

WELCOME TO THE LAND OF
OPPORTUNITY
HENDERSON™



WHY HENDERSON?

FASTER ACCESS. LOWER COSTS. HIGHER SKILLS. GREATER QUALITY. DISCOVER A WEALTH OF ADVANTAGES IN HENDERSON. BEGINNING WITH A CULTURE OF OPPORTUNITY FUELING YOUR SUCCESS.

The City of Henderson is positioned in the southeast portion of the Las Vegas Valley and is the second largest municipality in the state of Nevada with a population of 334,000 residents. Money magazine has named Henderson as one of the **50 Best Places to Live in America**, and in 2023, Henderson was named the **Third Safest Large City in America** to live.

Henderson has four Opportunity Zones that overlap with our Downtown and Eastside Redevelopment Areas, with these areas becoming a focal point for the City's education, workforce development, redevelopment, and reinvestment efforts.

New development using Opportunity Funding has taken place in Downtown Henderson with the construction of the Vegas Golden Knights America First Center, the Watermark mixed-use development, and Townhouse Motor Lodge renovation into a mixed-use development. Beyond Opportunity Fund investment, other significant developments recently completed or in the construction process in Downtown Henderson include several bars, breweries, and restaurants, the Southend on Water mixed-use project, and the Lennar Homes Aqua townhome project. Construction is also well underway on Water Street's first hotel, Atwell Suites at The Pass, which will be a 6-story IHG hotel product.

As a result of significant neighborhood engagement, a flexible master plan was adopted for Downtown Henderson. The master plan allows for administrative review for all land use applications that meet the flexible design standards. This streamlining of entitlement packages removes some of the uncertainty that investors often experience. As an example, in designated locations, an existing older single-family residence can be replaced by a new nonresidential building, a mixed-use project, or multi-family housing. **Downtown Henderson is ready for investment!**

Henderson is located at the crossroads of I-15 and the I-215 interchange and Downtown Henderson is a short 20-minute drive to the Las Vegas Strip and Harry Reid International Airport, with a metropolitan population of 2.4 million people, and annual visitor volumes of over 40 million. Henderson is a short four-hour drive from Los Angeles and Phoenix with total populations 18.8 million and 4.7 million respectively.

Come to Henderson where we have the "can-do" attitude and where your money will go further! Henderson's mission is to be America's Premier Community.

INCENTIVES INCLUDE

- Flexible Downtown Master Plan providing zoning standards
- Reduced parking requirements
- Staff level approval for applications that meet zoning standards
- Concierge staff service throughout the entitlement process
- New Markets Tax Credit and Hubzone overlays
- C-PACE Community



HENDERSON POPULATION (2023)

334,000

2.4 MILLION

POPULATION WITHIN A 50-MILE RADIUS



136,076

HOUSING UNITS



33.4%

POPULATION AGE 25+
WITH A BACHELOR'S
DEGREE OR HIGHER

2.57

AVG. HOUSEHOLD
SIZE



MEDIAN AGE

42.2

MED. HOUSEHOLD
INCOME

\$74,147



\$318,800

MEDIAN HOME
VALUE

BUSINESS FRIENDLY

- Zero personal and corporate income tax
- #5 Lowest-cost state for doing business
- #7 Best Overall State Tax Climate
- 30% savings on worker compensation rates
- Home to Google, Amazon, HAAS Automotive, Las Vegas Raiders headquarters and Henderson Silver Knights

LOCATION

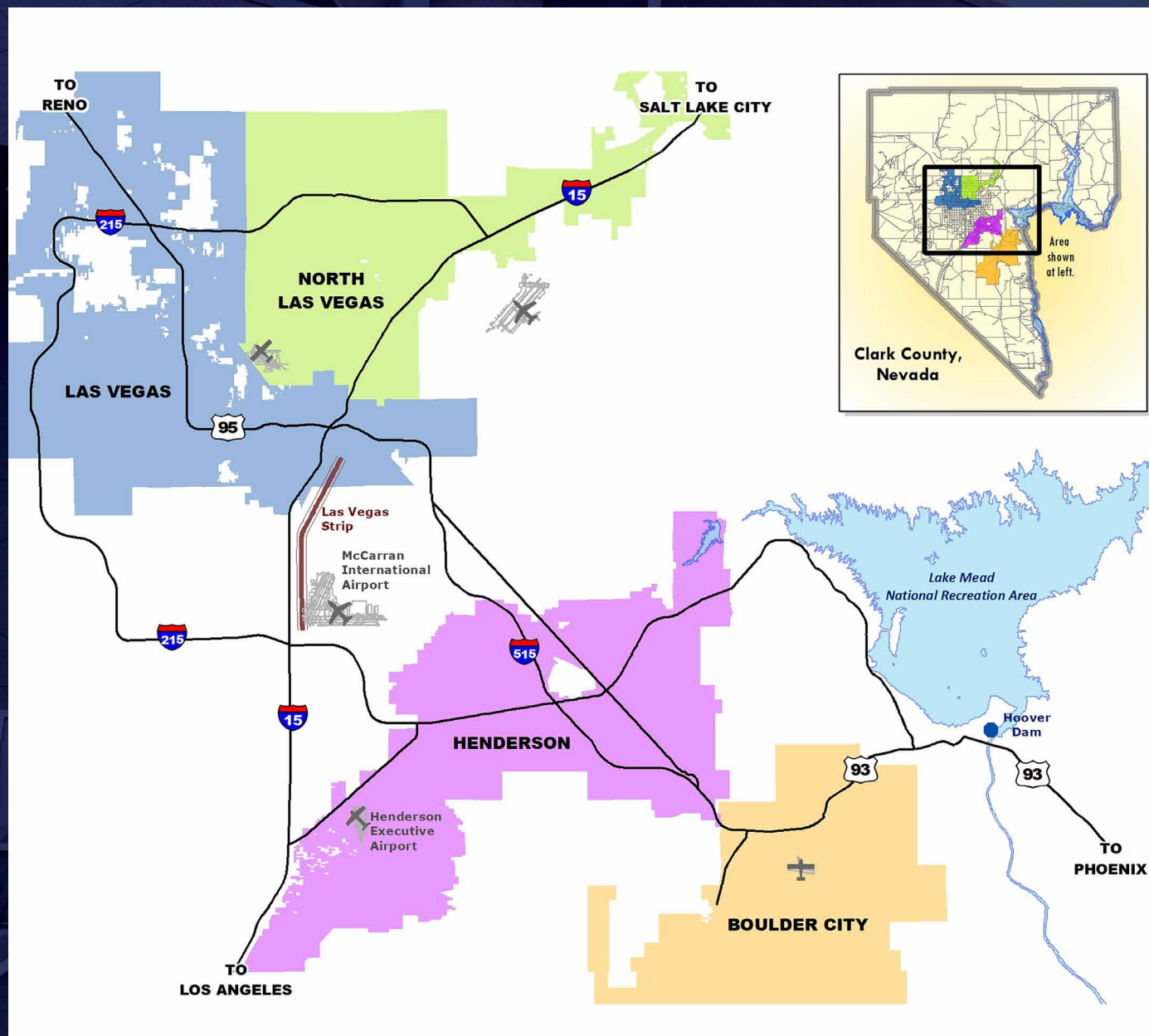
- Conveniently located between five major markets (Los Angeles, Phoenix, Salt Lake City, San Diego and San Francisco)
- 2.4 million population within a 50-minute radius and 27 million population within 5-hour drive
- Located 15 minutes from the Las Vegas Strip and 10 minutes from Harry Reid International Airport - the nation's seventh busiest airport

LIFESTYLE

- Known for its master-planned communities and high quality of living
- Located in the Mojave Desert, Henderson enjoys mild winters with warm, dry summers. The temperatures allow for a variety of enjoyable outdoor activities year-round.
- Henderson's collective graduation rates are higher than both the national and state averages.
- Henderson boasts 69 neighborhood and community parks, 11 aquatic facilities, and eight recreation centers (including two centers for adults 50+).

GET THE LAY OF THE LAND

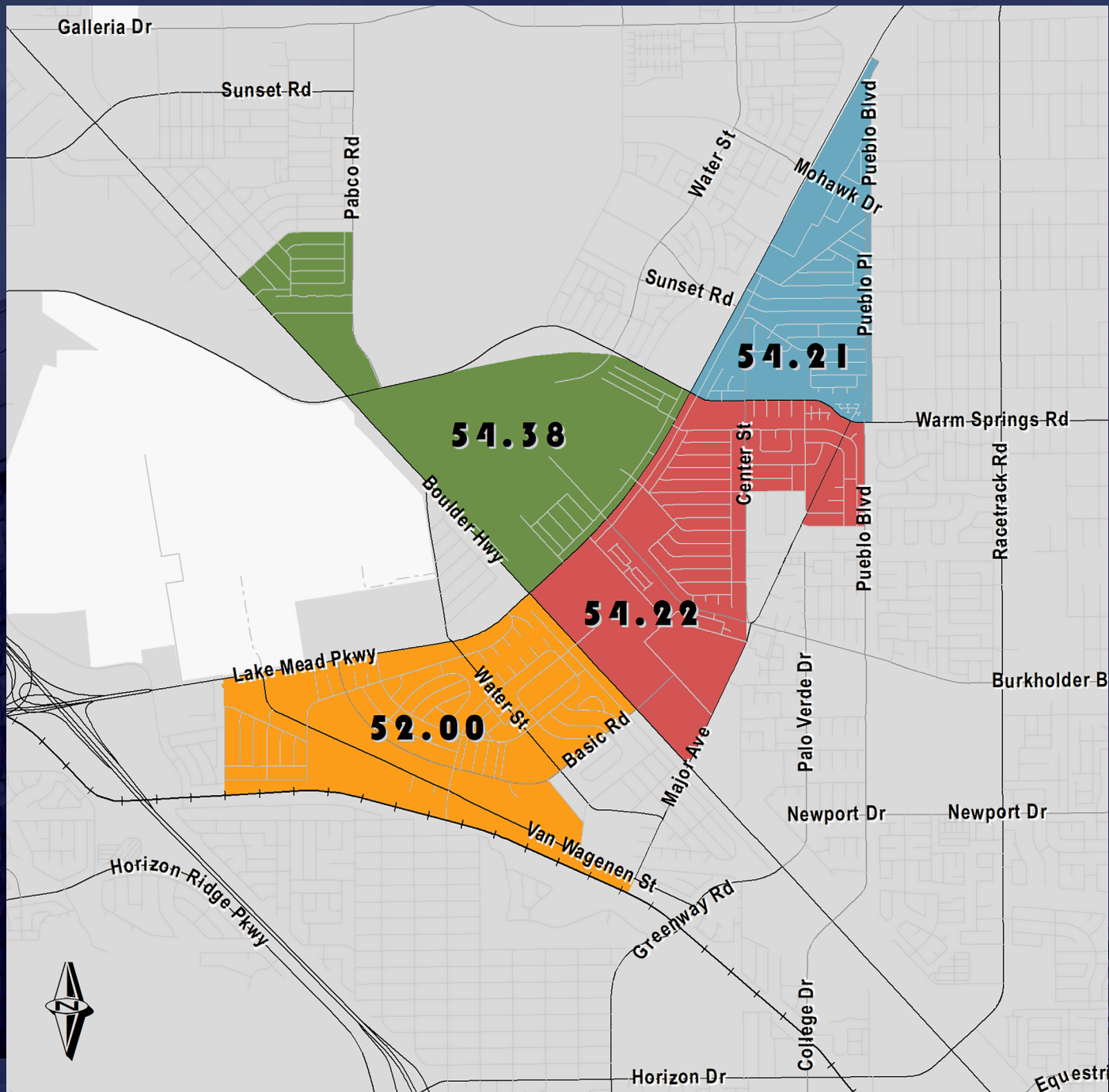
Access. Speed. Opportunity. Move fast with smart, low-cost access to major Southwest markets. Reach Southern California, including Los Angeles ports, in a one-day turnaround, with San Diego, Phoenix and Salt Lake City within a half-day or less. Choose the affordable, pro-business location that puts more than 27 million people and 1 million businesses within a five-hour drive.



15,010

Total population living in Henderson's four Opportunity Zones

HENDERSON OPPORTUNITY ZONES



KEY

Opportunity Zone 1 | Census Tract 52.00

Opportunity Zone 2 | Census Tract 54.22

Opportunity Zone 3 | Census Tract 54.38

Opportunity Zone 4 | Census Tract 54.21

OPPORTUNITY ZONE STATISTICS

Opportunity Zone Tracts	4
City of Henderson Tracts	74
% of All Tracts	5.41%
Opportunity Zone Population	15,010
City Population	333,754
% of Population	4.5%

Source: U.S. Census Bureau

BOLD MOVES, BRIGHT OUTCOMES

WATERMARK

The Watermark, by Strada Development, used opportunity zone funding to construct a 7-story mixed use development on land formerly owned by the Redevelopment Agency. The project features 130+ residential units available on the top five levels and nearly 40,000 square feet of commercial space on the first and second floors. The Watermark will be the first large residential hub constructed in the Water Street District and will bring the much-needed resident density that will help to ensure the long-term sustainability of the redevelopment area.



FORMERLY THE TOWN HOUSE MOTOR LODGE

Originally built in 1962, the former Town House Motor Lodge was once an active hub for area visitors to stay but had closed its doors nearly two decades prior to a developer purchasing and completely reimagining the property. The local developer purchased the property and used opportunity zone funding to transform the blighted property into a thriving 3-story mixed use development that includes a restaurant spanning multiple levels, and commercial retail and office space.



AMERICA FIRST CENTER

Located in Henderson's flourishing Water Street District, America First Center is a 120,000-square-foot indoor hockey facility which opened in November 2020. The arena was constructed using opportunity zone funding on City-owned property adjacent to the Water Street Plaza event venue. America First Center gives the Henderson Silver Knights - the Golden Knights' AHL team - a practice home while expanding VGK youth programs and hockey tournaments in Henderson. America First Center has proven to be a catalyst project, drawing new businesses, visitors and development to the surrounding area by the masses.



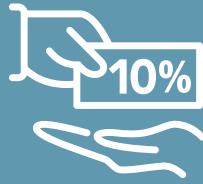
INVESTOR BENEFITS



TEMPORARY TAX DEFERRAL

[Less than 5 years]

A temporary deferral on the payment of existing capital gains tax until 12/31/2026, or the year the QOF investment is sold.



10% CAPITAL GAINS TAX REDUCTION

[5-7 years]

Temporary tax deferral +10% reduction on capital gains taxes owed if the asset is held for a period of five years.



+5% CAPITAL GAINS TAX REDUCTION

[7-10 years]

An additional 5% reduction in capital gains owed if the asset is held for a period of seven years. 15% total.



100% TAX EXEMPTION

[More than 10 years]

A full tax exemption on the investments made into the opportunity zone fund provided the investor stays invested in the fund for at least 10 years.

HENDERSON NOW

Henderson has long been known for its pro-business climate and our business community surveys confirm we are an excellent place to invest and do business. For investors wanting the benefits of a West Coast location without the drawbacks of being in California. According to the 2022 Business Survey, 92% of business owners rate Henderson as an excellent or good place to do business, compared to the national average of 68%. Henderson offers access to Port of Los Angeles coupled with the tax benefits of being in Nevada, and the workforce possibilities in southern Nevada. That's a win all the way around.

Our Opportunity Zones provide an advantageous point of entry for your potential investment. Our goal is to support you in any way we can throughout the process, ultimately connecting you with the resources to accommodate a project in Henderson uniquely suited to your needs. We invite you to contact us to further explore where your interests and our opportunities intersect. To reach the Redevelopment Agency, call 702.267.1515 or email cohredevelopment@cityofhenderson.com.

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HENDERSON CITY HALL

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