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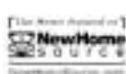
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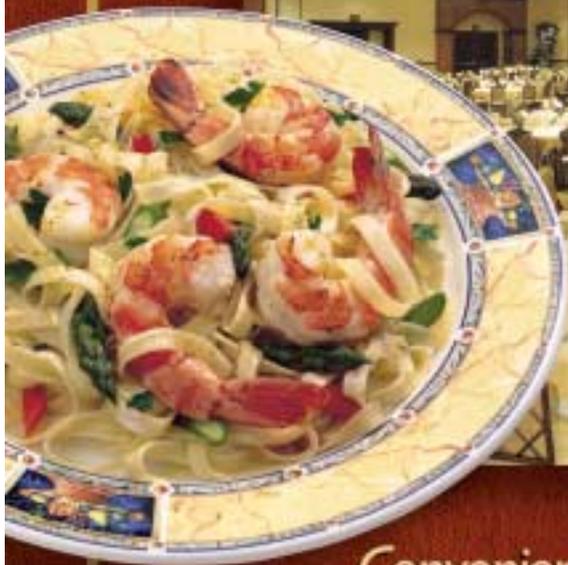


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# NORTH LAS VEGAS

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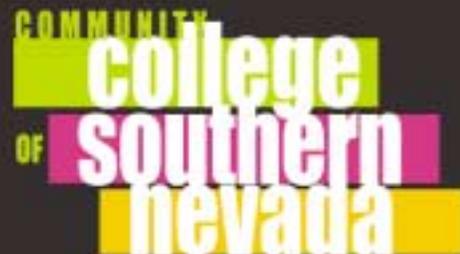
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# North Las Vegas Focuses on 21st Century

## *Cheyenne Technology Corridor Offers High-Tech Incentives*

For years, the North Las Vegas economy cruised along at an above-average clip relative to other cities in the country, its population growing by single digits each year while managing to attract new manufacturing and warehousing companies that created hundreds of welcome non-gaming jobs. In some years it was a struggle, but gains were made nevertheless. But then, in the late '80s and early '90s, something happened. Suddenly, North Las Vegas found itself on a growth-induced rocket ride of sizeable proportions that continues today.

New single-family homes, followed by commercial centers, popped up faster than dandelions in May, setting a new record every year the calendars changed. A look at the numbers proves it.

From 1980 to 1990, the population grew by just less than 5,000, or 12 percent. But from 1990 to 2000, the number of residents jumped almost 80,000 – or 16 times greater than the previous decade – for a 166 percent growth rate.

To put it a different way, in nearly 50 years – from the city's incorporation in 1946 to 1995 – the city added 45,000 residents, but in the five years from 1995 to 2000, the city population increased by 50,000.

And that's just the tip of the development iceberg. According to Mayor Mike Montandon in his State of the City address for 2002, the city is only 28 percent built-out, with forecasts predicting a

population of 480,000 within 20 years.

Faced with challenges to its superior quality of life never seen before, a city council, determined not to let matters get out-of-control, adopted eight priorities in 1997, with planned and quality growth at the top of the list and economic development not far behind.

Since then, North Las Vegas has assembled, within its community development department, an eager and proactive economic development division, which has capitalized on a previously successful industrial expansion program. By employing a forward-thinking approach of focusing on three high-tech areas – technology, transportation and telecommunications – as key elements to the city's future, North Las Vegas has readied itself for economic development in the 21st century.

### CITY COVETS THE THREE "T'S"

Technology, transportation and telecommunications – the three "T's" – are so much a part of the city's agenda that planning for a high-tech future is not limited to the economic development department.

Years ago, the public works department recognized the growing future of fiber optics and began utilizing this new information-delivery technology in its traffic signal program. As a result, North Las Vegas has the most comprehensive fiber-optic conduit network in Southern

Nevada, according to Assistant Public Works Director/Transportation Services Ray Burke.

"We started in 1992 to run conduit along the rights of way," Burke explained. "We wanted to find a new revenue stream, and providing fiber connections seemed to be a good idea. Being the only municipality in the valley that owns and maintains its own fiber lines, we not only install and repair our fiber, but we have certified splicers too. Our level of expertise is one of the best in the western United States."

When speaking of transportation, the traditional 20th century forms of highway, rail and air come to mind. But Economic Development Manager Mike Majewski and his staff see transportation in a different light. Their innovative department envisions transportation on a new highway – the Information Superhighway.

"Unlike conventional thinking in which transportation is the movement of people and goods, we look at it as also the movement of ideas and information," Majewski said. "We think we have an economy that's ready to become part of the world economy, where that movement of ideas and information is extremely important as well. We view telecommunications as a form of transportation, not just a utility."

North Las Vegas in previous decades snared its share of industrial development growth in Southern Nevada by heavily marketing the usual modes of



The North Las Vegas City Council consists of: (left to right) Robert L. Eliason, Shari Buck, Mayor Michael L. Montandon, Stephanie S. Smith, William E. Robinson.

transportation, the availability of low cost land and a business-friendly city hall. But now, while still actively hunting – and in many cases successfully capturing – those traditional manufacturing and warehousing companies, the city has kicked its economic development program up a notch by meeting the needs of the new millennium and creating a high-tech thoroughfare known as the Cheyenne Technology Corridor (CTC).

## CTC FIRMS LIKE LOCATION

**Payroll Solutions**, a service-related company that assists firms with all aspects of their administrative and human resource needs, moved to a 5,500-square-foot leased office in the CTC in May 2002 after spending two years in a cramped 1,000-square-foot facility in the middle of Las Vegas. To Howard Winters, who came to the U.S. from Canada 12 years ago and spent eight years in Florida before heading to Las Vegas, it was the best move he would ever make.

"The future of this valley is in North Las Vegas [and] the technology corridor is going to attract high-end businesses that are going to be attractive to us," said Winters, the company's owner. "We looked at 24 facilities and this location had the most affordable office space, which is one reason we chose North Las Vegas. We also had more TI (tenant im-

provement) dollars to work with. This is going to be our home for a long time."

Payroll Solutions had 25 employees at move-in, added seven more during the next five months and plans to increase to 50 in 2003. Winters is full of superlatives when describing the city's business climate.

"In the last three years, our business has grown 300 percent, so for us the market and business climate is incredible," he said. "There's in excess of \$10 billion of business within a 30-mile radius and there's no competition. It's totally unbelievable."

**C. Martin Co.**, a services contractor that performs range and facility maintenance on the roads and grounds of nearby Nellis Air Force Base, selected the CTC not only for its quick access to the base, but because the southern portion of Cheyenne Avenue is located in an SBA Historically Underutilized Business (HUB) Zone, where qualified contractors get a preference on government contracts. Another factor was McCarran International Airport.

"With our corporate headquarters in Ridgecrest, California, and our other work sites in North Carolina, Louisiana, New Mexico and two more in California, it's a lot better to fly out of McCarran than it is Ridgecrest," said Bob Gardner, C. Martin's director of contracts, about

the need to be in remote Inyo County where the Navy's China Lake facility is located. "We have to travel a lot, so McCarran was a big deciding factor."

After only one year here, Gardner said his company is so impressed with the business climate and government attitude of North Las Vegas and Southern Nevada that it's going to close the Ridgecrest office and move the corporate headquarters to North Las Vegas in 2003.

Another Nellis contractor, **Dyncorp**, which provides range support services such as target management, logistics support, civil engineering and environmental compliance monitoring, chose a location in the technology corridor because of its proximity to the base for its 350 workers.

"We chose North Las Vegas because it was easy to get in and out to the client by using I-15," explained Caroline Longa-necker, Dyncorp's manager of corporate communications. "We've found the business climate to be very positive and really enjoy it around there. We haven't heard of any complaints from our people."

As these three examples clearly point out, the city's motto – "Your Community of Choice" – is still alive and relevant to members of the business community, which continues to find North Las Vegas and its Cheyenne Technology Corridor their choice for doing business.

## GOING THE EXTRA MILE

Even after companies in the corridor have moved in and opened their doors, the North Las Vegas economic development team's assistance continues, so they can make sure their new neighbors are happy neighbors.

In one particular instance, as a way to continue promoting cooperation with companies in the Cheyenne corridor, the economic development staff conducted a survey of employees new to the area. The one-page survey asked employees a series of questions, such as what kinds of retail and commercial services were their top priorities. Nearly 400 persons responded, indicating their top three choices were fast food restaurants, banks, and sit-down restaurants. Many also named specific companies they would like to see locate in the CTC.

The information will be used in mar-



keting efforts to encourage desired companies to consider a CTC location. The dividends of such an effort not only help to broaden the local economy with new choices, but also go a long ways to ensuring CTC employers have a satisfied and productive work force.

## LOCATION, LOCATION, LOCATION

While many new companies locating in the CTC have discovered the city is an excellent choice for their needs, other businesses have found North Las Vegas equally as rewarding.

**Advanced Cyber Solutions (ACS)**, which moved to the city in July 2001, is one of those companies. Founded in 1995, ACS specializes in key and rapidly advancing technologies, such as cabling for data, telephone and fiber optic systems, network integration and wireless data communications solutions. It also installs its systems, making it a one-stop shop for technology by providing "end-to-end" solutions.

"The business climate here is very favorable, and I especially like what they're doing with the Cheyenne Technology Corridor," said Jim Ratigan, president and majority owner of ACS. "I like the direction the city is going in its dealings with business. The city is very cooperative. We're very, very high on the city."

**Foster West**, a manufacturer of custom thermoplastic compounds used predominantly in medical products, ships much of its product to California and the

West Coast, but when the company began searching for a western location in the early '90s, it quickly ruled out California because it was too expensive.

"For us, it was the cost of doing business," said Lori Waterman, the company's general manager, who established the North Las Vegas location in 1994. "[In North Las Vegas], we found the utilities, especially power costs, and the leasing of space to be quite reasonable. The climate was a plus, because too much humidity puts a lot of moisture into the plastics, which causes problems. Transportation costs from North Las Vegas to our western customers was a big factor also."

After eight years, she still thinks North Las Vegas was the right choice. "Being in Nevada is great, since we've seldom experienced any problems," she said. "The city's economic development people made us a priority." Waterman said there are indications the company may need to expand soon, and if it does, it will be in North Las Vegas. "We're staying here without a doubt," she said.

**Hickman Telcom**, which sells and installs state-of-the-art telephone and computer systems for various office applications, is a "family company" that opened in North Las Vegas four years ago. It's a family company in the sense that five of its 12 employees are from the Hickman family.

"I came from Wisconsin in 1977, met Murray in 1980 when he came here from California, and we got married," said

President Cheri Hickman. "Our two sons are technicians and our daughter is in the sales department." Murray Hickman serves as the company's vice president of operations.

The couple established the company in 1988, working out of their home for the next 10 years. "Gibson Construction was our customer at the time, and they had a suite available in their building. We decided it was time to have a business location," she said, describing how they decided to locate in North Las Vegas. "We think the access to the freeway is great, since we have employees who live in Green Valley and the northwest. We find the business climate excellent here because everything is growing so quickly in North Las Vegas, and these new companies need our services."

Hickman, whose company lists the State of Nevada, the Metropolitan Police Department, M.J. Dean Construction and other commercial builders as its customers, said expansion is in the company's game plan, and it would like to have its own North Las Vegas building in the future.

## GOVERNMENT CONTRACTORS LOCATE HERE

Two of North Las Vegas' most advanced engineering and technology-driven companies are government contractors. They are also two of the city's largest private sector non-gaming employers – Bechtel Nevada, with 700 employees, and Arcata Associates, with 380 workers.

**Bechtel Nevada**, as the contractor for the Nevada Operations Office of the U.S. Department of Energy's National Nuclear Security Administration, provides stewardship over the nation's nuclear stockpile, located at the Nevada Test Site (NTS) about 80 miles north of the city. It also develops and deploys a number of nonmilitary applications and products used in a variety of civilian situations.

The 1,256 additional Bechtel Nevada employees who work at the NTS assist the University of California's Los Alamos and Lawrence National Laboratories with the diagnostics used to measure how time affects the components of nuclear weapons by conducting sub-critical underground testing. The firm also man-

ages and operates the Terrorism Training Facility at the NTS, which teaches first responders how to react and respond to potential events caused by Weapons of Mass Destruction.

Bechtel Nevada has a Remote Sensing Laboratory at Nellis Air Force Base, which takes aerial surveys and thermal photos to establish baselines for biological, chemical and pollutant changes over the 3 million-acre Air Force range.

The company also helped at the 2002 Winter Olympics in Salt Lake City, where it teamed up with the Los Alamos and Lawrence National Laboratories to conduct radiation and bio-detection checks as part of the international games' security network. A lesser-known involvement in a civilian application was Bechtel Nevada's assistance to law enforcement in the homicide case of 12-year-old Ashley Pond and 13-year-old Miranda Gaddis, who were found buried in the Oregon City backyard of Ward Weaver last August. "We helped support the FBI search for the Oregon girls," said Kurt Arnold, senior public relations specialist for Bechtel Nevada. "Two of our engineers from Bechtel designed the particular ground-penetrating radar system that helped discover the girls."

Bechtel was founded in 1898 and was in Nevada in the 1930s, when it helped build Boulder Dam. Although Bechtel Nevada has been here as a defense contractor for less than a decade, it's possible the corporation may be around North Las Vegas for a long time.

The NTS is one of five locations being considered in a DOE environmental impact study for a \$4.1 billion plutonium-pit manufacturing facility that is expected to be operational by 2020. The U.S. is the only country with the capability of producing plutonium pits, one of the components used to trigger nuclear weapons, but none have been made since 1989, when the only pit production facility in Rocky Flats, Colo. was closed.



**Arcata Associates, Inc.** is one of the city's oldest technology-based companies, moving to North Las Vegas from Northern California in 1979. One of the reasons the company moved here was because of its contract with Nellis Air Force Base to provide engineering and data systems for the Air Warfare Center.

"Another reason we liked North Las Vegas was our good working relationship with city officials, especially Mayor Seastrand," said Arcata's president, Tim Wong. The late Jim Seastrand was elected to the city council in 1975 and served as mayor for 16 years, from 1981 to his death in 1997. "The city and the state had a good tax structure that was very favorable. North Las Vegas has a very pro-active business climate, which lets you take any issue to the council, who then tries to resolve it."

Wong, the son of company founder Buck Wong, said the company diversified in the early '90s, and today 60 percent of its business is with NASA, including handling all NASA video teleconferences across the country, performing flight research and assisting in the landings of the Space Shuttle. It also provides engineering and information technology services to the Navy and radar data systems to all domestic air traffic controllers.

"We design and manufacture a radar video compression system that's used in most major airports like Atlanta, Chicago and Jacksonville," Wong said. "Our system in Boston can take data from several points (because the signal may be blocked by a building or some other obstruction) as far out as 120 miles, digitize it, and compress it on the screen."

Wong plans to be around North Las Vegas for some time, too. "Our business has tripled in size the last two years and

we have opportunities for additional growth in the next year," he said.

## COGENERATION FINDS A HOME

North Las Vegas also is the only location in the Las Vegas Valley where an electric cogeneration plant teams up with an agricultural commodity producer in a win-win combination.

**Las Vegas Cogeneration Co.**, whose parent company is Black Hills Energy Capital Corp. of Golden Colo., became operational in 1994 and today, after having \$248 million invested in the 50-megawatt plant, has a contract to sell 45 megawatts of power to Nevada Power Co. until 2024. At the same time, the natural gas-fired plant produces enough steam to keep an adjacent 12-acre greenhouse operation warm and humid so it can produce more than 3.5 million pounds of hydroponically-grown tomatoes annually.

In this case, agriculture puts new technology to use to keep accurate, up-to-the-minute information available so growing conditions can be kept at an optimum.

"All our equipment is gas-powered and state-of-the-art," said David Robb, general manager of the cogeneration plant. "By using that type of equipment, we're able to keep emissions very low while maintaining a very high efficiency."

Black Hills Energy Capital has invested another \$160 million in the electric generation plant so it can go commercial in early 2003 with a 222-megawatt addition that will sell merchant power to wholesale and retail customers.

"The people have been congenial and have done everything they could do to help us out," said R.D. Hawkins, the plant manager, who has been working with North Las Vegas officials since the early days of the plant's construction. "I've met a lot of good people with the best of intentions in mind. The regula-

tory agencies in Nevada have been good to work with too."

## TRANSPORTATION PLAYS A ROLE

North Las Vegas is well-served in the transportation department. Interstate 15 slices through the heart of the city, linking Salt Lake City with the huge Los Angeles-San Bernardino-Orange County-San Diego metroplex market. On the western edge of the city, U.S. 95 links North Las Vegas with Phoenix-Tucson on the south and Reno to the north.

Additionally, the I-15 and US 93 route has been designated as a trade corridor associated with the North American Free Trade Agreement (NAFTA), which provides a continuous all-weather highway through North Las Vegas that stretches from Canada to Mexico.

And just this past year, the Northern Beltway connecting I-15 with U.S. 95 along the northern fringe of the city opened an almost totally undeveloped corridor where much of the city's future residential-commercial-industrial growth will occur. "I am anxious to witness the development that will occur along the beltway route," commented Councilman Robert Eliason. "All you see when you drive it today is desert, but within just a few years, you'll have to look hard to see the desert because of all the development."

Throw in the North Las Vegas Airport and the Union Pacific railroad and industry's transportation options are all covered.

Based on the diversity of these transportation options, two major companies chose to locate in North Las Vegas during the past 10 years.

**Potlatch Corp.**, one of America's largest forest-products conglomerates, opened a \$50-million, 400,000-square-foot converting facility in 1993 to service its expanding western market. At the 20-acre site, jumbo rolls of tissue

are cut, trimmed, rolled, folded and packaged into bathroom tissue, paper towels, napkins and facial tissues. The reason? Economies of scale in shipping heavy rolls of raw tissue versus truckloads of lightweight finished product.

"The decision was all about freight back then and still is," said Potlatch Plant Manager Gary Blosl, whose firm's Consumer Products Division is currently the major supplier of private-label tissue products to Albertson's, Smith's, Vons and other grocery store chains in the West. "Shipping the parent rolls here for converting is less costly than converting them in Lewiston, Idaho and then shipping the lighter finished products to

skills," Blosl said.

The plant has been so successful that in September 2002 the Potlatch board of directors approved a \$66 million expansion of the North Las Vegas facility, which means another 66 jobs will be added after an Italian-made 102-inch paper machine and additional converting equipment come on line in December 2003.

"It may be hard to believe, but we're going to be making paper in the desert," Blosl said of the 100,000-square-foot addition, which will boost annual output from more than 5 million cases of product to almost 9 million cases.

Doing business in North Las Vegas, as



Potlatch Corp. produces paper products at its 20-acre site in North Las Vegas. A planned expansion will bring its facility to 500,000 square feet.

southwestern markets."

Potlatch employs about 130 highly skilled workers at the facility, which uses computer-controlled technology to run the converting and packaging lines. The plant runs 12-hour shifts around the clock every day of the year. Potlatch utilizes a team-based system in which there are no supervisors on the floor. "Basically, if there's a problem, the teams are expected to work it out among themselves. Consequently, for our employees, people skills are just as important as having work and technical

well as the expansion currently underway, has brought Blosl in close touch with various city officials. "The city has been very good to work with since we moved here in 1993, and they continue to demonstrate that they appreciate us being here," he said. "We enjoy the small town feel, but appreciate the access we have to urban population centers."

**Pan Western Corp.**, a fixture in the local trucking industry since 1970, operates a unique 90,000 square-foot warehouse facility in the 320-acre Golden Triangle Industrial Park north of Craig

Road, which opened in 1998. Situated on a spur of the Union Pacific Railroad, Pan Western acts as a trans-shipment facility that receives goods and commodities by more than 5,000 rail cars annually, then warehouses and cross-docks truck deliveries so they can be made locally or into the Southern California area.

According to Mitchell Truman, the company's operations manager, Pan Western receives such bulk commodities as soda ash, ferric chloride, cattle feed, cement, sand, lumber and paper. Truman estimates the facility receives and ships



*The MAX bus is an optically-guided high-tech bus scheduled to begin a route in North Las Vegas in 2003.*

out 500 tons of paper daily to such local companies as MACTac, Office Max, Fellowes Manufacturing and Berlin Industries.

"We chose North Las Vegas because it was the only place that had rail service," Truman said. "It used to be that everybody shipped everything by truck, but more and more companies are shipping by rail as an alternative."

He also said the business climate in the city is exceptional. "We like Mayor Mike," Truman said of Montandon, who began his term as mayor in 1997 and has since been re-elected. "He's user-friendly." Pan Western, with 120 trucking and warehouse employees, also is looking to expand its warehouse space in the city.

Although transportation was not a deciding factor to **Nikkiso Cryo Inc.**, the Tokyo-based maker of submersible cryogenic pumps has discovered just how international McCarran International Airport can be since it opened its facility in North Las Vegas in April 1997.

"Most people don't realize this, but Southern Nevada is a hub for transportation to Asia, since Japan Air Lines has three or four direct flights here each week," said Charles Molina, president of Nikkiso. "Typically, we don't have U.S. customers, but we do have customers from around the world, like Asia and the

Middle East, who come out to our facility here in North Las Vegas and witness the performance of the pumps they're buying. We run the pumps through a series of liquid propane or methane tests at minus-250 degrees or less."

Nikkiso's North Las Vegas plant is the only cryogenic testing facility of its type in the United States and is one of only three locations in the world where cryogenic pumps are made. The 4.5-acre facility, with 16 employees, consists of a 7,000-square-foot administration building, a maintenance shop, a test pad connected by pipeline to an on-site tank

farm and lots of open space – a requirement by the fire department because of the explosive nature of the gases.

"We chose North Las Vegas and Nevada because the city was friendly to the company when it wanted to move here," Molina said. "Also, the weather is ideal and it's easy to move freight from here to the West Coast where we ship the pumps overseas."

On a personal note, Molina, who moved to Nevada two years ago after working at GE Aircraft Engines in Cincinnati, Ohio, said he's loving it here because of the wide open spaces. "Where else can you go out on BLM land, take a trail, camp and see petroglyphs?" Moli-

na said. "You can't do that any place else. It's great because there's so much to see out there."

## TRAINING NEEDS BEING ANSWERED

A trained and trainable workforce constitutes another key ingredient in the technology mix. North Las Vegas and Nevada's higher education officials recognize that need, which is being met with on-going and expanding learning opportunities offered at the post-secondary and high school level.

What makes this especially alluring to companies looking at the city as a potential location is that both the **Community College of Southern Nevada's** (CCSN) Cheyenne Campus and the Clark County School District's Area Technical Trade Center (ATTC) are situated in the Cheyenne Technology Corridor – literally minutes away from any of the five industrial parks and complexes in the high-tech thoroughfare.

CCSN offers a variety of skilled learning curriculums geared to meeting the demands of local business and industry, including the Engineering Technology program, the largest and fastest-growing discipline in the Applied Technologies Division.

"We started with about 120 students five years ago and have grown to more than 1,000 students and sometimes up to 1,200," said Warren Hioki, associate dean for Engineering Technology. "We've had a 1,000 percent growth factor in just five years." Course offerings include telecommunications, electronics, fiber



*Mayor Pro Tem William Robinson (third from left) leads a visit of the Economic Development Alliance Team at Nikkiso Cryo Inc.*

optics, PC troubleshooting and repair and gaming electronics. CCSN also is home to one of only eight Cisco Systems' U.S. Area Training Centers, which has been designated as a premier site for Cisco Certified Networking Professional training in the United States.

The center features a lab setting where students learn by doing, as they design and bring to life local and area-wide networks. Course content includes IP addressing, LAN/WAN/VLAN design, Ethernet/Token Rings, cabling and connector technology and other highly specialized classes relevant to today's global information networks.

Recognizing the growing importance

also weighed in with its recognition of preparing career-bound students for occupations in the growing technology field.

The **Area Technical Trade Center**, located midway in the CTC, is a vocational high school that provides tenth, eleventh and twelfth grade students with 16 occupational programs, including computer/network technician. Students receive their required academic courses for graduation at their home high school and attend ATTC half a day in one of the occupational programs. Students can earn up to 18 credits toward their Associates Degree at CCSN by maintaining a B average.

The ATTC is one of 17 authorized Cisco

tial job candidates.

The importance of having a qualified workforce is recognized by everyone, including the North Las Vegas city council. "Businesses that require certain skill sets must have an employment pool from which to hire, [which is why] we must ensure that adequate educational opportunities are available in our community so that businesses will want to move here," said Councilwoman Stephanie Smith, a music educator with the school district. "While the city council doesn't have a say in school curriculum, we still must support our educational institutions and recognize their value to our economic future."

## A BUSINESS-FRIENDLY GOVERNMENT

What's readily apparent, as seen through the eyes of the executives associated with new and relocating companies to North Las Vegas, is that city hall is a friend, not a foe, when it comes to working with business and industry.

Day after day, in example after example, business leaders and company managers attest to the friendly, small-town-like atmosphere that greets them, whether it's the mayor, a council member, the city manager, a department head or even that staff person who handles a multitude of tasks to make sure that each and every project is a success.

"I've been a councilman since 1983 and have lived in North Las Vegas since 1960, [which means] I've had the pleasure of working with our staff more than any other elected official in our city," said Councilman and Mayor Pro Tem William Robinson. "They are a fine group of people. They work hard, they are dedicated, innovative, provide excellent service, and we couldn't have succeeded in making North Las Vegas the community that it is today without them. I am proud to serve with them and am confident that under the city manager's leadership, the plans we're making today will result in a successful tomorrow."

City Manager Kurt Fritsch, a former deputy director of the Colorado River Commission and assistant city manager, said he's ready to make things happen.

"Our goal is to make the city easy to work with, allowing businesses and in-



*A new Telecommunications Building at the Cheyenne campus of the Community College of Southern Nevada will educate the workforce necessary to attract high-tech businesses to Southern Nevada*

of meeting new technology needs and growth in the industry, the Nevada Legislature in 2001 approved a \$20 million Digital Technologies Building at the Cheyenne Campus, which currently is in the architectural planning phase.

Last November, John Morgridge, chairman of the board at Cisco Systems, came to the Cheyenne Campus, where he spoke about CCSN's contributions to Internet networking technology education and economic development. "The mind is the most important resource the organization has," said the executive of the world's largest networking company, which went from \$5 million in sales to more than \$19 billion under Morgridge's leadership. "The Internet and education complement each other, so it's not surprising that Cisco is deeply involved in education."

The Clark County School District has

Networking Academies in Southern Nevada. All completed Cisco Networking Academy credits are transferable to CCSN. Course content includes such classes as A+ certification training, LAN, WAN, network concepts and technologies, network design and documentation, introduction to network security, network management, and protocols.

"We're the best kept secret," said David Philippi, ATTC's community partnership coordinator. "We want to establish partnerships with area business. We like to be in communication with developers so we can offer to be a partner." The ATTC, according to Philippi, enrolls about 600 students per year in all 16 occupational areas. From 1982 to 2002, an average of 450 students per year were graduated with certificates. The school also offers a Job Bank in which employers can call in and request poten-

vestors to take advantage of the developing market," said Fritsch, a political science and economics graduate from Western Washington University in Bellingham. "We have an outstanding Community Development Department with divisions for the promotion of existing benefits and opportunities, as well as creation of new programs in existing developed areas."

## GROWTH HAS MEANT PROGRESS

Along with all the other entities in the Las Vegas Valley, North Las Vegas has experienced tremendous growth in recent years. A recent report by the U.S. Census Bureau named North Las Vegas the fifth-fastest-growing large city in America in the decade from 1990 to 2000.

This rapid pace of growth has made efficient planning an important task for North Las Vegas. "The comprehensive master-plan is a general guideline for how to proceed with growth," said Councilwoman Smith. "We have decided to be proactive, instead of just reacting to whatever proposal is presented. The master-plan ensures better planning and is more user-friendly to residents and developers."

The city's capital improvement plan contains projects designed to keep up with population growth by constructing roads, bridges, flood control facilities and parks. The latest plan approved by the council calls for spending more than \$441 million for such projects over a five-year period from the 2002-2003 fiscal year to the 2006-2007 fiscal year. More than \$256 million is planned for flood control and transportation projects alone. Of the \$441 million, only \$137 million, or 31 percent, is coming from city-generated revenues, while the balance, or roughly \$304 million, will come from a variety of other local,



*The staff of the North Las Vegas Community Development Department assist businesses in relocating and operating in their city. Left to right: Wally Peterson, Kenny Young, Peggy Proestas, Pamela Dittmar.*

state and federal sources.

"It is hoped this proposed plan focuses attention on community goals and needs, reduces scheduling problems in conflicting or overlapping projects, maintains our sound financial condition and achieves the highest public benefit," Assistant City Manager Gregory Rose said.

City planners also are aiming to ensure a better quality of life for North Las Vegas residents by developing a well-balanced mix of commercial, residential, industrial and public uses for land within the city limits.

"I'm proud to say that I've lived here all my life," said Councilman Shari Buck. "I think North Las Vegas is a remarkable city with a proud past and an exciting future."

## HOUSING BUILDS STRONG FOUNDATION

The largest master-planned community North Las Vegas has ever seen – the 1,900-acre Aliante project – is defining the city's growth and providing a new definition for its quality of life.

**Aliante** is a mixed-use project of residential, commercial, gaming, public and open space that's been meticulously crafted by two premier builders – American Nevada Corp. and Del Webb Corp. The first phase, which opened in October 2002, is Sun City Aliante, an active adult community of 1,000 acres with no more than 2,000 homes. In all, the development along the northern fringe of the city's boundary is expected

to have as many as 7,500 homes, with an anticipated population of 20,000.

Aliante's acreage is part of a much larger 7,500-acre Bureau of Land Management holding that is being sold off in phases. The acreage, which amounts to slightly less than 12 square miles, holds the promise to North Las Vegas' future.

"With the success that Aliante has already experienced, I look forward to the sale of the next phase of the 7,500 acres," City Manager Fritsch said. "The first parcel is being developed as a benchmark master-planned community for North Las Vegas. Subsequent developments in that area will have to follow suit, and at build-out that area will be one of the finest in Southern Nevada."

Fueled by strong housing demand, North Las Vegas began to develop large-scale, master-planned residential and commercial projects in the 1990s, led by Pardee Homes' Eldorado Estates at 8,500 units and Rancho Del Norte, with 2,000 units. As soon as the word got out that title companies were doing a land-rush business in North Las Vegas, other developers quickly took out permits, poured foundations, nailgunned two-by-fours at a record pace and opened model homes as fast as the paint dried. The subdivision frenzy has given city officials much insight about master-plan developers.

"With any large-scale community, the city benefits from an alignment of goals with the master-plan developer," said Montandon, a former appraiser who now works in construction management. "Unlike a small project, where the developer might move in and out fairly quickly, a master-plan developer is present for a longer period of time. During this time, he is forced to address the same issues as the city, such as quality of life and public safety. To meet these community goals, master-plan developers build amenities into the community, rather than leaving them solely on the shoulders of the



*North Las Vegas Lifestyles: North Las Vegas offers many amenities to its residents, such as this recently completed recreation center. The master-planned community of Aliante (right) features parks, trails, golfing and other outdoor activities.*

city. As a result, increasing numbers of people are making the decision to live in master-planned communities and the demand for them continues to climb. North Las Vegas recognizes this and in building such a community, we give people another housing option."

## REDEVELOPMENT IN ACTION

"We must not focus all of our attentions on the newer parts of town," said Councilman and North Las Vegas Housing Authority Chairman Robinson. "The mature neighborhoods are the backbone of North Las Vegas. I believe the council and city staff are committed to revitalizing the mature parts of our city."

While a share of the Community Development Department's work has been directed toward new homes, new business and new high-tech projects, its Redevelopment Division focuses on rehabilitating homes, revitalizing businesses and reinvesting in the central city redevelopment area, primarily along Lake Mead and Las Vegas Boulevards.

In 1990, North Las Vegas adopted a 30-year economic redevelopment plan, which called for rezoning in the 663-acre downtown redevelopment area to allow for mixed uses, utilizing public-private partnerships, expanding redevelopment boundaries and implementing an aggressive marketing campaign aimed at entrepreneurs and organizations that specialize in doing business in urban areas.

More recently, the department is in the process of activating a five-year plan update that will prioritize projects aimed at making major improvements in the redevelopment area.

"We believe a robust downtown is crucial to the health of any community," said Jacque Risner, the department's di-

rector. "Redevelopment is important because revitalizing a mature community and eliminating blight makes the city a better place to live overall. It improves everybody's quality of life."

As an example, she mentioned two old gas stations about a block away from City Hall that were torn down to make way for two popular restaurants. "It may not seem like those are huge projects, but they eliminated blight and will increase the tax increment," Risner said. Tax increment is the amount of increased property tax derived from an improved property as if the property tax had remained constant with the old improvements.

North Las Vegas has made great strides in providing new housing to low-income families and senior citizens by partnering with the city's housing authority. Last year, nearly 150 senior units were opened or under construction. "The Council has identified redevelopment and revitalization as a priority for our city," City Manager Fritsch said. "Through a variety of programs ranging from neighborhood cleanup to building permit amnesty, we have aggressively worked to rehabilitate our older neighborhoods."

One project the city is hoping to land in the redevelopment area in the future is a downtown transportation center that will act as intermodal hub of transportation choices. More immediate, though, is the new MAX bus – an optically guided bus that "reads" specially painted directional stripes – that will run in a bus-only lane from Bruce Street in the downtown area to Nellis Boulevard near Nellis Air Force Base. The schedule calls for the first vehicle to arrive from France in June 2003, followed by the completion of the new bus stop stations. Pre-paid tickets can be purchased in October, with full service starting in November.

## NELLIS AFB: A PEACE-KEEPING "NEIGHBOR"

North Las Vegas City Hall may be, as the blackbird flies, 4.2 miles southwest of the **Nellis Air Force Base** main runway, but to an F-16 jet traveling at Mach 1 speed, the mayor's office is as close as 19 seconds away – making the nation's largest air combat training center a real neighbor.

Like North Las Vegas with its three "T"s – technology, transportation and telecommunications – Nellis, home of



*Nellis Air Force Base, an important neighbor to North Las Vegas, is home to more than 135 aircraft.*

the Air Warfare Center, the Thunderbirds, the Air Force's Weapons School and Red Flag, also has its three "T's."

"The base has as its main purposes training, tactics and testing," said Nellis spokeswoman Capt. Kelly Cahalan. "We do all the advanced training for all of the Air Force. This is doctorate-level flight training."

The base started out in 1941 as the Las Vegas Army Air Corps Gunnery School, making it five years older than the city itself, but the renamed Las Vegas Army Air Field helped give rise to the community when thousands of World War II soldiers were processed out of the military and returned to civilian life. Today, as might be expected, hundreds of classified high-tech electronic systems and computer networks used at the warfare center, the air combat training system and other Air Force units make the base a unique and cutting-edge complex in this world of 21st-century technology.

"On the tactics side, they literally sit down and write the book on how to go to war," Capt. Cahalan said. "It involves integrating all of our high-tech systems."

The 57th Wing accomplishes flying operations at Nellis that involve a total of more than 135 aircraft – including 55 F-16s – assigned to the base, valued at nearly \$3.1 billion.

Nellis also has a sister air base about 40 miles northwest – the Indian Springs Air Force Auxiliary Field – where the 11th Reconnaissance Squadron is stationed, making it the first of only two of the Air Force's RQ-1A/A Predator unmanned aerial vehicle squadrons.

According to figures released in September 2002, there were 9,800 active-duty military and 800 civil service workers assigned to Nellis and another 25,000 retirees in the area, some of whom are discovering the new age-restricted Aliante master-planned community is where they want to retire.

The presence of the nation's leader in combat aircrew training so close to North Las Vegas has a definite economic impact on the city. According to the Nellis economic impact statement for fiscal year 2001, the base had financial outlays of \$404 million and a combined

active-duty and civilian payroll of more than \$237 million. Retail sales on base amounted to more than \$135 million, while total base expenditures were pegged at more than \$334 million. Military retiree pay amounted to more than \$359 million, with more than 59 percent attributable to Air Force retirees.

Nellis Air Force Base, as a welcomed neighbor to North Las Vegas, is routinely asked to attend city and chamber events, while also being the key participant in a local joint military-civilian council.

When you think Nellis, think North Las Vegas.

## FUTURE LIES OVER THE HORIZON

Since North Las Vegas has so much in its favor, it's easy to predict that the future will look as upbeat and bright as the past. "Almost daily, new development and new businesses sprout up in our community, which increases our dynamics, making us more attractive to developers," said Councilman Robert Eliason, who's lived in the city for more than 35 years and previously served on the planning commission. "This cyclical pattern is present in both residential and commercial development, [which is why] developers and development from all parts of the spectrum are moving into our city. There are very few major developers or product types, that are not represented in North Las Vegas today."

"The diversity of businesses we have in North Las Vegas – industry, retail, commercial, manufacturing and gaming – is vast," said Councilman Buck. "There's no doubt in my mind that we will enjoy continued success in business attraction and that the range of businesses opening in North Las Vegas will continue to thrive and expand."

"Not a day (or week) goes by that I'm not contacted by a business owner about the opportunities in North Las Vegas," Mayor Montandon commented. "Based on that level of interest, I predict that North Las Vegas' business future is bright. If I could give one bit of advice to businesses considering locating in North Las Vegas, it's to get in now – the cost of land will only increase with each passing year."



## LOCAL CHAMBER AFFORDS PARTNERSHIP

To make programs work, the staff of the city's Community Development Department and its Economic Development Division don't keep to themselves. These professionals forge external partnerships with other business and industrial organizations with the goal of providing a more comprehensive approach to development and redevelopment.

One such group is the 500-member North Las Vegas Chamber of Commerce, which, since its formation in 1946, has been actively involved in representing the interests of business people who live or work in the city.

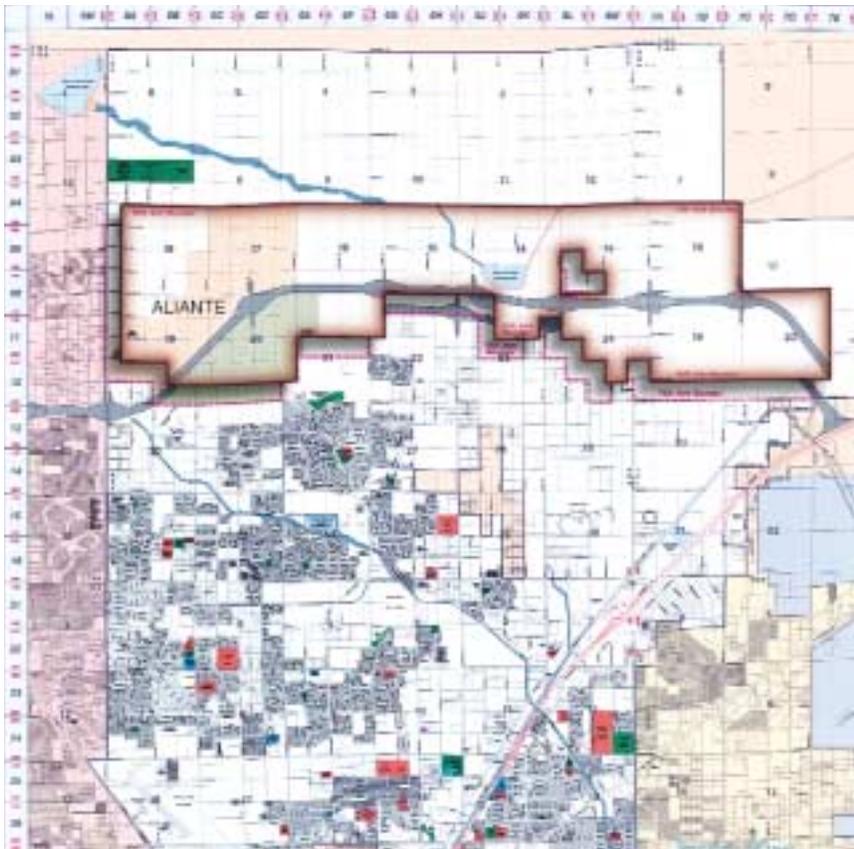
"We try to help foster economic vitality throughout the entire city," said Sharon Powers, who became the nonprofit organization's executive director in December 2000. "We're always developing programs for our membership and the entire business community."

One of these is the North Las Vegas Economic Development Alliance, a three-person team consisting of one person each from the chamber, the city council and the city's economic development staff, who go out and visit targeted companies each month to learn how the company is doing and whether it's experiencing any challenges, and to determine if action can be taken on its behalf to improve a situation.

Another program is the CEO Roundtable, which Powers said brings senior management together to discuss similar issues and provide a forum where, through shared experiences, challenges can be addressed and solved.

"By meeting with key decision makers in North Las Vegas through company visits and CEO Roundtables, the city and the business community learn immediately what needs to be done to strengthen existing businesses, see our economy grow and attract new companies," said Southwest Ambulance partner John Wilson, who along with Majewski is co-chairman of the Economic Development Alliance. "Our partnership with the city makes this possible."

With interaction like that, it's no wonder North Las Vegas is a great place to do business.



*The fast-growing city of North Las Vegas is attracting interest from residential and commercial developers because of its inexpensive land and the business-friendly city administration. The raised area shown on this map is the 7,500-acre parcel acquired from the Bureau of Land Management. Within this area, construction has already begun on the first phases of the master-planned community of Aliante (shaded), a 1,900-acre mixed-use project of residential, commercial, gaming, public and open space.*

## The Economic Development Manager Speaks

Mike Majewski has been the city's Manager of Economic Development since August 2000. As such, he supervises a staff of dedicated people who work to bring new industry and business development into North Las Vegas.

He's helped guide the city's economic development program, which as a goal, has fostered development of the Cheyenne Technology Corridor, a 21st century high-tech thoroughfare designed for the location of businesses and industry on the cutting edge of technology-driven manufacturing and services.

**Q.** Why should industry choose to locate in North Las Vegas?

**A.** I'd say at the very top of the list would be our treatment of private sector development. We're very pro-business and we try to make sure the infrastructure is in place to mitigate any negative impacts from growth. Planning the community in such a manner we can assimilate

the growth that we know will be coming.

**Q.** What would the passage of Question 10, which could result in completion of the Beltway in 10 years, mean for future development in North Las Vegas?

**A.** The Beltway in North Las Vegas is a vital link, especially when you look at the master-planned communities. Unlike other areas in the Valley, this master-planned community will grow around the Northern Beltway and give it a chance to plan with transportation links in mind. Furthermore, you look at some of the most advanced technological operations in the entire United States and you look at the Nevada Test Site and what they're trying to develop with joint ventures in the private sector...and Nellis Air Force Base, and that northern leg of the Beltway would then connect what could be the two largest aerospace installations in the United States.

**Q.** What makes North Las Vegas stand apart from other industrial locations in the Valley?

**A.** We have a wide variety of land available for development, all the way from the technology-based type of industries to heavier types of industry. Unlike other areas in the Valley, I think we're always going to have, in the foreseeable future at least, an inventory of industrial land due to our proximity to the Speedway and the Air Force base. Unlike other areas where industrial land is being converted to residential uses, you'll always have economic forces reserving a large inventory of industrial land, especially with the Air Force base. Not only that, but we probably have the most reasonably priced land right now in the Valley as well.

**Q.** How important is airport accessibility?

**A.** Obviously, McCarran International Airport is still the most important airport for the entire Valley. We rely heavily on McCarran as well. However, the North Las Vegas Airport now anchors the west end of the Cheyenne Technology Corridor. We feel the airport, which can handle any size of corporate aircraft, gives us an edge. As we try to attract technology-based companies to the corridor, should any of the companies use private aircraft to move from city to city for its operations, it's great to be able to land in North Las Vegas and within two minutes be at the operation's doorstep.

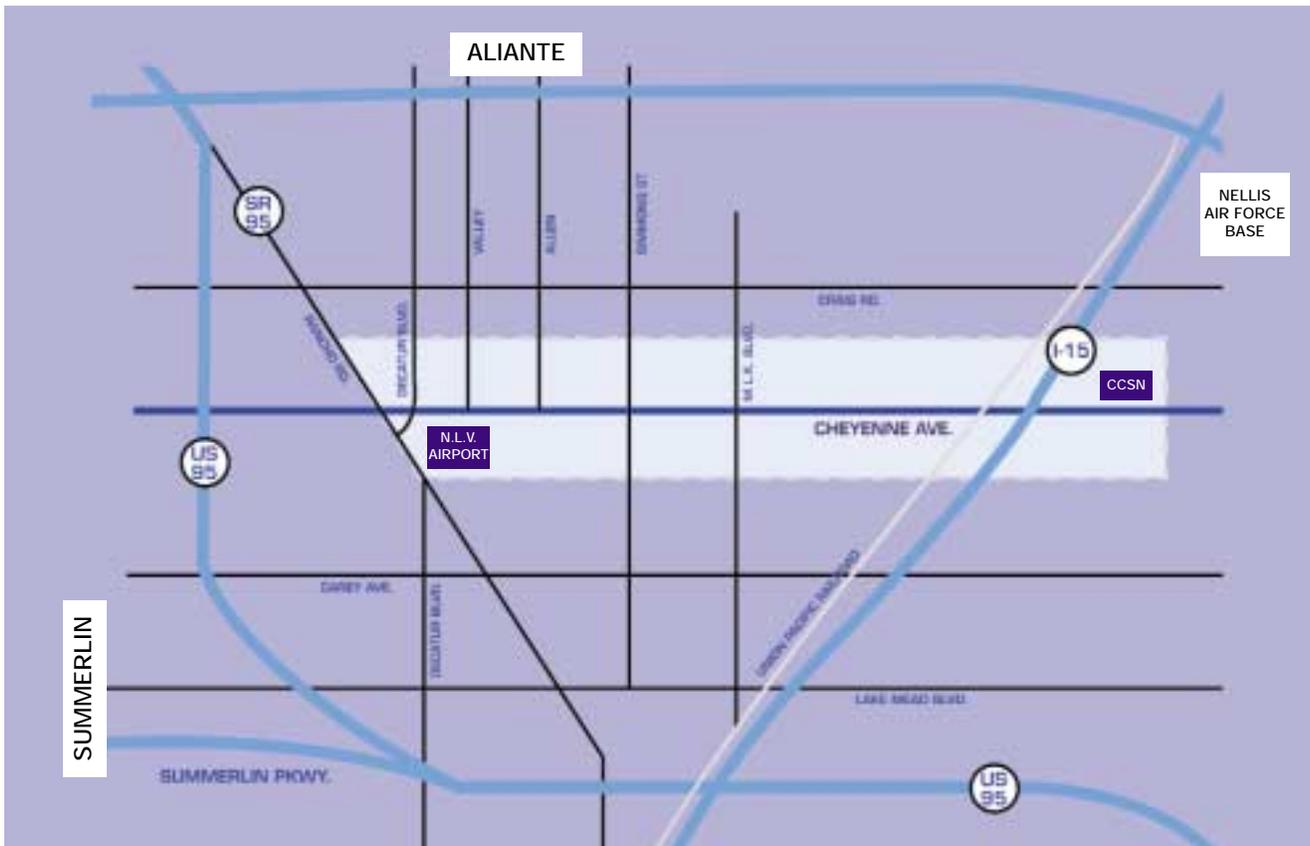
**Q.** What can the city itself deliver to a company considering the area?

**A.** Our can-do attitude. We can work with the other departments and the other divisions so if someone needs a business license or an inspection or if they're having a difficult problem, we can help them resolve that problem. We actually say it on the little pens we hand out at expos: "We Can Help You Through the Maze." We really mean that. We also have the Task Force here. It works a little differently than in other communities, because we assemble a task force of pertinent departments such as planning, fire and public works, to look at the conceptual design before a company purchases a site. And, there is no cost to the company whatsoever. This way they can have an idea of what might be expected in dollar cost to help in their decision process.

**Q.** Where do you see North Las Vegas going and growing in the next five or 10 years?

**A.** I would say by the end of this decade we'll be the fastest-growing city in the United States.

## CORRIDOR GROWS IN IMPORTANCE



The Cheyenne Technology Corridor (shaded area) is a diversified technology district created through a unique public-private partnership between the City of North Las Vegas, five commercial real estate developers, the Community College of Southern Nevada, the North Las Vegas Airport and several local technology service providers.

The six-mile-long Cheyenne Technology Corridor (CTC) is the only high-tech park location in Southern Nevada where available buildings, state-of-the-art telecommunications, worker training, air transportation, interstate access and other support services come together in one place. The corridor, which runs east and west along Cheyenne Avenue, is anchored by the Community College of Southern Nevada's Cheyenne Campus on the east and North Las Vegas Airport on the west.

The corridor didn't happen overnight, but it did come together nearly effortlessly. First, there was the community college, with its advanced engineering technology program and classes already in place. The corridor also offers immediate access to North Las Vegas Airport, a 24-hour corporate aircraft airport – the second busiest in Nevada – with two runways. Next came Level 3, a major telecommunications provider, which constructed the dedicated fiber-optic conduit within the city's right-of-way. It has the only portal in the valley at the nearby Aerojet Building, home of Level 3's co-location

hotel. Level 3's 16,000-mile fiber-optic network is not only connected in North America, but in Europe and Japan as well.

Then industrial developers, following the lead of the Howard Hughes Corporation, which built the corridor's first industrial park, recognized the synergy being created in the city and came together to develop four more corporate industrial complexes that offer accessibility to all 17 existing wireless communications providers in the Las Vegas Valley.

Rob Roy, a principal of Power Pulse, a corridor partner that supplies redundant Internet bandwidth, said the CTC is meant to offer the same capabilities that tech companies from San Jose, Calif. and Los Angeles are used to having.

Together, the five complexes in the CTC total more than 375 acres, with more than 3 million square feet of space either built, under construction or planned:

- The 34-acre Cheyenne Commerce Center, owned by Harsch Investment Properties, offers 202,000 square feet of mixed-use space.
- Hughes Cheyenne Center, a 209-acre indus-

trial park with 10 buildings and parcels, is owned by Stoltz Management.

- RDS/Insight's 37-acre CheyenneWest Corporate Center features 500,000 square feet of space.
- The 25-acre Northport Business Center adjacent to the airport is being developed by Jackson-Shaw Co.
- The 70-acre Cheyenne Valley site is owned by the Brennan Brothers.
- A master-planned, mixed-use business park is planned for the 70-acre Cheyenne Valley site, owned by the Brennan Brothers. The property may be used for retail, office, warehouse or light industrial buildings, in addition to single-family homes.

Development of the complexes and buildings in the CTC has really paid off for the city. "North Las Vegas is uniquely positioned to attract technology businesses," Mayor Montandon said. "With our proximity and our infrastructure, combined with the newly developed Cheyenne Technology Corridor, we are attracting high technology to our city."



## Harsch Investment Properties

*Helping Build Southern Nevada*

**H**arsch Investment Properties owns and operates over 5 million square feet of industrial properties throughout Southern Nevada. Based in Portland, Ore., Harsch has a company-wide portfolio of over 12 million square feet of office, retail and industrial space, along with more than 3,500 multi-family units. Along with Las Vegas, Harsch has regional offices in Portland, Sacramento, San Francisco, San Diego and Seattle.

In North Las Vegas, Harsch continues to expand the company's portfolio. In December of 2001, it acquired the Speedway Commerce Center, comprised of 27 buildings totaling 1.4 million square feet of of-

fice and industrial space. The property is conveniently located off Interstate 15 adjacent to the Las Vegas Motor Speedway.

Harsch has also recently partnered with the City of North Las Vegas and four other real estate developers to create the Cheyenne Technology Corridor (CTC) Alliance. The CTC Alliance brings together the best of the public sector and private developers to create an unprecedented commercial corridor on the north end of the Las Vegas Valley.

Along this corridor, Harsch will be developing four buildings at the northeast corner of Cheyenne Avenue and Revere Street totaling 202,000 square feet. The project will be called Cheyenne Commerce Center, accommodating tenants with 800 square feet to 6,000 square feet of flex, mid-bay and distribution space. It is accessible to I-15, U.S. 95, I-215 and the North Las Vegas Airport.

Additionally, Harsch developed the Henderson Commerce Center, consisting of five buildings situated in a business-park atmosphere on approximately 13 acres. The Henderson Commerce Center

totals 390,000 square feet and accommodates tenants ranging from 2,000 square feet to 100,000 square feet. Henderson Commerce Center II, a flex/office industrial park at Warm Springs and Eastgate, is a 42-acre development that will be constructed in three phases. This project will contain eight buildings with a total of 820,000 square feet.

Harsch also just completed the renovation of The Center at Spring Mountain. The exterior façade was completely recreated with an Asian architectural design. Located adjacent to Chinatown Plaza, the property more than doubled the size of Chinatown on Spring Mountain Road at Valley View.

Future plans call for the company to purchase more than 100 acres in key locations across Southern Nevada to develop a full spectrum of office, industrial and retail properties. New construction will include build-to-suit, as well as speculative development of over 500,000 square feet per year, providing a significant contribution to the growth of Southern Nevada in the years ahead.

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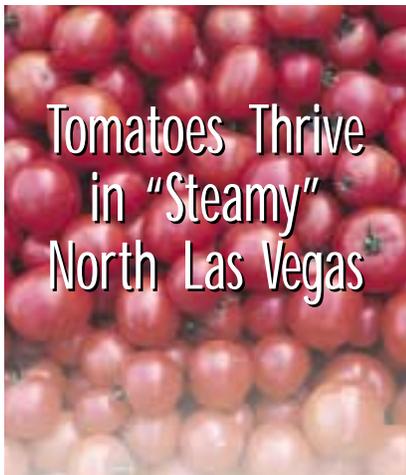
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## Tomatoes Thrive in "Steamy" North Las Vegas

According to Ken Gerhart, president and site manager for Sunco, red, blue and green are his favorite colors.

The red is for the nearly 4 million pounds of hydroponically grown beefsteak tomatoes his company harvests each year. The blue is for the sky with so much sunlight in North Las Vegas, making the area one of the most productive for greenhouse tomatoes. And the green is not only for the almost \$3 million in annual sales, but also for the 117,000 plants that have relied on steam generated from the neighboring power plant for heat and humidity.

"In the greenhouses, we use sensors to monitor what the plant is doing. We look at its uptake and irrigate accordingly," the third-generation tomato grower said. "By doing this, we can modify whatever needs to be changed to fit the plant's specific needs."

The Sunco greenhouse covers 500,000 square feet on 12 acres of land next to Las Vegas Cogeneration, the company that started the tomato operation in 1994. The plants start from seed in July and are then transplanted to a perlite "soil" two weeks later. They use a water-nutrient mix laced with processed fertilizer for feeding.

"This allows us to control the nutrition of the plant, which is something we monitor very closely," Gerhart said.

Computers, which collect sunlight intensity data, control the amount of water needed to irrigate the plants. The more sunlight, the less water is needed. On those rare cloudy days, the water flows a little more freely to the plants. Human error, something akin to losing a green thumb, is nearly nonexistent.

Little is left to chance, even the pollination. "The use of bumblebees to pollinate

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the plants has worked quite well for us," Gerhart said. "We have 50 hives, each with 50 bees, scattered around the greenhouse. And we don't use pesticides because not only does it kill the insects, but it kills the bees as well."

Once the plants are pollinated, Gerhart and his crew of 40 workers get busy harvesting 60 days later. "We harvest six days a week for almost eight months, all the way to the following June," he said. "The 12 acres are split in half, so we harvest six acres one day and the other six

acres the next day."

After picking, a tomato grader weighs the fruit, drops it down a chute where 15-pound boxes are filled and stacked. Three truckloads a week head off to a marketer in Los Angeles. None are shipped directly to Las Vegas supermarkets.

If you find a "Las Vegas Delight" beefsteak tomato in your favorite supermarket, whether it's in L.A., San Francisco, Phoenix, Portland, Denver or most other major western cities, you've found a tomato grown in North Las Vegas.



**KB Home**  
*Pre-Sells Homes  
in Aliante*

**K**B Home is giving homebuyers the opportunity to buy early and be among the first homeowners in Aliante, North Las Vegas' new master-planned community. "Aliante is expected to be a fast-growing, family oriented community, and KB Home is excited to be pre-selling three home series," said Leah Bryant, president of KB Home Las Vegas Division. "I think home shoppers will be impressed with the community and the variety of homes KB Home is offering."

The newly developed master-planned community of Aliante will feature many recreation opportunities, including open-space areas and parks. Residents can stroll through a 20-acre Nature Discovery Park, explore an archeological-themed park, enjoy events at an outdoor amphitheatre, feast in a picnic area and play in soccer fields or tennis and volleyball courts.

Because Aliante is conveniently located near Mount Charleston recreation area, residents can hike, ski and camp at the mountain or enjoy similar activities in their own backyard. The community will feature a trail system and natural arroyo. For a more polished outdoor adventure, residents can tee up at the community's 18-hole, 6,900-yard, par-72 municipal golf course.

The Aliante master plan incorporates two public elementary schools, a public middle school, fire station and library. Proposed commercial development will include a shopping center and office parks.

Featuring one- and two-story homes, the San Destin Ravello series offers five floor plans ranging from 1,231 square feet to 1,947 square feet. They include two to four bedrooms, two to 2.5 baths and two-car garages. The San Destin Tivoli series offers six floor plans, including one- and two-bedroom homes ranging from 1,717 square feet to 2,546 square feet. The homes feature three to five bedrooms, two

to three baths and two-car garages. The San Destin Palazzo series offers six floor plans ranging from 2,022 square feet to 3,803 square feet. The one- and two-story homes feature three to six bedrooms, two to four baths and three-car garages. San Destin at Aliante sales information is available at KB Home's Iron Mountain Ranch neighborhood.

KB Home has also introduced the

Homebuyers Club and the Home Finding Center. The Homebuyers Club helps potential homebuyers reach their goal of owning a home by offering free assistance, including credit reports, a review of their financial situation and credit counseling if needed. The Home Finding Center helps homebuyers find the perfect home quickly, based on their income, home size desired and preferred locations.

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## Insight Holdings

*Helping Develop  
North Las Vegas*

Insight Holdings, a real estate operating company, is developing approximately 200 acres within the North Las Vegas city limits, in several different projects of various types. “The city government provides us with the opportunities we need to achieve success,” said Jim Zeiter, owner of Insight Holdings.

When the company wanted to build a new type of residential product with 10 detached units per acre, city council members were willing to travel to Southern California to view an existing project so they could evaluate whether it would be right for North Las Vegas. “The council realizes there will be a lot of residential growth in the near future, and they make the effort to be adaptable to the needs of the community and its homeowners,” said Zeiter. He received permission to begin the project, which is being developed by Amstar Homes.

When Insight Holdings purchased 46 acres at the southeast corner of Centennial Parkway and Decatur, south of the master-planned community of Aliante, the city agreed to change its master plan to allow regional commercial development on the parcel. It will now be available for a number of options, according to Zeiter, including a hospital, a regional retail center or a multi-story office project.

CheyenneWest Corporate Center, another Insight Holdings project, is a 37-acre mixed-use business park located at Cheyenne and Simmons, adjacent to the North Las Vegas airport. Upon completion, the \$50 million park will consist of approximately 500,000 square feet of office, flex and light distribution space, plus on-site support retail services. It is located within the high-tech Cheyenne Technology Corridor.

Insight Holdings is also managing Alexander Pecos Industrial Center, a 140-

acre project at Alexander and Pecos. Insight owns 21 acres, which it will develop as six free-standing buildings for sale and an 18,000-square-foot facility for lease to small tenants. It plans to partner with another company to develop the remainder of the parcel.

Long-term projects include 40 acres on the Northern I-215 Beltway between the Commerce Street and Fifth Street inter-

changes, and 10 acres at Centennial Parkway and Commerce. The Beltway parcel is master-planned for office and housing. Zeiter said the company is considering its options on this property, and will either sell it or develop it over the next two years.

“We have enjoyed a positive relationship with the city of North Las Vegas since 1990,” said Zeiter, “and we are looking to continue in the future.”



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## Celebrate Homes *Builds North Las Vegas*

Celebrate Homes specializes in affordable housing, and it has so far constructed over 1,200 homes in North Las Vegas, bringing over \$180 million in value to the city. The company was founded in 1995 by two longtime friends and experienced general contractors from Southern California: Harry Shull and Steven R. Rosenberg.

Celebrate Homes offers homes priced from \$140,000 to \$160,000, a range that appeals to over 65 percent of the Las Vegas home-buying market. The affordability factor attracts a large number of first-time buyers, as well as "empty-nesters" looking to downsize.

The company is developing six active residential communities in North Las Vegas. Three of them have been very successful and are nearly sold out: the 171-unit Arroyo

## N O R T H L A S V E G A S

Grande neighborhood, located near Washburn and Scott Robinson; 68 units at Silverwood Ranch, at Cheyenne and Decatur; and North Meadows, located at Revere and Alexander, consisting of 217 homes.

A new 195-unit community, North Meadows West, is located at Lone Mountain and Clayton. Its models opened in June. Sales are currently underway at Celebrate's Cheyenne Valley development, comprised of 146 homes at the corner of Valley and Cheyenne. Models are now open at Imagination, 121 homes located near the I-215 Beltway at Simmons and Ranch House Road.

"We want only the very best things for North Las Vegas," said Rosenberg. "We've been here a long time and consider ourselves one of the city's 'hometown' builders. We've worked closely with the city for many years and have a good working relationship with city officials."

Shull served six years on the North Las Vegas Planning Commission and is currently active with the North Las Vegas Chamber of Commerce. "We are the only builders in the city of North Las Vegas who actually live here," he said. "We take

an active interest in the community and are proud to be part of helping it grow. I predict that in the near future, North Las Vegas will outpace Henderson and become the fastest-growing city in the state."

Celebrate Homes has 30 employees at its North Las Vegas headquarters. To prepare for future growth, the company is preparing to build a 16,000-square-foot corporate headquarters at Cheyenne and Allen. It is also branching out into commercial development. One project currently underway is a 198,000-square-foot industrial complex in Clark County, near Boulder Highway and Sunset Road.

Shull and Rosenberg are also expanding into other markets, including a residential project in Southern California and 400 units in the Phoenix area.

Celebrate Homes will continue to participate in the fast-paced growth taking place in Southern Nevada, said Rosenberg. "We believe Southern Nevada will continue, for the foreseeable future, to be a magnet for families seeking employment and quality homes," he said. "We will continue to be a part of that growth, especially in North Las Vegas."



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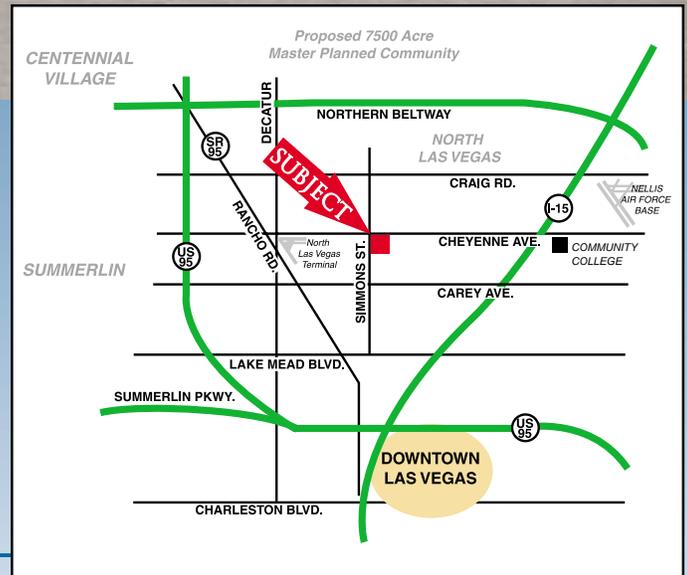
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## Alliance of Tech Firms in CTC

*Provides Telecom and Data Services*

Thanks to a unique alliance of high-tech companies in Southern Nevada, businesses located in the Cheyenne Technology Corridor (CTC) have the ability to tap into a mature, robust set of telecommunication and data services faster and for less cost than at other locations. By joining together to provide bandwidth, connectivity and business services, these innovative firms provide the 21st-century infrastructure needed to connect the CTC to the world. Members of the alliance include: Power Pulse, a supplier of redundant Internet bandwidth; Anexeon, Inc. providing advanced I.T. services; Colocation Gateways, which provides world class

colocation and internet connections to multiple service providers through a fiber and wireless network; and The N.O.C., which offers operations-monitoring for clients' networks.

Power Pulse offers the Las Vegas Valley the high-quality benefits of BGPv4, multi-homed and redundant bandwidth, at West Coast high-volume pricing. Using multiple-provider, fiber optic connections as well as DWDM scales of economy and carrier-class equipment, Power Pulse puts multiple providers behind every megabit of bandwidth. "No single provider, no matter how large, can match this level of redundancy and service," said Rob Roy, founder and principal of Power Pulse LLC.

Colocation Gateways provides telecom switching, routing, multiplexing, transmission and Internet web-hosting equipment. Many high-tech companies choose to locate their highly sensitive

equipment offsite at its secure location, which offers redundant fiber optic connections, abundant electrical power and emergency power, and state-of-the-art security systems. Safety is assured by state-of-the-art digital security systems, centralized monitoring of all critical systems and surveillance cameras with digital video storage.

With secure carrier-neutral connections located at the Colocation Gateways center, advanced internet solutions provided by Power Pulse Communications, a fiber network built and maintained by the city of North Las Vegas, and professional I.T. services provided by Anexeon, Inc., businesses at the CTC are assured of the ability to make connections quickly, easily and inexpensively. In addition, the partners in the high-tech alliance are available to provide expert advice for real estate brokers or prospective tenants.

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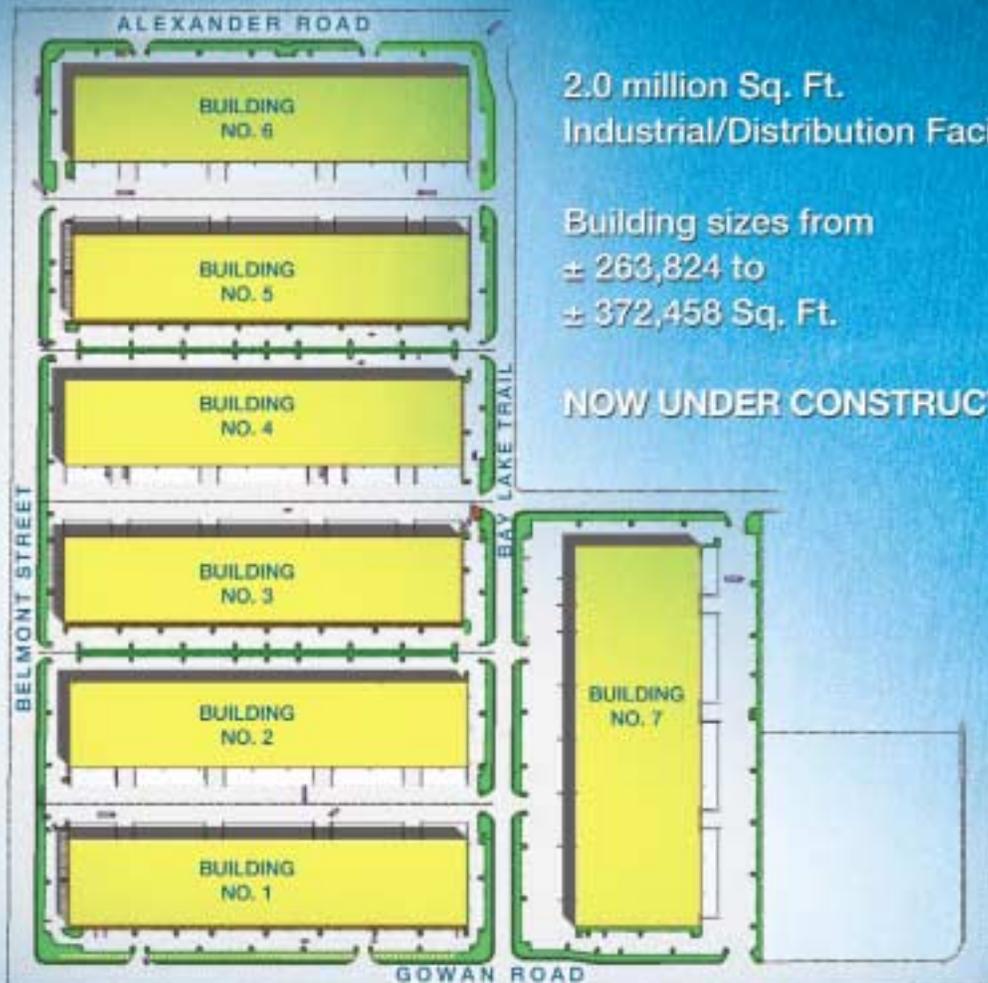
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# LogistiCenter at North Las Vegas

*Will Provide Industrial/Distribution Space*

The city of North Las Vegas will soon be home to a 104-acre industrial/distribution park located off I-15 between Craig Road and Cheyenne Avenue. LogistiCenter at North Las Vegas will be developed by Reno-based DP Partners, one of the nation's 10 largest private industrial developers. When completed, the park will add 2 million square feet of industrial/distribution space to the Las Vegas Valley.

DP Partners is scheduled to close on the property this month and the groundbreaking for LogistiCenter at North Las Vegas is planned for mid-January. Project completion is anticipated for early summer 2003.

DP Partners' LogistiCenter facilities can be found across the nation, strategically located in major markets with efficient access to truck, rail and air infrastructure. The facilities are constructed in business parks with full landscaping, curbs, gutters and wide paved corridors.

LogistiCenter at North Las Vegas will offer numerous enhanced amenities to businesses looking to service the Las Vegas Valley and the western United States. The property is positioned along the I-15 corridor, linking Southern Nevada to California and Utah. The buildings will feature suite sizes from around 24,000 square feet, ceiling clear heights of 30 feet, a minimum of five dock-high door positions per unit, at least one grade level door per unit, minimum 400 amp, 277/480V, three-phase power, ESFR fire sprinklers, 1 percent skylights and M-2 zoning. Due to the generously-sized 104-acre land parcel, DP Partners will also have the ability to construct large, build-to-suit facilities within LogistiCenter at North Las Vegas.

Headquartered in Reno, DP Partners is

a private industrial developer with an established portfolio nearing 20 million square feet throughout the country, focused in California, Nevada, Indiana, Pennsylvania and Georgia. Ranked among the largest industrial developers in the nation, DP Partners serves over 400 national and regional clients, including UPS e-Logistics, PepsiCo, USCO, Alcon, FedEx, Overhead Door, Osburn-Hessey Logistics, OfficeMax and Fellowes.

Voit Commercial Brokerage currently handles all of DP Partners' listings throughout Southern Nevada. Voit, which is a member of CORFAC International, is a full-service brokerage firm specializing in the sales and leasing of office, industrial and retail properties, in addition to investment property sales. Since the firm's inception, it has completed sales and lease transactions valued at approximately \$9.1 billion. A subsidiary of The Voit Companies, Voit Commercial Brokerage has offices in Irvine, Anaheim, Chula Vista and San Diego, California and in Las Vegas. The Voit Companies is headquartered in Woodland Hills, California.

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