



HendersonEventCenter.com

For Immediate Release
April 30, 2020

Contact: Melissa Warren
702-528-6016; melissa@ffwpr.com

City of Henderson Releases Results of Survey On Proposed Henderson Event Center

More than 70 percent of respondents say the project would be good for Henderson

Henderson, Nev. --- The City of Henderson today released the results of a recent survey of Henderson residents to obtain information about City residents' awareness, perceptions and impressions relative to the proposed development of an enclosed year-round event center that would replace the existing Henderson Pavilion on S. Green Valley Parkway, centrally located just off the 215.

Conducted by Discovery Nevada, an independent market research firm and a partnership of Applied Analysis and Discovery Research Group, the statistically valid survey was done during March and April 2020 via web and telephone with nearly 400 Henderson residents. Survey results have a 95 percent confidence interval and indicate the following:

- 71 percent of Henderson residents believe the project, as proposed, would be good for Henderson
- 71 percent thought a minor league hockey team would be good for the City
- 69 percent of respondents either "strongly support" or "somewhat support" the redevelopment of the Henderson Pavilion into an enclosed, 6,000-seat entertainment venue
- 11 percent of respondents felt the venue would have a negative impact on their home values
- At a rate of nearly two-to-one, (54 percent vs. 29 percent) respondents 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 as opposed to enclosing the existing venue as is
- Approximately two-thirds (66 percent) of households indicated they or someone in their household would likely attend an event at least annually at the new proposed facility

The proposed Henderson Event Center, if approved, would become the home of community performing arts groups such as the Henderson Symphony Orchestra, as well as the game-day home of an American Hockey League team owned by an affiliate of the Vegas Golden Knights. High school and college graduations, other cultural and performing arts productions, meetings and other gatherings could also be held at the event year-round.

According to Richard Derrick, City Manager/CEO, City of Henderson, the reimagination of the Henderson Pavilion into an enclosed year-round venue that could accommodate civic events of all kinds, including minor league hockey, expands on the growing relationship between the City of Henderson and the Vegas Golden Knights. Already under construction in the heart of historic downtown Henderson is Lifeguard Arena, the practice facility and hockey operations home for the city's future AHL team, which will soon be renamed with a Henderson-branded moniker.

“The public-private partnership with the VGK organization and the City of Henderson is the very reason the proposed Henderson Event Center could even become reality,” said Derrick. “The VGK organization would be making a significant matching investment commitment that would help to create a first-class venue not just for hockey, but scores of other events for the benefit of the entire community. In addition to what we learned from the survey, we know there is considerable support for an AHL team in Henderson given that there are nearly 7,000 season ticket deposits with approximately 40 percent of those from Henderson zip codes.”

According to Robert Herr, Assistant City Manager/Chief Infrastructure Officer, City of Henderson, the proposed Henderson Event Center would be designed to accommodate approximately 6,000 people. Its physical footprint would be very close in size to the footprint of the existing Pavilion and would not impede access to other community facilities in the immediate area, including the Paseo Verde Library, the Henderson Multigenerational Center and the nearby West Henderson Police Station.

“We are committed to a design that would be compatible with the area that includes more onsite parking, traffic improvements, outdoor enhancements and the addition of onsite amenities,” said Herr. “There has never been a better time for the City to invest in its community to help expedite Henderson’s recovery from the COVID-19 crisis. The reimagination of the Henderson Pavilion into a more useful design would create jobs, drive more investment in the area and take advantage of unprecedented low interest rates.”

For more information on the proposed Henderson Event Center, visit **HendersonEventCenter.com**.

###