



**DISCOVERY**  
**NEVADA**

INDEPENDENT MARKET RESEARCH

# **HENDERSON ENTERTAINMENT VENUE**

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## **RESIDENT SURVEY**

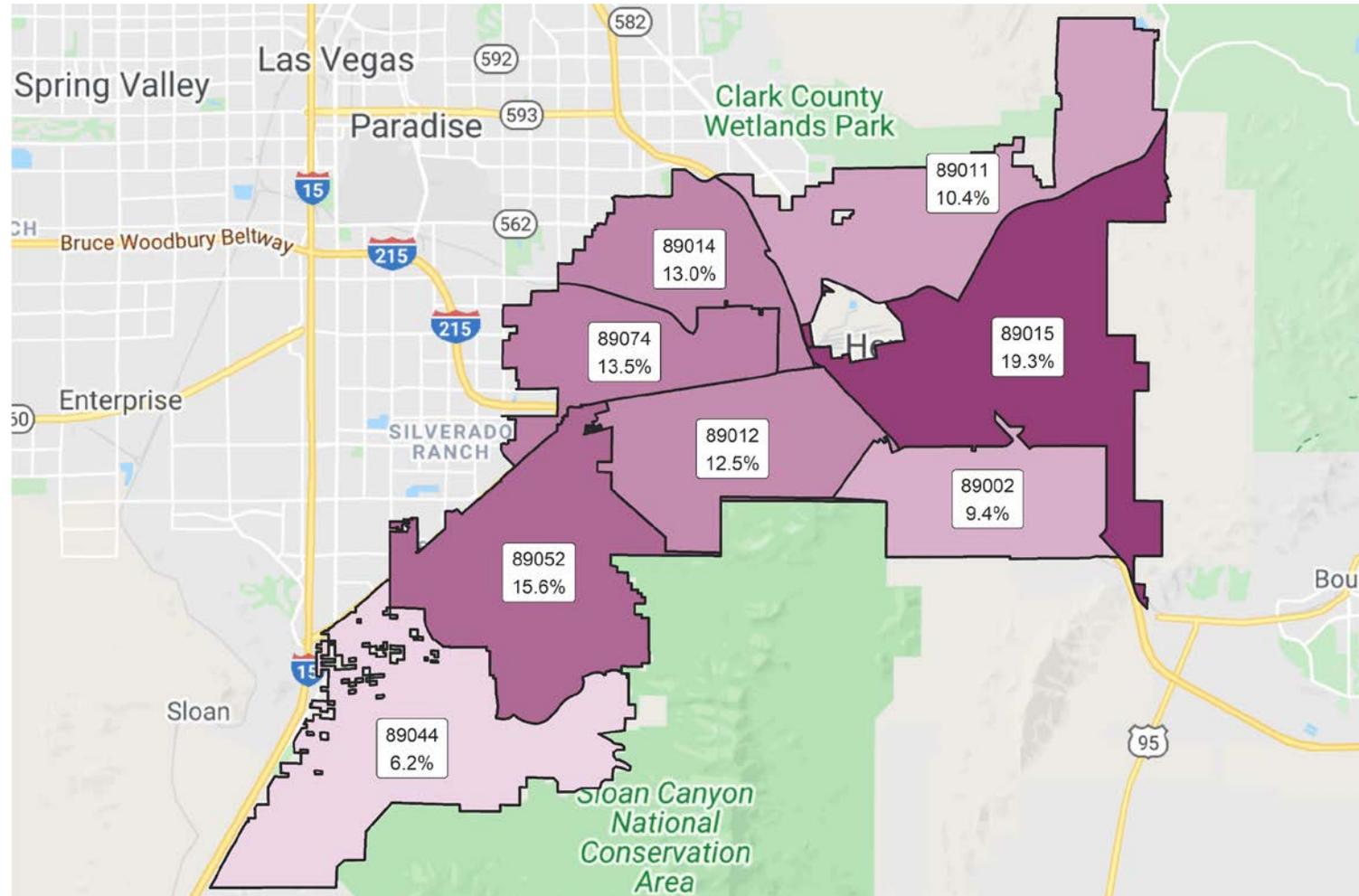
# SURVEY OVERVIEW AND RESEARCH METHODOLOGY

# Survey Overview and Research Methodology

<b>Overview</b>	The City of Henderson (“the City” or “Henderson”) is interested in obtaining information about City residents’ awareness, perceptions and impressions relative to the proposed development of an entertainment venue to be located at the existing site of the Henderson Pavilion facility near the intersection of Green Valley Parkway and Paseo Verde Parkway.
<b>General Approach</b>	Henderson residents were asked a series of questions about their knowledge of the proposed development plans, their perceptions about the project and a number of evaluation measure to gauge their level of support for the project.
<b>Survey Parameters</b>	
Timeframe	Surveys were conducted during March and April 2020
Method	A mix of web-based and telephonic approaches
Respondents	Henderson residents that are 18 years of age and older
Sample	384 completed surveys: 269 via web and 115 via telephone (mix of cellular and land lines)
Margin of Error	±5.0 percent at the 95 percent confidence interval

# Survey Overview and Research Methodology

Respondent Distribution by Zip Code



# KEY FINDINGS

# Key Findings

- A strong majority of Henderson residents (68 percent) are aware of the proposed entertainment venue at the Henderson Pavilion location. *(Page 7)*
- Once those that were not previously aware of the project (32 percent) were provided information about the project -- combined with those already aware -- approximately 71 percent of residents thought the project would be good for the City of Henderson. *(Page 8)*
- The same share (71 percent) also thought a minor league hockey team would be good for the City. *(Page 9)*
- A modest 11 percent of respondents felt the new entertainment venue would have a negative impact on their home property values (note that 15 percent of respondents were not homeowners). *(Page 11)*
- An estimated 69 percent of residents either “somewhat support” or “strongly support” the redevelopment of the Henderson Pavilion into an enclosed, 6,000-seat entertainment venue. *(Page 12)*
- At a rate of nearly two-to-one (54 percent vs. 29 percent) residents opted to spend approximately 30 percent more in a public-private partnership that would result in the development of an enclosed 6,000-seat entertainment venue capable of hosting larger entertainment options and creating a home for a minor league hockey team as opposed to enclosing the existing venue. *(Page 13)*
- Approximately one-half of residents (50 percent) have attended events at the Pavilion; two-thirds (66 percent) of households indicated that they or someone in their household would likely attend an event at least annually at the new facility. *(Page 14 and 15)*

# SURVEY RESULTS

# Question 1

Are you aware that the City of Henderson is proposing to redevelop the Henderson Pavilion, the outdoor amphitheater generally located near the intersection of Green Valley Parkway and Paseo Verde Parkway, into an enclosed, 6,000-seat entertainment venue capable of hosting a number of community events such as concerts, performances and graduations as well as a minor league hockey team?

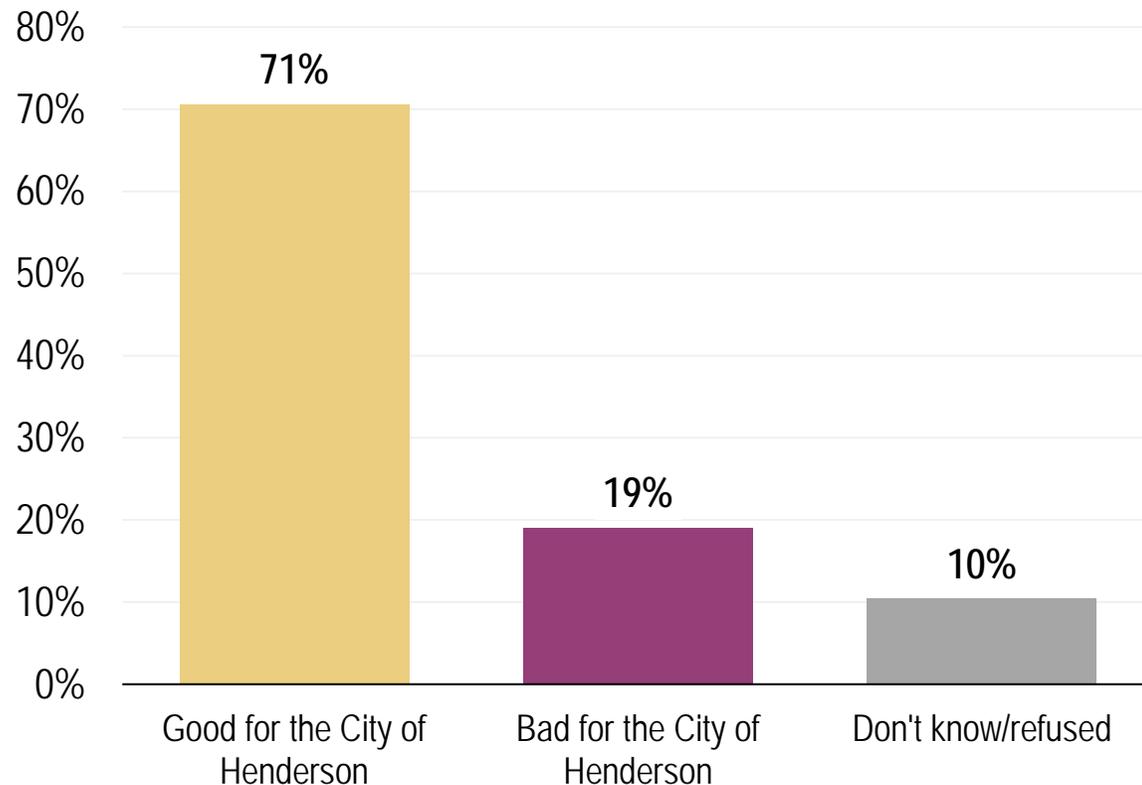
Nearly 7 out of 10 residents were aware of redevelopment plans for Henderson Pavilion



N = 384

## Question 2

In your opinion, would redeveloping the Henderson Pavilion into an enclosed, 6,000-seat entertainment venue capable of hosting community events such as concerts, performances and graduations as well as a minor league hockey team be good for the City of Henderson or bad for the City of Henderson?



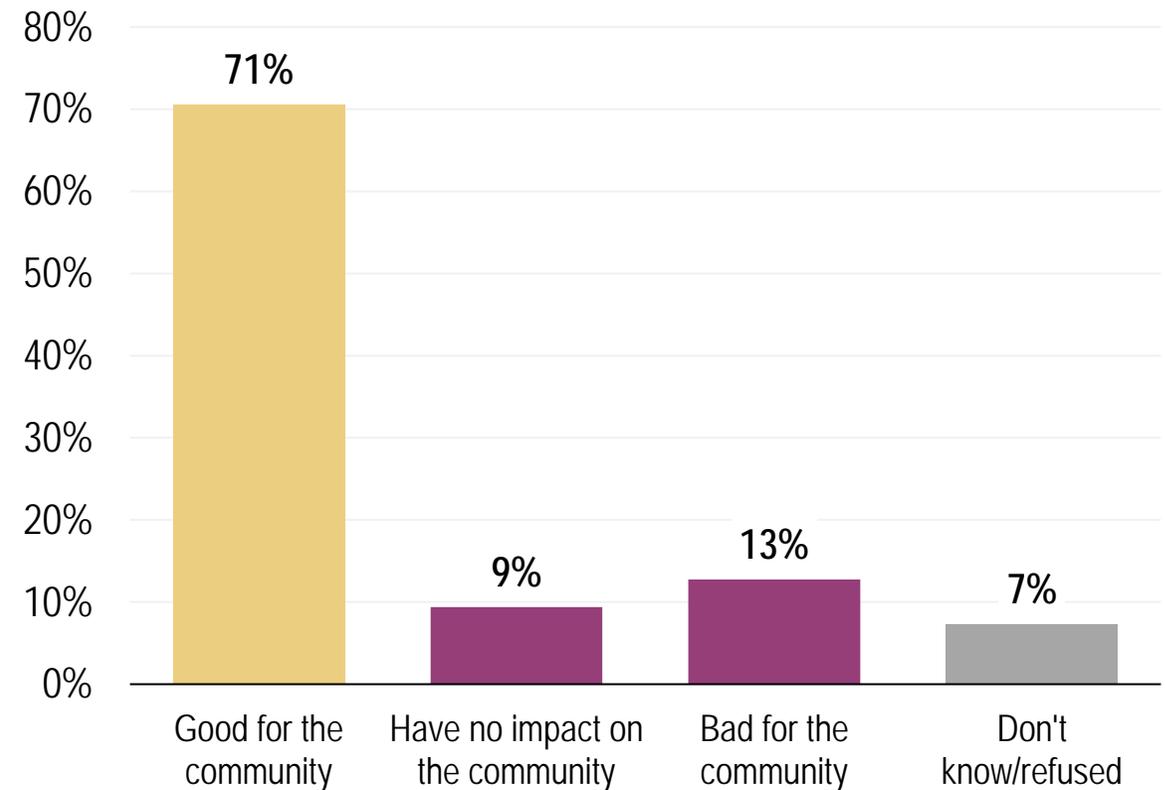
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Approximately 7 out of 10 residents believe redeveloping the Henderson Pavilion into an event center would be good for the City

## Question 3

As currently proposed, the minor league hockey team that would play at the newly developed facility would be the minor league affiliate of the Vegas Golden Knights. Do you think having a minor league hockey team located in the City of Henderson would be good for the community, bad for the community or have no impact on the community?

Approximately 7 out of 10 residents think having a minor league hockey team would be good for the community



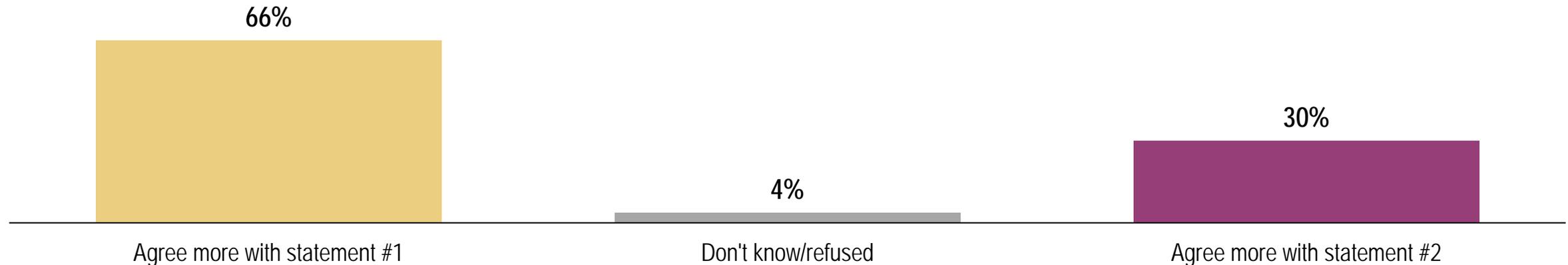
N = 384

## Question 4

I am going to read you two statements that some people have made about the proposed project. I would like you to tell me which of these two statements you agree with more?

**Statement #1:** Redeveloping the Henderson Pavilion into an enclosed, 6,000-seat entertainment venue would be **good for the City of Henderson** because it will increase family entertainment opportunities, it will become the home of the Henderson's first professional sports franchise and it will create jobs and economic opportunities within Henderson.

**Statement #2:** Redeveloping the Henderson Pavilion into an enclosed, 6,000-seat entertainment venue would be **bad for the City of Henderson** because it would increase traffic congestion, lead to higher crime rates and reduce the value of homes near the new facility.

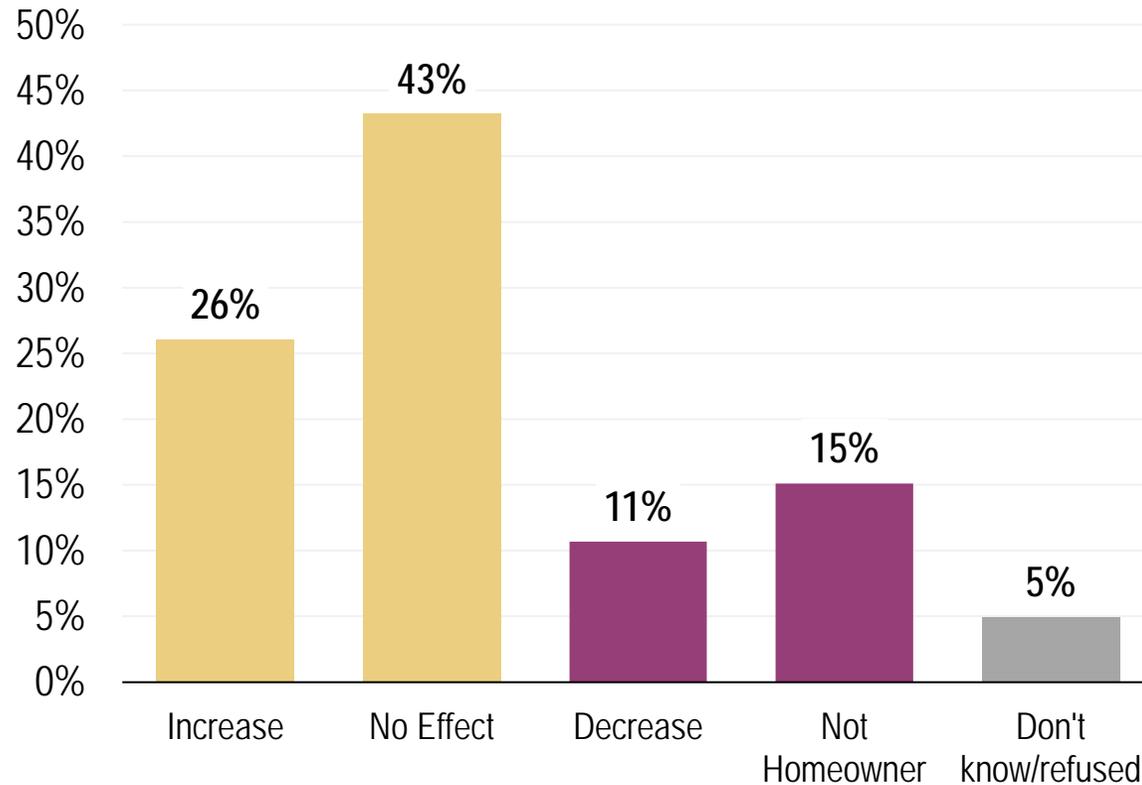


*Note: Statements were rotated when presented to avoid bias.*

*N = 384*

## Question 5

If the City of Henderson were to redevelop the Henderson Pavilion into an enclosed, 6,000-seat entertainment venue, do you believe this would add to the value to your home, reduce the value of your home or have no effect on the value of your home?



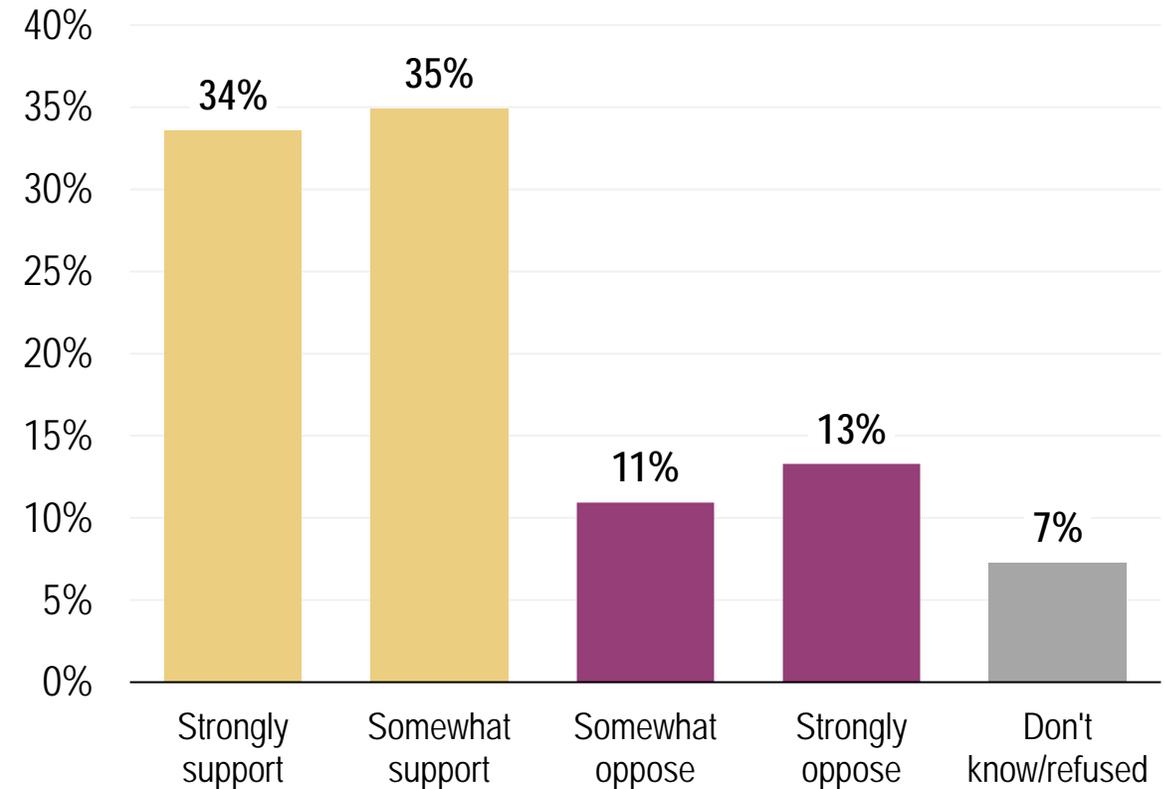
N = 384

Nearly 7 in 10 residents believe redeveloping the Henderson Pavilion into enclosed entertainment venue would either increase or have no effect upon property values

## Question 6

Knowing what you know now, do you strongly support, somewhat support, somewhat oppose or strongly oppose the redevelopment of the Henderson Pavilion into an enclosed, 6,000-seat entertainment facility?

Nearly 7 in 10 residents support the redevelopment of the Henderson Pavilion into an event center



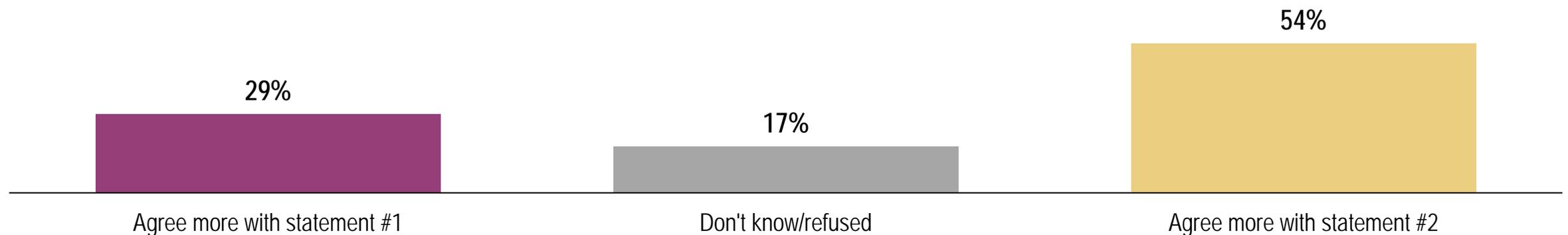
N = 384

# Question 7

The age and condition of the Henderson Pavilion requires that it be renovated. That said, the City does have options. If you were a city official, which option would you consider most appropriate from these two options:

**Statement #1:** Invest the money required to enclose the Henderson Pavilion as it currently exists, which would not allow for larger entertainment options or creating a home for a minor league hockey team.

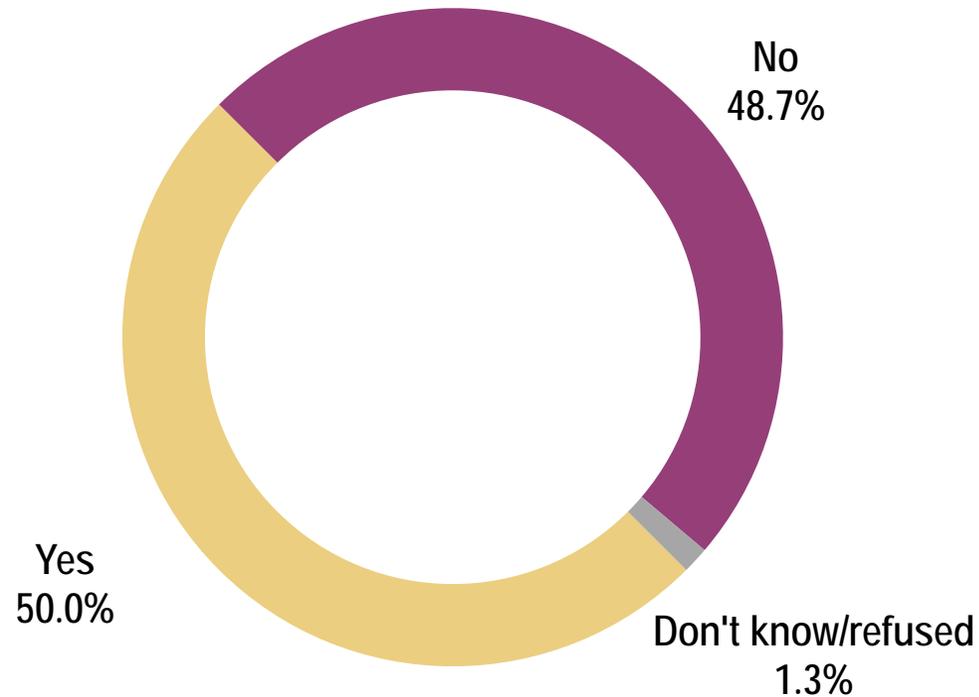
**Statement #2:** Invest approximately 30 percent more in a public-private partnership that would result in the development of an enclosed 6,000-seat entertainment venue capable of hosting larger entertainment options and creating a home for a minor league hockey team.



N = 384

# Question 8

Have you ever attended an event of any kind at the Henderson Pavilion?



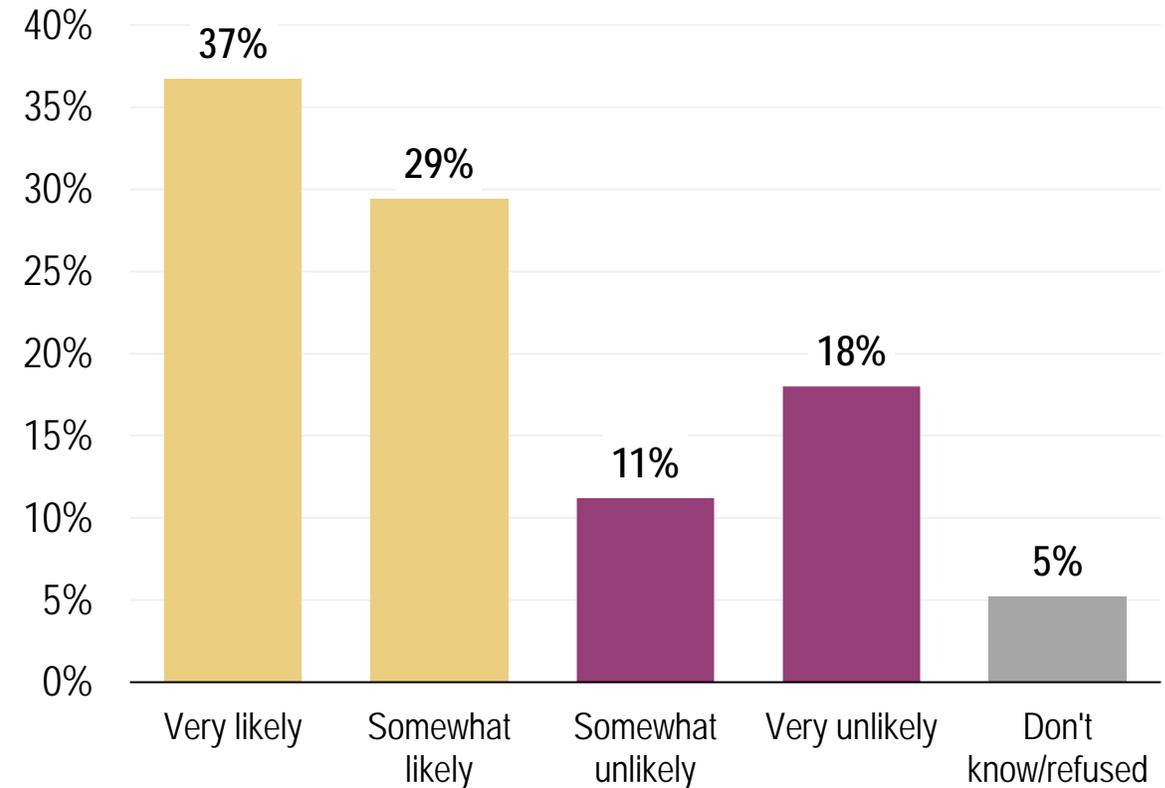
Half of residents surveyed previously attended an event at the Henderson Pavilion

N = 384

## Question 9

If the Henderson Pavilion were to be redeveloped as an enclosed, 6,000-seat entertainment venue, and Henderson were to become the home of the Vegas Golden Knights' minor league hockey team, how likely is it that you or someone in your household would attend an event at least once each year at the new facility?

Two thirds of residents say they or someone in their household would be at least somewhat likely to attend an event every year at the new facility



N = 384



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