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Report: Non-Gaming Business Vital To Vegas Future

2011 Las Vegas Perspective Released

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LAS VEGAS -- Unlike the boom years, the cure to what ails Las Vegas won't come with the opening of another mega-resort.

That's according to the 2011 Las Vegas Perspective, an annual report of the city's demographics, economic and cultural statistics.

The Perspective, released Thursday, found that nearly 65 percent of Las Vegans feel attracting new non-gaming business is "very important" to the future of Las Vegas. More than 86 percent agreed that non-gaming businesses should be promoted.

Southern Nevada attracted 23 new companies for the fiscal year 2009-2010, the Nevada Development Authority noted in the report. Just one of those businesses moved within the Las Vegas city limits, while 15 were located in Clark County, four in Henderson and three in North Las Vegas.

A survey by the Boyd Company -- which was also noted in the report -- rated Las Vegas as having the most favorable business climate for new corporate investment.

Economic diversity is a term Las Vegans have become familiar with since the recession sent unemployment skyrocketing. Recently candidates in the city's mayoral race have built their campaigns on promises to lure non-gaming companies to the area.

One noted success in 2010 was the announcement that online retailer Zappos.com was moving its corporate headquarters from Henderson to downtown Las Vegas. It was hailed as a "game changer" by Mayor Oscar Goodman.

Poll: Top Priority For Next Vegas Mayor?

FOX5 wants to hear your thoughts on attracting new business to Las Vegas and what you think the next mayor's top priority should be. Send your comments to [Facebook](#) and **THE RANT** and hear the responses weeknights on **FOX5 News at 10**.

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