more about the project scope and timeline by city staff via an interactive open house format and online survey.

What We Heard: 5,600+ surveys



Resulting Community Preferences:

- The top two identified primary uses/ themes for the site include:
 - Tournament Sports Facility & Hospitality
 - Family-Oriented Entertainment
- The top two identified supporting uses/ themes for the site include:
 - Family-Fun
 - Arts & Culture
- Residents also expressed support in thoughtful creation of a ‘destination’ including a wide variety of additional uses such as arts and cultural facilities and event space.
- The community prioritized incorporating the natural environment within the site design and utilizing climate-appropriate landscaping while also offering a diverse array of gathering spaces.
- The community expressed a preference for low to medium scale development.
- Residents expressed a strong desire for return on investment given the publicly funded nature of the site.

