



2022 Henderson, Nevada Business Survey Findings Report

Presented to the City of
Henderson, Nevada

January 2023



ETC
INSTITUTE

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Executive Summary

2022 Henderson, Nevada Business Survey

Executive Summary



Purpose

ETC Institute administered a survey to businesses in the City of Henderson during the fall of 2022. The survey was administered as part of the City's effort to assess how well they are meeting the needs of its businesses. The survey results will help reveal where the City is exceeding expectations, as well as identify where improvements are needed.

Methodology

The survey was administered by mail and online to a random sample of businesses in the City of Henderson. A total of 402 surveys were completed.

This report contains:

- an executive summary of the methodology for administering the survey and major findings,
- charts and graphs for each question on the survey (Section 1),
- benchmarking analysis comparing Henderson's results to the southwest regional average (Section 2),
- tables that show the results for each question on the survey (Section 3),
- a copy of the survey instrument (Section 4)

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the City of Henderson with the results from other communities. Since the number of "don't know" responses often reflect the utilization and awareness of city services, the percentage of "don't know" responses have been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

Major Findings

Perceptions of the City as a Place to Do Business. Ninety-two percent (92%) of the businesses surveyed, who had an opinion, rated the City of Henderson as an "excellent" or "good" place to do business; 7% rated the City as "average" and only 2% rated the City as an "average" or "poor" place to do business. Additionally, most respondents (92%) think the City of Henderson is business friendly.

Interactions With City Employees. Eighty-one percent (81%) of businesses, who had an opinion, rated the professionalism of City of Henderson employees as "excellent" or "good." Other qualities of City employees that businesses rated as "excellent" or "good" include: courtesy (81%), competency in handling an issue (79%), ease of contacting City employees (72%), and timeliness of response (70%).

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Ratings of the Workforce in Henderson. When asked to rate the workforce in Henderson, the items that showed the highest positive ratings, based upon a combined percentage of “excellent” or “good” responses among those who had an opinion, were:

- Quality of workers (60%)
- Education/technical skills of workers (57%)

Based on the sum of their top two choices, the workforce qualities that were most important in business’ decision to stay in Henderson were: 1) quality of workers and 2) availability of workers.

Satisfaction with Development and Community Services. The development and community services that businesses were most satisfied with, based upon a combination of “very satisfied” or “satisfied” responses among those who used the service and had an opinion, were: business licensing (84%), website usefulness (67%), and regulated industries licensing/inspections (65%).

Satisfaction with Public Safety Services. The public safety services that businesses were most satisfied with, based upon a combination of “very satisfied” or “satisfied” responses among those who used the service and had an opinion, were: fire incident response (97%), ambulance – medical emergency response (96%), and police – crime/safety response (82%).

Satisfaction with Infrastructure Services. The infrastructure services that businesses were most satisfied with, based upon a combination of “very satisfied” or “satisfied” responses among those who used the service and had an opinion, were: parks and recreation facilities (89%) and water and wastewater services (72%).

Satisfaction with Jobs and Economic Development. The jobs and economic development items that businesses were most satisfied with, based upon a combination of “very satisfied” or “satisfied” responses among those who had an opinion, were: job opportunities within the City limits (63%) and support for entrepreneurs/small business owners (58%).

Satisfaction with Business Assistance Programs. The business assistance programs that businesses were most satisfied with, based upon a combination of “very satisfied” or “satisfied” responses among those who had an opinion, were: small business resource referrals (90%), business licensing assistance (87%), and assistance with navigating City departments (80%). The most preferred methods of getting information about business assistance programs were: email (72%), Hendersonnow.com website (28%), and emailed newsletter (22%).

Business Needs for the Next 12 Months. Forty-three percent (43%) of businesses surveyed indicated they will need to increase marketing or sales in the next 12 months. Other needs include: identify and hire new employees (40%), develop online sales or websites (20%), and obtain financial assistance or capital (18%).

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Business Plans for the Next 3 to 5 Years. Thirty-two percent (32%) of businesses surveyed indicated they plan to increase employment in the next 3 to 5 years. Other plans include: expanding/renovating the facility in its current location (20%) and relocating to another location in Henderson (12%).

Importance of Various Conservation Efforts. The actions that could be taken to help with conservation efforts that businesses indicated were most important, based upon a combination of “very important” or “important” responses among those who had an opinion, were: early notification (via text or call) of unusual patterns that may indicate leaks or breaks with the system (86%) and increased information on rebates currently available for turf removal, smart irrigation controllers, and other tools that help with conservation (61%).

OTHER FINDINGS

- When businesses were asked about their sources of funding for the last five years, the top responses were: personal savings (44%), working capital (38%), credit cards (29%), and government grants/funding (21%).
- The business assistance programs that respondents were most aware of included: 1) business licensing assistance, 2) small business resource referrals, and 3) assistance with navigating City departments. The same three programs were the ones used most by businesses.
- More than one-third (36%) of businesses who had an opinion indicated their business had experienced supply chain disruptions. Of those, 12% indicated the level of disruption was severe; 64% said moderate, 24% said the disruption was minimal.
- Forty-one percent (41%) of businesses surveyed who had an opinion have experienced issues with accessing high-speed internet service for their business locations. Nearly all (98%) who had an opinion indicated the availability of broadband or other high-speed internet services was “very important” or “somewhat important” to their business.
- The types of City data businesses would like to see more readily available include: crime data (53%), City demographic data (51%), and business licensing data (46%)

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How the City of Henderson Compares to Other Communities in the Region

Satisfaction ratings for the City of Henderson rated above the southwest regional average in 15 of the 19 areas assessed. The southwest region includes the states of California, Nevada, Utah, Arizona, and New Mexico. The City rated significantly above the southwest region (5% or more) in 12 of these areas. Listed below are the comparisons between the City of Henderson and the southwest region:

Service	Henderson	Southwest Region	Difference
Quality of life in the City	93.50%	67.50%	26.00%
City is an "excellent" or "good" place to do business	91.70%	67.24%	24.46%
Image of the City	93.00%	69.30%	23.70%
Public amenities/public spaces in the City	80.50%	63.16%	17.34%
Safety in the area where business is located	72.40%	57.39%	15.01%
Planning and layout of the City	72.30%	57.89%	14.41%
Feeling of safety in the City	74.80%	61.73%	13.07%
Quality of services provided by the City	85.80%	73.46%	12.34%
Quality of new development in the City	71.80%	60.18%	11.62%
Physical appearance of area where business is located	77.80%	66.37%	11.43%
Value received for City tax dollars and fees	60.20%	49.56%	10.64%
City is business friendly	91.50%	84.38%	7.12%
The stability of workers	55.90%	51.46%	4.44%
The quality of workers	59.90%	57.42%	2.48%
Ease of car travel in the City	71.70%	69.83%	1.87%
The education/technical skills of workers	56.50%	61.17%	-4.67%
The availability of workers	56.50%	64.60%	-8.10%
Availability of public transit in the City	44.90%	54.39%	-9.49%
Quality of the education system within the City	44.70%	65.18%	-20.48%

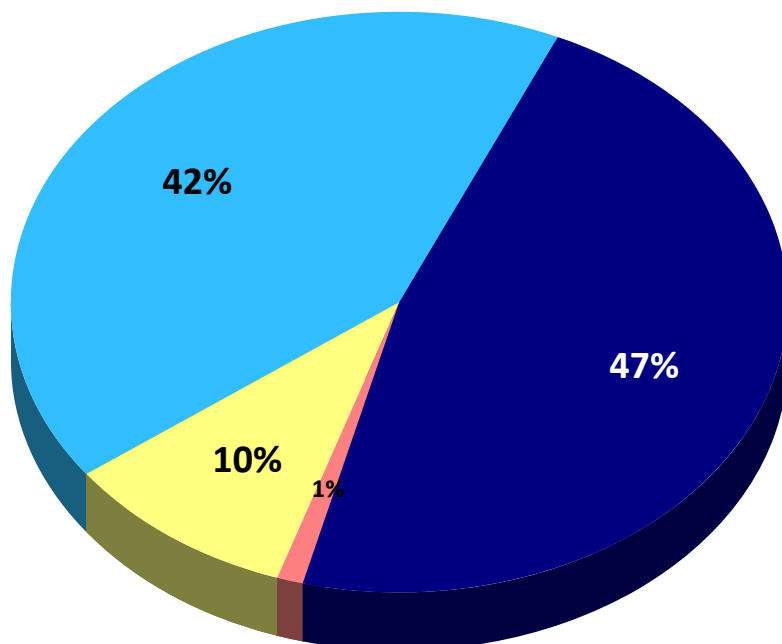


Charts and Graphs

Q1. How would you rate Henderson, Nevada overall as a place to do business?

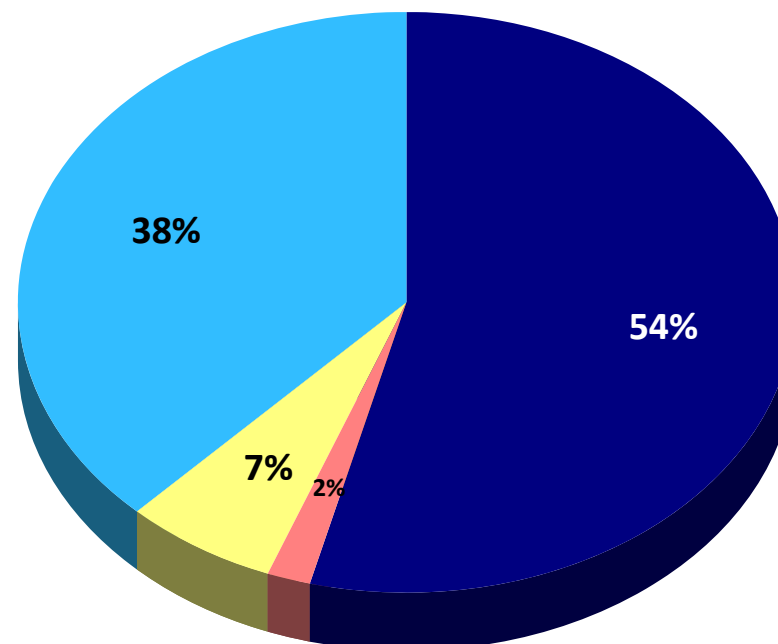
by percentage of respondents (excluding don't knows)

2021



■ Excellent ■ Good ■ Average ■ Below average/Poor

2022

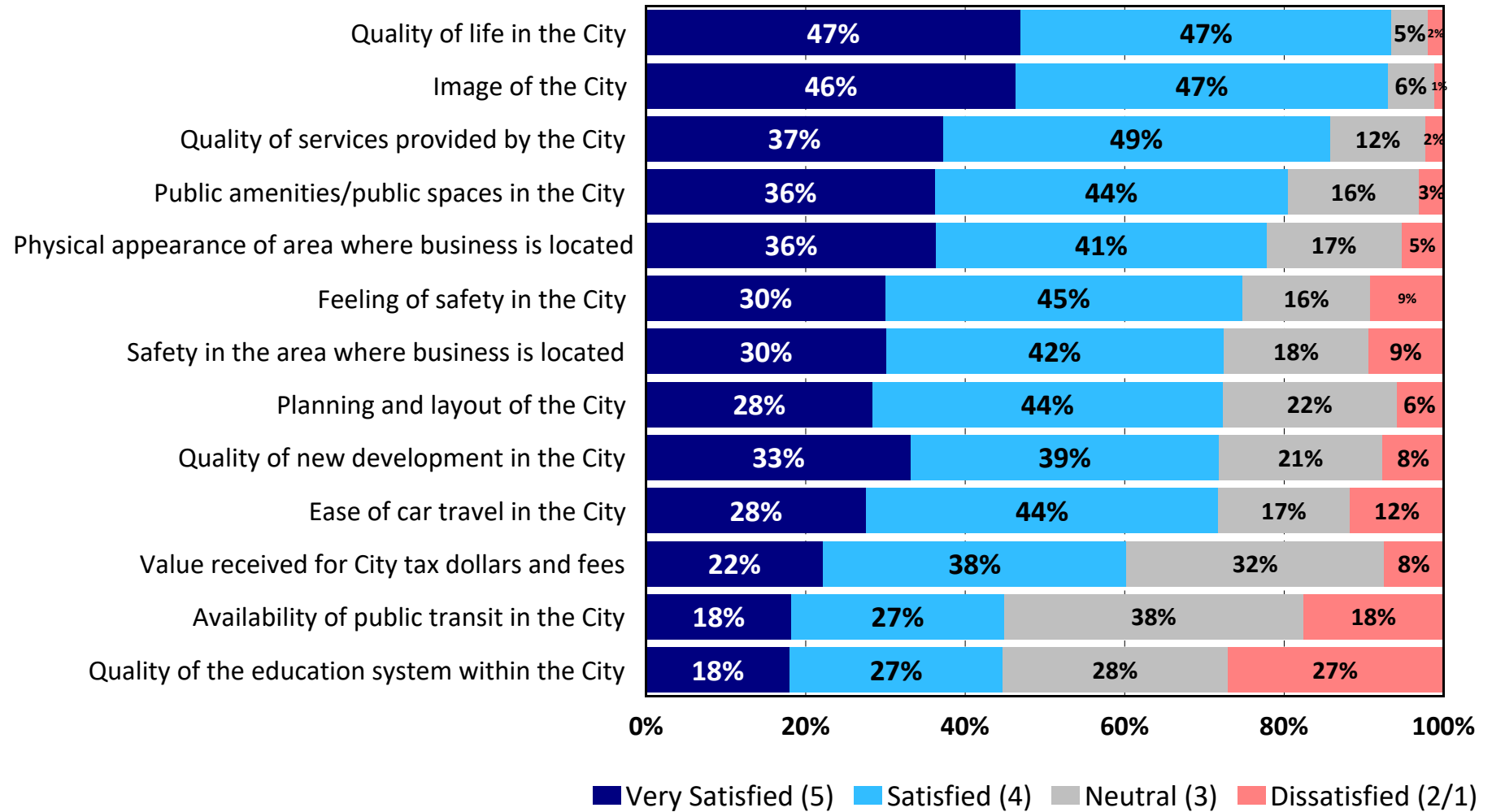


■ Excellent ■ Good ■ Average ■ Below average/Poor

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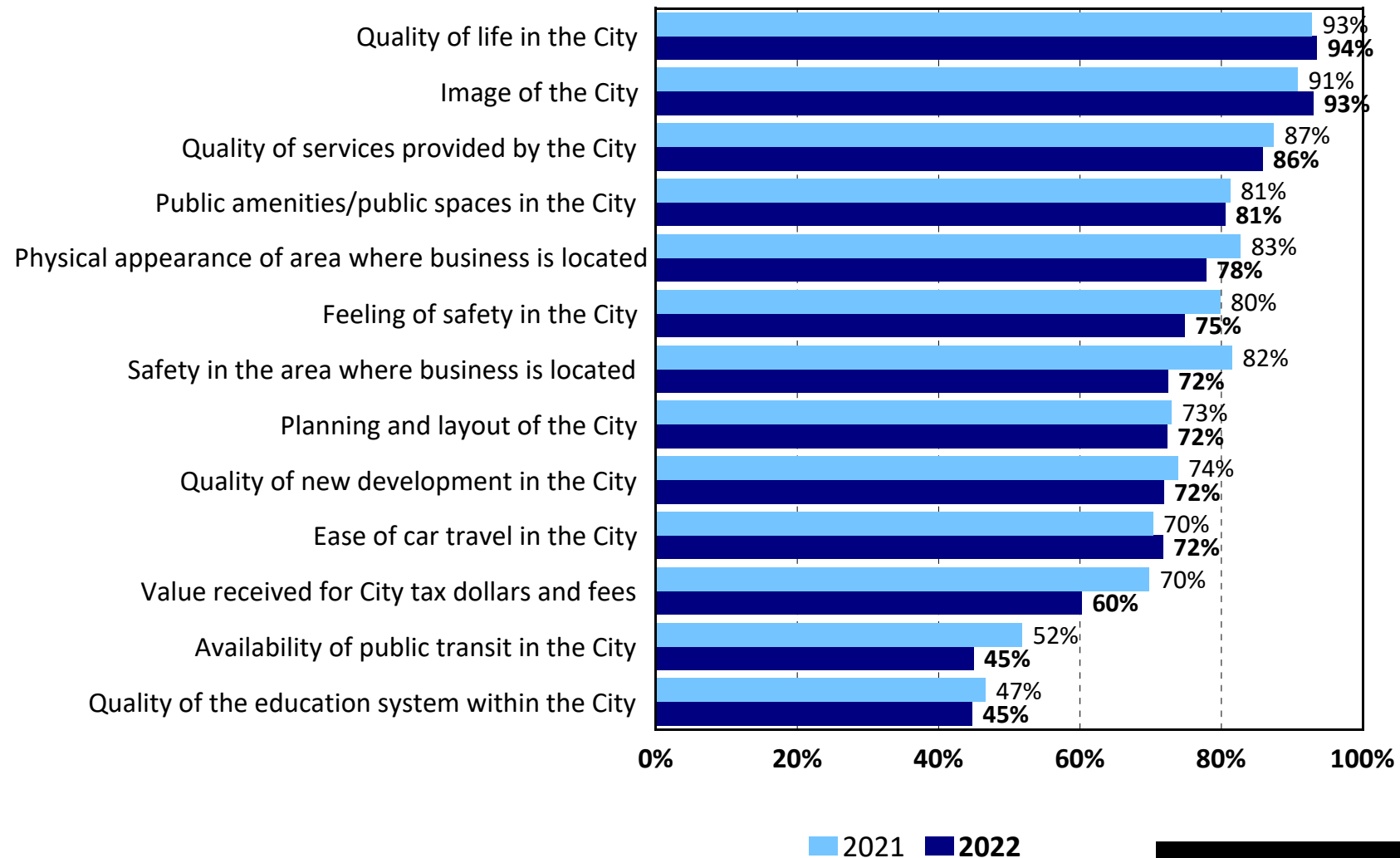
Q2. Satisfaction With Items That Influence Perceptions of the City of Henderson

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale, where 5 means "very satisfied" (excluding don't knows)



Satisfaction With Items That Influence Perceptions of the City of Henderson - 2021 vs. 2022

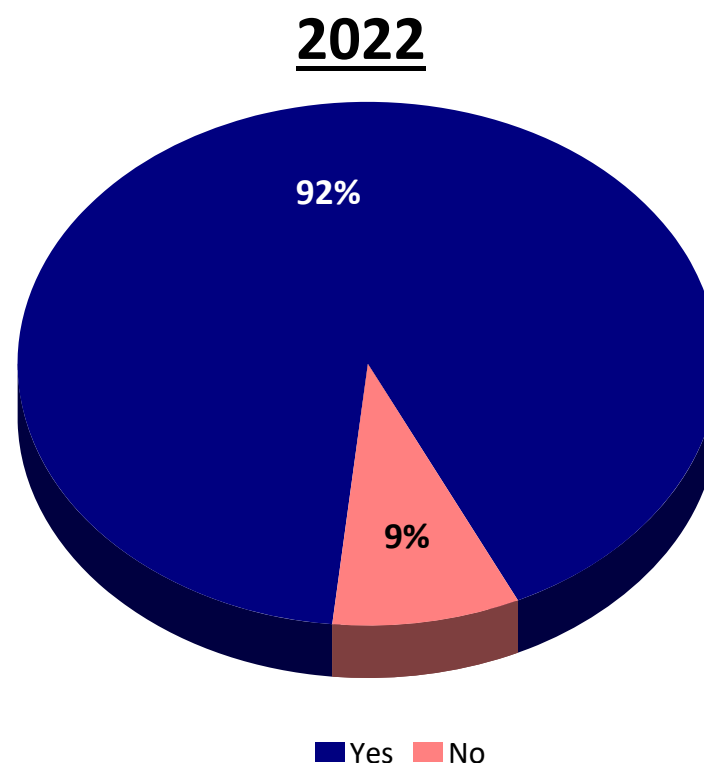
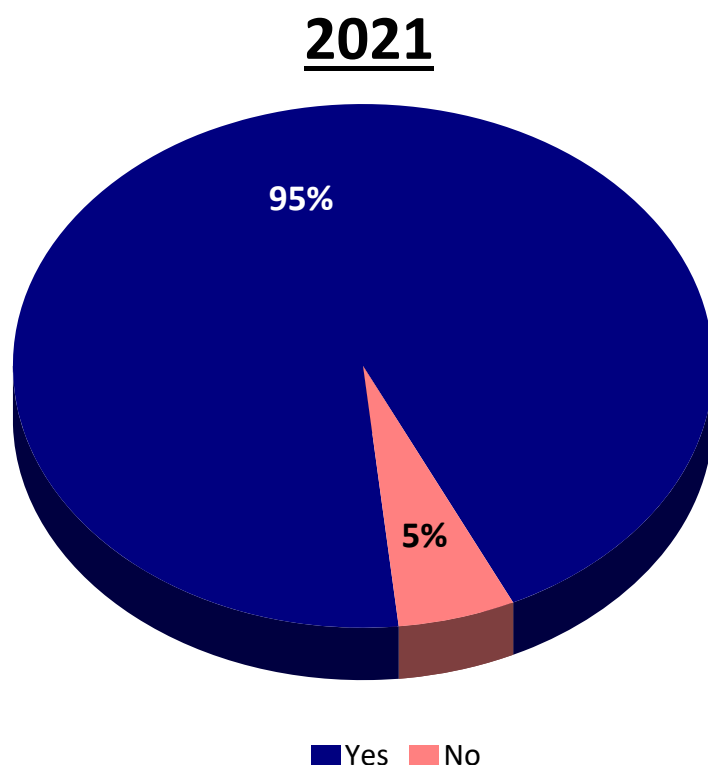
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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Q3. Do you think that the City of Henderson is business friendly? 2021 vs. 2022

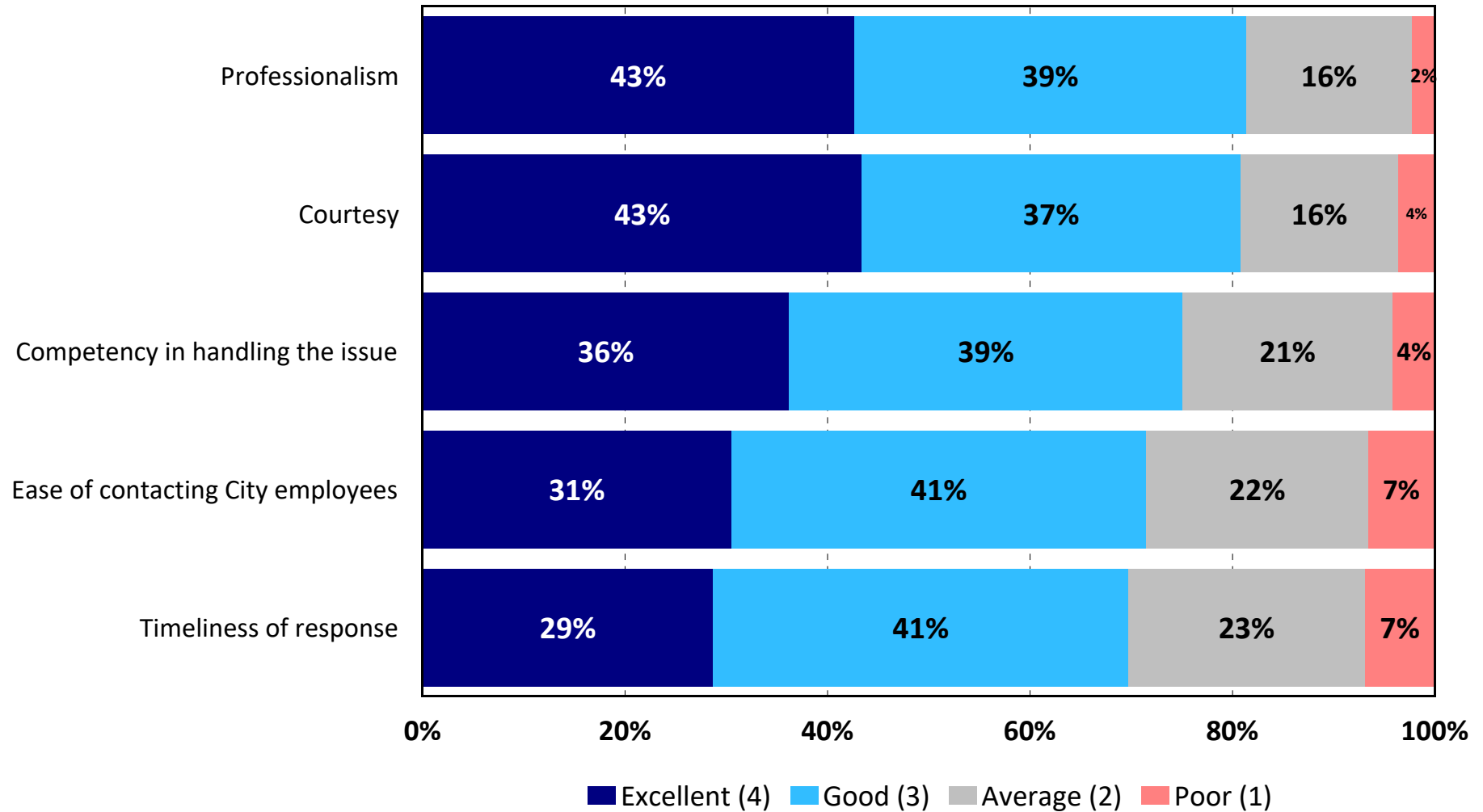
by percentage of respondents (excluding don't knows)



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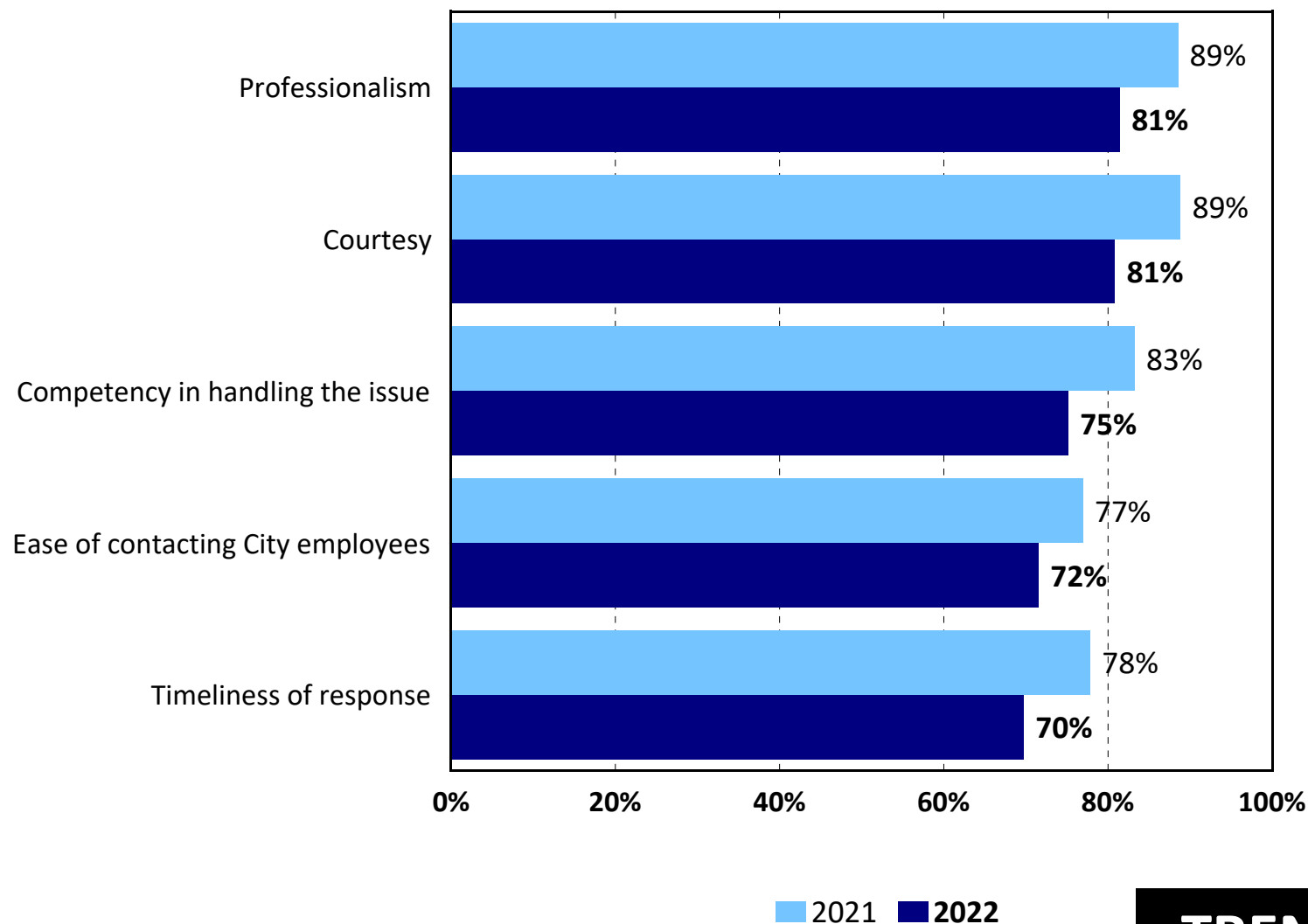
Q4. How Businesses Rate Their Interactions With City of Henderson Employees

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



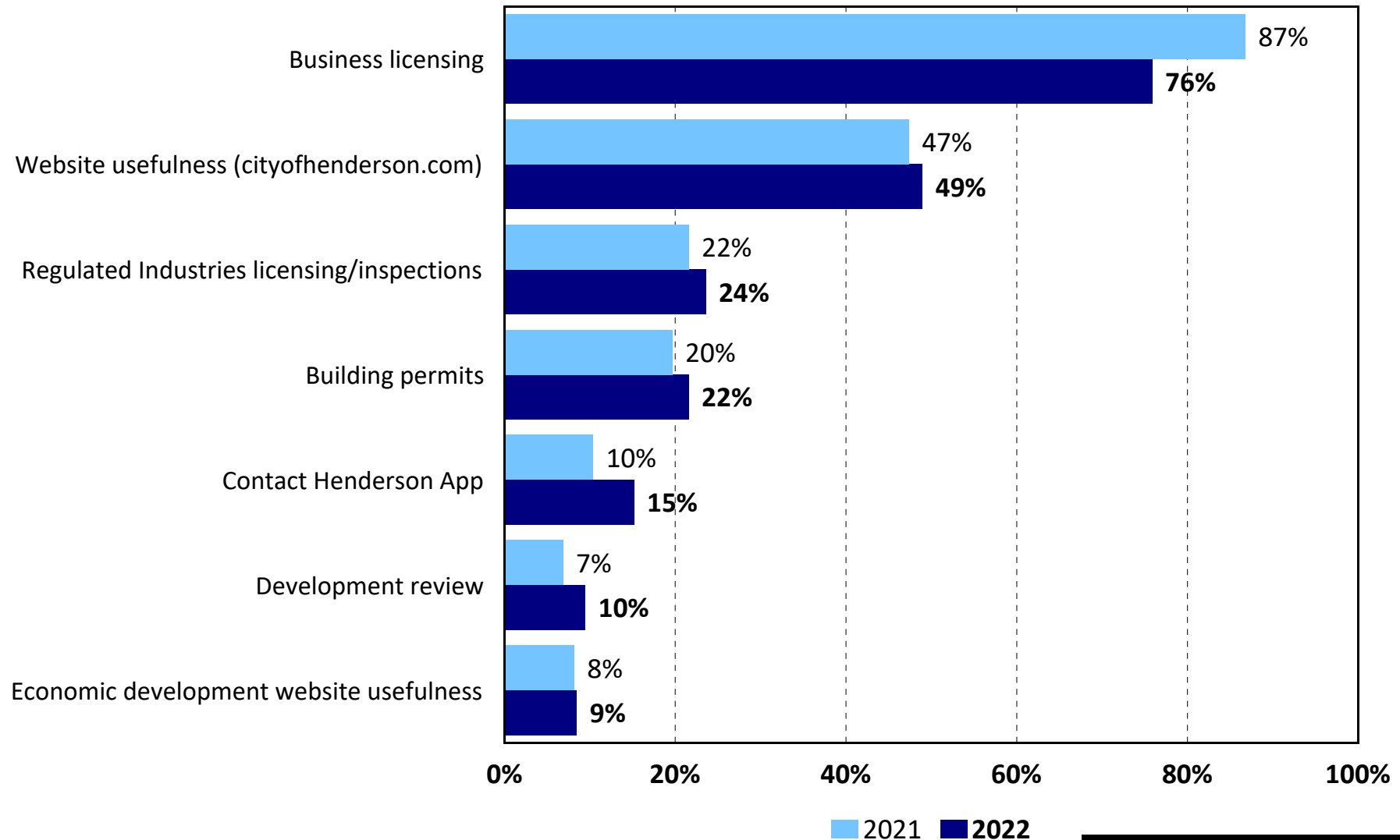
How Businesses Rate Their Interactions With City of Henderson Employees - 2021 vs. 2022

by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding don't knows)

**TREND DATA**

Q5[1-7]. Use of the Following Development and Community Services Over the Past Two Years - 2021 vs. 2022

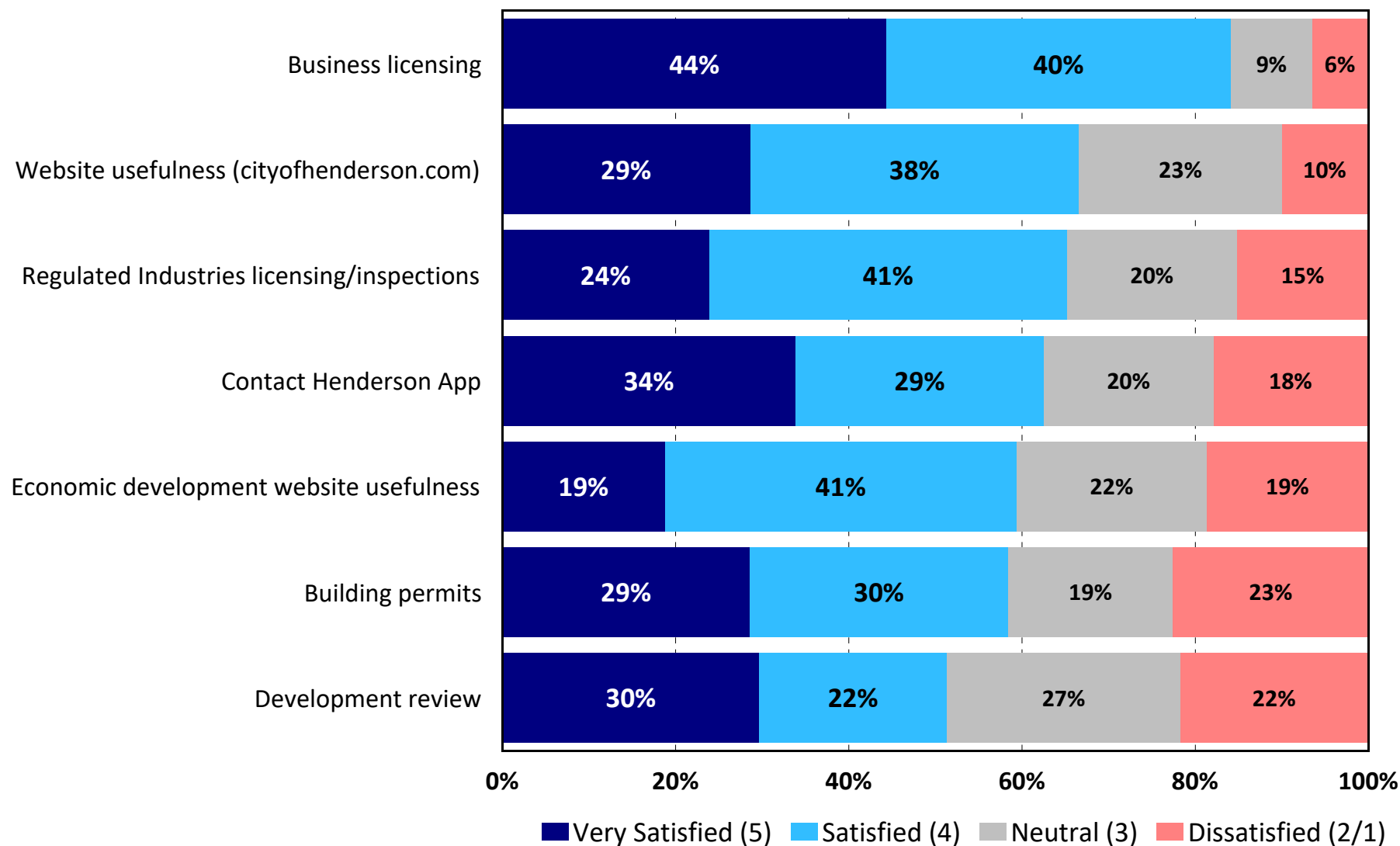
by percentage of business respondents who used the service



TREND DATA

Q5[1-7]. Satisfaction With Development and Community Services

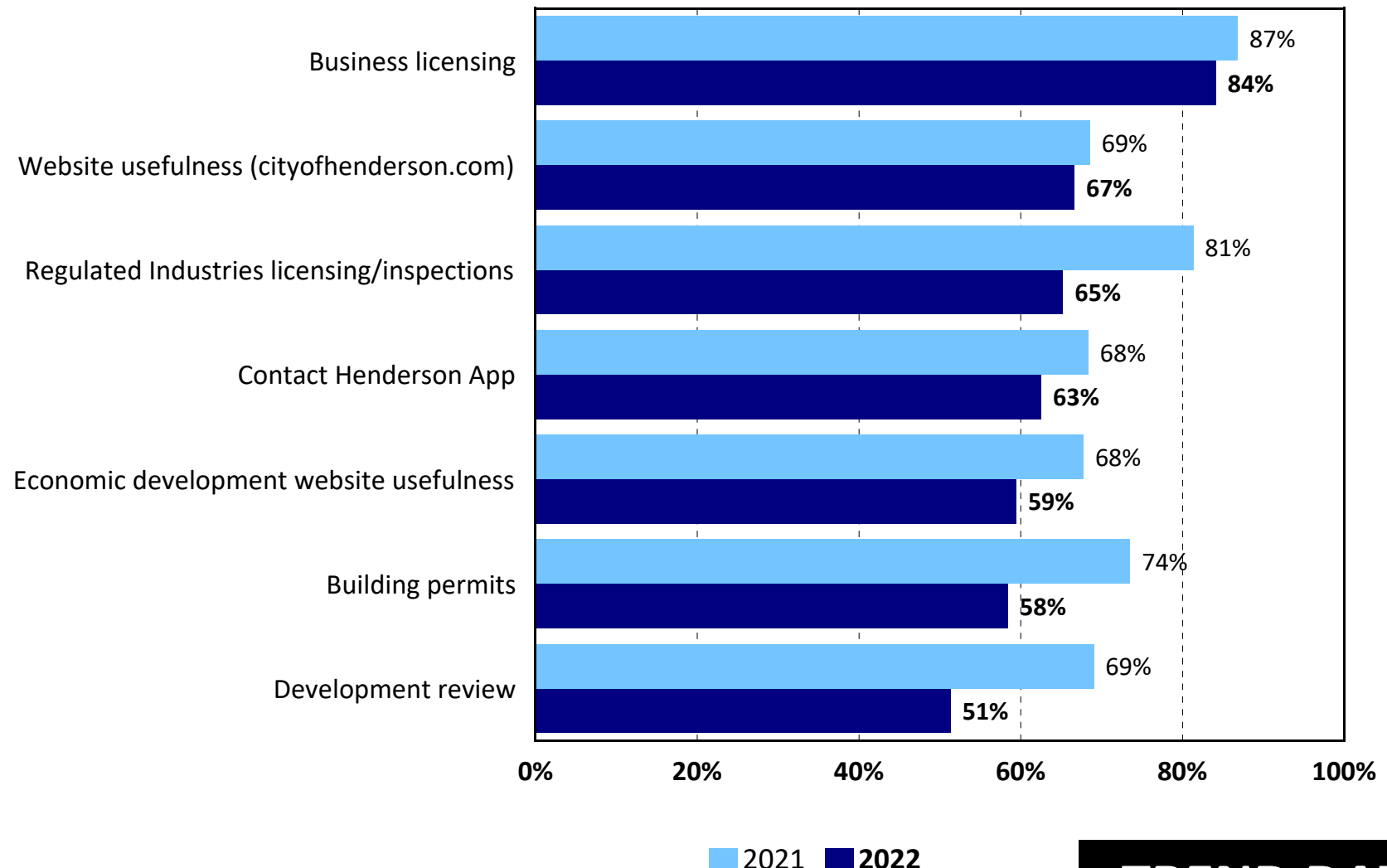
by percentage of respondents who indicated they had used the service and rated it on a 5-point scale, where a 5 means "very satisfied" (excluding don't knows)



Satisfaction With Development and Community Services

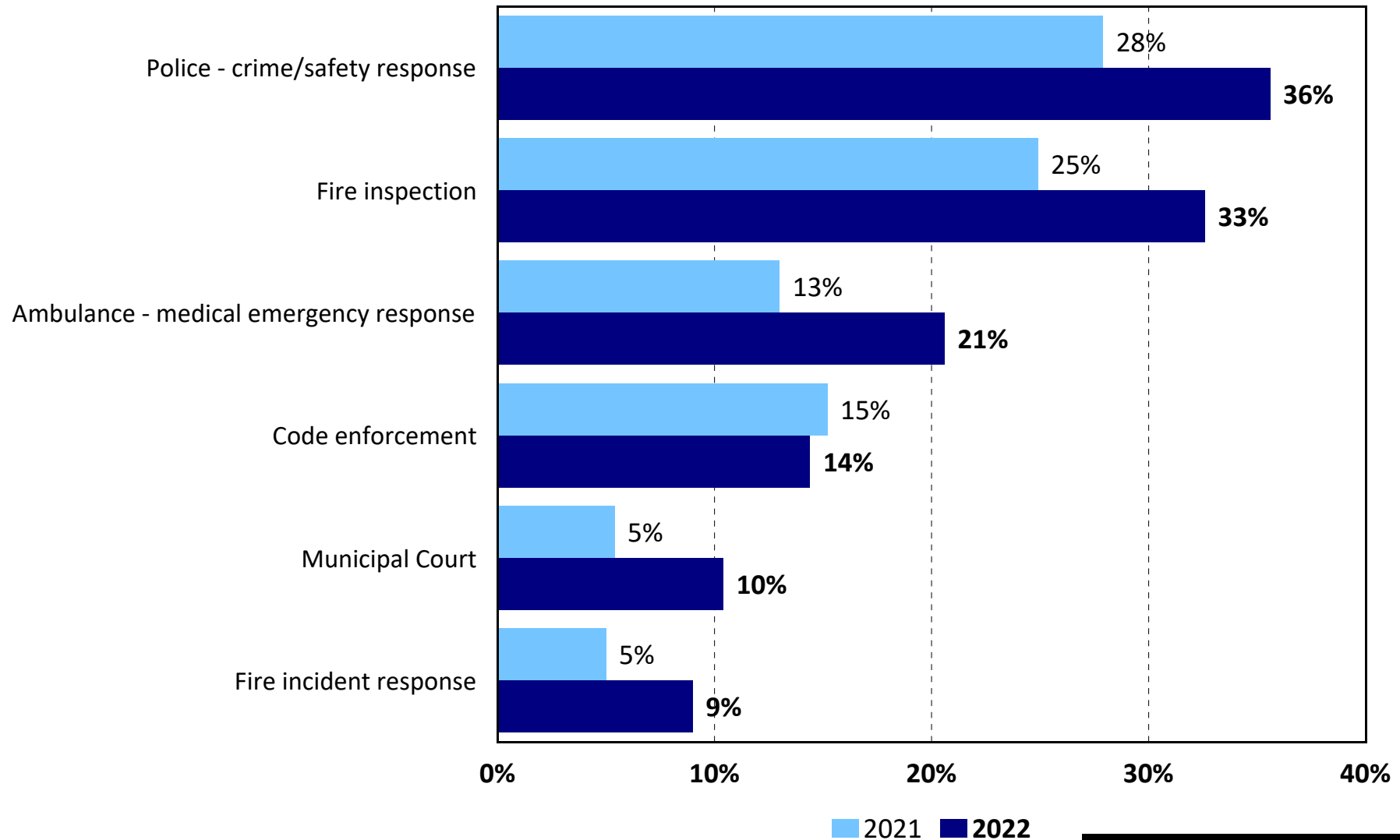
2021 vs. 2022

by percentage of respondents who indicated they had used the service and rated it as a 4 or 5 on a 5-point scale
(excluding don't knows)

**TREND DATA**

Q5[8-13]. Use of the Following Public Safety Services Over the Past Two Years - 2021 vs. 2022

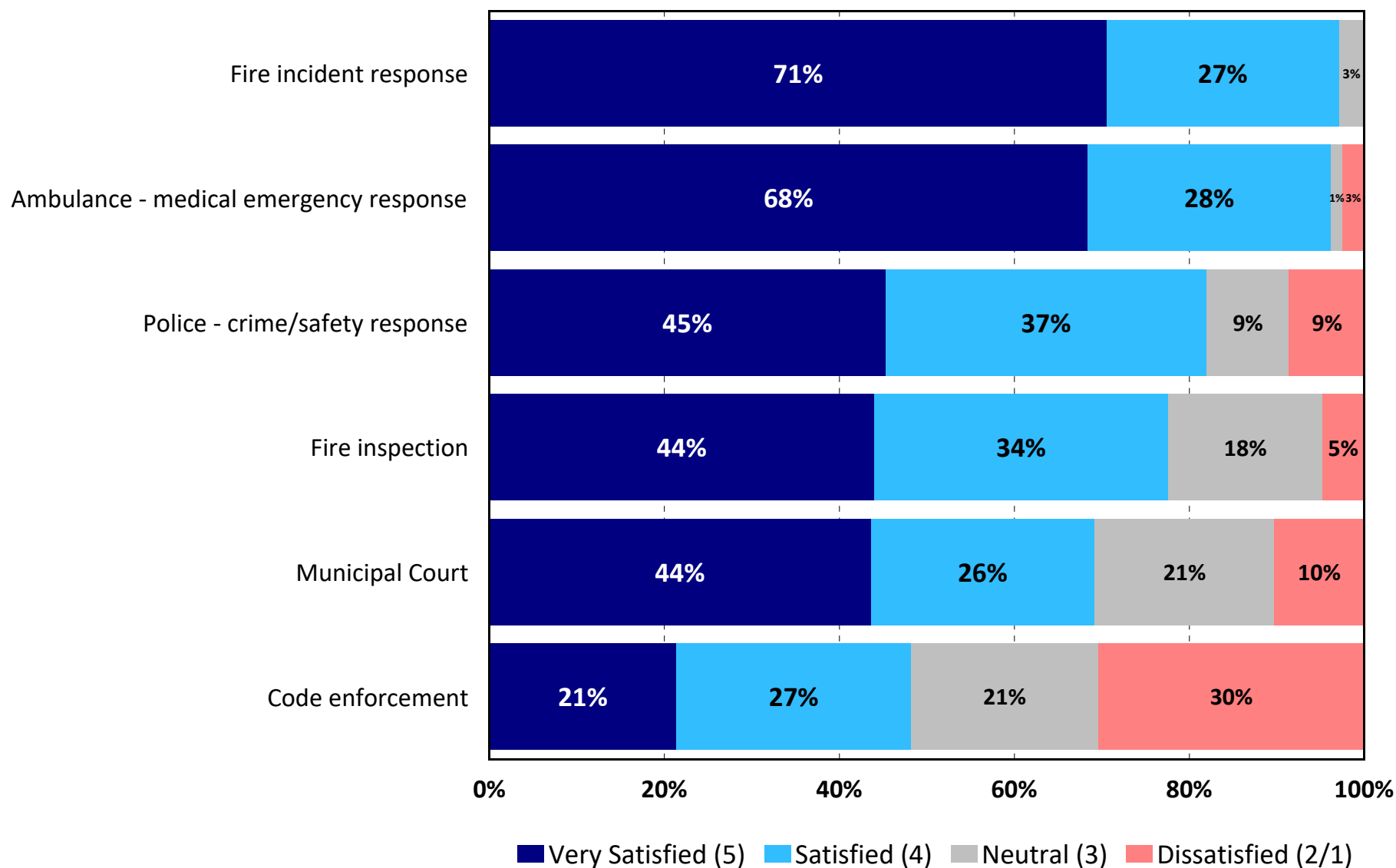
by percentage of business respondents who used the service



TREND DATA

Q5[8-13]. Satisfaction With Public Safety Services

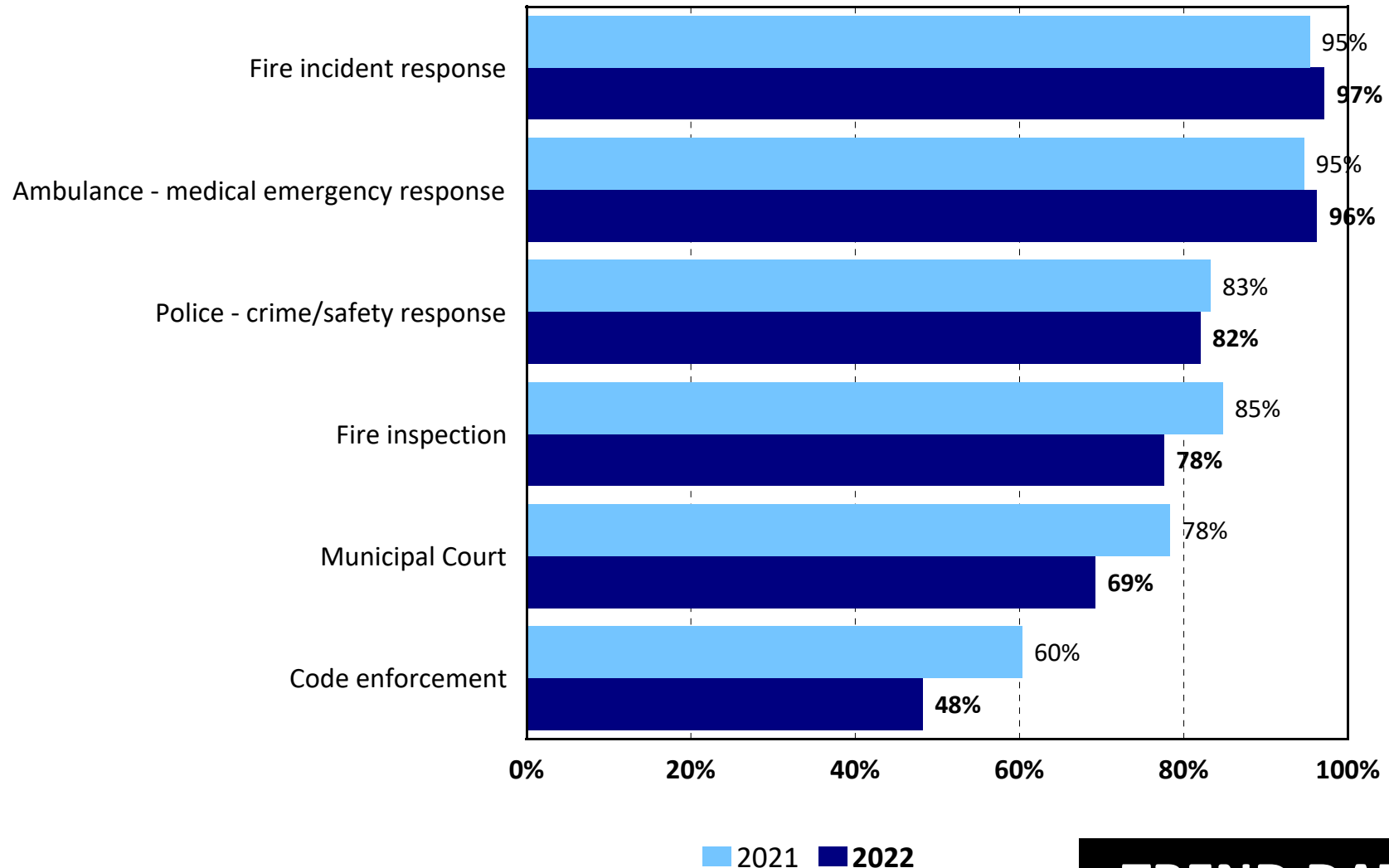
by percentage of respondents who indicated they had used the service and rated it on a 5-point scale, where a 5 means "very satisfied" (excluding don't knows)



Satisfaction With Public Safety Services

2021 vs. 2022

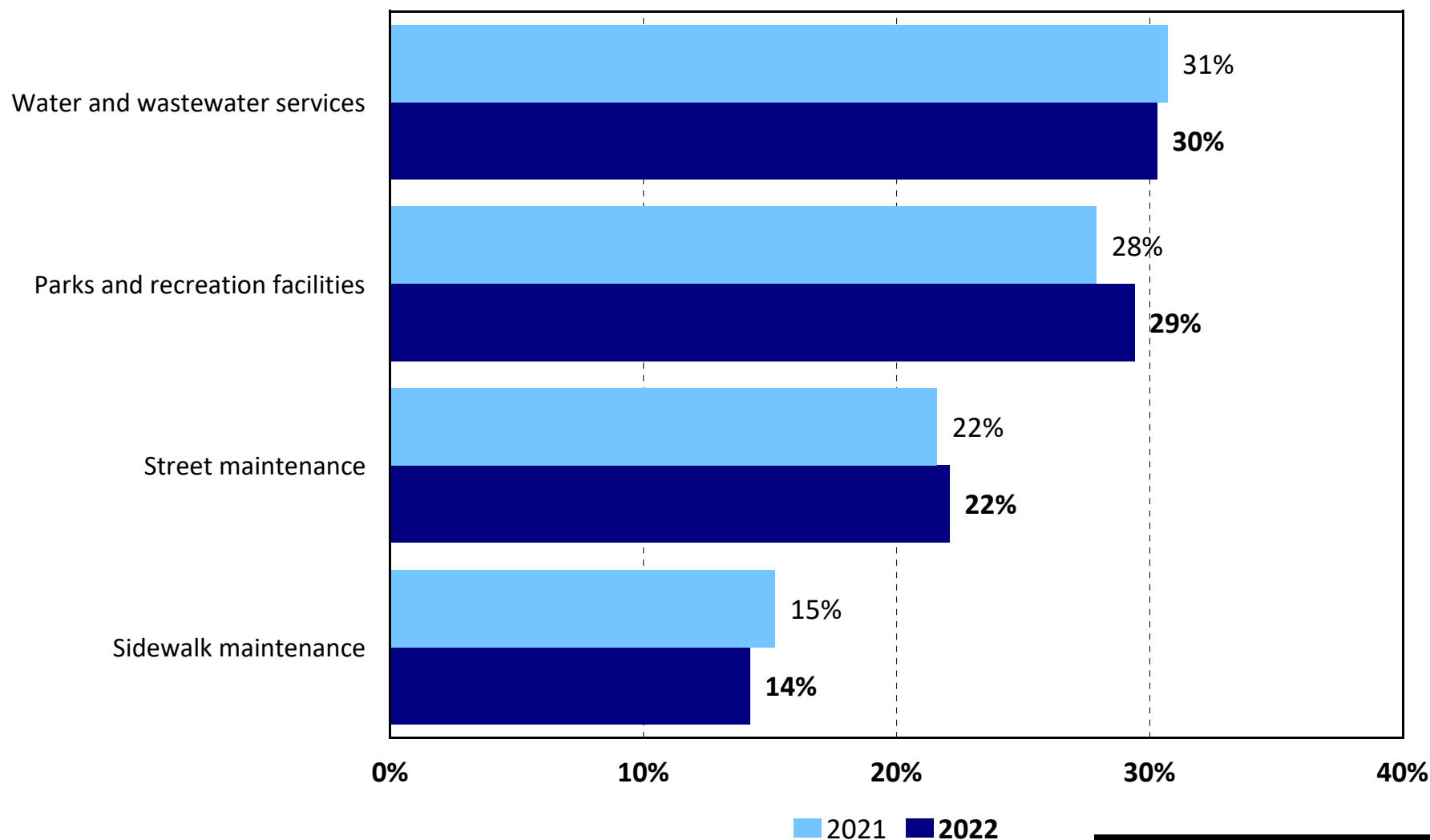
by percentage of respondents who indicated they had used the service and rated it as a 4 or 5 on a 5-point scale
(excluding don't knows)



TREND DATA

Q5[14-17]. Use of the Following Infrastructure Services Over the Past Two Years - 2021 vs. 2022

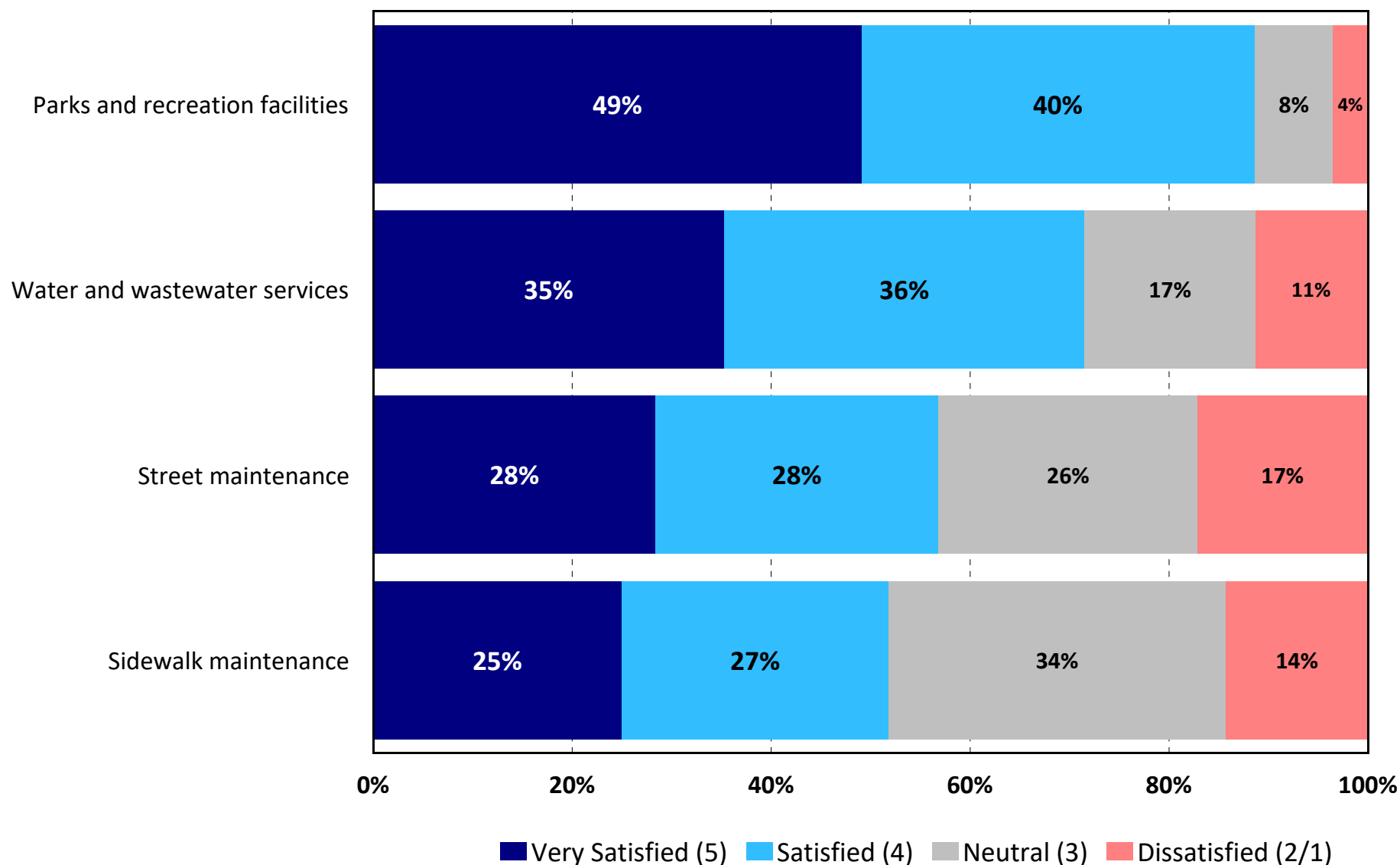
by percentage of business respondents who used the service



TREND DATA

Q5[14-17]. Satisfaction With Infrastructure Services

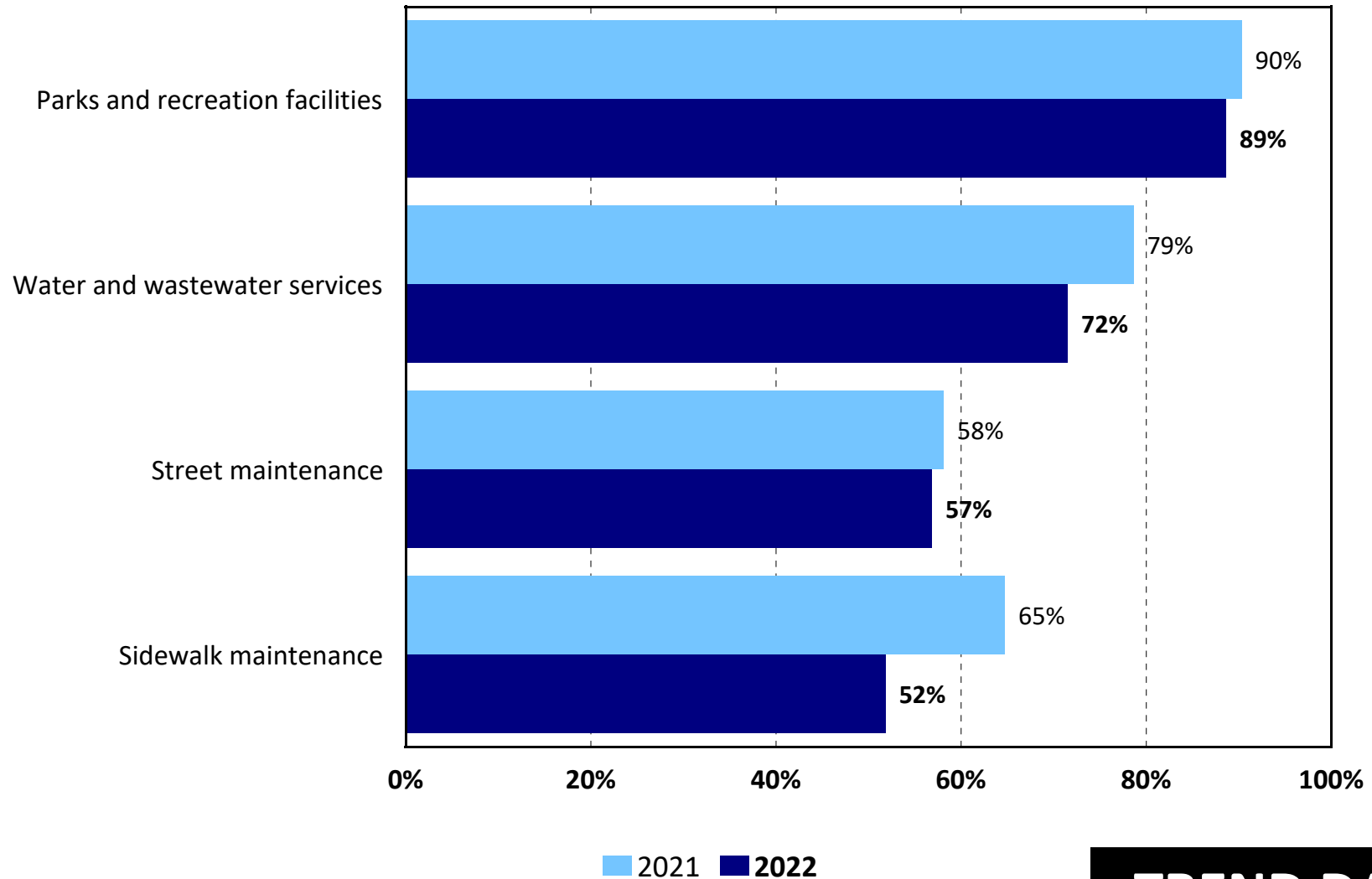
by percentage of respondents who indicated they had used the service and rated it on a 5-point scale, where a 5 means "very satisfied" (excluding don't knows)



Satisfaction With Infrastructure Services

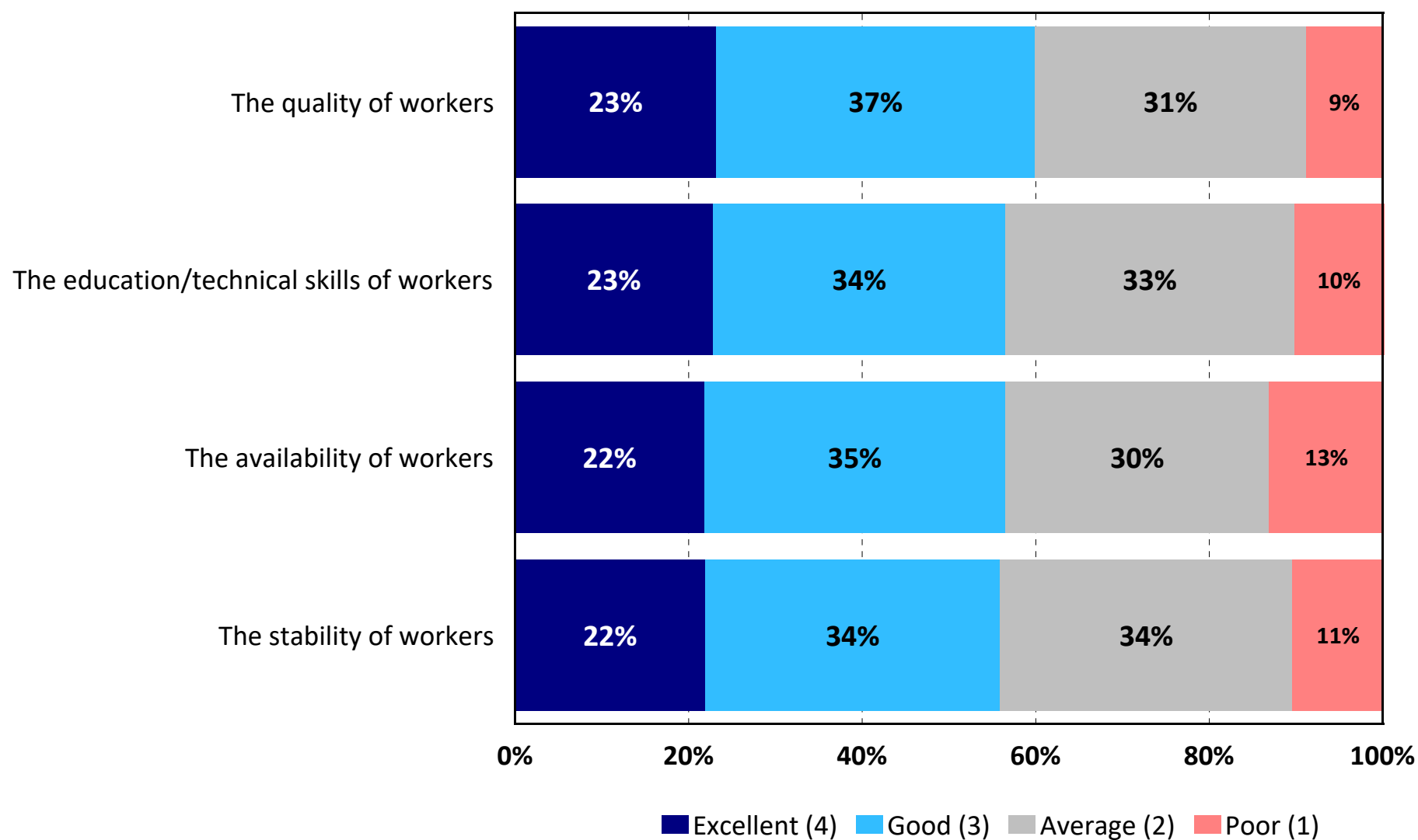
2021 vs. 2022

by percentage of respondents who indicated they had used the service and rated it as a 4 or 5 on a 5-point scale
(excluding don't knows)

**TREND DATA**

Q6. How Businesses Rate the Workforce in Henderson

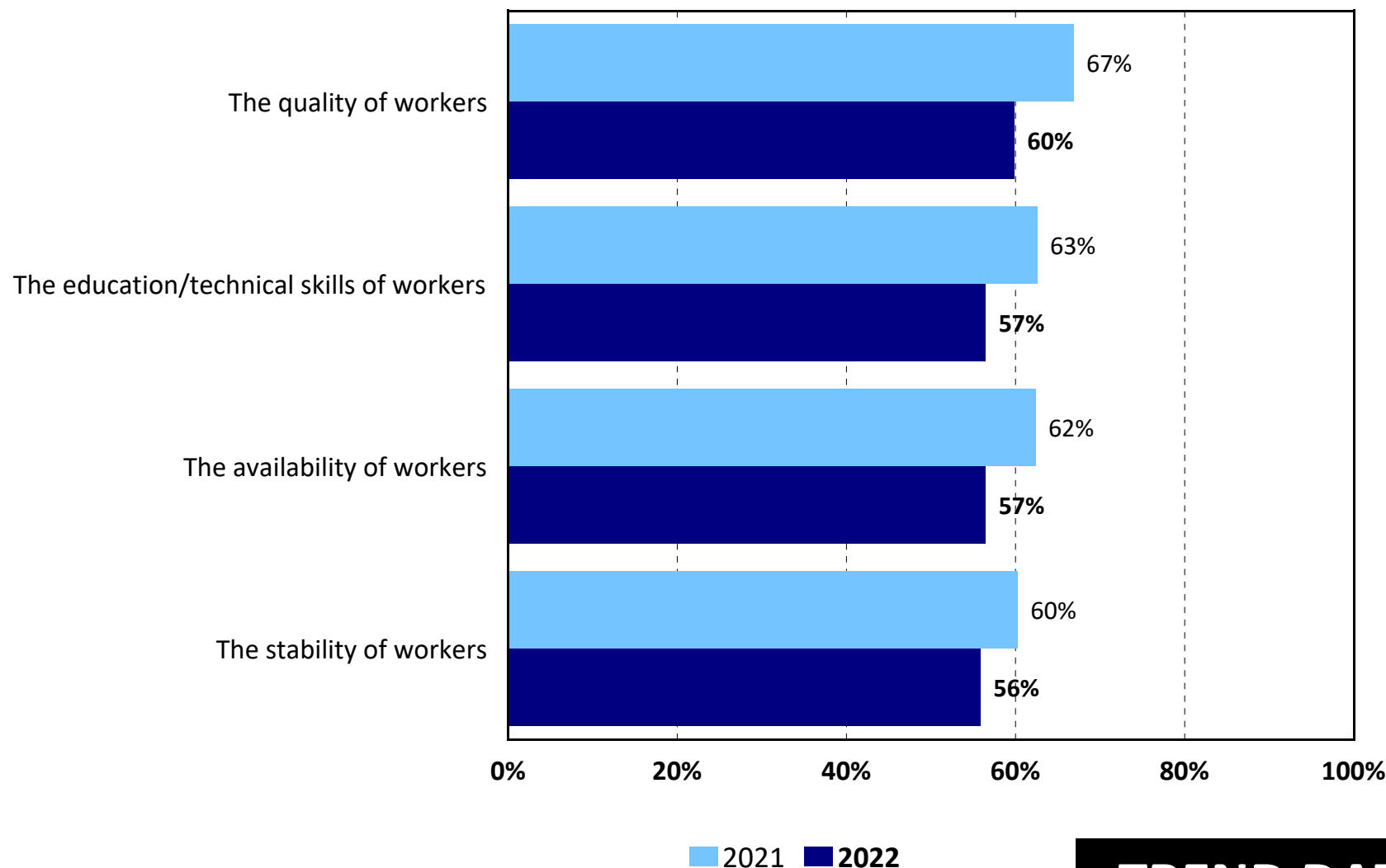
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



How Businesses Rate the Workforce in Henderson

2021 vs. 2022

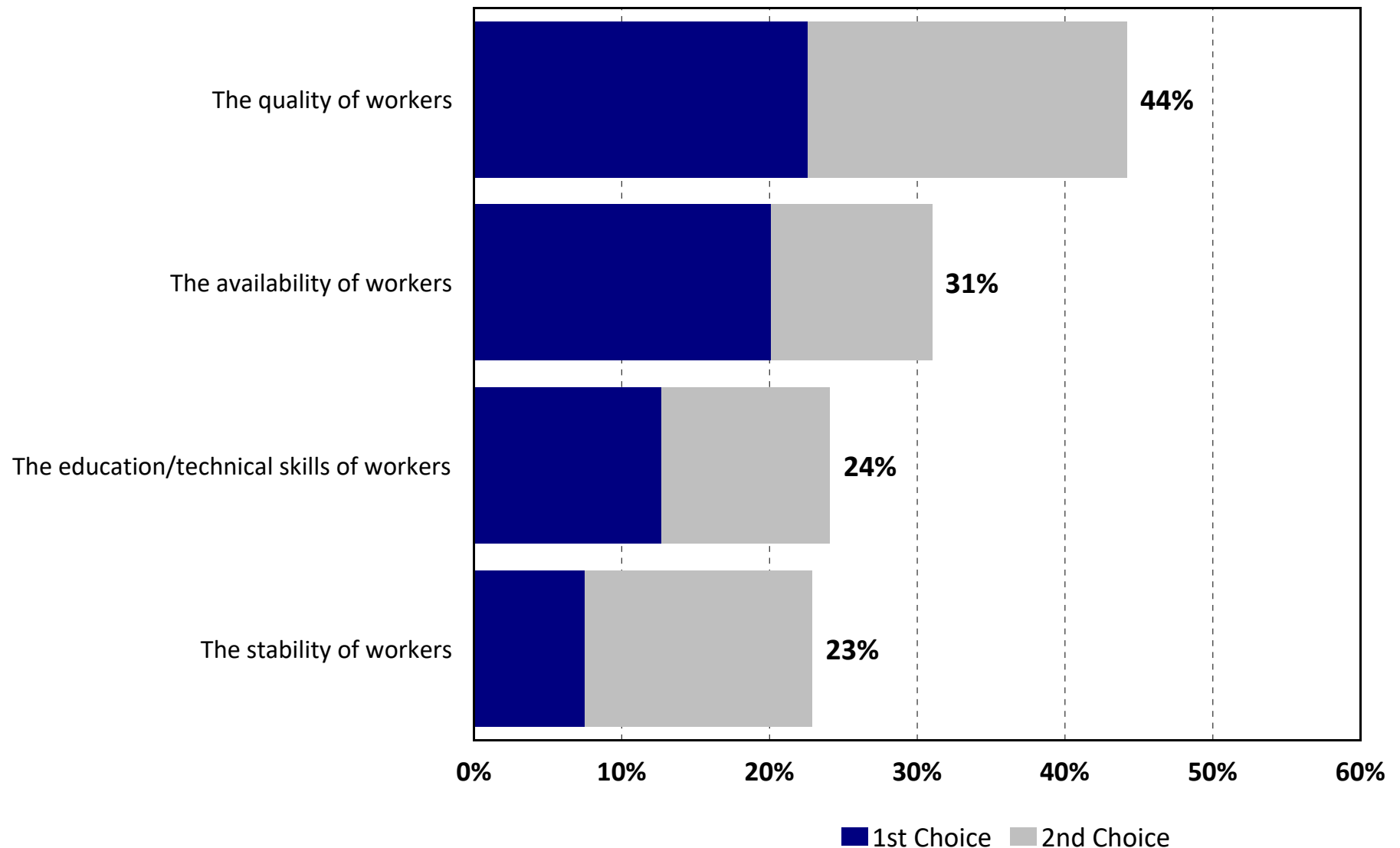
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding don't knows)



TREND DATA

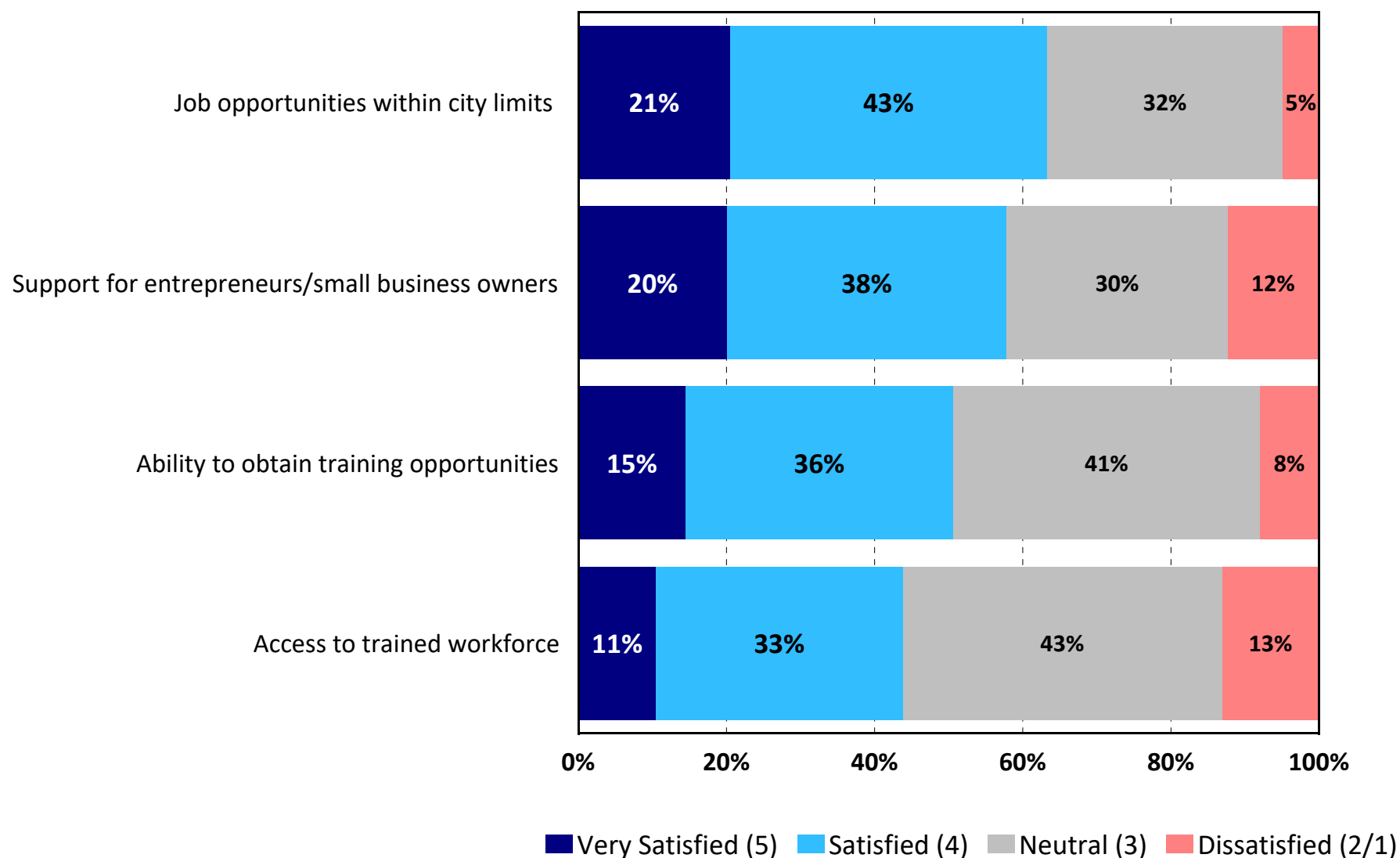
Q7. Workforce Qualities That Are Most Important in Business' Decision to Stay in Henderson

by percentage of business respondents who selected the item as one of their top two choices



Q8. Satisfaction with Jobs and Economic Development

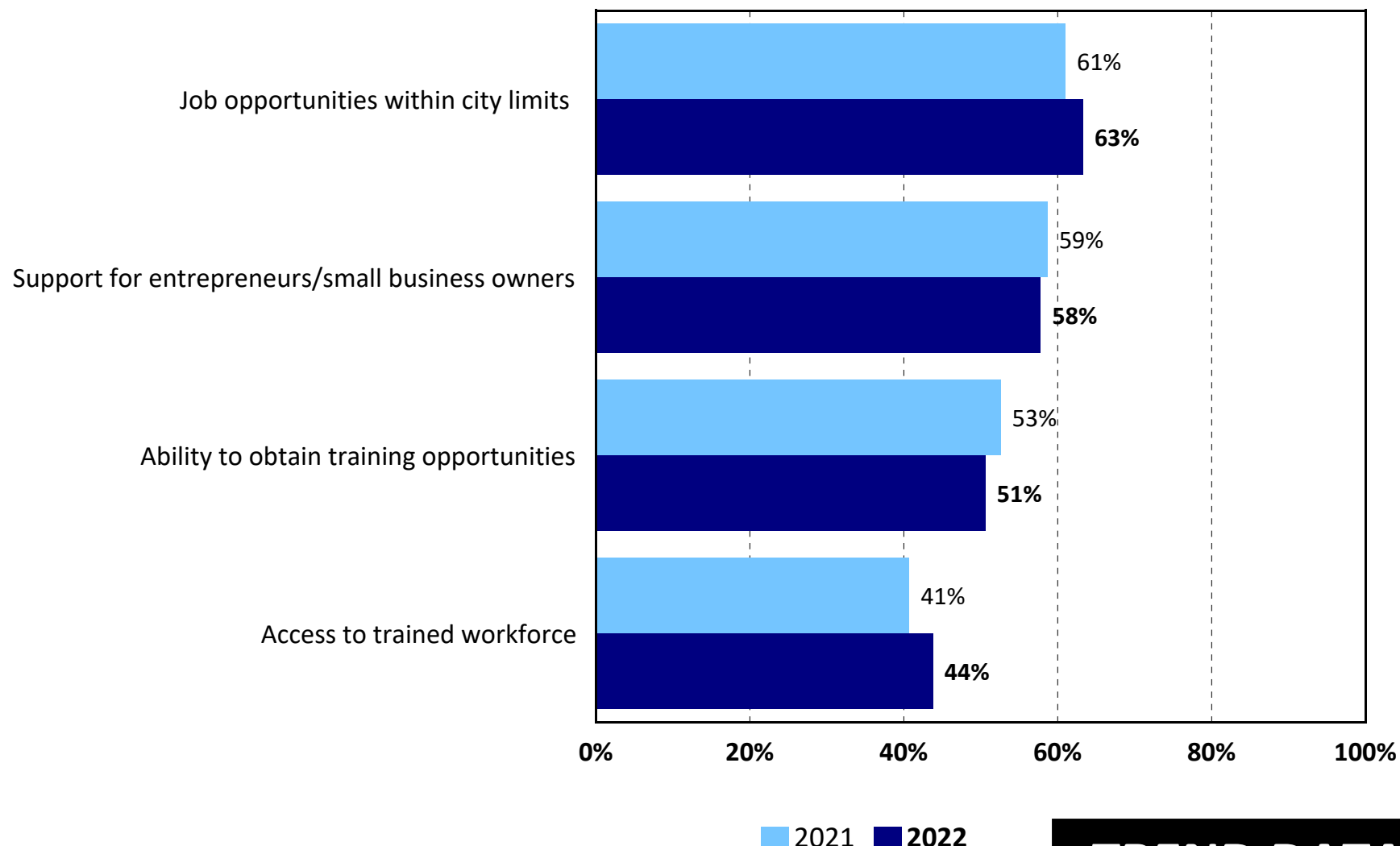
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale,
where 5 means "very satisfied" (excluding don't knows)



Satisfaction with Jobs and Economic Development

2021 vs. 2022

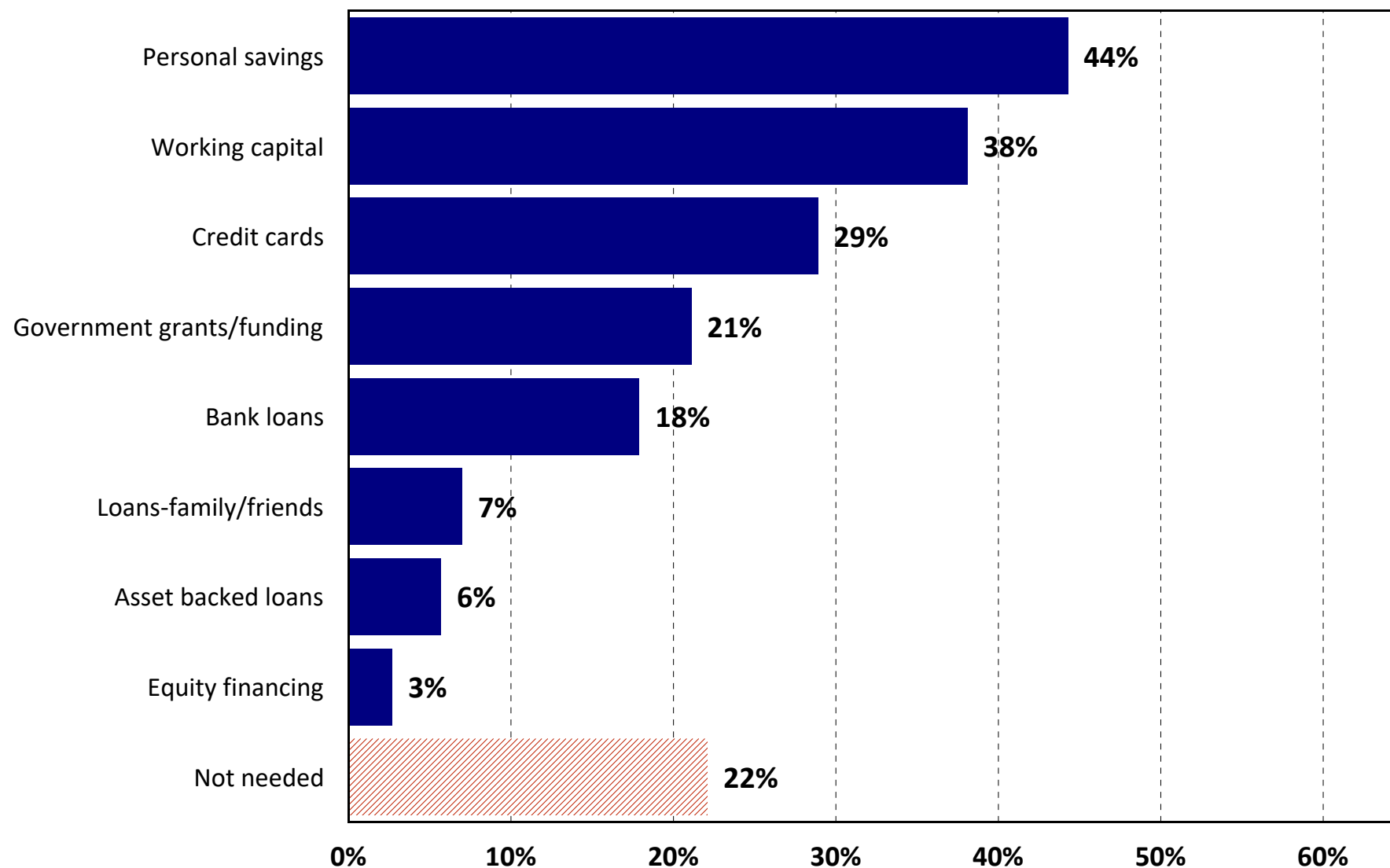
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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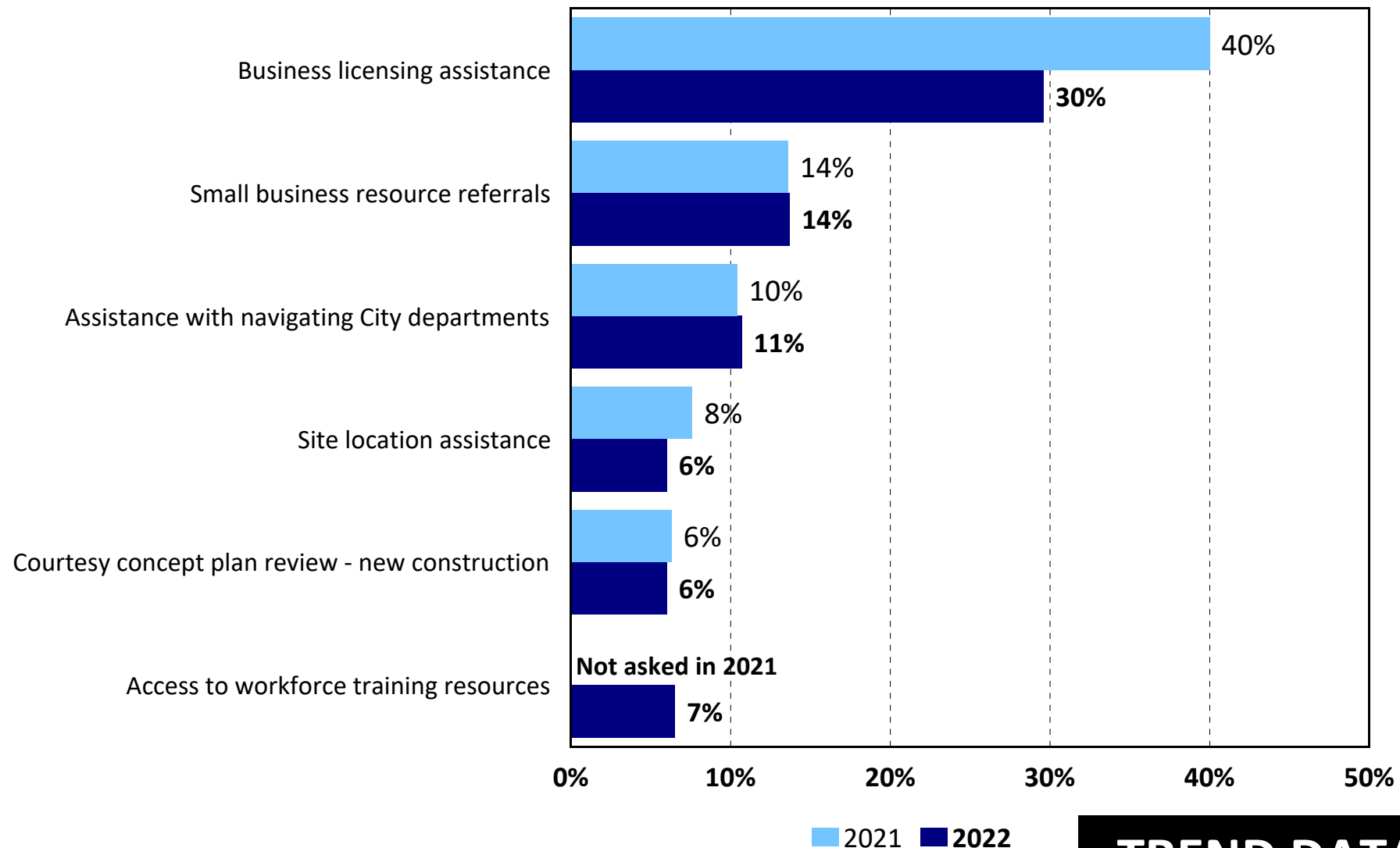
Q9. Sources of Funding For the Last Five Years

by percentage of business respondents who selected the item (multiple selections could be made)



Q10. Awareness of Each of the Following Business Assistance Programs - 2021 vs. 2022

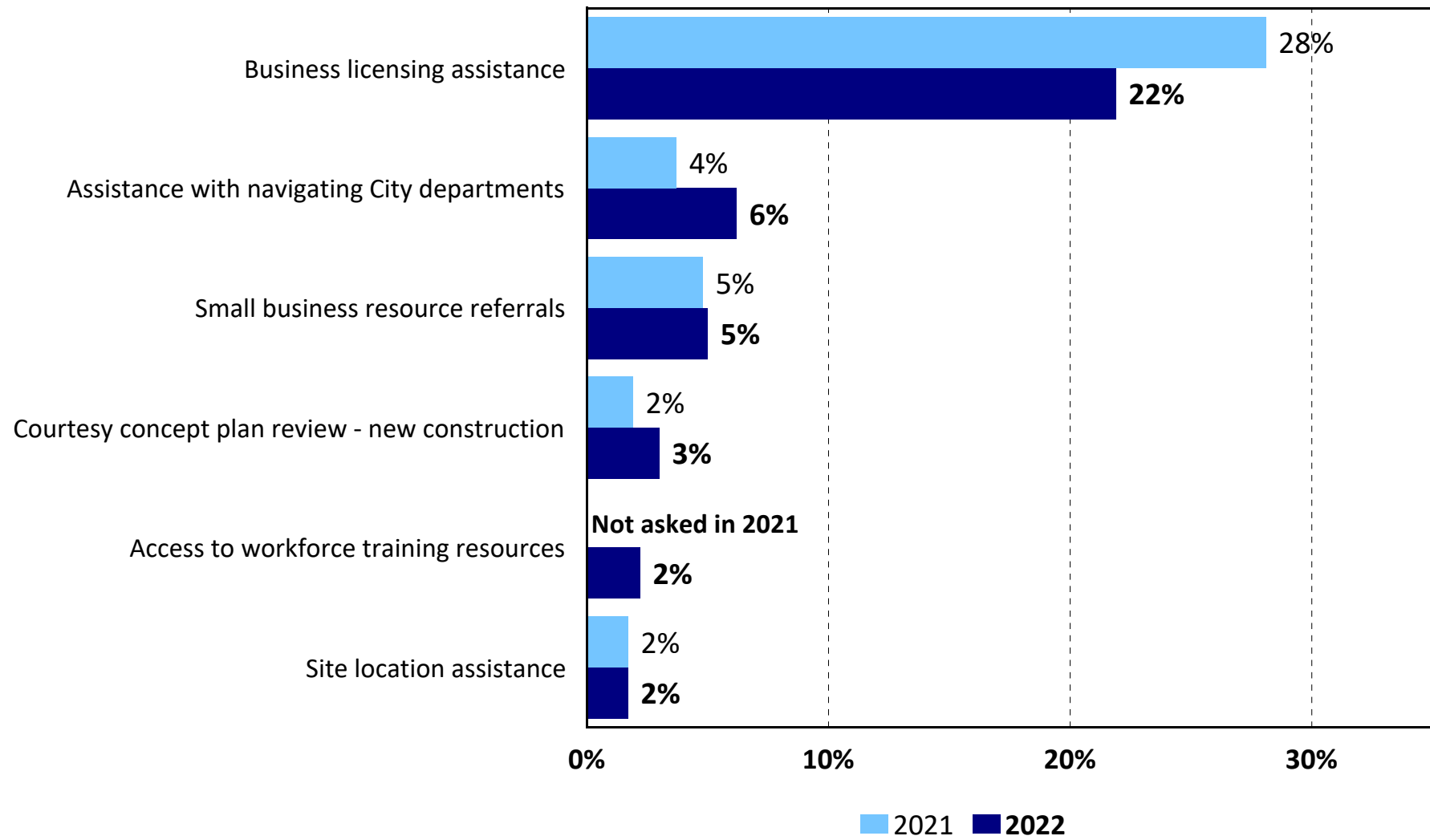
by percentage of business respondents who were aware of the program



TREND DATA

Q10. Use of Each of the Following Business Assistance Programs - 2021 vs. 2022

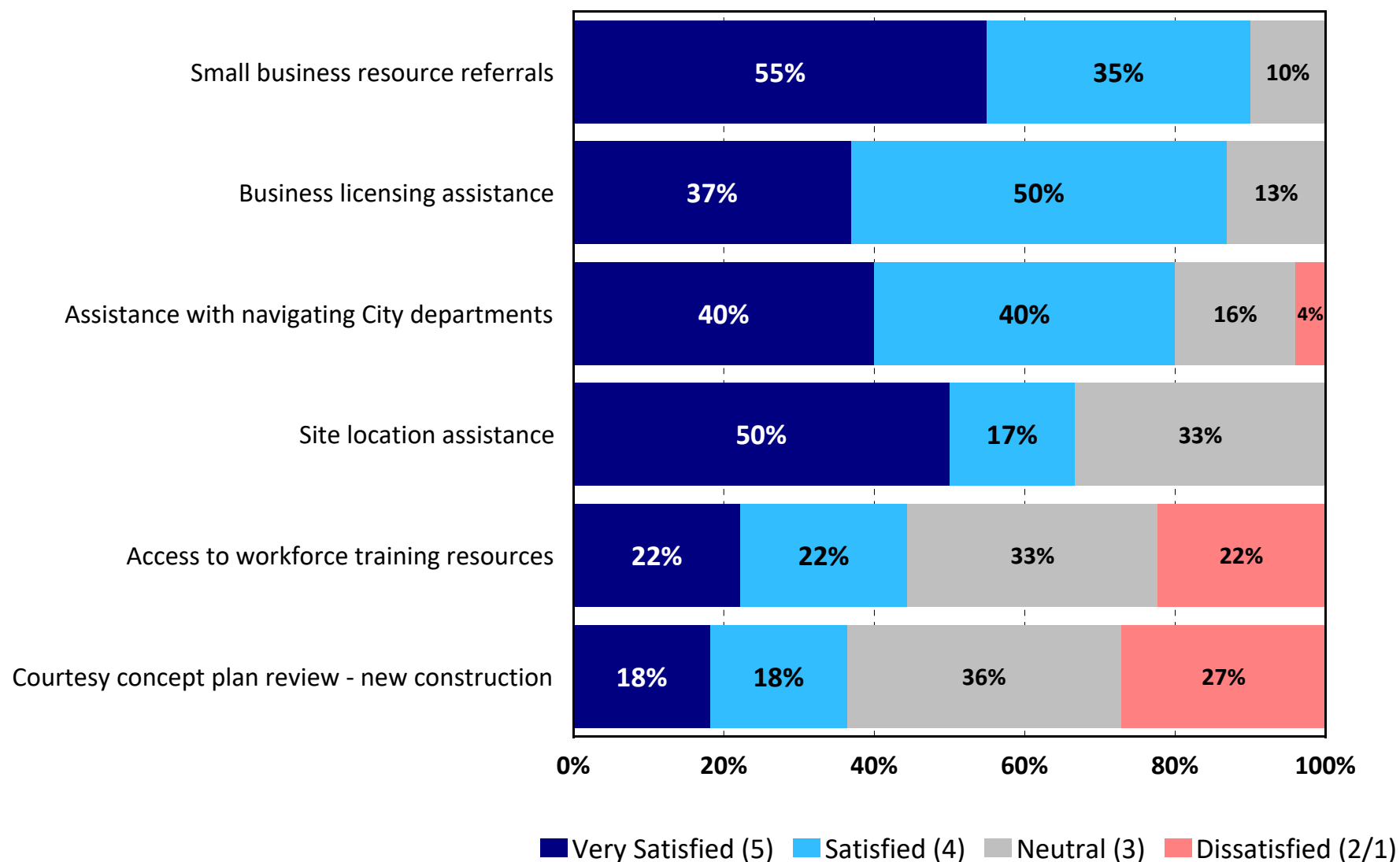
by percentage of business respondents who used the program



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Q10. Satisfaction with Business Assistance Programs

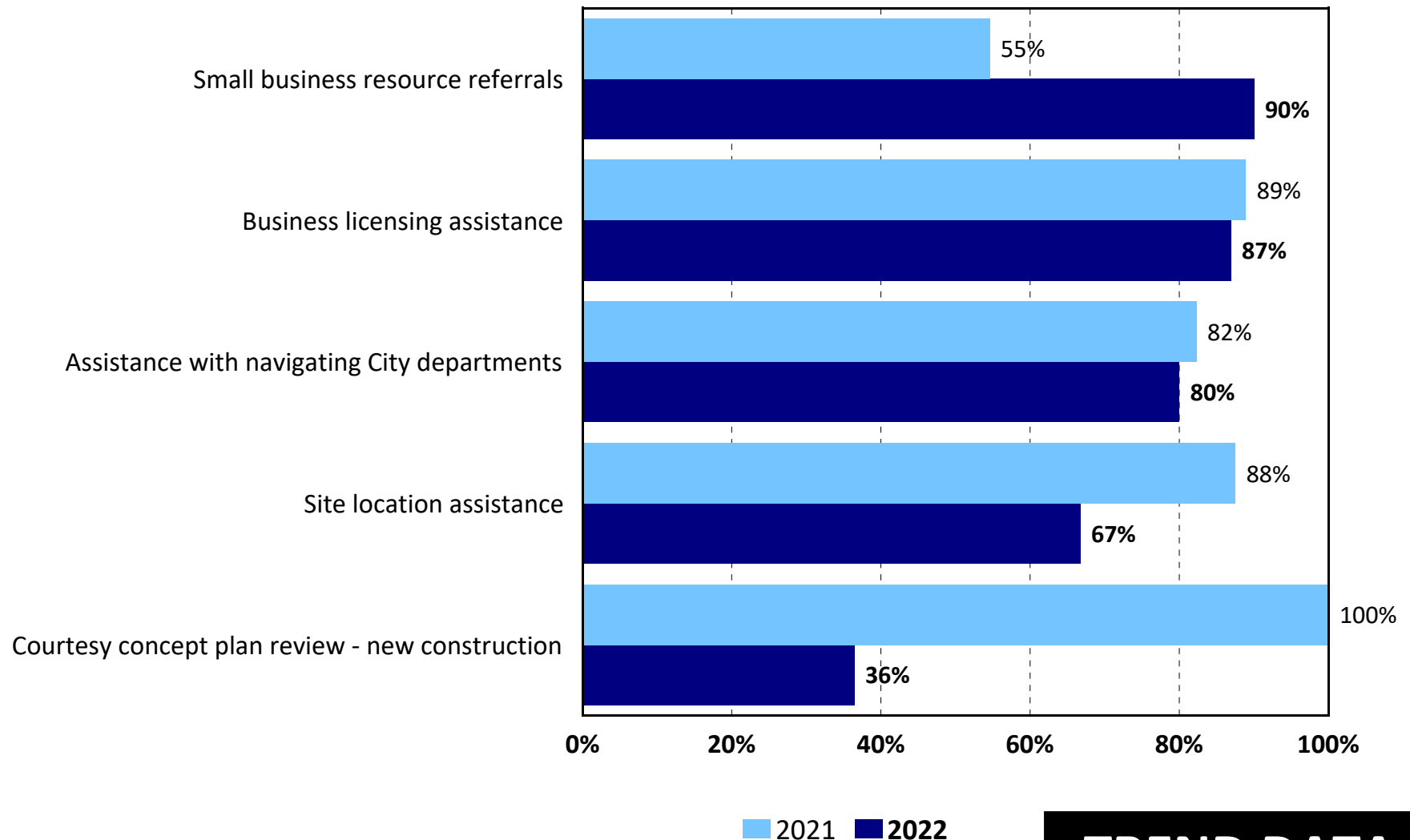
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale,
where 5 means "very satisfied" (excluding don't knows)



Satisfaction with Business Assistance Programs

2021 vs. 2022

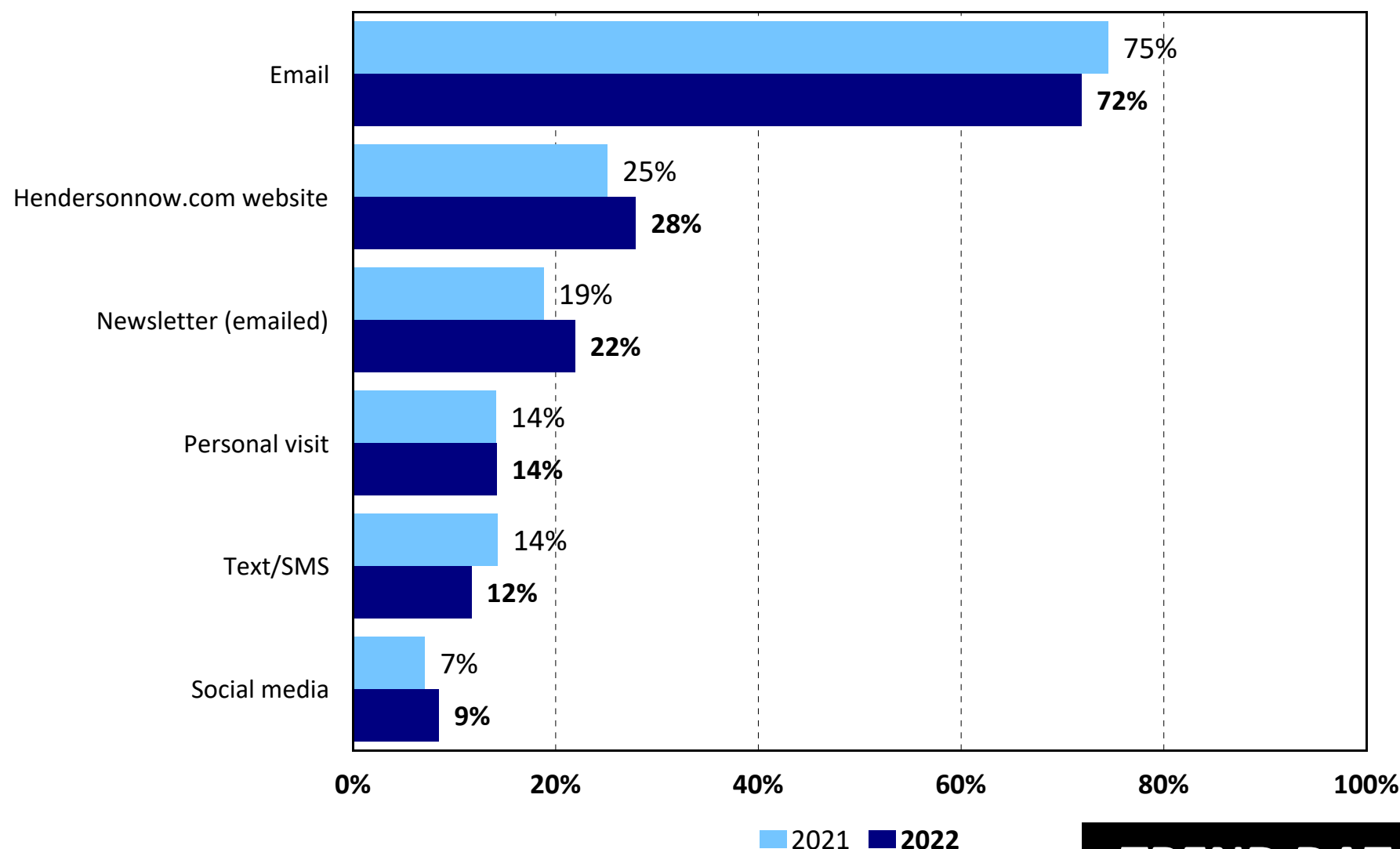
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



TREND DATA

Q11. Preferred Methods of Getting Information About Business Assistance Programs - 2021 vs. 2022

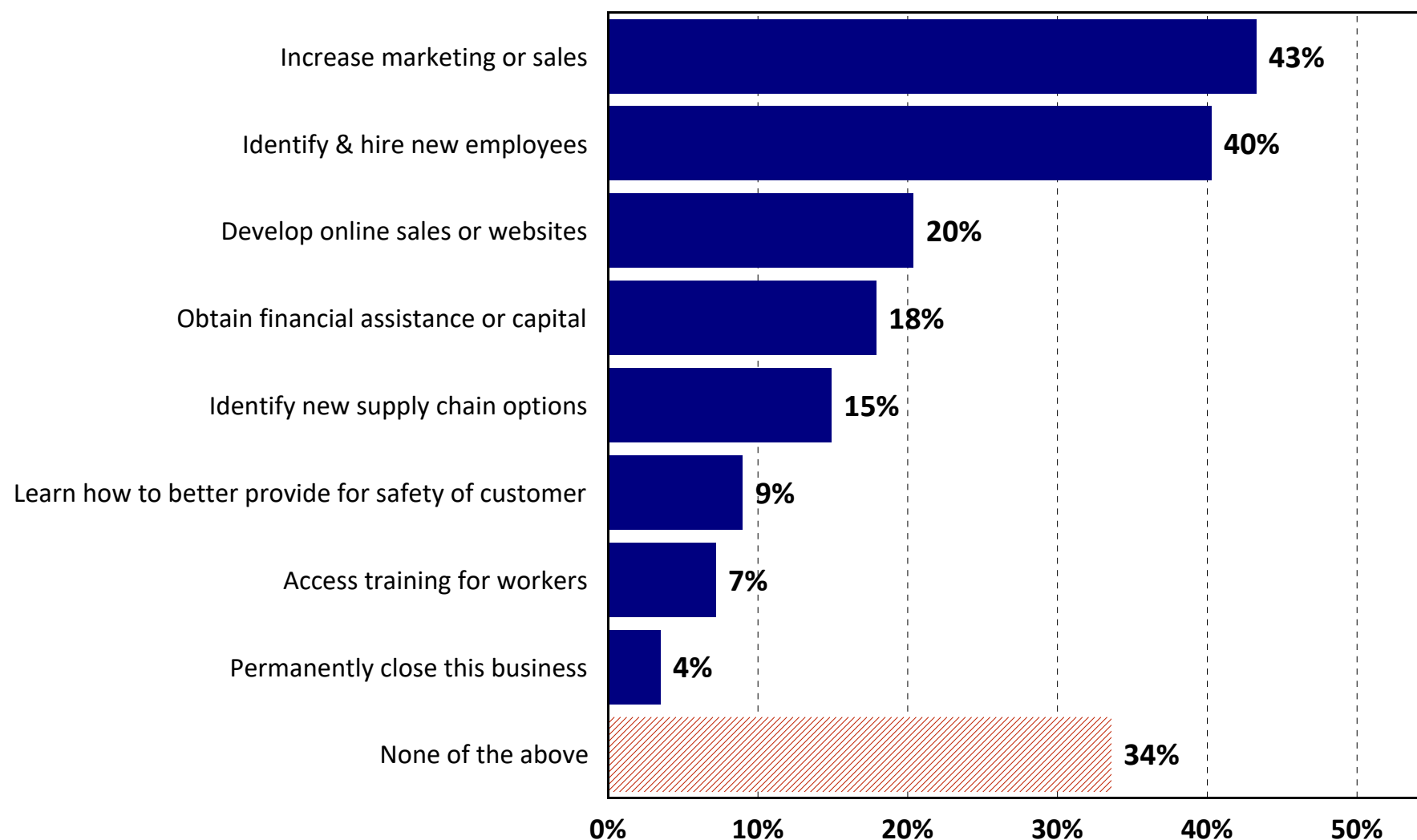
by percentage of business respondents (two selections could be made)



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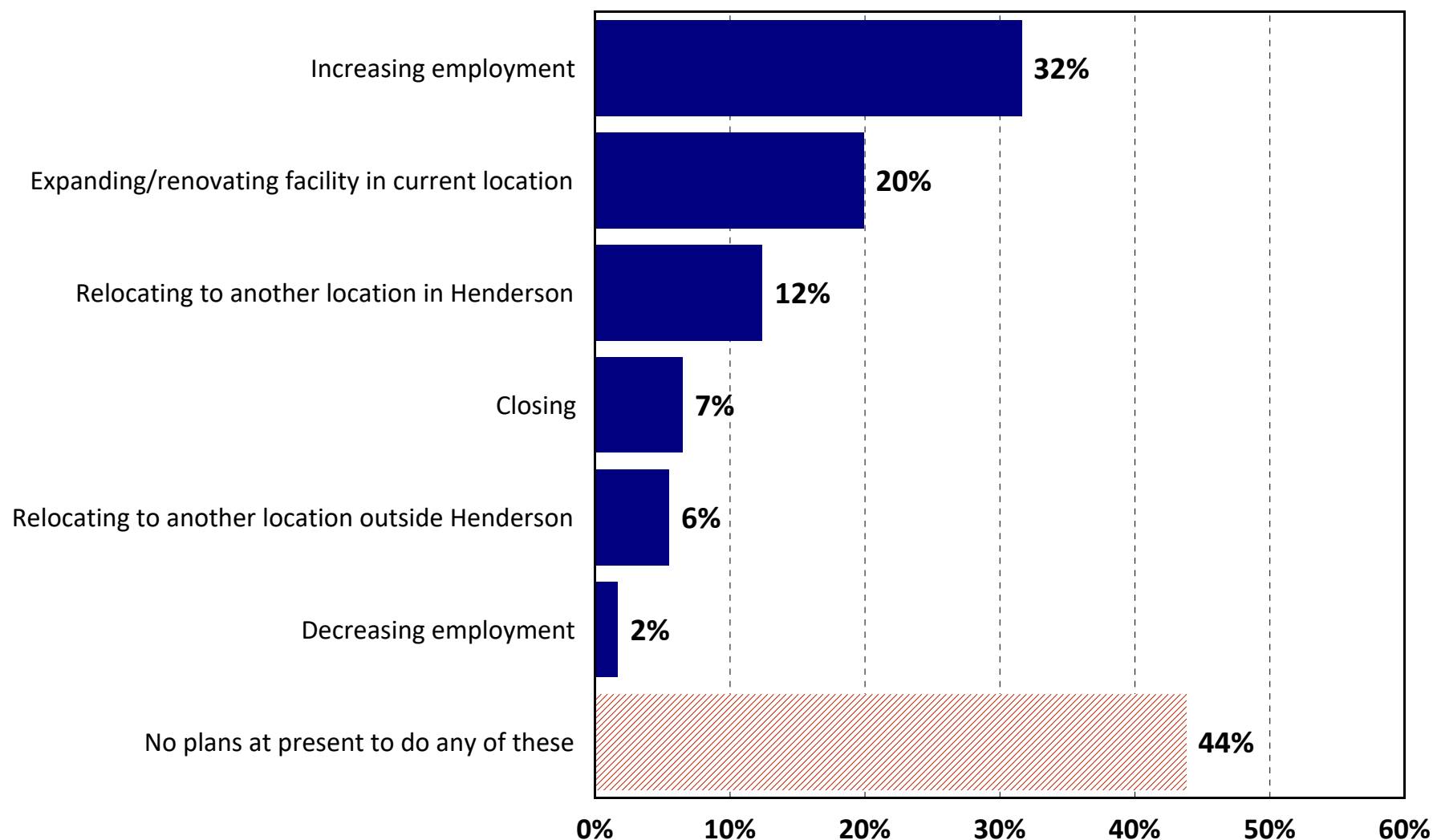
Q12. In the next 12 months, will your business need to do any of the following?

by percentage of respondents (multiple selections could be made)



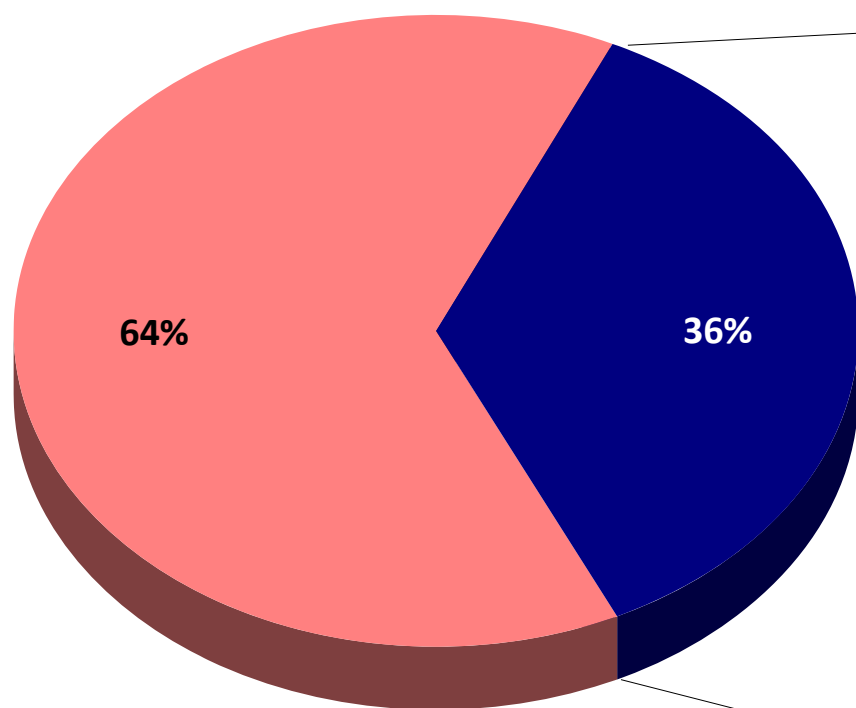
Q13. In the next three to five years, is your business planning to do any of the following?

by percentage of respondents (multiple selections could be made)



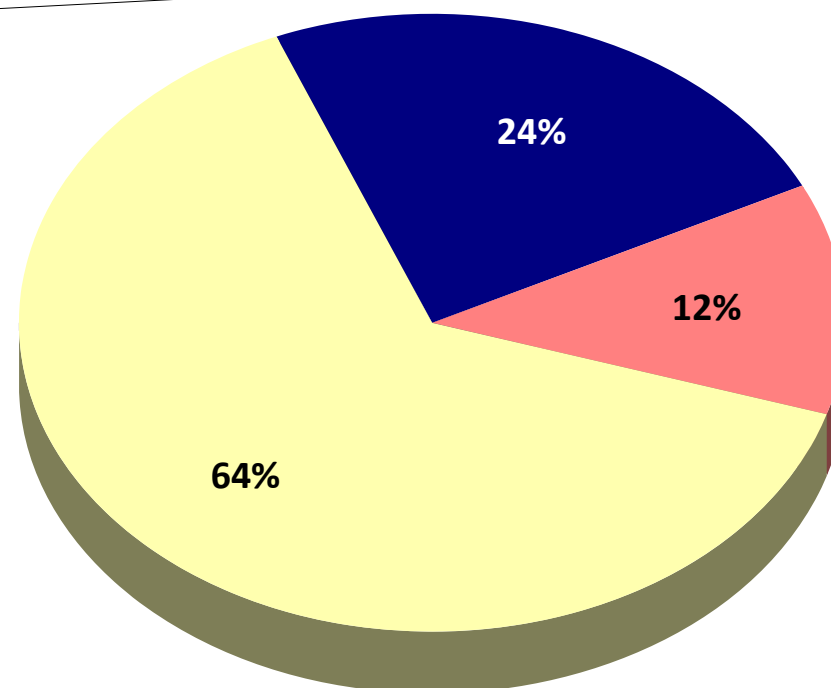
Q14. Is your business currently experiencing any supply chain disruptions?

by percentage of respondents (excluding not provided)



■ Yes ■ No

Q14a. Please rate the level of disruption your business is experiencing

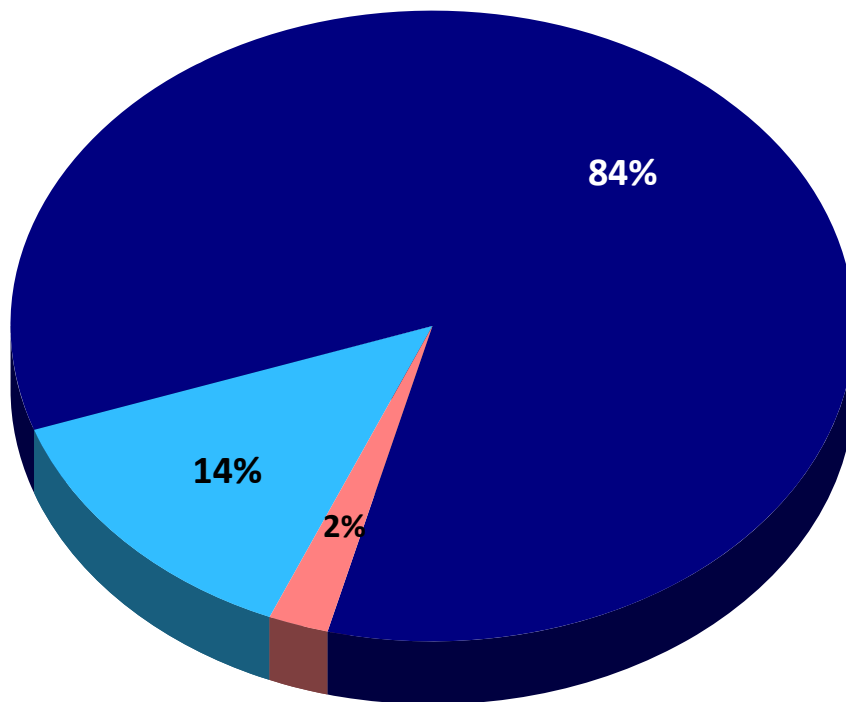


■ Minimal ■ Moderate ■ Severe

Q15. How important is the availability of broadband or other high-speed internet service in Henderson to your business?

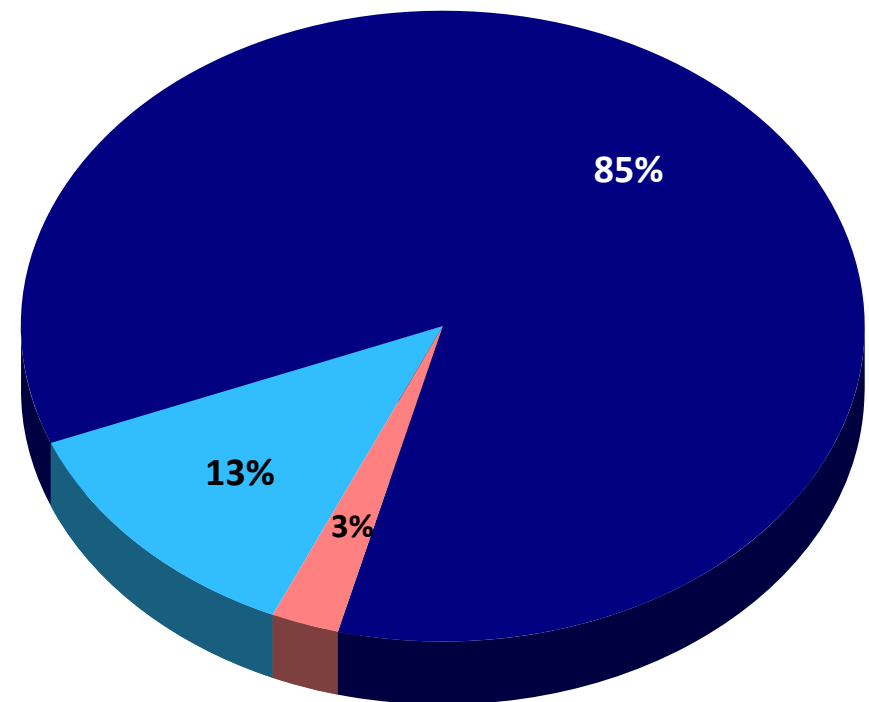
by percentage of respondents (excluding don't knows)

2021



■ Very important ■ Somewhat important ■ Not important

2022

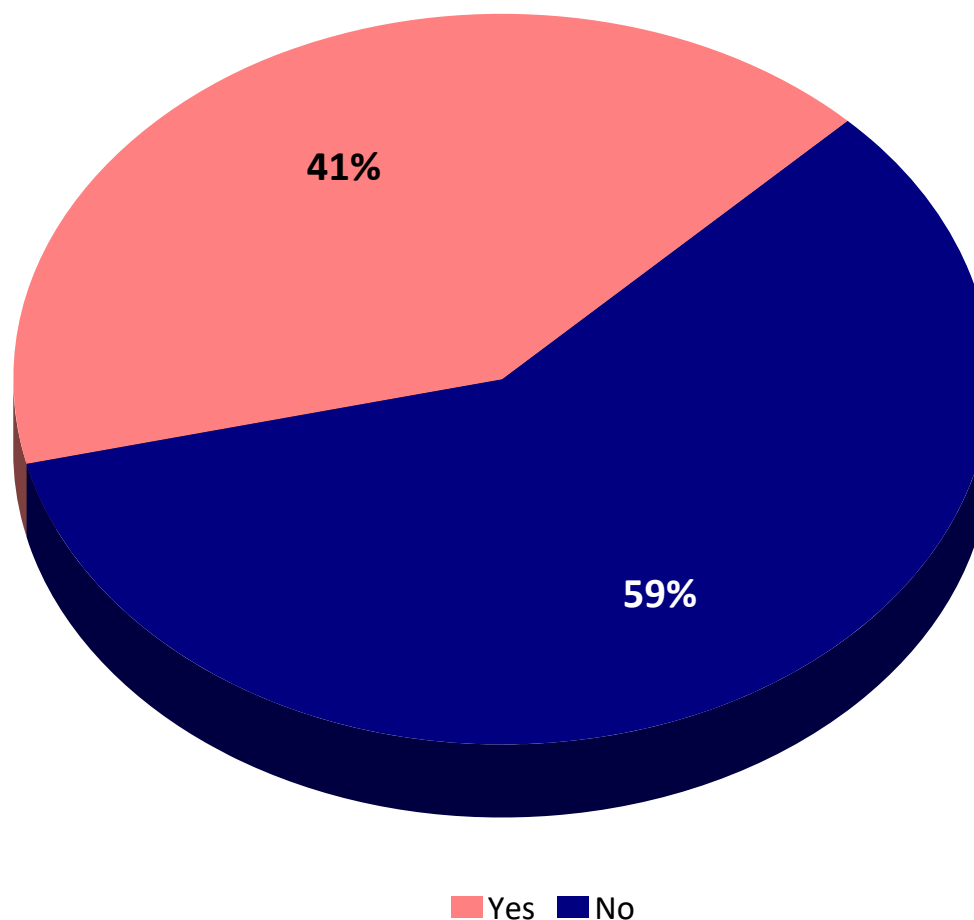


■ Very important ■ Somewhat important ■ Not important

TREND DATA

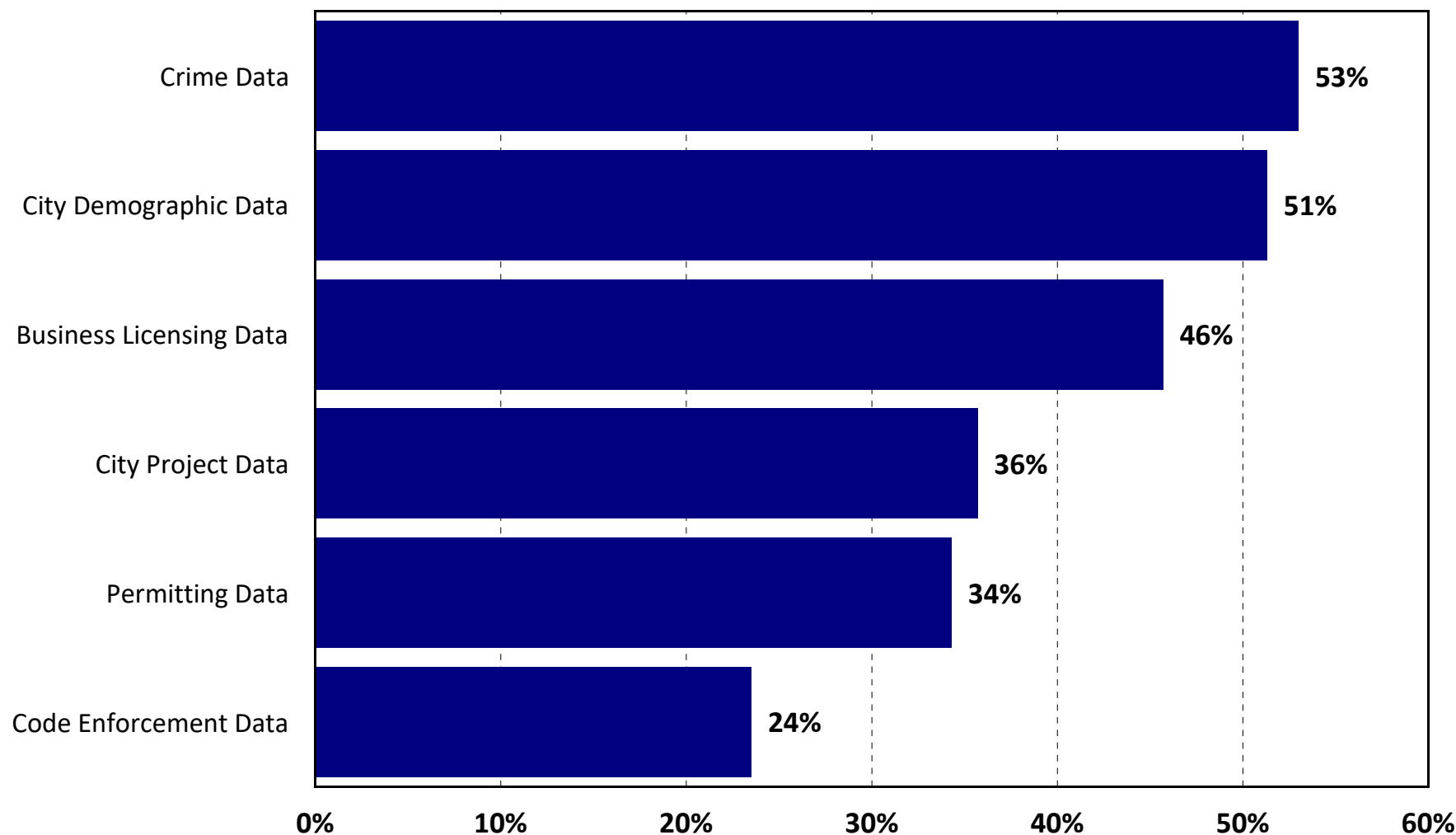
Q16. Have you experienced challenges with accessing high-speed internet service for your business location(s)?

by percentage of respondents (excluding don't knows)



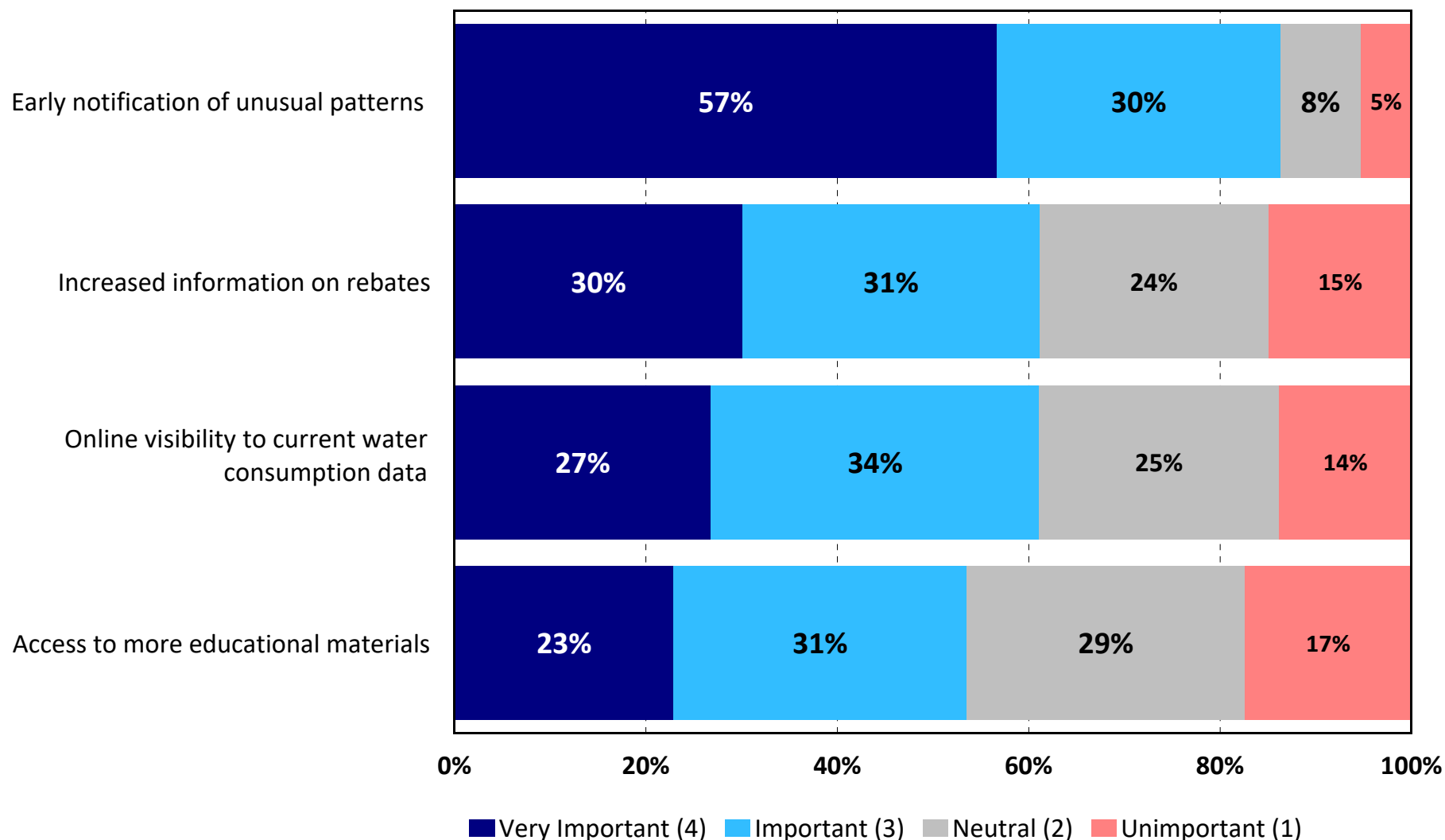
Q17. What types of City data would your business like to see more readily available?

by percentage of respondents (excluding "none" - multiple selections could be made)



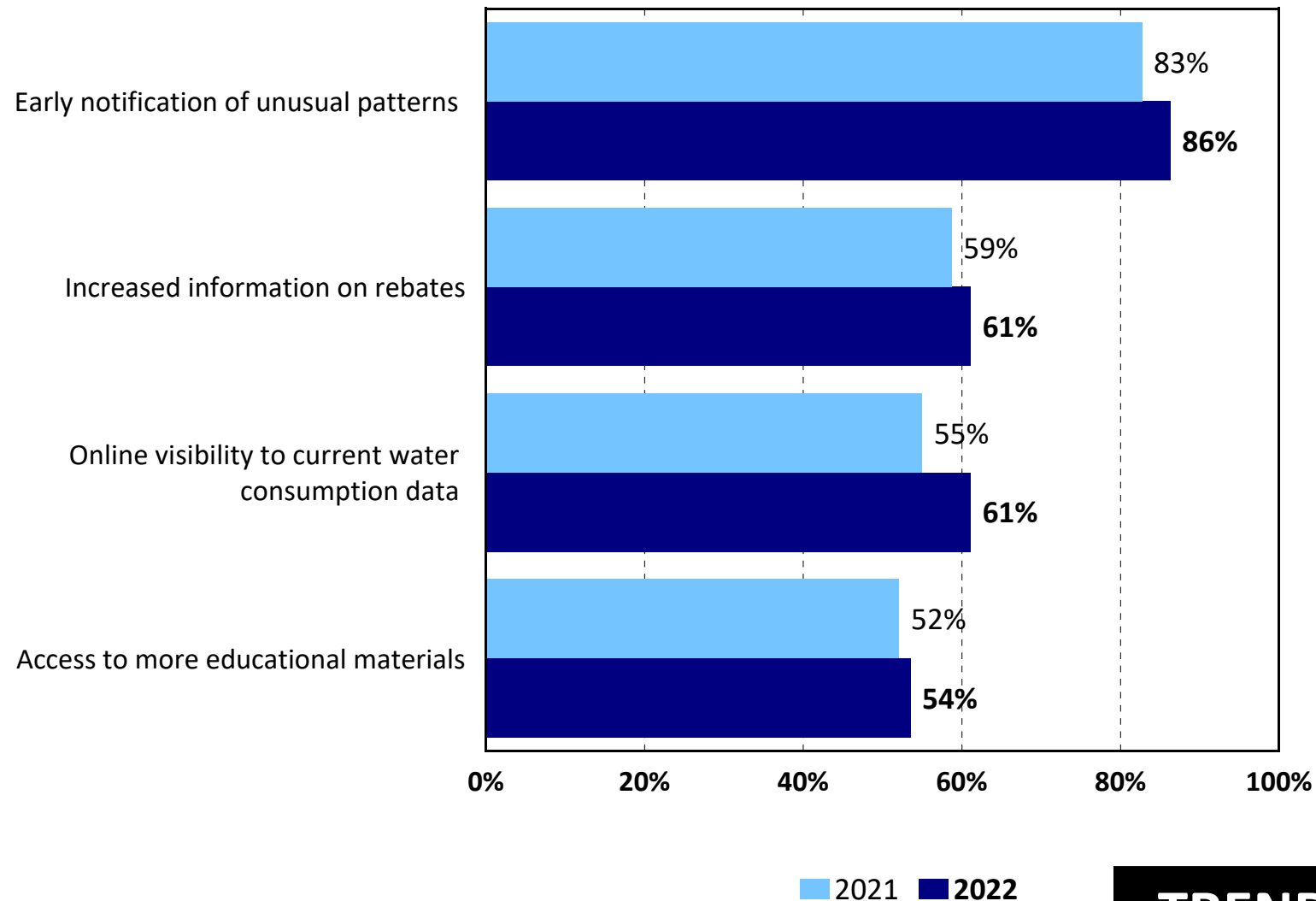
Q18. Importance of Actions That Could be Taken to Help With Conservation Efforts at Businesses

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where 4 means "very important" (excluding don't knows)



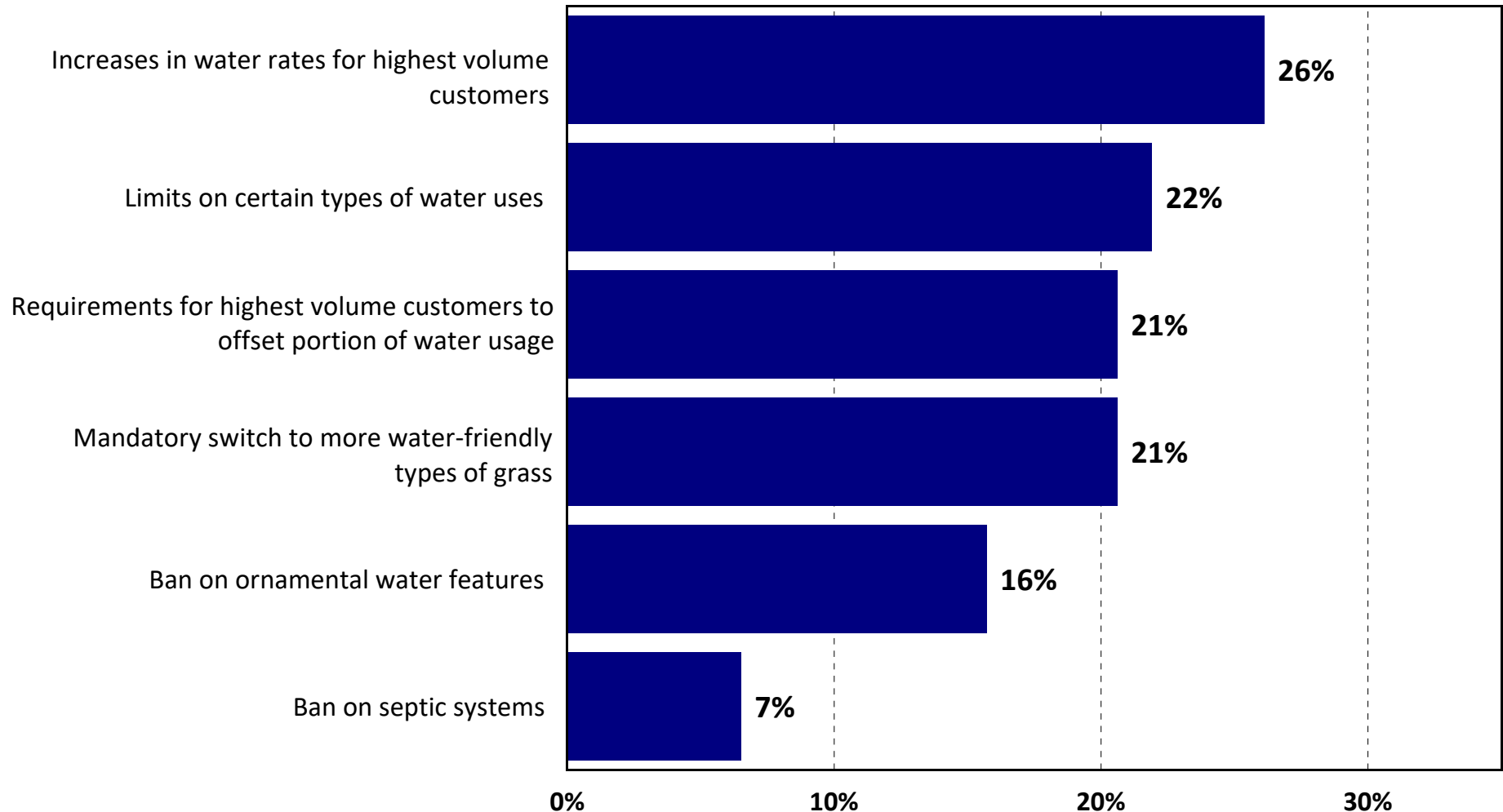
Importance of Actions That Could be Taken to Help With Conservation Efforts at Businesses - 2021 vs. 2022

by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding don't knows)

**TREND DATA**

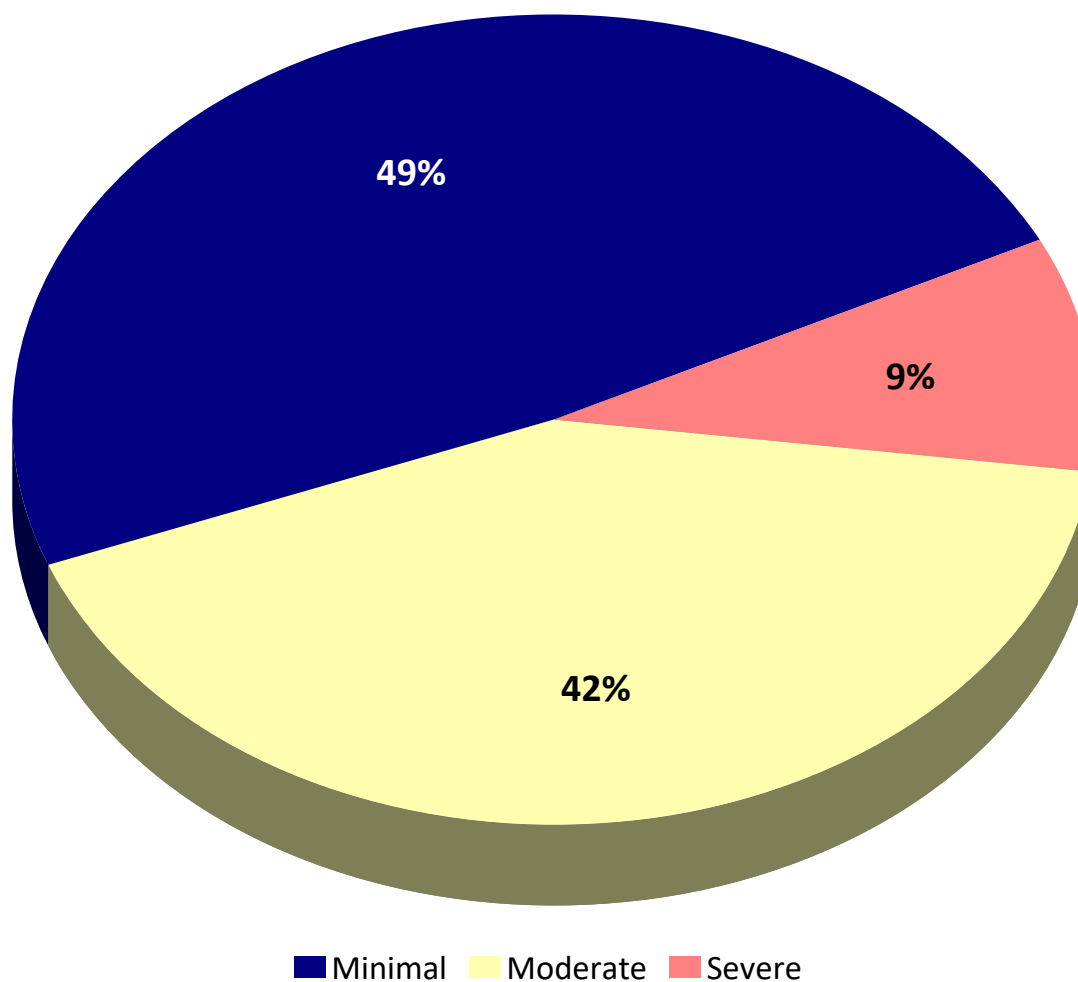
Q19. Please indicate if your business will be affected by any of the following

by percentage of business respondents (multiple selections could be made)



Q19a. If you answered YES to any of the actions on Question 19, please rate the anticipated overall degree of impact on your business

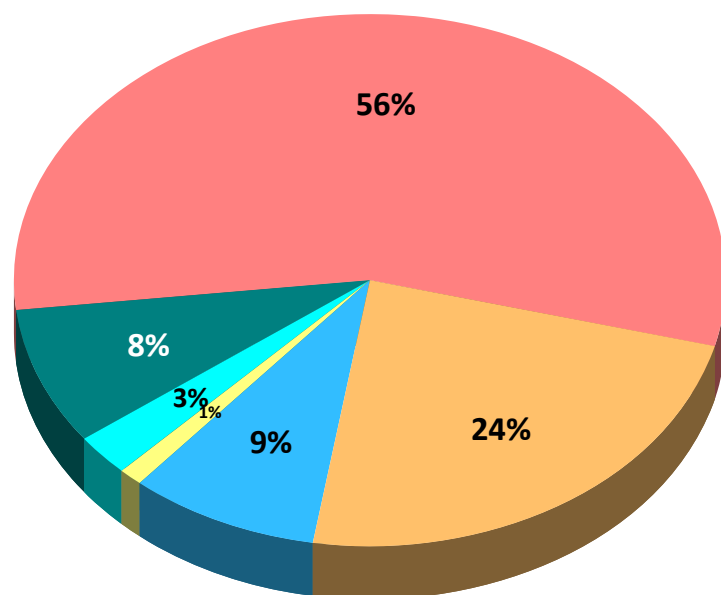
by percentage of respondents who selected any of the actions on Question 19 (excluding “not provided”)



Q20. If you currently have teleworking employees, approximately what percentage of your workforce do they represent? 2021 vs. 2022

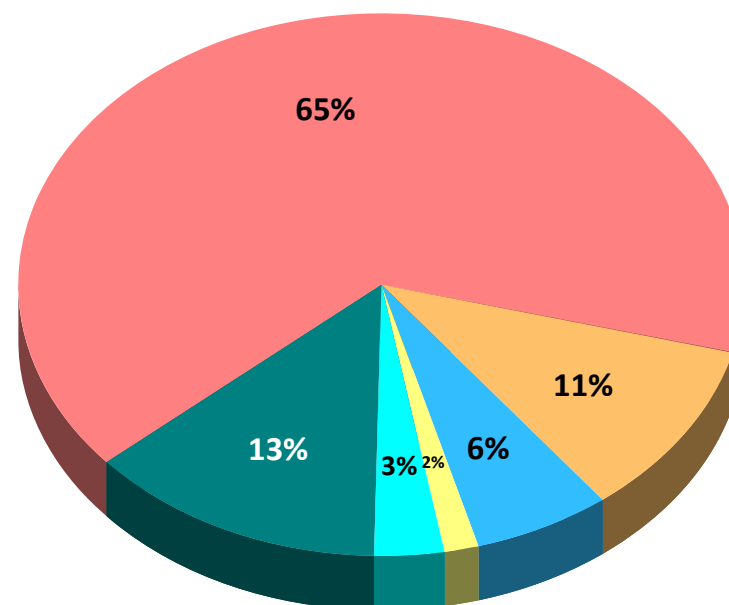
by percentage of respondents

2021



No employees are teleworking 1-25 26-50
51-75 76-100 Not provided

2022

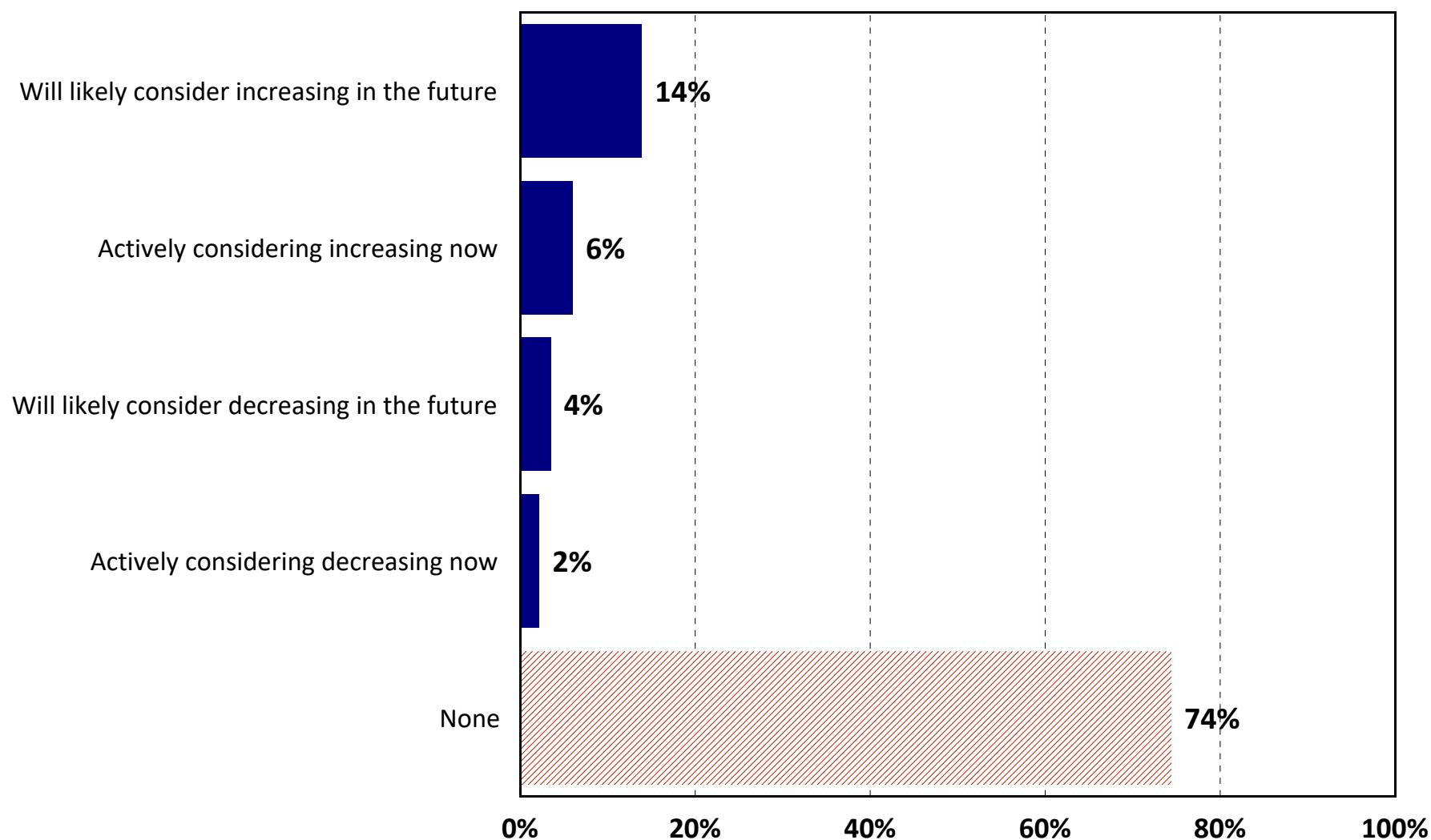


No employees are teleworking 1-25 26-50
51-75 76-100 Not provided

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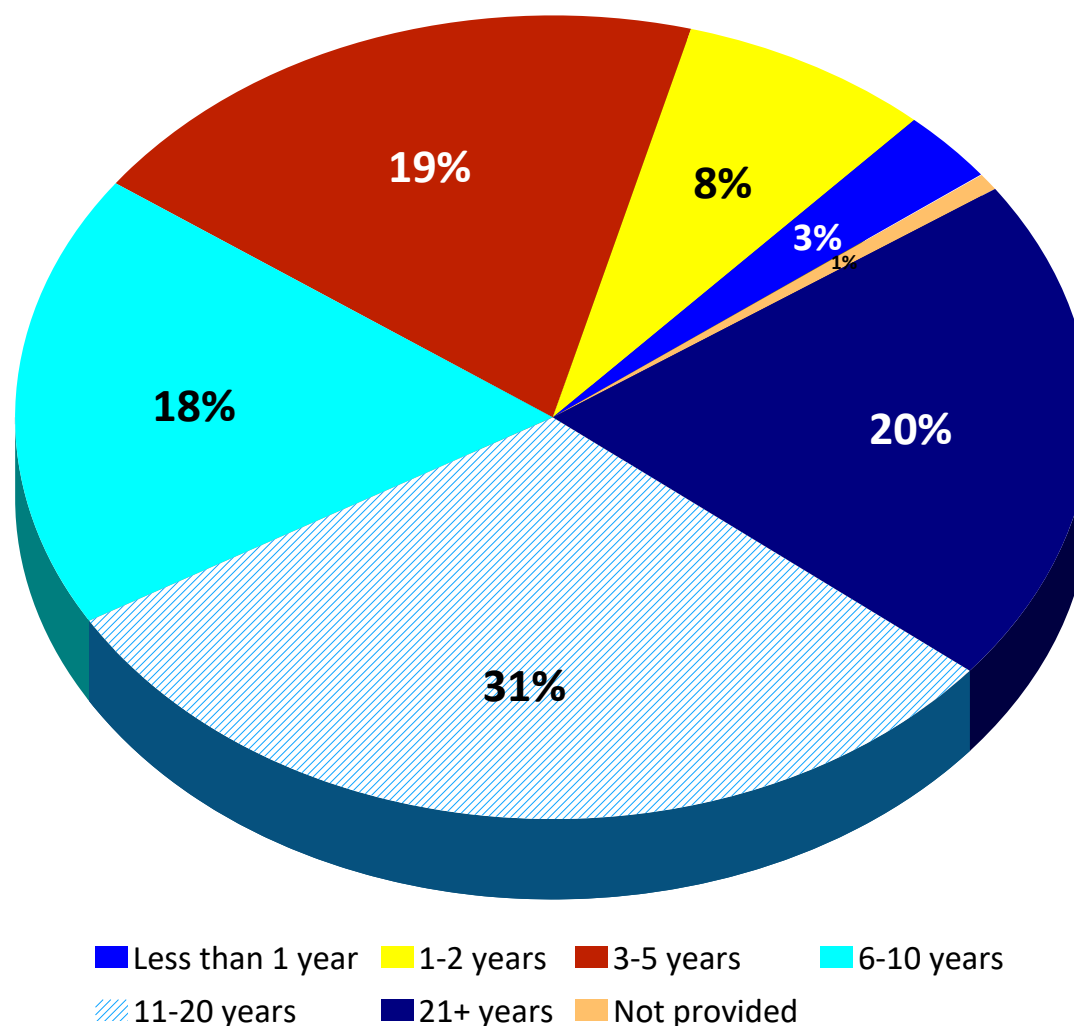
Q21. Is your company considering changing its physical footprint?

by percentage of respondents



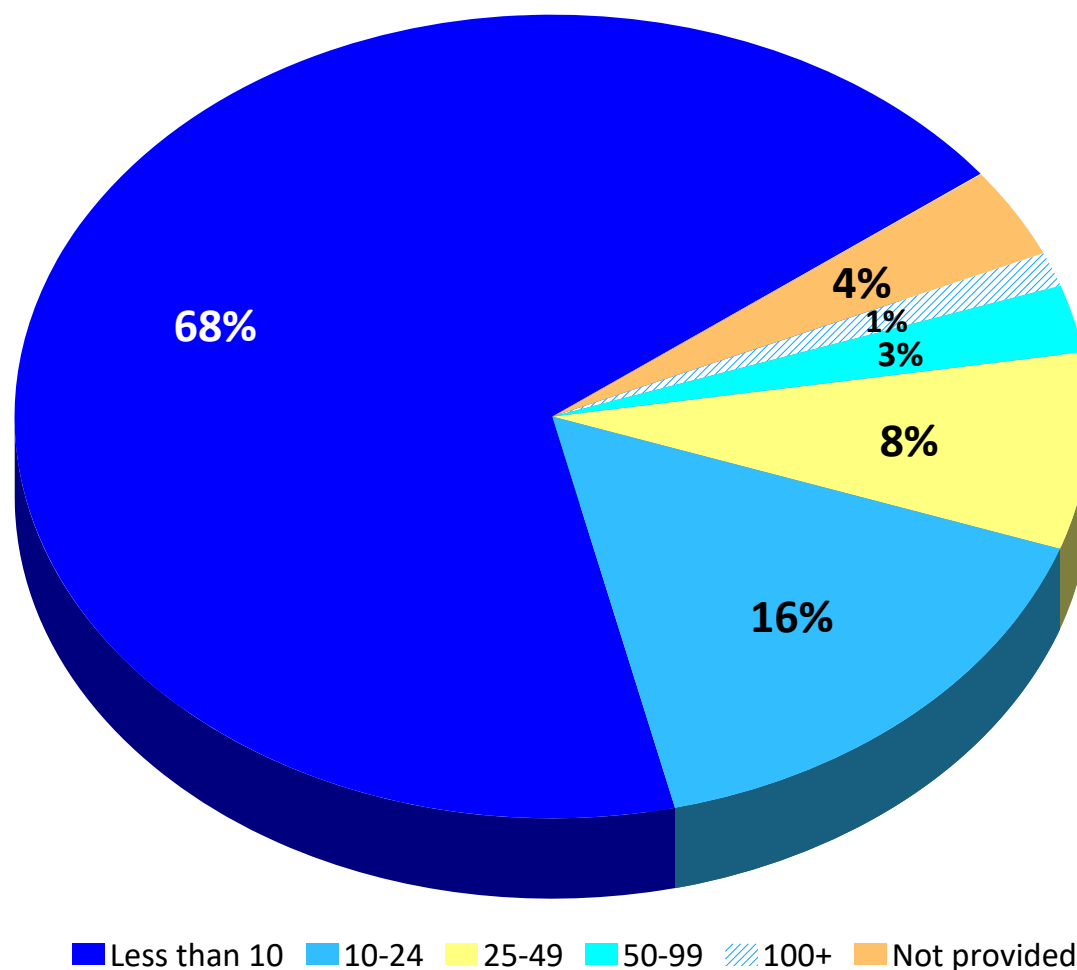
Q22. How long has your business/organization been located in Henderson, Nevada?

by percentage of respondents



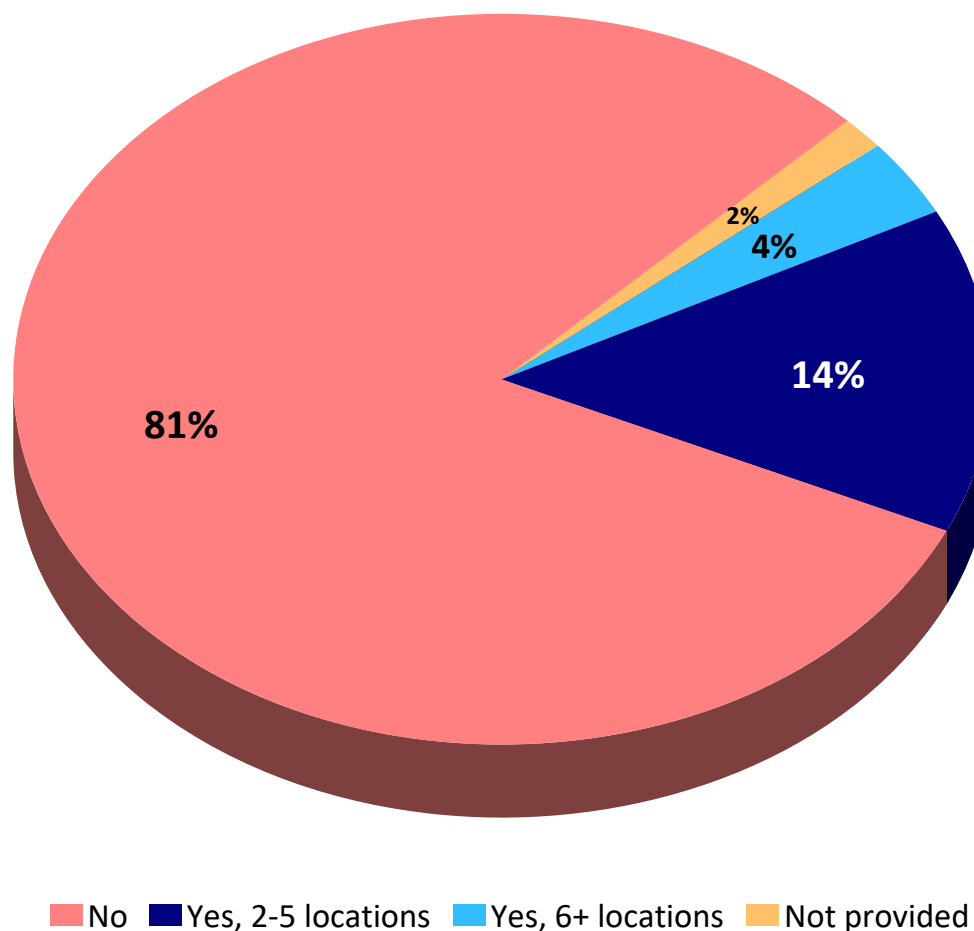
Q23. Approximately how many employees does your organization employ in Henderson, Nevada?

by percentage of respondents



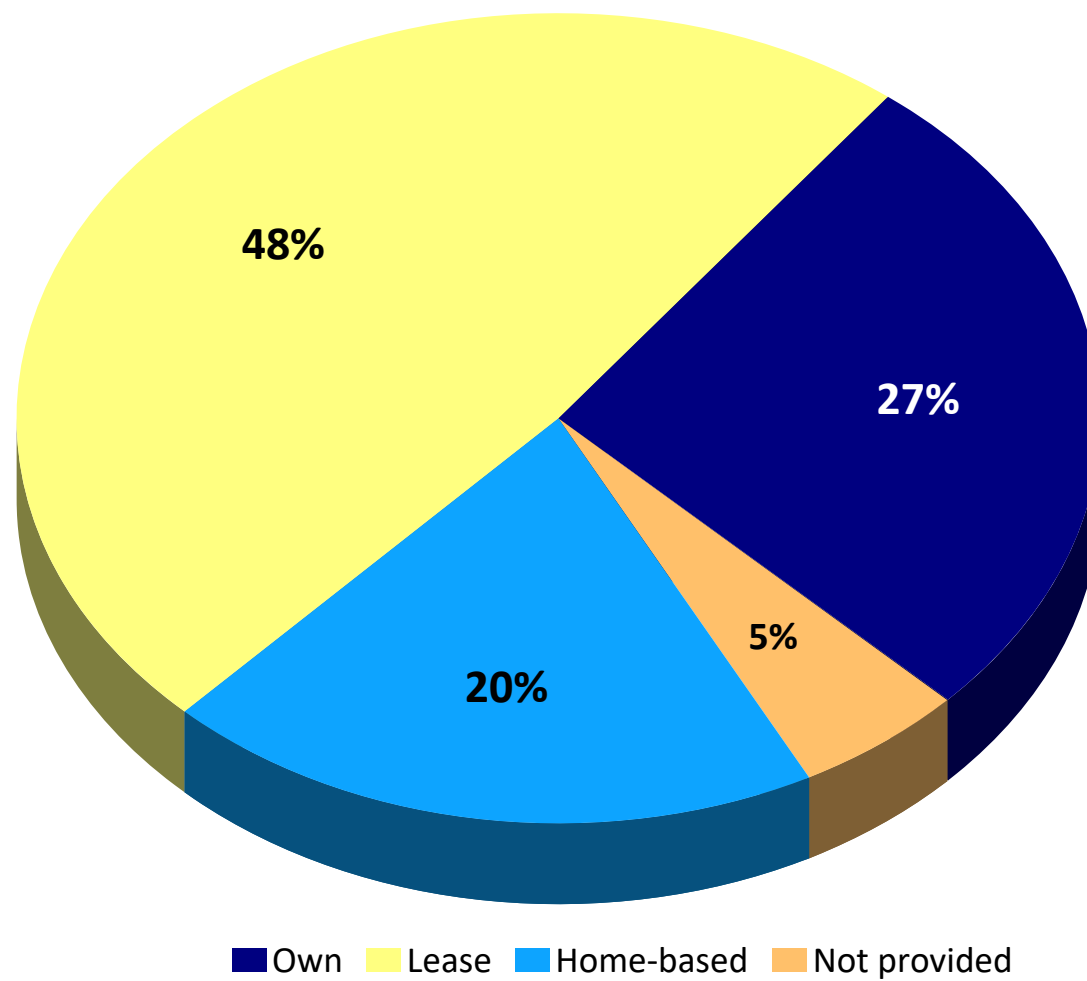
Q24. Does your company have more than one location in Southern Nevada?

by percentage of respondents



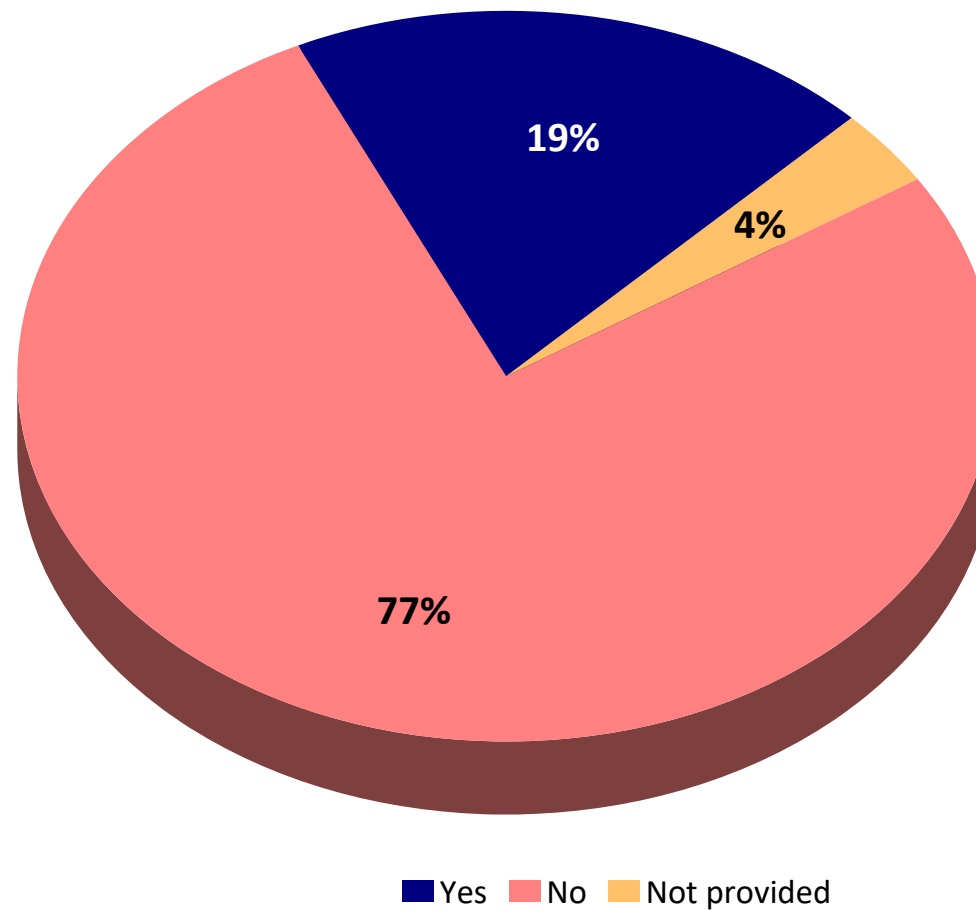
Q25. Do you lease or own your facility?

by percentage of respondents



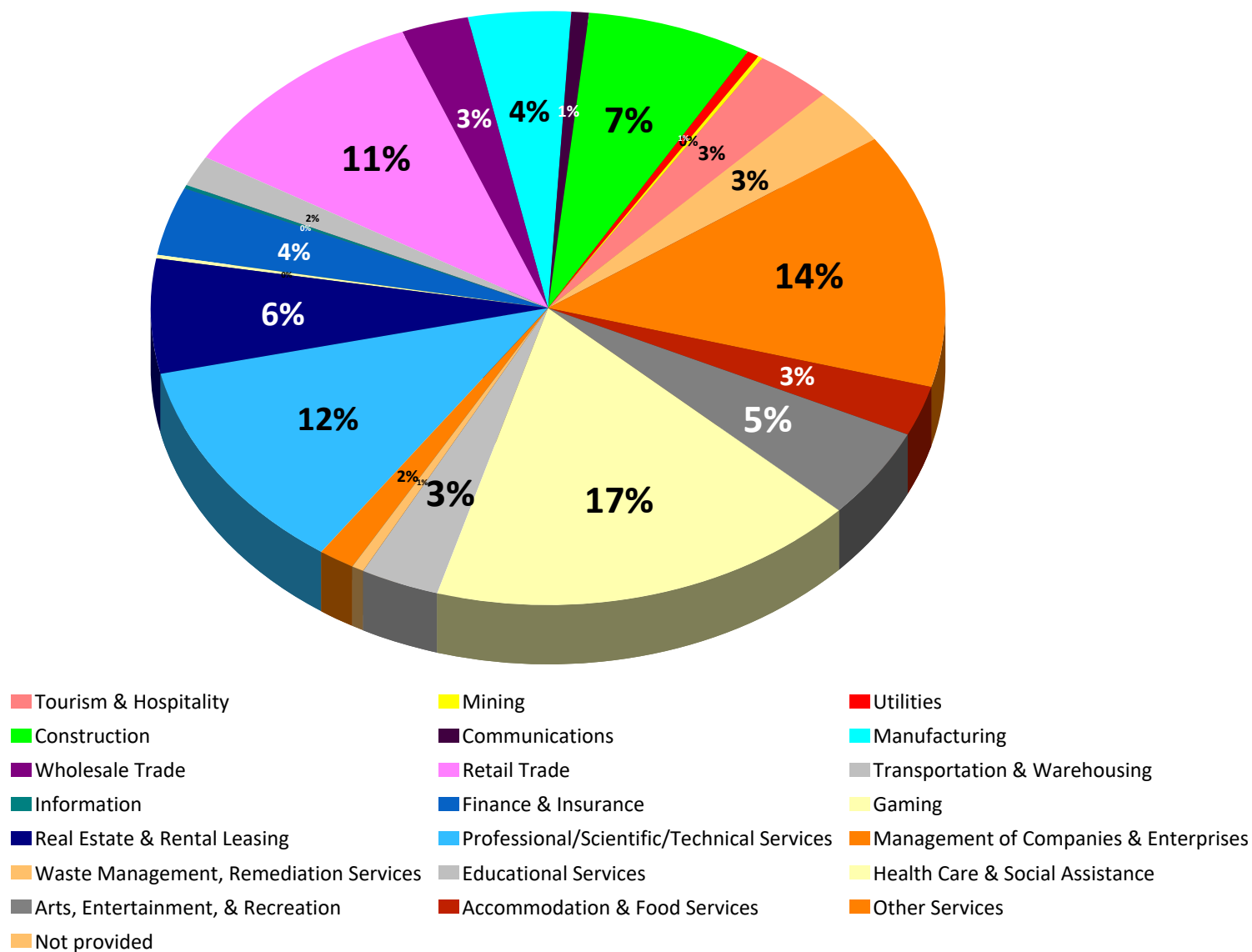
Q26. Have you done business with the city as a vendor or contractor?

by percentage of respondents



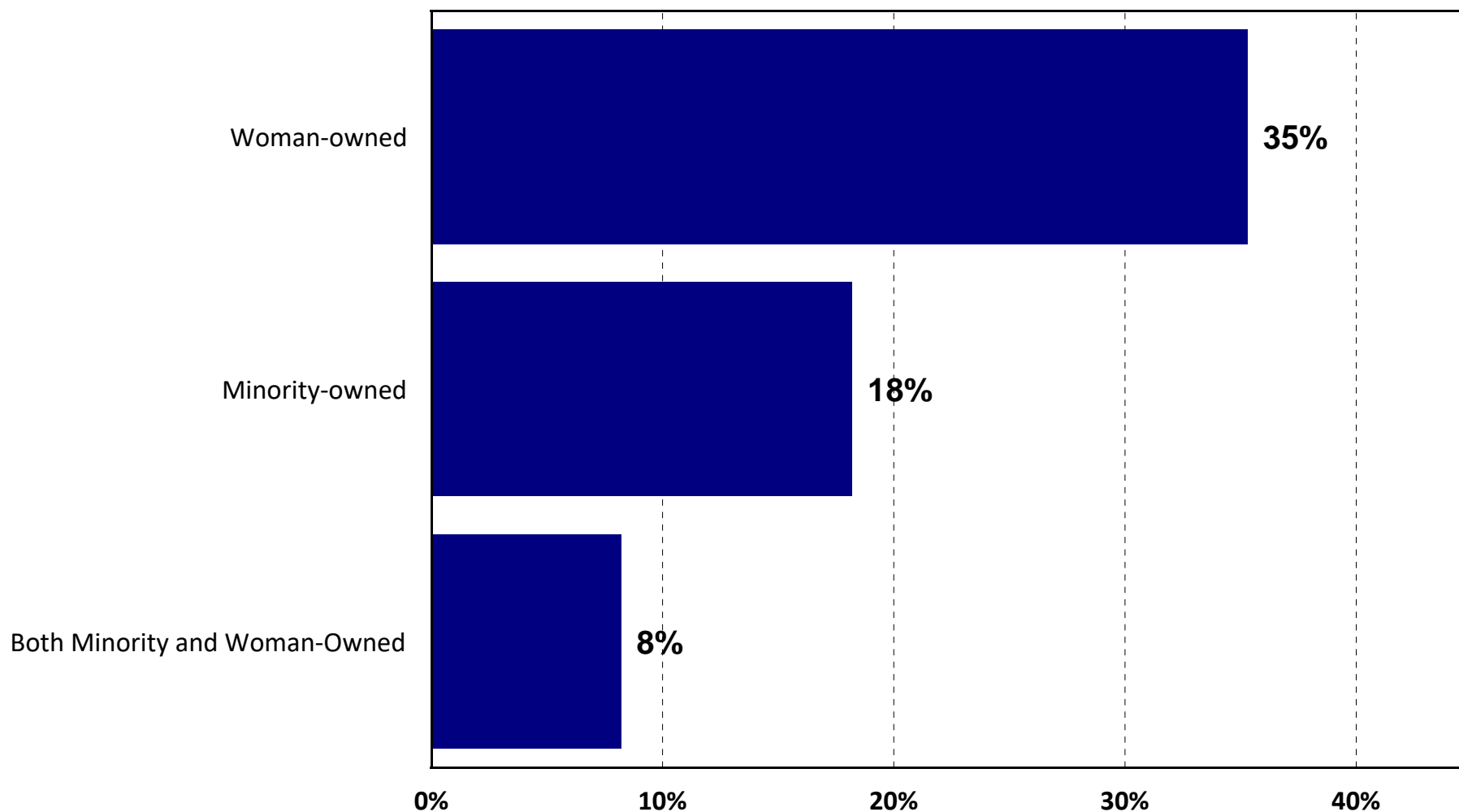
Q27. Which of the following best describes your business/organization's sector?

by percentage of respondents



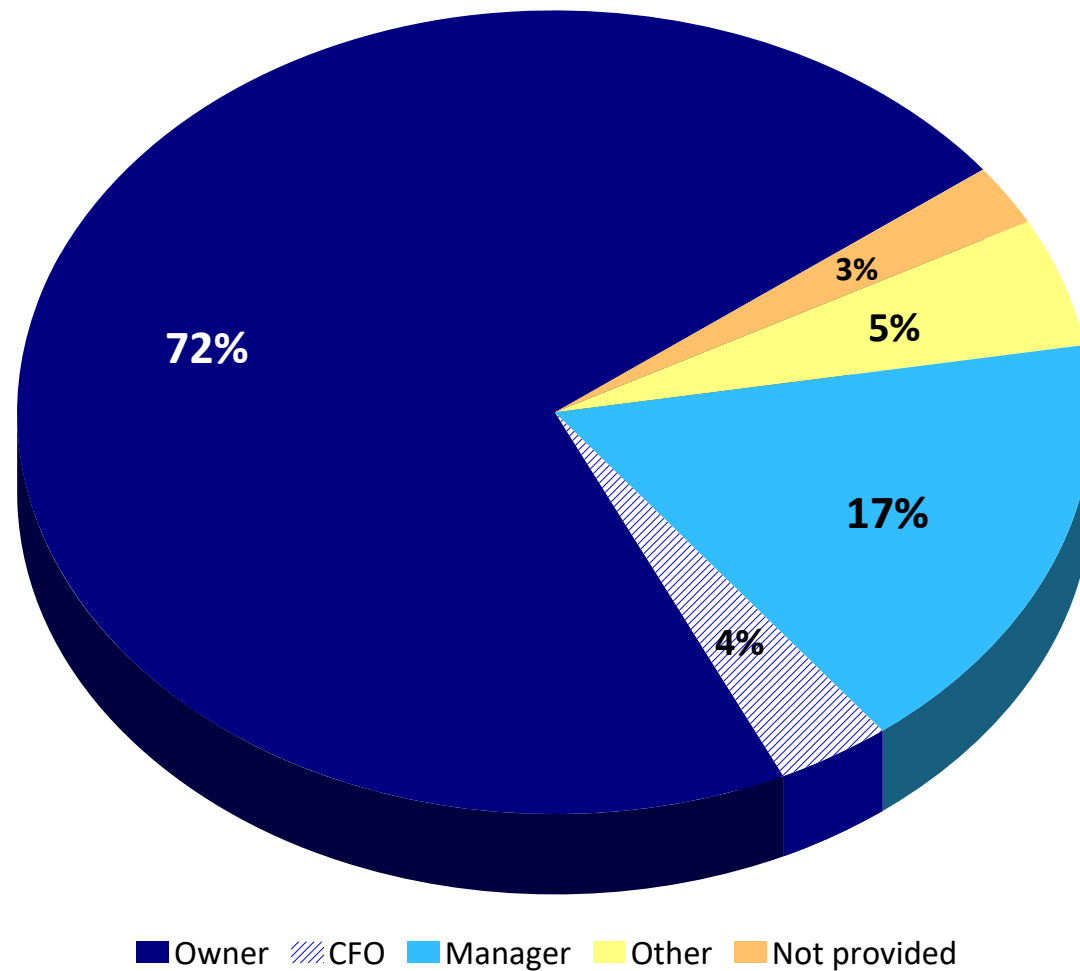
Q28. Is your business a minority or woman-owned business?

by percentage of respondents



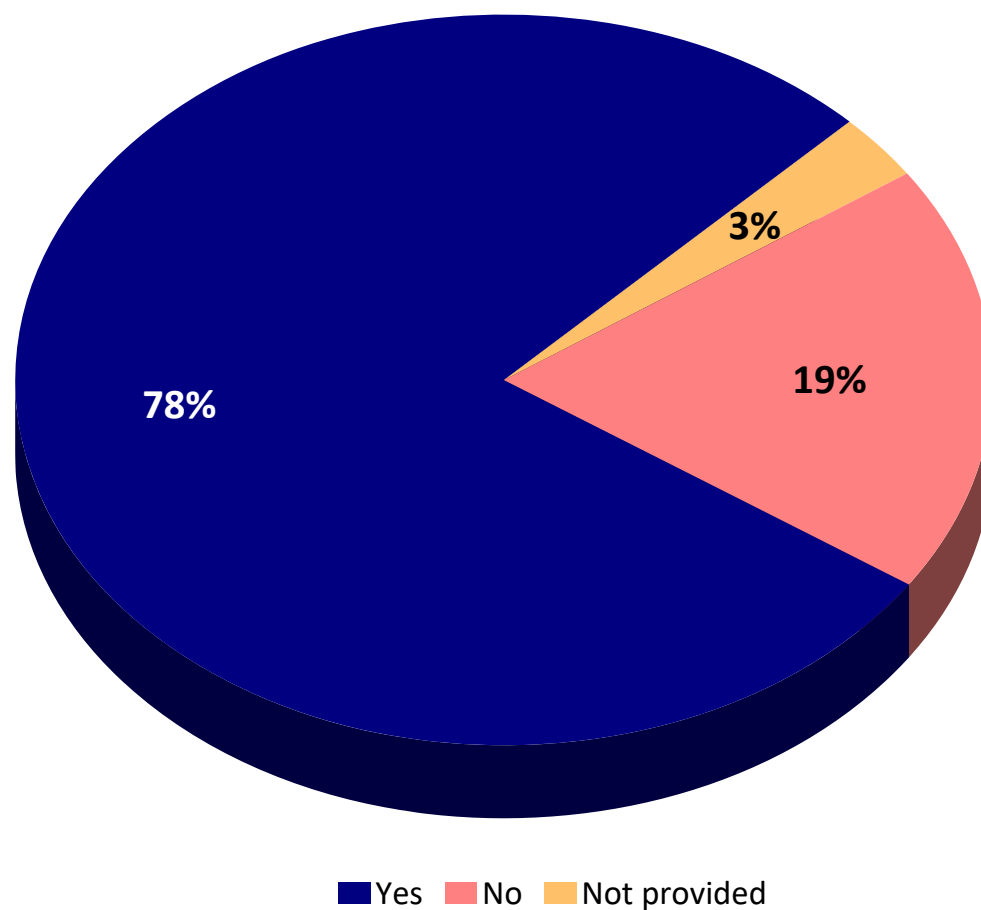
Q29. Which of the following best describes your position with your business?

by percentage of respondents



Q30. Is your personal residence in Henderson?

by percentage of respondents





Benchmarking Analysis

Benchmarking Analysis



Overview

Regional Benchmarks. The charts on the following pages show how the overall results for the City of Henderson compare to the regional averages based on the survey that was administered by ETC Institute in December 2022 to 228 businesses in the southwest region of the United States. The southwest region includes the states of California, Nevada, Utah, Arizona, and New Mexico. The City of Henderson's results are shown in the charts as a blue bar and the southwest regional averages are shown as a yellow bar.

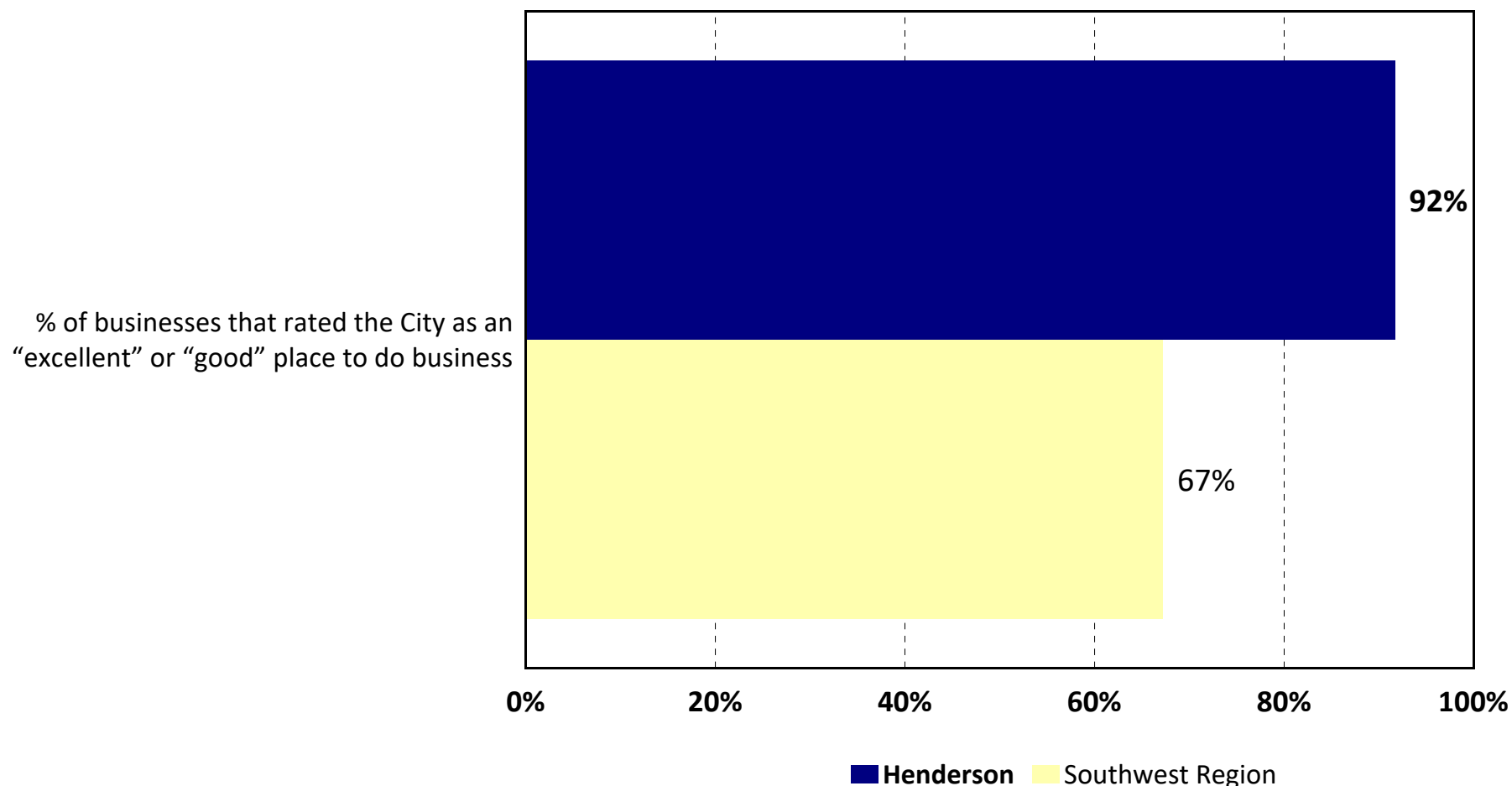
Regional Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Henderson, Nevada is not authorized without written consent from ETC Institute.

Ratings of the City as a Place to Do Business

Henderson vs. the Southwest Region

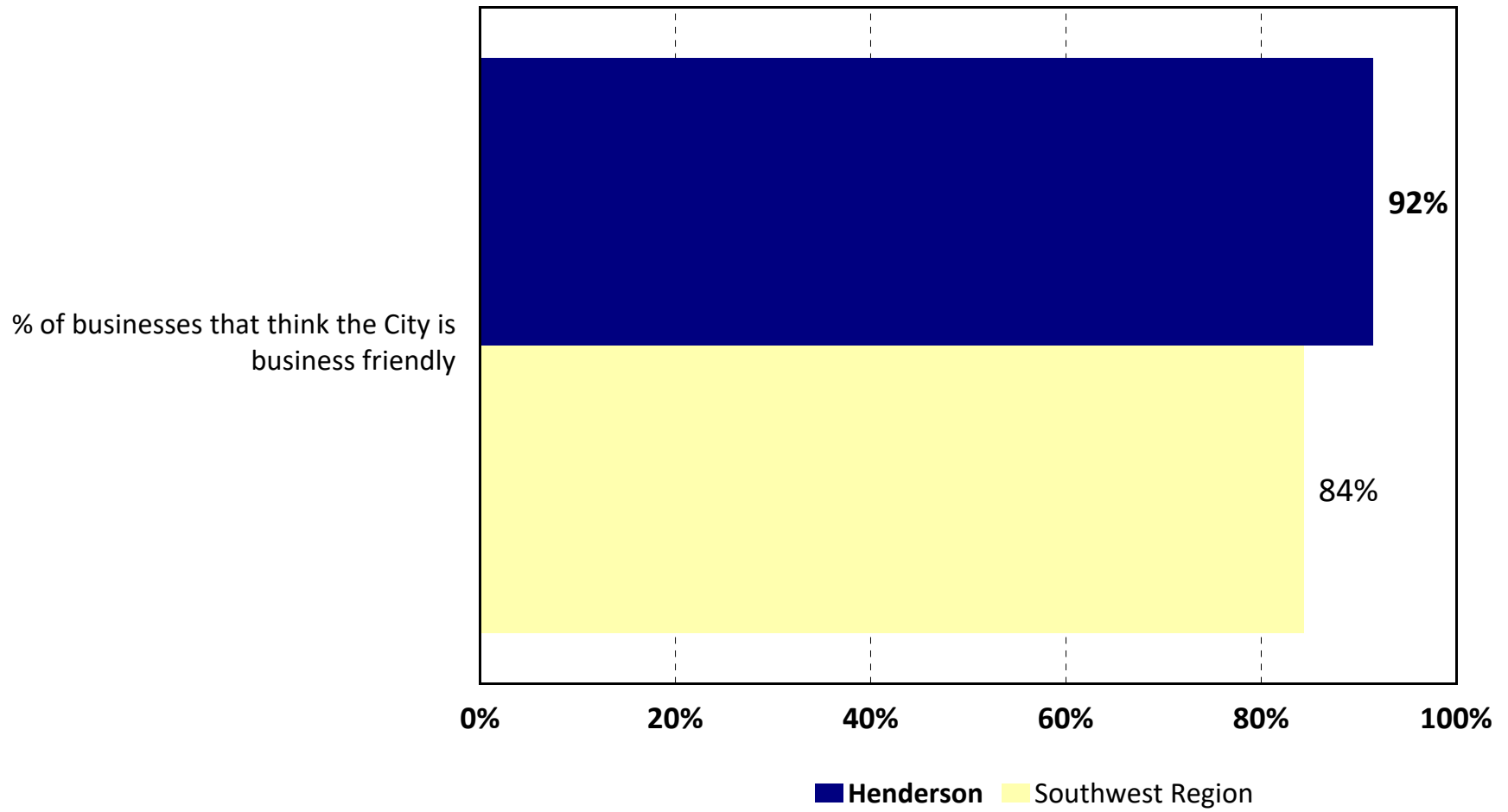
by percentage of businesses rated the City as an “excellent” or “good” place to do business
(excluding “don’t know”)



Do you think that the City is business friendly?

Henderson vs. the Southwest Region

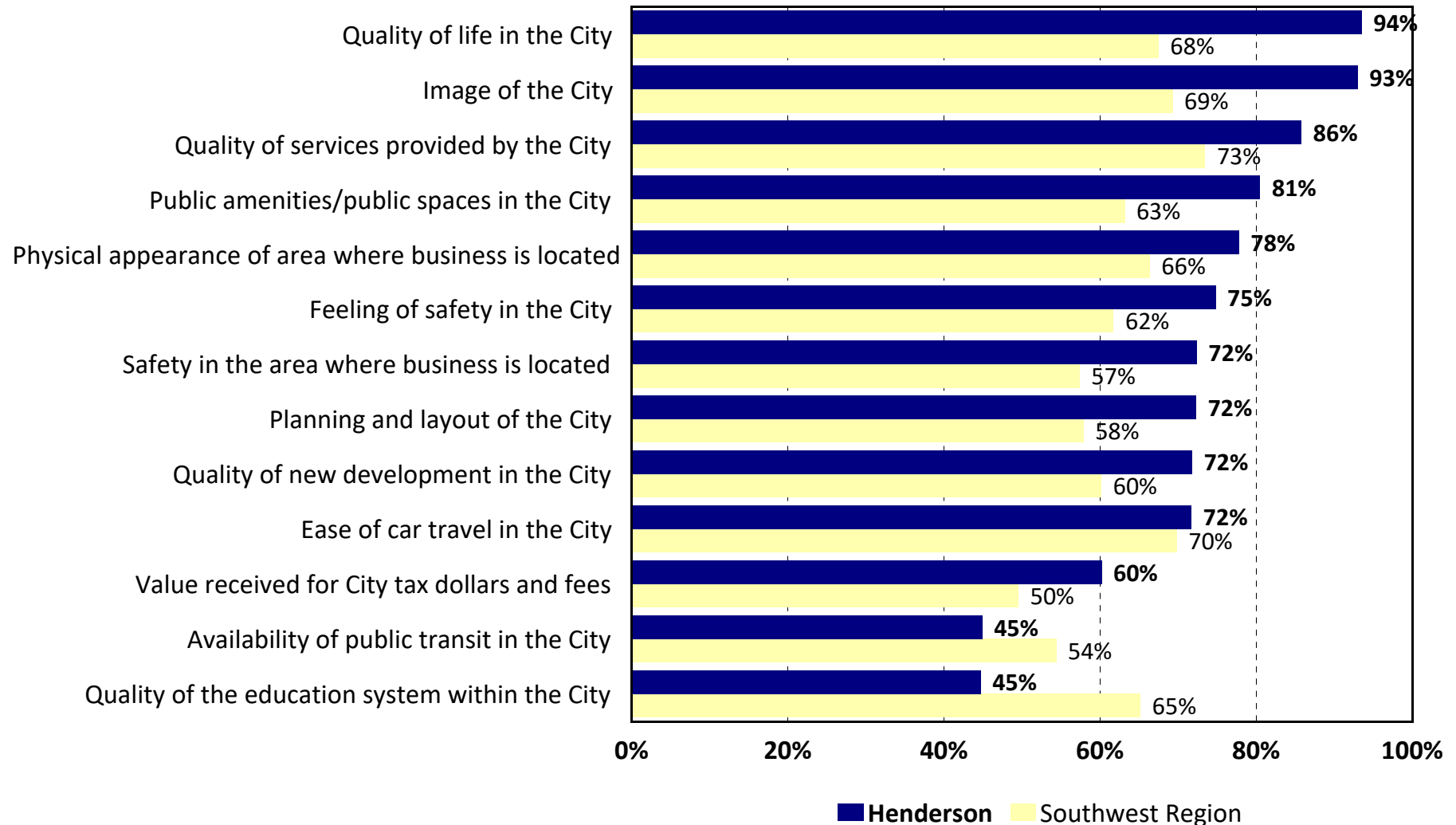
by percentage of businesses that answered “yes”
(excluding “don’t know”)



Satisfaction With Items That Influence Perceptions of the City

Henderson vs. the Southwest Region

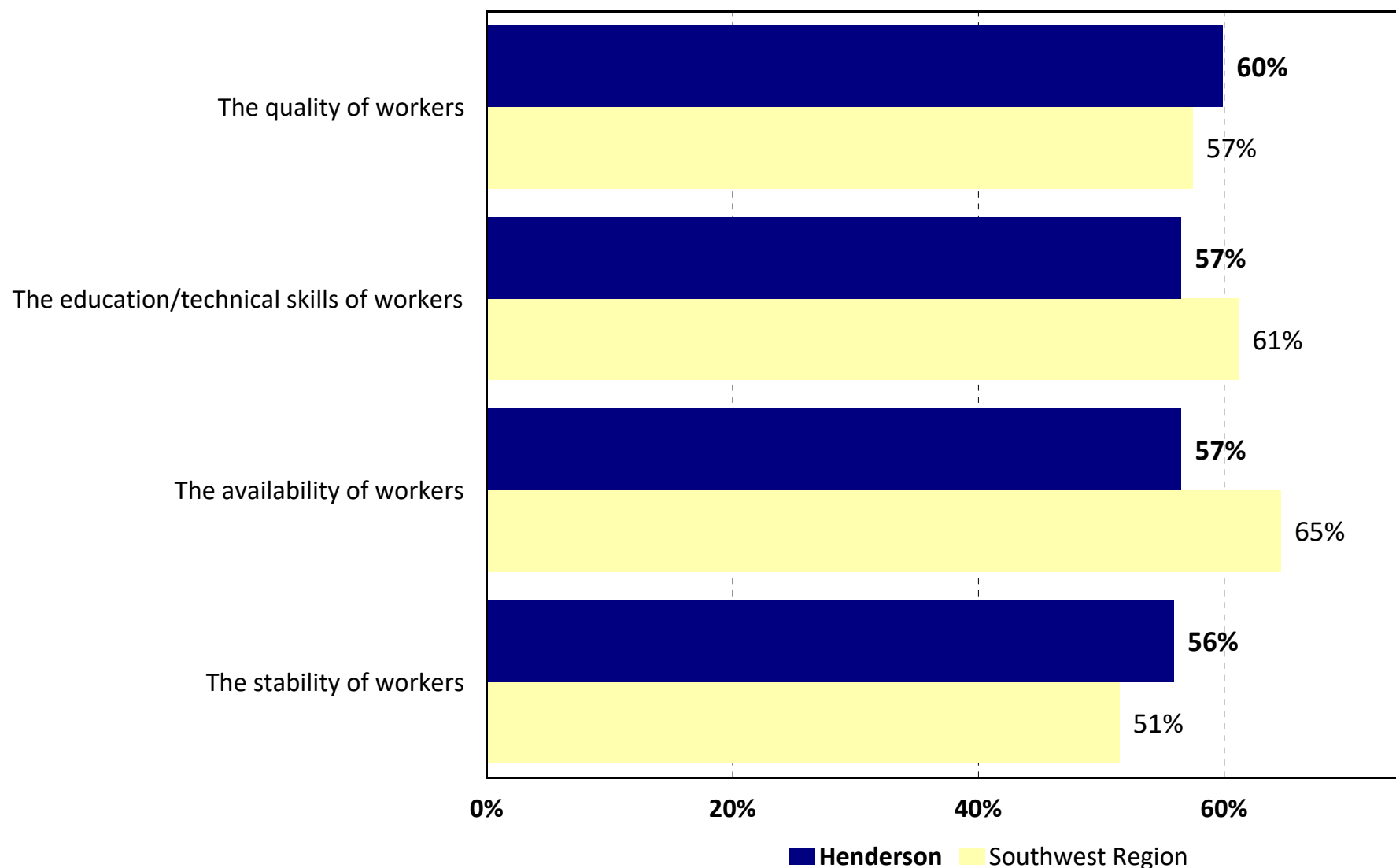
by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



Ratings of the Labor Pool

Henderson vs. the Southwest Region

by percentage of businesses that rated the item as a 3 or 4 on a 4-point scale (excluding “don’t know”)





Tabular Data

Q1. How would you rate Henderson, Nevada overall as a place to do business?

Q1. How would you rate Henderson, Nevada
overall as a place to do business?

	Number	Percent
Excellent	214	53.2 %
Good	150	37.3 %
Average	26	6.5 %
Below Average	3	0.7 %
Poor	4	1.0 %
Don't Know	5	1.2 %
Total	402	100.0 %

WITHOUT "DON'T KNOW"**Q1. How would you rate Henderson, Nevada overall as a place to do business? (without "don't know")**

Q1. How would you rate Henderson, Nevada
overall as a place to do business?

	Number	Percent
Excellent	214	53.9 %
Good	150	37.8 %
Average	26	6.5 %
Below Average	3	0.8 %
Poor	4	1.0 %
Total	397	100.0 %

Q2. Several items that may influence your perception of the City of Henderson, Nevada are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=402)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Overall quality of services provided by the City	36.6%	47.8%	11.7%	2.0%	0.2%	1.7%
Overall image of the City	46.0%	46.3%	5.7%	1.0%	0.2%	0.7%
Overall quality of life in the City	46.5%	46.0%	4.5%	1.5%	0.5%	1.0%
Overall planning and layout of the City	27.9%	43.0%	21.4%	4.7%	1.0%	2.0%
Quality of new development in the City	31.8%	37.1%	19.7%	6.7%	0.7%	4.0%
Overall quality of the education system within the City	15.4%	22.9%	24.1%	12.9%	10.2%	14.4%
Overall feeling of safety in the City	29.9%	44.5%	15.9%	7.5%	1.7%	0.5%
Overall value that you receive for your City tax dollars and fees	21.4%	36.6%	31.1%	6.0%	1.2%	3.7%
Overall safety in the area where your business is located	29.6%	41.5%	17.9%	7.2%	2.0%	1.7%
Physical appearance of the area where your business is located	35.8%	40.8%	16.7%	4.0%	1.2%	1.5%
Overall availability of public transit in the City	13.4%	19.7%	27.6%	9.2%	3.7%	26.4%
Overall ease of car travel in the City	27.1%	43.3%	16.2%	9.7%	2.0%	1.7%

Q2. Several items that may influence your perception of the City of Henderson, Nevada are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Overall public amenities and public spaces in the City	34.6%	42.3%	15.7%	2.7%	0.2%	4.5%

WITHOUT "DON'T KNOW"

Q2. Several items that may influence your perception of the City of Henderson, Nevada are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=402)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Overall quality of services provided by the City	37.2%	48.6%	11.9%	2.0%	0.3%
Overall image of the City	46.4%	46.6%	5.8%	1.0%	0.3%
Overall quality of life in the City	47.0%	46.5%	4.5%	1.5%	0.5%
Overall planning and layout of the City	28.4%	43.9%	21.8%	4.8%	1.0%
Quality of new development in the City	33.2%	38.6%	20.5%	7.0%	0.8%
Overall quality of the education system within the City	18.0%	26.7%	28.2%	15.1%	11.9%
Overall feeling of safety in the City	30.0%	44.8%	16.0%	7.5%	1.8%
Overall value that you receive for your City tax dollars and fees	22.2%	38.0%	32.3%	6.2%	1.3%
Overall safety in the area where your business is located	30.1%	42.3%	18.2%	7.3%	2.0%
Physical appearance of the area where your business is located	36.4%	41.4%	16.9%	4.0%	1.3%
Overall availability of public transit in the City	18.2%	26.7%	37.5%	12.5%	5.1%
Overall ease of car travel in the City	27.6%	44.1%	16.5%	9.9%	2.0%
Overall public amenities and public spaces in the City	36.2%	44.3%	16.4%	2.9%	0.3%

Q3. Do you think that the City of Henderson is business friendly?

Q3. Do you think that the City of Henderson is
business friendly?

	Number	Percent
Yes	322	80.1 %
No	30	7.5 %
Don't Know	50	12.4 %
Total	402	100.0 %

WITHOUT "DON'T KNOW"**Q3. Do you think that the City of Henderson is business friendly? (without "don't know")**

Q3. Do you think that the City of Henderson is
business friendly?

	Number	Percent
Yes	322	91.5 %
No	30	8.5 %
Total	352	100.0 %

Q4. Please rate the following items based on your interactions with City of Henderson employees using a scale of 1 to 4, where 4 means "Excellent" and 1 means "Poor."

(N=402)

	Excellent	Good	Average	Poor	Don't Know
Ease of contacting City employees	25.4%	34.1%	18.2%	5.5%	16.9%
Timeliness of response	23.9%	34.1%	19.4%	5.7%	16.9%
Courtesy	36.1%	31.1%	12.9%	3.0%	16.9%
Competency in handling the issue	29.6%	31.8%	16.9%	3.5%	18.2%
Professionalism	35.8%	32.6%	13.7%	2.0%	15.9%

WITHOUT "DON'T KNOW"

Q4. Please rate the following items based on your interactions with City of Henderson employees using a scale of 1 to 4, where 4 means "Excellent" and 1 means "Poor." (without "don't know")

(N=402)

	Excellent	Good	Average	Poor
Ease of contacting City employees	30.5%	41.0%	21.9%	6.6%
Timeliness of response	28.7%	41.0%	23.4%	6.9%
Courtesy	43.4%	37.4%	15.6%	3.6%
Competency in handling the issue	36.2%	38.9%	20.7%	4.3%
Professionalism	42.6%	38.8%	16.3%	2.4%

Q5. Please indicate if your business has used each of the "development and community services" listed below over the past TWO years.

(N=402)

	Yes	No
Building permits	21.6%	78.4%
Business licensing	75.9%	24.1%
Development review	9.5%	90.5%
Regulated Industries licensing/inspections	23.6%	76.4%
Contact Henderson App	15.2%	84.8%
Website usefulness (cityofhenderson.com)	49.0%	51.0%
Economic development website usefulness (hendersonnow.com)	8.5%	91.5%

Q5. If "Yes," rate your overall satisfaction with these "development and community services" using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=357)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Building Permits	27.6%	28.7%	18.4%	13.8%	8.0%	3.4%
Business Licensing	43.3%	38.7%	9.2%	4.3%	2.0%	2.6%
Development Review	28.9%	21.1%	26.3%	10.5%	10.5%	2.6%
Regulated Industries licensing/inspections	23.2%	40.0%	18.9%	8.4%	6.3%	3.2%
Contact Henderson App	31.1%	26.2%	18.0%	8.2%	8.2%	8.2%
Website usefulness (cityofhenderson.com)	27.9%	37.1%	22.8%	5.6%	4.1%	2.5%
Economic development website usefulness (hendersonnow.com)	17.6%	38.2%	20.6%	14.7%	2.9%	5.9%

WITHOUT "DON'T KNOW"

Q5. If "Yes," rate your overall satisfaction with these "development and community services" using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied. (without "don't know")

(N=357)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Building Permits	28.6%	29.8%	19.0%	14.3%	8.3%
Business Licensing	44.4%	39.7%	9.4%	4.4%	2.0%
Development Review	29.7%	21.6%	27.0%	10.8%	10.8%
Regulated Industries licensing/ inspections	23.9%	41.3%	19.6%	8.7%	6.5%
Contact Henderson App	33.9%	28.6%	19.6%	8.9%	8.9%
Website usefulness (cityofhenderson. com)	28.6%	38.0%	23.4%	5.7%	4.2%
Economic development website usefulness (hendersonnow.com)	18.8%	40.6%	21.9%	15.6%	3.1%

Q5. Please indicate if your business has used each of the "public safety services" listed below over the past TWO years.

(N=402)

	Yes	No
Police - crime/safety response	35.6%	64.4%
Ambulance - medical emergency response	20.6%	79.4%
Fire incident response	9.0%	91.0%
Fire inspection	32.6%	67.4%
Municipal Court	10.4%	89.6%
Code enforcement	14.4%	85.6%

Q5. If "Yes," rate your overall satisfaction with these "public safety services" using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=245)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Police--crime/safety response	44.1%	35.7%	9.1%	6.3%	2.1%	2.8%
Ambulance - medical emergency response	65.1%	26.5%	1.2%	2.4%	0.0%	4.8%
Fire incident response	66.7%	25.0%	2.8%	0.0%	0.0%	5.6%
Fire inspection	42.0%	32.1%	16.8%	0.8%	3.8%	4.6%
Municipal Court	40.5%	23.8%	19.0%	7.1%	2.4%	7.1%
Code enforcement	20.7%	25.9%	20.7%	12.1%	17.2%	3.4%

WITHOUT "DON'T KNOW"

Q5. If "Yes," rate your overall satisfaction with these "public safety services" using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied. (without "don't know")"

(N=245)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Police--crime/safety response	45.3%	36.7%	9.4%	6.5%	2.2%
Ambulance - medical emergency response	68.4%	27.8%	1.3%	2.5%	0.0%
Fire incident response	70.6%	26.5%	2.9%	0.0%	0.0%
Fire inspection	44.0%	33.6%	17.6%	0.8%	4.0%
Municipal Court	43.6%	25.6%	20.5%	7.7%	2.6%
Code enforcement	21.4%	26.8%	21.4%	12.5%	17.9%

Q5. Please indicate if your business has used each of the "infrastructure" services listed below over the past TWO years.

(N=402)

	Yes	No
Water and wastewater services	30.3%	69.7%
Street maintenance	22.1%	77.9%
Sidewalk maintenance	14.2%	85.8%
Parks and recreation facilities	29.4%	70.6%

Q5. If "Yes," rate your overall satisfaction with these "infrastructure" services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=198)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Water and wastewater services	33.6%	34.4%	16.4%	7.4%	3.3%	4.9%
Street maintenance	28.1%	28.1%	25.8%	6.7%	10.1%	1.1%
Sidewalk maintenance	24.6%	26.3%	33.3%	8.8%	5.3%	1.8%
Parks and recreation facilities	47.5%	38.1%	7.6%	2.5%	0.8%	3.4%

WITHOUT "DON'T KNOW"

Q5. If "Yes," rate your overall satisfaction with these "infrastructure" services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied. (without "don't know")

(N=198)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Water and wastewater services	35.3%	36.2%	17.2%	7.8%	3.4%
Street maintenance	28.4%	28.4%	26.1%	6.8%	10.2%
Sidewalk maintenance	25.0%	26.8%	33.9%	8.9%	5.4%
Parks and recreation facilities	49.1%	39.5%	7.9%	2.6%	0.9%

Q6. Please rate the following items concerning the workforce in Henderson using a scale of 1 to 4, where 4 means "Excellent" and 1 means "Poor."

(N=402)

	Excellent	Good	Average	Poor	Don't Know
The availability of workers	17.7%	28.1%	24.6%	10.7%	18.9%
The quality of workers	19.2%	30.3%	25.9%	7.2%	17.4%
The stability of workers	17.2%	26.6%	26.4%	8.2%	21.6%
The education/technical skills of workers	17.7%	26.1%	25.9%	8.0%	22.4%

WITHOUT "DON'T KNOW"

Q6. Please rate the following items concerning the workforce in Henderson using a scale of 1 to 4, where 4 means "Excellent" and 1 means "Poor." (without "don't know")

(N=402)

	Excellent	Good	Average	Poor
The availability of workers	21.8%	34.7%	30.4%	13.2%
The quality of workers	23.2%	36.7%	31.3%	8.7%
The stability of workers	21.9%	34.0%	33.7%	10.5%
The education/technical skills of workers	22.8%	33.7%	33.3%	10.3%

Q7. Which TWO of the items listed in Question 6 are MOST IMPORTANT in your decision to stay in Henderson, Nevada?

Top Choice	Number	Percent
The availability of workers	81	20.1 %
The quality of workers	91	22.6 %
The stability of workers	30	7.5 %
The education/technical skills of workers	51	12.7 %
None chosen	149	37.1 %
Total	402	100.0 %

Q7. Which TWO of the items listed in Question 6 are MOST IMPORTANT in your decision to stay in Henderson, Nevada?

2 nd Choice	Number	Percent
The availability of workers	44	10.9 %
The quality of workers	87	21.6 %
The stability of workers	62	15.4 %
The education/technical skills of workers	46	11.4 %
None chosen	163	40.5 %
Total	402	100.0 %

SUM OF TOP 2 CHOICES

Q7. Which TWO of the items listed in Question 6 are MOST IMPORTANT in your decision to stay in Henderson, Nevada? (top 2)

Sum of top 2 choices	Number	Percent
The availability of workers	125	31.1 %
The quality of workers	178	44.3 %
The stability of workers	92	22.9 %
The education/technical skills of workers	97	24.1 %
None chosen	149	37.1 %
Total	641	

Q8. Jobs and Economic Development: Please rate your overall satisfaction with these programs using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=402)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Job opportunities available within the city limits of Henderson	14.4%	30.1%	22.4%	3.0%	0.5%	29.6%
Ability for residents of Henderson to obtain training opportunities to advance their career	9.0%	22.4%	25.6%	4.5%	0.5%	38.1%
Support for entrepreneurs and small business owners available in Henderson	15.9%	29.9%	23.6%	5.5%	4.2%	20.9%
Access by businesses to a trained workforce to fill employment vacancies	7.0%	22.1%	28.6%	5.7%	3.0%	33.6%

WITHOUT "DON'T KNOW"

Q8. Jobs and Economic Development: Please rate your overall satisfaction with these programs using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=402)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Job opportunities available within the city limits of Henderson	20.5%	42.8%	31.8%	4.2%	0.7%
Ability for residents of Henderson to obtain training opportunities to advance their career	14.5%	36.1%	41.4%	7.2%	0.8%
Support for entrepreneurs and small business owners available in Henderson	20.1%	37.7%	29.9%	6.9%	5.3%
Access by businesses to a trained workforce to fill employment vacancies	10.5%	33.3%	43.1%	8.6%	4.5%

Q9. For the last FIVE years, please indicate the sources of funding for your business needs.

Sources of Funding	Number	Percent
Personal savings	178	44.3 %
Loans--family/friends	28	7.0 %
Bank loans	72	17.9 %
Working capital	153	38.1 %
Asset backed loans	23	5.7 %
Credit cards	116	28.9 %
Government grants/funding	85	21.1 %
Equity financing	11	2.7 %
Not needed	89	22.1 %
Total	755	

WITHOUT "NOT NEEDED"**Q9. For the last FIVE years, please indicate the sources of funding for your business needs. (without "not needed")**

Sources of Funding	Number	Percent
Personal savings	178	44.3 %
Loans--family/friends	28	7.0 %
Bank loans	72	17.9 %
Working capital	153	38.1 %
Asset backed loans	23	5.7 %
Credit cards	116	28.9 %
Government grants/funding	85	21.1 %
Equity financing	11	2.7 %
Total	666	

Q10. Please indicate if you are aware of each of the following business assistance programs.

(N=402)

	Yes	No
Site location assistance	6.0%	94.0%
Assistance with navigating City departments	10.7%	89.3%
Small business resource referrals	13.7%	86.3%
Business licensing assistance	29.6%	70.4%
Courtesy concept plan review for new construction	6.0%	94.0%
Access to workforce training resources	6.5%	93.5%

Q10. Please indicate if you have used each of the following business assistance programs.

(N=402)

	Yes	No
Site location assistance	1.7%	98.3%
Assistance with navigating City departments	6.2%	93.8%
Small business resource referrals	5.0%	95.0%
Business licensing assistance	21.9%	78.1%
Courtesy concept plan review for new construction	3.0%	97.0%
Access to Workforce Training Resources	2.2%	97.8%

Q10. Next, please rate your overall satisfaction with these programs using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=131)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Site location assistance	42.9%	14.3%	28.6%	0.0%	0.0%	14.3%
Assistance with navigating City departments	40.0%	40.0%	16.0%	4.0%	0.0%	0.0%
Small business resource referrals	55.0%	35.0%	10.0%	0.0%	0.0%	0.0%
Business licensing assistance	35.2%	47.7%	12.5%	0.0%	0.0%	4.5%
Courtesy concept plan review for new construction	16.7%	16.7%	33.3%	16.7%	8.3%	8.3%
Access to Workforce Training Resources	22.2%	22.2%	33.3%	22.2%	0.0%	0.0%

WITHOUT "DON'T KNOW"

Q10. Next, please rate your overall satisfaction with these programs using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=131)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Site location assistance	50.0%	16.7%	33.3%	0.0%	0.0%
Assistance with navigating City departments	40.0%	40.0%	16.0%	4.0%	0.0%
Small business resource referrals	55.0%	35.0%	10.0%	0.0%	0.0%
Business licensing assistance	36.9%	50.0%	13.1%	0.0%	0.0%
Courtesy concept plan review for new construction	18.2%	18.2%	36.4%	18.2%	9.1%
Access to Workforce Training Resources	22.2%	22.2%	33.3%	22.2%	0.0%

Q11. Which TWO of the following are your preferred methods of getting information about business assistance programs? (sum of top 2)

Top Two Preferred Methods	Number	Percent
Email	289	71.9 %
Personal visit	57	14.2 %
Social media	34	8.5 %
Newsletter (emailed)	88	21.9 %
Hendersonnow.com website	112	27.9 %
Text/SMS	47	11.7 %
Total	627	

Q12. In the next TWENTY-FOUR months, will your business need to do any of the following?

Will your business need to do any of the following?	Number	Percent
Obtain financial assistance or capital	72	17.9 %
Learn how to better provide for the safety of customers and employees	36	9.0 %
Develop online sales or websites	82	20.4 %
Increase marketing or sales	174	43.3 %
Identify new supply chain options	60	14.9 %
Identify and hire new employees	162	40.3 %
Permanently close this business	14	3.5 %
Access training for workers	29	7.2 %
None of the above	135	33.6 %
Total	764	

WITHOUT "NONE OF THE ABOVE"**Q12. In the next TWENTY-FOUR months, will your business need to do any of the following? (without "none of the above")**

Will your business need to do any of the following?	Number	Percent
Obtain financial assistance or capital	71	26.6 %
Learn how to better provide for the safety of customers and employees	35	13.1 %
Develop online sales or websites	81	30.3 %
Increase marketing or sales	171	64.0 %
Identify new supply chain options	59	22.1 %
Identify and hire new employees	159	59.6 %
Permanently close this business	14	5.2 %
Access training for workers	29	10.9 %
Total	619	

Q12-a. If you answered YES to item 8 in Question 12, please list the type(s) of worker training needed, if any:

Q12a. Please list the type(s) of worker training needed, if any.	Number	Percent
Project management, presentation skills, sales skills, public speaking skills analytics, website programming, analytical platforms	1	4.3 %
Mechanical skills.	1	4.3 %
Mechanical or Technical	1	4.3 %
Medical assistance, front desk personal. Physician assistant, nurse practitioner, cleaning service, anesthesia service	1	4.3 %
ASSEMBLE FURNITURE	1	4.3 %
Customer Service	1	4.3 %
body shop technicians, automotive painting	1	4.3 %
OSHA	1	4.3 %
Safety, compliance, OSHA	1	4.3 %
OSHA 10 or OSHA 30	1	4.3 %
About safety and how to handle aggressive customers.	1	4.3 %
DENTAL PROFESSIONALS AND TEAM MEMBERS	1	4.3 %
Need skills training, need an option for city tech skill training.	1	4.3 %
Working with children, teaching	1	4.3 %
trade skills (medical terminology, customer service)	1	4.3 %
CDL DRIVERS	1	4.3 %
Food training, customer training, financial training	1	4.3 %
Industrial Automation Maintenance Mechanics are impossible to come by in Southern Nevada.	1	4.3 %
Electricians		
Apprentices	1	4.3 %
Computer skills	1	4.3 %
computer	1	4.3 %
Accounting		
Self-management		
Scheduling	1	4.3 %
AUDIO-AUDIO-VISUAL-RIGGING TECHNICIANS	1	4.3 %
Total	23	100.0 %

Q13. In the next TWENTY-FOUR months, will your business need to do any of the following?

Is your business planning to do any of the following?	Number	Percent
Expanding/renovating your facility in its current condition	80	19.9 %
Relocating to another location in Henderson, Nevada	50	12.4 %
Relocating to another location outside Henderson, Nevada	22	5.5 %
Decreasing employment	7	1.7 %
Increasing employment	127	31.6 %
Closing	26	6.5 %
No plans at present to do any of these	176	43.8 %
Total	488	

WITHOUT "NO PLANS AT PRESENT TO DO ANY OF THESE"**Q13. In the next TWENTY-FOUR months, will your business need to do any of the following? (without "no plans at present to do any of these")**

Is your business planning to do any of the following?	Number	Percent
Expanding/renovating your facility in its current condition	80	35.4 %
Relocating to another location in Henderson, Nevada	50	22.1 %
Relocating to another location outside Henderson, Nevada	22	9.7 %
Decreasing employment	7	3.1 %
Increasing employment	127	56.2 %
Closing	26	11.5 %
Total	312	

Q13-2a. Relocating to another location in Henderson, Nevada--Where?

Where will you be relocating to inside Henderson, Nevada?	Number	Percent
Don't know yet	19	59.4 %
West Henderson	2	6.3 %
off 215 or Eastern	1	3.1 %
Subletting a smaller location from an existing business in Whitney Ranch	1	3.1 %
off water st Not sure if I will stay in Henderson	1	3.1 %
Green Valley or south	1	3.1 %
Boulder Highway	1	3.1 %
Eastern and St. Rose pkwy	1	3.1 %
Where the lease/purchase opportunity is at a reasonable price! The area needs to be centralized for access to Las Vegas/Henderson valley!	1	3.1 %
Florida	1	3.1 %
st rose parkway and eastern ave	1	3.1 %
We will be keeping our current location and looking to expand to a new location that will be zoned for auto repair.	1	3.1 %
Maybe on St Rose, near all the new developments.	1	3.1 %
Total	32	100.0 %

Q13-2b. Relocating to another location in Henderson, Nevada--Why?

Why will you be relocating inside Henderson, Nevada?	Number	Percent
Growth	3	8.8 %
To save money	1	2.9 %
too expensive to rent	1	2.9 %
undecided	1	2.9 %
Present landlord raising rent and still unable to provide expanded facilities	1	2.9 %
You have a misspell of Nevada in this question (Niveada)		
. Some things will need to change for us to confirm that we will continue to do business in Henderson after our lease expires.	1	2.9 %
Increase office space	1	2.9 %
open employment	1	2.9 %
Too crowded in East Henderson	1	2.9 %
current amount of space too expensive	1	2.9 %
need more space	1	2.9 %
Expansion and better traffic flow to the business.	1	2.9 %
Larger facility.	1	2.9 %
Need for larger facilities	1	2.9 %
Larger location	1	2.9 %
too much government	1	2.9 %
It's where I want to be	1	2.9 %
Easier to do food based business since SNHD permits small business far too much	1	2.9 %
Opening another office	1	2.9 %
Smaller office space	1	2.9 %
rent too high current location	1	2.9 %
Property leasing costs	1	2.9 %
Need a bigger space.	1	2.9 %
Lease is up in 2 years	1	2.9 %
High lease rates	1	2.9 %
After moving here from San Diego, I love the Henderson area. It's a very beautiful, safe, and friendly place to live, and everything is very conveniently located. Another perk is it's close to the tourist parts of Las Vegas, without being overwhelmed and overtaken by it.	1	2.9 %
Like to be close to where I reside	1	2.9 %
business expansion	1	2.9 %
more space	1	2.9 %
LEASE RENEWAL	1	2.9 %
I will only conduct business in Henderson. I've owned and operated in Las Vegas and the crime was really bad.	1	2.9 %
I reside in Henderson and want to keep my business in Henderson. No need to move after 23 years here in Henderson. Great city to have a business in.	1	2.9 %
Total	34	100.0 %

Q13-3a. Relocating to another location outside of Henderson, Nevada--What city/where?

What city/where will you be relocating to outside Henderson, Nevada?	Number	Percent
Las Vegas	7	41.2 %
Phoenix, AZ	1	5.9 %
Best opportunity available!	1	5.9 %
Undecided	1	5.9 %
Boulder City or Las Vegas	1	5.9 %
Not sure at this time	1	5.9 %
California.	1	5.9 %
Las Vegas, North Las Vegas, and/or Dallas TX	1	5.9 %
Boulder City, NV	1	5.9 %
El Dorado Hills, CA	1	5.9 %
Las Vegas if not Henderson	1	5.9 %
Total	17	100.0 %

Q13-3b. Relocating to another location outside of Henderson, Nevada--Why?

Why will you be relocating outside of Henderson, Nevada?	Number	Percent
Affordable and proper location.	1	7.1 %
more central location	1	7.1 %
family	1	7.1 %
Cities improvements have attracted more homeless with no plan on solving the issue.	1	7.1 %
We have been doing a continued search for the past year with plans to relocate within the next two years. Sadly, we have not been able to locate a satisfactory location and have begun to search outside Henderson. We and two other small businesses have shown interest in areas like 'Site A' for development but have been ignored in favor of big out of state companies like Watermark, which leaves me wondering as a small businessman whether my future lies in Henderson as I try to grow. Public Parking also is an issue that seems to consistently get ignored by Henderson in the Water Street Corridor. That said, I still have high hopes that Water Street will continue to value small business and not turn into Water'mark' street.	1	7.1 %
Professional and personal reasons	1	7.1 %
Expand for distribution hub centrally located	1	7.1 %
Henderson has way to many restrictions for running a business here. In fact I was told my business that closed is now being audited by henderson.	1	7.1 %
Henderson Executive Airport is not friendly to general aviation businesses.	1	7.1 %
Proximity to family	1	7.1 %
easier license process	1	7.1 %
Stop the theft that you call taxes for a simple one person business.	1	7.1 %
Warehouse space	1	7.1 %
Over OVER regulated inspected hassled and bothered. Henderson employees act like they are above it all and they act as if they own my store. Condescending attitude all the time	1	7.1 %
Total	14	100.0 %

Q13-4a. Decreasing employment--Please indicate the anticipated number of layoffs

Please indicate the anticipated number of layoffs.	Number	Percent
2	2	40.0 %
1	1	20.0 %
5	1	20.0 %
3	1	20.0 %
Total	5	100.0 %

Q13-5a. Increasing employment--Please indicate the anticipated number of new hires

Please indicate the anticipated number of new hires.	Number	Percent
2	21	19.8 %
3	21	19.8 %
10	12	11.3 %
5	12	11.3 %
1	10	9.4 %
15	6	5.7 %
6	6	5.7 %
4	5	4.7 %
20	4	3.8 %
8	1	0.9 %
9	1	0.9 %
30	1	0.9 %
18	1	0.9 %
75	1	0.9 %
35	1	0.9 %
25	1	0.9 %
150	1	0.9 %
100	1	0.9 %
Total	106	100.0 %

Q13-5b. Increasing employment--HOURLY Wage Level

What will the HOURLY Wage Level be?	Number	Percent
\$20	13	13.1 %
\$15	10	10.1 %
\$25	8	8.1 %
\$18	7	7.1 %
prefer to not disclose	5	5.1 %
\$17	3	3.0 %
\$11	2	2.0 %
15-18	2	2.0 %
\$40	2	2.0 %
\$16	2	2.0 %
\$13	2	2.0 %
20	2	2.0 %
\$35	2	2.0 %
varies	1	1.0 %
\$10	1	1.0 %
22	1	1.0 %
Competitive	1	1.0 %
\$18-22	1	1.0 %
\$40-\$50	1	1.0 %
20-30\$	1	1.0 %
13 -15	1	1.0 %
\$18 to \$30 Depending on experience	1	1.0 %
\$18-21	1	1.0 %
50-75	1	1.0 %
\$15/hr or more	1	1.0 %
15-35 hr	1	1.0 %
15-45	1	1.0 %
\$30	1	1.0 %
\$14-\$22	1	1.0 %
\$14	1	1.0 %
\$12-\$14/hr	1	1.0 %
25+	1	1.0 %
\$12+	1	1.0 %
\$19-23/ hour	1	1.0 %
\$15 min	1	1.0 %
\$18-\$22	1	1.0 %
Market	1	1.0 %
35k-180k	1	1.0 %
\$15 to \$55 depending on position.	1	1.0 %
15-25	1	1.0 %
20-22	1	1.0 %
20-25	1	1.0 %
18	1	1.0 %
10.50-16	1	1.0 %
16-60	1	1.0 %
\$20-\$30 depending on skills	1	1.0 %
\$15/hour	1	1.0 %

Q13-5b. Increasing employment--HOURLY Wage Level

What will the HOURLY Wage Level be?	Number	Percent
15 to 45 dollars per hour	1	1.0 %
prevailing min	1	1.0 %
18.50-23.00	1	1.0 %
10 to 15	1	1.0 %
\$20 our hour plus	1	1.0 %
Total	99	100.0 %

Q13-6a. Closing--Why?

Why will your business be closing?	Number	Percent
Retirement	5	31.3 %
NOT MAKING ENOUGH PROFIT TO MAINTAIN EXPENSES	1	6.3 %
The cost of doing business has exceeded the 9% inflation rate and we can't hire people willing to work. We are competing against unlicensed and uninsured contractors.	1	6.3 %
Lack of support in the industry.	1	6.3 %
There has been a shift in the type of art work that sells.	1	6.3 %
health	1	6.3 %
Possible retirement.	1	6.3 %
I plan to retire in 2026	1	6.3 %
Business environment federal	1	6.3 %
Lawsuit among business partners for theft and embezzlement	1	6.3 %
No longer interested	1	6.3 %
can't find good people to work and all the regulations is killing us.	1	6.3 %
Total	16	100.0 %

Q14. Is your business currently experiencing any supply chain disruptions?

Q14. Is your business currently experiencing any supply chain disruptions?	Number	Percent
Yes	144	35.8 %
No	253	62.9 %
Not provided	5	1.2 %
Total	402	100.0 %

WITHOUT "NOT PROVIDED"**Q14. Is your business currently experiencing any supply chain disruptions? (without "not provided")**

Q14. Is your business currently experiencing any supply chain disruptions?	Number	Percent
Yes	144	36.3 %
No	253	63.7 %
Total	397	100.0 %

Q14a. If yes, please rate the level of disruption your business is experiencing.

Q14a. Please rate the level of disruption your business is experiencing.	Number	Percent
Minimal	34	23.6 %
Moderate	92	63.9 %
Severe	17	11.8 %
Not provided	1	0.7 %
Total	144	100.0 %

WITHOUT "NOT PROVIDED"**Q14a. If yes, please rate the level of disruption your business is experiencing. (without "not provided")**

Q14a. Please rate the level of disruption your business is experiencing.	Number	Percent
Minimal	34	23.8 %
Moderate	92	64.3 %
Severe	17	11.9 %
Total	143	100.0 %

Q15. How important is the availability of broadband or other high-speed internet service in Henderson to your business?

Q15. How important is the availability of
broadband or other high-speed internet service in
Henderson to your business?

	Number	Percent
Not Important	10	2.5 %
Somewhat Important	49	12.2 %
Very Important	331	82.3 %
Don't Know	12	3.0 %
Total	402	100.0 %

WITHOUT "DON'T KNOW"

Q15. How important is the availability of broadband or other high-speed internet service in Henderson to your business? (without "don't know")

Q15. How important is the availability of
broadband or other high-speed internet service in
Henderson to your business?

	Number	Percent
Not Important	10	2.6 %
Somewhat Important	49	12.6 %
Very Important	331	84.9 %
Total	390	100.0 %

Q16. Have you experienced challenges with accessing high-speed internet service for your business location(s)?

Q16. Have you experienced challenges with
accessing high-speed internet service for your
business location(s)?

	Number	Percent
Yes	154	38.3 %
No	221	55.0 %
Don't Know	27	6.7 %
Total	402	100.0 %

WITHOUT "DON'T KNOW"

Q16. Have you experienced challenges with accessing high-speed internet service for your business location(s)? (without "don't know")

Q16. Have you experienced challenges with
accessing high-speed internet service for your
business location(s)?

	Number	Percent
Yes	154	41.1 %
No	221	58.9 %
Total	375	100.0 %

Q17. What types of City data would your business like to see more readily available?

What types of City data would your business like
to see more readily available?

	Number	Percent
Business Licensing Data	108	26.9 %
Permitting Data	79	19.7 %
City Project Data	84	20.9 %
Code Enforcement Data	55	13.7 %
Crime Data	125	31.1 %
City Demographic Data	118	29.4 %
Other	7	1.7 %
None	172	42.8 %
Total	748	

WITHOUT "NONE"**Q17. What types of City data would your business like to see more readily available? (without "none")**

What types of City data would your business like
to see more readily available?

	Number	Percent
Business Licensing Data	105	45.7 %
Permitting Data	79	34.3 %
City Project Data	82	35.7 %
Code Enforcement Data	54	23.5 %
Crime Data	122	53.0 %
City Demographic Data	118	51.3 %
Other	7	3.0 %
Total	567	

Q17-7. Other

Q17-7 Please define	Number	Percent
grants	1	14.3 %
More options for internet.	1	14.3 %
We would like the City to help with a business referral system and we would also like to be notified of new businesses in town.	1	14.3 %
number of employees, types of vendor services	1	14.3 %
Was not notified of propped zoning/CUP changes in order to provide comments. Instead, I was told during an inspection that new CUPs have been implemented and may affect my business! TOTALLY BLIND SIDED! Assuming I am grandfathered in but no one in planning dept can give me an answer so I am continuing to conduct business as usual.	1	14.3 %
planning dept is horrible	1	14.3 %
Any and all data collected by any government should be easily accessible to the people. Business or not.	1	14.3 %
Total	7	100.0 %

Q18. Southern Nevada has been in a drought for the last two decades and continues to invest in programs to enable commercial water users like businesses to conserve. Please rate the importance of the following actions that could be taken to help with conservation efforts at your business using a scale of 1 to 4, where 4 means "Very Important" and 1 means "Unimportant."

(N=402)

	Very Important	Important	Neutral	Unimportant	Don't Know
On-line visibility to your current (daily, month-to-date, etc.) water consumption data	23.1%	29.6%	21.6%	11.9%	13.7%
Early notification (via text or call) of unusual patterns that may indicate leaks or breaks within your system	50.5%	26.4%	7.5%	4.7%	10.9%
Access to more educational materials on creating sustainable and attractive areas in the desert	19.4%	25.9%	24.6%	14.7%	15.4%
Increased information on rebates currently available for turf removal, smart irrigation controllers and other tools that help with conservation	24.6%	25.4%	19.7%	12.2%	18.2%

WITHOUT "DON'T KNOW"

Q18. Southern Nevada has been in a drought for the last two decades and continues to invest in programs to enable commercial water users like businesses to conserve. Please rate the importance of the following actions that could be taken to help with conservation efforts at your business using a scale of 1 to 4, where 4 means "Very Important" and 1 means "Unimportant." (without "don't know")

(N=402)

	Very Important	Important	Neutral	Unimportant
On-line visibility to your current (daily, month-to-date, etc.) water consumption data	26.8%	34.3%	25.1%	13.8%
Early notification (via text or call) of unusual patterns that may indicate leaks or breaks within your system	56.7%	29.6%	8.4%	5.3%
Access to more educational materials on creating sustainable and attractive areas in the desert	22.9%	30.6%	29.1%	17.4%
Increased information on rebates currently available for turf removal, smart irrigation controllers and other tools that help with conservation	30.1%	31.0%	24.0%	14.9%

Q19. The following actions may be considered as ways to encourage additional conservation and ensure water remains available for Henderson businesses and residents. Please indicate if your business will be affected by any of the following.

Please indicate if your business will be affected by
any of the following

	Number	Percent
Limits on certain types of water uses	88	21.9 %
Increases in water rates for the highest volume customers	105	26.1 %
Requirements for the highest volume customers to off-set a portion of water usage	83	20.6 %
Mandatory switch to more water-friendly types of grass	83	20.6 %
Ban on ornamental water features	63	15.7 %
Ban on septic systems	26	6.5 %
Total	448	

Q19a. If you answered YES to any of the above, please rate the anticipated overall degree of impact on your business.

Q19a. Please rate the anticipated overall degree
of impact on your business from the actions
outlined in Question 19.

	Number	Percent
Minimal	95	23.6 %
Moderate	83	20.6 %
Severe	18	4.5 %
Not provided	206	51.2 %
Total	402	100.0 %

WITHOUT "NOT PROVIDED"

Q19a. If you answered YES to any of the above, please rate the anticipated overall degree of impact on your business. (without "not provided")

Q19a. Please rate the anticipated overall degree
of impact on your business from the actions
outlined in Question 19.

	Number	Percent
Minimal	95	48.5 %
Moderate	83	42.3 %
Severe	18	9.2 %
Total	196	100.0 %

Q20. If you currently have teleworking employees, approximately what percentage of your workforce do they represent?

Q20. If you currently have teleworking employees, approximately what percentage of your workforce do they represent?

	Number	Percent
No employees are teleworking	262	65.2 %
1-25% teleworking	54	13.4 %
26-50% teleworking	12	3.0 %
51-75% teleworking	6	1.5 %
76-100% teleworking	25	6.2 %
Not provided	43	10.7 %
Total	402	100.0 %

WITHOUT "NOT PROVIDED"

Q20. If you currently have teleworking employees, approximately what percentage of your workforce do they represent? (without "not provided")

Q20. If you currently have teleworking employees, approximately what percentage of your workforce do they represent?

	Number	Percent
No employees are teleworking	262	73.0 %
1-25% teleworking	54	15.0 %
26-50% teleworking	12	3.3 %
51-75% teleworking	6	1.7 %
76-100% teleworking	25	7.0 %
Total	359	100.0 %

Q21. Is your company considering changing its physical footprint?

Is your company considering changing its physical footprint?

	Number	Percent
Actively considering increase now	24	6.0 %
Will likely consider increasing in the future	56	13.9 %
Actively considering decreasing now	9	2.2 %
Will likely consider decreasing in the future	14	3.5 %
None	299	74.4 %
Total	402	

WITHOUT "NONE"**Q21. Is your company considering changing its physical footprint? (without "none")**

Is your company considering changing its physical footprint?

	Number	Percent
Actively considering increase now	24	23.3 %
Will likely consider increasing in the future	55	53.4 %
Actively considering decreasing now	9	8.7 %
Will likely consider decreasing in the future	13	12.6 %
Total	101	

Q22. How long has your business/organization been located in Henderson, Nevada?

Q22. How long has your business/organization
been located in Henderson, Nevada?

	Number	Percent
Less than one year	12	3.0 %
1-2 years	31	7.7 %
3-5 years	77	19.2 %
6-10 years	73	18.2 %
11-20 years	124	30.8 %
21 or more years	82	20.4 %
Not provided	3	0.7 %
Total	402	100.0 %

WITHOUT "NOT PROVIDED"**Q22. How long has your business/organization been located in Henderson, Nevada? (without "not provided")**

Q22. How long has your business/organization
been located in Henderson, Nevada?

	Number	Percent
Less than one year	12	3.0 %
1-2 years	31	7.8 %
3-5 years	77	19.3 %
6-10 years	73	18.3 %
11-20 years	124	31.1 %
21 or more years	82	20.6 %
Total	399	100.0 %

Q23. Approximately how many employees does your organization employ in Henderson, Nevada?

Q23. Approximately how many employees does your organization employ in Henderson, Nevada?	Number	Percent
Less than 10	274	68.2 %
10-24	65	16.2 %
25-49	31	7.7 %
50-99	11	2.7 %
100-249	5	1.2 %
250-499	1	0.2 %
Not provided	15	3.7 %
Total	402	100.0 %

WITHOUT "NOT PROVIDED"**Q23. Approximately how many employees does your organization employ in Henderson, Nevada? (without "not provided")**

Q23. Approximately how many employees does your organization employ in Henderson, Nevada?	Number	Percent
Less than 10	274	70.8 %
10-24	65	16.8 %
25-49	31	8.0 %
50-99	11	2.8 %
100-249	5	1.3 %
250-499	1	0.3 %
Total	387	100.0 %

Q24. Does your company have more than one location in Southern Nevada?

Q24. Does your company have more than one
location in Southern Nevada?

	Number	Percent
No	325	80.8 %
Yes, 2-5 locations	57	14.2 %
Yes, 6 or more locations	14	3.5 %
Not provided	6	1.5 %
Total	402	100.0 %

WITHOUT "NOT PROVIDED"**Q24. Does your company have more than one location in Southern Nevada? (without "not provided")**

Q24. Does your company have more than one
location in Southern Nevada?

	Number	Percent
No	325	82.1 %
Yes, 2-5 locations	57	14.4 %
Yes, 6 or more locations	14	3.5 %
Total	396	100.0 %

Q25. Do you lease or own your facility?

Q25 Do you lease or own your facility?

	Number	Percent
Own	108	26.9 %
Lease	194	48.3 %
Home-based	79	19.7 %
Not provided	21	5.2 %
Total	402	100.0 %

WITHOUT "NOT PROVIDED"**Q25. Do you lease or own your facility? (without "not provided")**

Q25 Do you lease or own your facility?

	Number	Percent
Own	108	28.3 %
Lease	194	50.9 %
Home-based	79	20.7 %
Total	381	100.0 %

Q26. Have you done business with the city as a vendor or a contractor?

Q26. Have you done business with the City as a
vendor or contractor?

	Number	Percent
Yes	78	19.4 %
No	310	77.1 %
Not provided	14	3.5 %
Total	402	100.0 %

WITHOUT "NOT PROVIDED"**Q26. Have you done business with the city as a vendor or a contractor? (without "not provided")**

Q26. Have you done business with the City as a
vendor or contractor?

	Number	Percent
Yes	78	20.1 %
No	310	79.9 %
Total	388	100.0 %

Q27. Which of the following best describes your business/organization's sector?

Q27. Which of the following best describes your
business/organization's sector?

	Number	Percent
Tourism and Hospitality	13	3.2 %
Mining	1	0.2 %
Utilities	2	0.5 %
Construction	27	6.7 %
Communications	3	0.7 %
Manufacturing	16	4.0 %
Wholesale Trade	11	2.7 %
Retail Trade	43	10.7 %
Transportation and Warehousing	7	1.7 %
Information	1	0.2 %
Finance and Insurance	15	3.7 %
Gaming	1	0.2 %
Real Estate and Rental Leasing	24	6.0 %
Professional, Scientific, and Technical Services	48	11.9 %
Management of Companies and Enterprises	6	1.5 %
Waste Management, Remediation Services	2	0.5 %
Educational Services	13	3.2 %
Health Care and Social Assistance	70	17.4 %
Arts, Entertainment, and Recreation	20	5.0 %
Accommodation and Food Services	11	2.7 %
Other Services	55	13.7 %
Not provided	13	3.2 %
Total	402	100.0 %

WITHOUT "NOT PROVIDED"**Q27. Which of the following best describes your business/organization's sector? (without "not provided")**

Q27. Which of the following best describes your business/organization's sector?	Number	Percent
Tourism and Hospitality	13	3.3 %
Mining	1	0.3 %
Utilities	2	0.5 %
Construction	27	6.9 %
Communications	3	0.8 %
Manufacturing	16	4.1 %
Wholesale Trade	11	2.8 %
Retail Trade	43	11.1 %
Transportation and Warehousing	7	1.8 %
Information	1	0.3 %
Finance and Insurance	15	3.9 %
Gaming	1	0.3 %
Real Estate and Rental Leasing	24	6.2 %
Professional, Scientific, and Technical Services	48	12.3 %
Management of Companies and Enterprises	6	1.5 %
Waste Management, Remediation Services	2	0.5 %
Educational Services	13	3.3 %
Health Care and Social Assistance	70	18.0 %
Arts, Entertainment, and Recreation	20	5.1 %
Accommodation and Food Services	11	2.8 %
Other Services	55	14.1 %
Total	389	100.0 %

Q27-23. Other Services

Q27-23 Please define	Number	Percent
Non-profit	3	5.5 %
Church	2	3.6 %
Janitorial	1	1.8 %
convention services	1	1.8 %
Aftermarket car customization	1	1.8 %
Home maintenance. Handy man for around people's homes.	1	1.8 %
Pet sitter	1	1.8 %
notary, tax, bookkeeping	1	1.8 %
Beauty salon	1	1.8 %
Printing	1	1.8 %
Veterans organization	1	1.8 %
We sell AEDs, Monitors, batteries, etc	1	1.8 %
barbershop	1	1.8 %
Beauty Salon	1	1.8 %
auto car repair	1	1.8 %
Online greeting cards & relationship marketing for personal & business use.	1	1.8 %
Landscape contractor and maintenance.	1	1.8 %
Auto repair service.	1	1.8 %
We are a Small Brewery (light manufacturing) AND a tasting room (hospitality).	1	1.8 %
Behavior modification (counseling) for youth and adults at risk.	1	1.8 %
Vehicle Storage	1	1.8 %
pest control/pigeon control	1	1.8 %
Photographer	1	1.8 %
tennis training	1	1.8 %
body shop, auto repair	1	1.8 %
Photography	1	1.8 %
Video production and virtual production including live-streaming	1	1.8 %
Animal Care Provider/Pet-sitting	1	1.8 %
Mechanics shop	1	1.8 %
Maintenance/service/ manufacturer of firearms and training	1	1.8 %
Religious non profit organization	1	1.8 %
Storage facility	1	1.8 %
Business Marketing Products and Services i.e. Building Signs, Banners, Interior signs, printed matter (business cards, brochures, flyers) promotional materials, logo decals, vehicle graphics.	1	1.8 %
Wellness / personal services	1	1.8 %
consulting	1	1.8 %
Financial Service provider in Fintech and Healthcare	1	1.8 %
SELL AEDS, MONITORS	1	1.8 %
canine hydrotherapy and massage	1	1.8 %

Q27-23. Other Services

Q27-23 Please define	Number	Percent
Massage Boutique	1	1.8 %
Aviation	1	1.8 %
Swimming pool maintenance & repair	1	1.8 %
Health and Fitness - Pilates	1	1.8 %
Personal services	1	1.8 %
Counseling	1	1.8 %
IT: Custom Computer Programming, Server Management, Website Management.	1	1.8 %
beauty	1	1.8 %
Service	1	1.8 %
Metal Finishing - Polishing & Powder Coating	1	1.8 %
Staffing	1	1.8 %
Fitness facility for members only	1	1.8 %
Petroleum based products service and repair	1	1.8 %
Education Consulting	1	1.8 %
Total	55	100.0 %

Q28. Is your business a minority-owned or woman-owned business?

Q28[01]. Is your business a minority-owned or woman-owned business? [Minority-owned]	Number	Percent
Minority-owned	73	18.2 %
Woman-owned	142	35.3 %
Both Minority and Woman-Owned	33	8.2 %
Total	248	

Q29. Which of the following best describes your business/organization's sector?

Q29. Which of the following best describes your position with your business?

	Number	Percent
Owner/CEO	288	71.6 %
CFO	14	3.5 %
Manager	69	17.2 %
Other	21	5.2 %
Not Provided	10	2.5 %
Total	402	100.0 %

WITHOUT "NOT PROVIDED"**Q29. Which of the following best describes your business/organization's sector? (without "not provided")**

Q29. Which of the following best describes your position with your business?

	Number	Percent
Owner/CEO	288	73.5 %
CFO	14	3.6 %
Manager	69	17.6 %
Other	21	5.4 %
Total	392	100.0 %

Q29-4. Other

Q29x4 Please define	Number	Percent
Office manager	4	21.1 %
OFFICE ADMINISTRATOR	1	5.3 %
DIRECTOR	1	5.3 %
Lead	1	5.3 %
Managing Partner	1	5.3 %
treatment coordinator	1	5.3 %
Business Administrator	1	5.3 %
Controller	1	5.3 %
Partner	1	5.3 %
President	1	5.3 %
Bookkeeper/Financial Manager	1	5.3 %
Pastor	1	5.3 %
Operations Supervisor	1	5.3 %
Business Development	1	5.3 %
Executive Director	1	5.3 %
Partner/Owner	1	5.3 %
Total	19	100.0 %

Q30. Is your personal residence in Henderson?

Q30. Is your personal residence in Henderson?	Number	Percent
Yes	314	78.1 %
No	76	18.9 %
Not provided	12	3.0 %
Total	402	100.0 %

WITHOUT "NOT PROVIDED"**Q30. Is your personal residence in Henderson? (without "not provided")**

Q30. Is your personal residence in Henderson?	Number	Percent
Yes	314	80.5 %
No	76	19.5 %
Total	390	100.0 %

Q31. What is the ZIP code of your business?

Q31. What is the ZIP code of your business?	Number	Percent
89002	34	8.5 %
89011	45	11.2 %
89012	31	7.7 %
89014	59	14.7 %
89015	51	12.7 %
89044	16	4.0 %
89052	87	21.6 %
89074	65	16.2 %
89123	8	2.0 %
89183	2	0.5 %
99998	4	1.0 %
Total	402	100.0 %



Survey Instrument



October 2022

Dear Henderson Business Leader:

Your business has been selected to take part in the City of Henderson's 2022 business survey. This official government survey seeks to ensure that the City of Henderson's strategic priorities are aligned with the needs of local businesses. Your feedback is also critical to helping us improve the services and programs available to our business community.

The responses you provide will be used in determining how specific City resources are best allocated and in identifying areas in need of additional attention. We recognize that this survey takes time to complete, but each answer you provide helps inform City leaders about the services, programs and projects that are important to your business and allows us to better serve you.

Please use the enclosed pre-paid envelope to return your completed survey or you may instead choose to complete the survey online at hendersonbusinesssurvey.org. Your responses will remain confidential.

Please do not hesitate to contact the City of Henderson Government and Public Affairs Department at (702) 267-2057 should you have any questions related to this survey that is being administered at the City's request by ETC Institute.

For other questions related to your specific business, please contact the City's Director of Economic Development, Jared Smith at cohecon@cityofhenderson.com.

Thank you for taking the time to help us build the brightest possible future for the City of Henderson and for making our premier community an even better place for businesses to call home.

Sincerely,

A handwritten signature in dark ink that reads "Debra March". The signature is fluid and cursive, with the first name "Debra" and last name "March" clearly distinguishable.

Debra March
Mayor

2022 Henderson, Nevada Business Survey

This survey is sponsored by the City of Henderson, Nevada and is designed to gather information to improve the services provided to Henderson businesses. If you have questions, please call 702-267-1650 or email cohecon@cityofhenderson.com for clarification. Your responses are confidential.

Part 1: Perceptions of the Community

1. How would you rate Henderson, Nevada overall as a place to do business?

☐ (5) Excellent ☐ (3) Average ☐ (1) Poor
☐ (4) Good ☐ (2) Below average ☐ (9) Don't know

2. Several items that may influence your perception of the City of Henderson, Nevada are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of services provided by the City	5	4	3	2	1	9
02. Overall image of the City	5	4	3	2	1	9
03. Overall quality of life in the City	5	4	3	2	1	9
04. Overall planning and layout of the City	5	4	3	2	1	9
05. Quality of new development in the City	5	4	3	2	1	9
06. Overall quality of the education system within the City	5	4	3	2	1	9
07. Overall feeling of safety in the City	5	4	3	2	1	9
08. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
09. Overall safety in the area where your business is located	5	4	3	2	1	9
10. Physical appearance of the area where your business is located	5	4	3	2	1	9
11. Overall availability of public transit in the City	5	4	3	2	1	9
12. Overall ease of car travel in the City	5	4	3	2	1	9
13. Overall public amenities and public spaces in the City	5	4	3	2	1	9

Part 2: City Service Delivery

3. Do you think that the City of Henderson is business friendly?

☐ (1) Yes ☐ (2) No ☐ (9) Don't know

4. Please rate the following items based on your interactions with City of Henderson employees using a scale of 1 to 4, where 4 means "Excellent" and 1 means "Poor."

Interactions	Excellent	Good	Average	Poor	Don't Know
1. Ease of contacting City employees	4	3	2	1	9
2. Timeliness of response	4	3	2	1	9
3. Courtesy	4	3	2	1	9
4. Competency in handling the issue	4	3	2	1	9
5. Professionalism	4	3	2	1	9

5. Please indicate if your business has used each of the services, departments, and programs listed below over the past TWO years. If "Yes," rate your overall satisfaction with these City services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Service/Department/Program		Has your business used this service over the past 2 years?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Development and Community Services									
01.	Building permits	Yes	No	5	4	3	2	1	9
02.	Business licensing	Yes	No	5	4	3	2	1	9
03.	Development review	Yes	No	5	4	3	2	1	9
04.	Regulated Industries licensing/inspections	Yes	No	5	4	3	2	1	9
05.	Contact Henderson App	Yes	No	5	4	3	2	1	9
06.	Website usefulness (cityofhenderson.com)	Yes	No	5	4	3	2	1	9
07.	Economic development website usefulness (hendersonnow.com)	Yes	No	5	4	3	2	1	9
Public Safety Services									
08.	Police - crime/safety response	Yes	No	5	4	3	2	1	9
09.	Ambulance - medical emergency response	Yes	No	5	4	3	2	1	9
10.	Fire incident response	Yes	No	5	4	3	2	1	9
11.	Fire inspection	Yes	No	5	4	3	2	1	9
12.	Municipal Court	Yes	No	5	4	3	2	1	9
13.	Code enforcement	Yes	No	5	4	3	2	1	9
Infrastructure									
14.	Water and wastewater services	Yes	No	5	4	3	2	1	9
15.	Street maintenance	Yes	No	5	4	3	2	1	9
16.	Sidewalk maintenance	Yes	No	5	4	3	2	1	9
17.	Parks and recreation facilities	Yes	No	5	4	3	2	1	9

Part 3: Workforce Issues

6. Please rate the following items concerning the workforce in Henderson using a scale of 1 to 4, where 4 means "Excellent" and 1 means "Poor."

Workforce		Excellent	Good	Average	Poor	Don't Know
1.	The availability of workers	4	3	2	1	9
2.	The quality of workers	4	3	2	1	9
3.	The stability of workers	4	3	2	1	9
4.	The education/technical skills of workers	4	3	2	1	9

7. Which TWO of the items listed in Question 6 are MOST IMPORTANT in your decision to stay in Henderson, Nevada? [Write in your answers below using the numbers from the list in Question 6, or circle "NONE."]

1st: _____ 2nd: _____ NONE

8. Jobs and Economic Development: Please rate your overall satisfaction with these programs using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Programs		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Job opportunities available within the city limits of Henderson	5	4	3	2	1	9
2.	Ability for residents of Henderson to obtain training opportunities to advance their career	5	4	3	2	1	9
3.	Support for entrepreneurs and small business owners available in Henderson	5	4	3	2	1	9
4.	Access by businesses to a trained workforce to fill employment vacancies	5	4	3	2	1	9

Part 4: Business Assistance Programs

9. For the last FIVE years, please indicate the sources of funding for your business needs. [Check all that apply.]

- | | | |
|-----------------------------------------------------|-------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> (1) Personal savings | <input type="checkbox"/> (4) Working capital | <input type="checkbox"/> (7) Government grants/funding |
| <input type="checkbox"/> (2) Loans - family/friends | <input type="checkbox"/> (5) Asset backed loans | <input type="checkbox"/> (8) Equity financing |
| <input type="checkbox"/> (3) Bank loans | <input type="checkbox"/> (6) Credit cards | <input type="checkbox"/> (9) Not needed |

10. Please indicate if you are aware of and if you have used each of the following business assistance programs. Next, please rate your overall satisfaction with these programs using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Business Assistance Programs	Are you aware of this program?		Have you used this program?		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
	Yes	No	Yes	No	5	4	3	2	1	9
1. Site location assistance	Yes	No	Yes	No	5	4	3	2	1	9
2. Assistance with navigating City departments	Yes	No	Yes	No	5	4	3	2	1	9
3. Small business resource referrals	Yes	No	Yes	No	5	4	3	2	1	9
4. Business licensing assistance	Yes	No	Yes	No	5	4	3	2	1	9
5. Courtesy concept plan review for new construction	Yes	No	Yes	No	5	4	3	2	1	9
6. Access to workforce training resources	Yes	No	Yes	No	5	4	3	2	1	9

11. Which TWO of the following are your preferred methods of getting information about business assistance programs?

- | | | |
|---------------------------------------------|---------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> (1) Email | <input type="checkbox"/> (3) Social media | <input type="checkbox"/> (5) Hendersonnow.com website |
| <input type="checkbox"/> (2) Personal visit | <input type="checkbox"/> (4) Newsletter (emailed) | <input type="checkbox"/> (6) Text/SMS |

Part 5: Future Plans

12. In the next TWENTY-FOUR months, will your business need to do any of the following? [Check all that apply.]

- | | |
|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <input type="checkbox"/> (1) Obtain financial assistance or capital | <input type="checkbox"/> (5) Identify new supply chain options |
| <input type="checkbox"/> (2) Learn how to better provide for the safety of customers and employees | <input type="checkbox"/> (6) Identify and hire new employees |
| <input type="checkbox"/> (3) Develop online sales or websites | <input type="checkbox"/> (7) Permanently close this business |
| <input type="checkbox"/> (4) Increase marketing or sales | <input type="checkbox"/> (8) Access training for workers [Answer Q12a.] |
| | <input type="checkbox"/> (9) None of the above |

12a. If you answered YES to item 8 in Question 12, please list the type(s) of worker training needed, if any:

13. In the next THREE to FIVE years, is your business planning to do any of the following? [Check all that apply.]

- ☐ (1) Expanding/renovating your facility in its current location
☐ (2) Relocating to another location in Henderson, Nevada
 (Where? _____ Why? _____)
☐ (3) Relocating to another location outside Henderson, Nevada
 (What city/where? _____ Why? _____)
☐ (4) Decreasing employment
 (Please indicate the anticipated number of layoffs: _____)
☐ (5) Increasing employment
 (Please indicate the anticipated number of new hires: _____ HOURLY Wage Level: _____)
☐ (6) Closing
 (Why? _____)
☐ (7) No plans at present to do any of these

PART 6: Miscellaneous

14. Is your business currently experiencing any supply chain disruptions?

☐ (1) Yes ☐ (2) No

14a. If yes, please rate the level of disruption your business is experiencing.

☐ (1) Minimal ☐ (2) Moderate ☐ (3) Severe

15. How important is the availability of broadband or other high-speed internet service in Henderson to your business?

☐ (3) Very Important ☐ (2) Somewhat Important ☐ (1) Not Important ☐ (9) Don't know

16. Have you experienced challenges with accessing high-speed internet service for your business location(s)?

☐ (1) Yes ☐ (2) No ☐ (9) Don't know

17. What types of City data would your business like to see more readily available? [Check all that apply.]

- ☐ (1) Business Licensing Data ☐ (5) Crime Data
☐ (2) Permitting Data ☐ (6) City Demographic Data
☐ (3) City Project Data ☐ (7) Other: _____
☐ (4) Code Enforcement Data ☐ (8) None

18. Southern Nevada has been in a drought for the last two decades and continues to invest in programs to enable commercial water users like businesses to conserve. Please rate the importance of the following actions that could be taken to help with conservation efforts at your business using a scale of 1 to 4, where 4 means "Very Important" and 1 means "Unimportant."

Conservation Actions		Very Important	Important	Neutral	Unimportant	Don't Know
1.	On-line visibility to your current (daily, month-to-date, etc.) water consumption data	4	3	2	1	9
2.	Early notification (via text or call) of unusual patterns that may indicate leaks or breaks within your system	4	3	2	1	9
3.	Access to more educational materials on creating sustainable and attractive areas in the desert	4	3	2	1	9
4.	Increased information on rebates currently available for turf removal, smart irrigation controllers and other tools that help with conservation	4	3	2	1	9

19. The following actions may be considered as ways to encourage additional conservation and ensure water remains available for Henderson businesses and residents. Please indicate if your business will be affected by any of the following. *[Check all that apply.]*
- ☐ (1) Limits on certain types of water uses (examples: commercial bottling, evaporative cooling)
☐ (2) Increases in water rates for the highest-volume customers
☐ (3) Requirements for the highest-volume customers to off-set a portion of water usage
☐ (4) Mandatory switch to more water-friendly types of grass
☐ (5) Ban on ornamental water features (examples: decorative fountains, waterfalls, ponds)
☐ (6) Ban on septic systems
- 19a. If you answered YES to any of the above, please rate the anticipated overall degree of impact on your business.
- ☐ (1) Minimal ☐ (2) Moderate ☐ (3) Severe
20. If you currently have teleworking employees, approximately what percentage of your workforce do they represent?
- ☐ (1) No employees are teleworking ☐ (3) 26-50% teleworking ☐ (5) 76-100% teleworking
☐ (2) 1-25% teleworking ☐ (4) 51-75% teleworking
21. Is your company considering changing its physical footprint? *[Check all that apply.]*
- ☐ (1) Actively considering increasing now ☐ (4) Will likely consider decreasing in the future
☐ (2) Will likely consider increasing in the future ☐ (5) None
☐ (3) Actively considering decreasing now

Part 7: Demographics

22. How long has your business/organization been located in Henderson, Nevada?
- ☐ (1) Less than one year ☐ (3) 3-5 years ☐ (5) 11-20 years
☐ (2) 1-2 years ☐ (4) 6-10 years ☐ (6) 21 or more years
23. Approximately how many employees does your organization employ in Henderson, Nevada?
- ☐ (1) Less than 10 ☐ (3) 25-49 ☐ (5) 100-249 ☐ (7) 500 or more
☐ (2) 10-24 ☐ (4) 50-99 ☐ (6) 250-499
24. Does your company have more than one location in Southern Nevada?
- ☐ (1) No ☐ (2) Yes, 2-5 locations ☐ (3) Yes, 6 or more locations
25. Do you lease or own your facility? ☐ (1) Own ☐ (2) Lease ☐ (3) Home-based
26. Have you done business with the City as a vendor or contractor? ☐ (1) Yes ☐ (2) No
27. Which of the following best describes your business/organization's sector?
- ☐ (01) Tourism and Hospitality ☐ (13) Real Estate and Rental Leasing
☐ (02) Mining ☐ (14) Professional, Scientific, and Technical Services
☐ (03) Utilities ☐ (15) Management of Companies and Enterprises
☐ (04) Construction ☐ (16) Waste Management, Remediation Services
☐ (05) Communications ☐ (17) Educational Services
☐ (06) Manufacturing ☐ (18) Health Care and Social Assistance
☐ (07) Wholesale Trade ☐ (19) Arts, Entertainment, and Recreation
☐ (08) Retail Trade ☐ (20) Accommodation and Food Services
☐ (09) Transportation and Warehousing ☐ (21) Public Administration
☐ (10) Information ☐ (22) Legal Cannabis
☐ (11) Finance and Insurance ☐ (23) Other Services: _____
☐ (12) Gaming

28. **Is your business a minority-owned or woman-owned business?** *[Check all that apply.]*
____(1) Minority-owned ____ (2) Woman-owned
29. **Which of the following best describes your position with your business?**
____(1) Owner/CEO
____(2) CFO
____(3) Manager
____(4) Other: _____
30. **Is your personal residence in Henderson?** ____ (1) Yes ____ (2) No
31. **What is the ZIP code of your business?** _____
32. **If you answered YES to one or more survey questions offering business assistance, would you like to be contacted by City of Henderson staff?**
____(1) Yes *[Please answer Q32a.]* ____ (2) No
- 32a. **Please provide the following contact information.**
Name/Business: _____
Telephone: _____
Email: _____
33. **May we also contact you in the future for your opinion on other business issues?**
____(1) Yes ____ (2) No

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential unless you elect to be contacted by City staff. The Information printed to the right will ONLY be used to help identify which areas of the City are having problems. If your address is not correct, please provide the correct information. Thank you.